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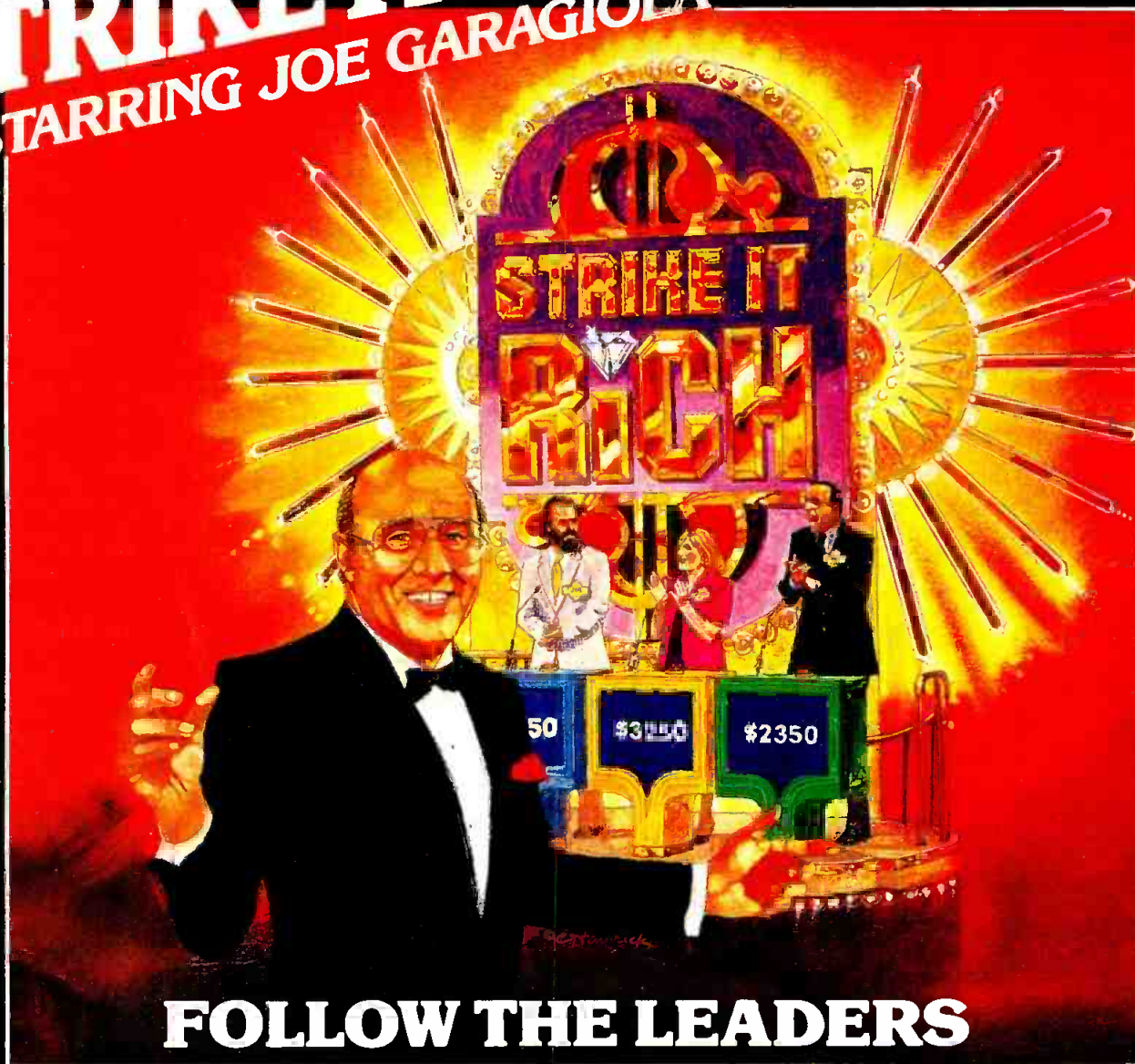
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Broadcasting Jul 21

Consensus building on must carry TCI buys another cable company Blair-Reliance-FCC saga continues

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Billion five

Broadcast Financial Management Association (BFM), accelerating its development of revenue reporting for television industry, has come up with "flash" reading on three-network, first-quarter sales for 1986. Total is \$1,599,722,000 in "net revenue from time sales" (after advertising agency commissions) for ABC, CBS and NBC. Although comparable numbers for first quarter of 1985 are not available, new BFM revenue-gathering project will provide such quarter-to-quarter comparisons beginning with second quarter of this year, results of which should be available in next several weeks.

Copyright again

Central assumption of industry must-carry compromise, which is said to be template for FCC's resolution of proceeding, is that broadcasters will not seek repeal of cable's compulsory copyright license. But sentiment against compulsory license may be revived at FCC, now that Commissioner James Quello has gone public with his advocacy of license's repeal (see page 32). If recommendation that compulsory license be scrapped doesn't show up in FCC's must-carry order, it's expected to appear in separate statements of commissioners.

Everywhere at once

Barron's recently ran article noting multiple roles played by Drexel Burnham Lambert in John Blair & Co. takeover drama. New York-based investment banking firm is representing Blair note holders, advising Blair on takeover situation and at same time is investor in bidder, Reliance Capital Corp. Same multiple personality appeared again last week in announced sale of VHF independent WTTV(TV) Bloomington (Indianapolis), Ind., to Lorimar-Telepictures for assumption of \$85 million in debt (see page 62). Sellers include some 27 Drexel partners and employees, through "principal" ownership of Dunmore Partners Ltd., as well as firm itself. Dunmore, along with station's management, purchased station two years ago for \$73 million. Drexel is also traditional banker for Lorimar-Telepictures, and firm's chairman, Robert E. Linton, is L-T board member. What especially interests industry kibitzers is that earlier this spring WTTV was put on

market but apparently attracted no acceptable bids. At that time, it's said, station had roughly \$5 million in cash flow and \$84 million of debt—\$40 million with banks, \$14 million in senior subordinated notes and \$30 million in zero coupons.

Station's sign-on-to-sign-off household share has slipped slightly during two years of current ownership. Last week's announcement came shortly after recent news that Drexel will be raising over billion dollars to help L-T purchase seven TV stations from Kohlberg Kravis Roberts & Co.

Better times

FCC, which is currently operating on budget of \$90 million, has tentatively decided to request \$104 million for fiscal 1988. Its request for \$96.4 million for fiscal 1987 is still pending in Congress. Contending that FCC has essentially eliminated its current deficit, Chairman Mark Fowler has directed that freeze on promotions be lifted July 20.

European HDTV

European countries, as part of major, \$2-billion research effort to develop member countries' high technology industries, have agreed to invest more than \$180 million in studies of high-definition television. Eighteen European countries plus Iceland are participating in Eureka project designed to help them compete in high technology markets with U.S. and Japan. Money is to come from private as well as government sources. HDTV project, one of highest priced among 62, is scheduled to run four years, with France, West Germany, Netherlands and United Kingdom principal participants; Belgium and Commission of European Communities have also expressed interest. HDTV project will involve development of 50-hertz system compatible with advanced European television technology. State Department's office of international communications—part of Bureau of International Communications and Information Policy—has asked U.S. mission in Brussels, where EEC is located, to obtain additional information.

Despite European pursuit of 50-hertz HDTV, there are indications of continuing support on continent for U.S.-backed 60-hertz. 1125-line HDTV technology positioned unsuccessfully last spring as world studio standard. West German state broadcasters ARD and ZDF, for instance,

have made clear their distaste for German government and PTT opposition to 1125-line technology. Both concurred, in technical committee document, to "disassociate" themselves from government position and state clear support for future standard based on 60 hz, 1125-line system.

Another Buffett?

More than one watcher of Viacom International has noted that company's credit arrangements require it to issue \$125 million in new stock before end of September. While stock offering may conjure up public ownership in minds of some, informed Wall Street observers are hinting that Viacom may use this or some other situation to bring in its own Warren Buffett, if it can find benign minority investor similar to 19% owner of Capital Cities/ABC. Viacom hinted at possibility of "privately negotiated purchases" at time of Carl Icahn move on company two months ago in filing with Securities and Exchange Commission.

Tape head

Matsushita has pegged Bosch's former top U.S. salesman, Tony Pignoni, to head marketing and sales of new Panasonic Broadcast Systems company. Entity was formed earlier this month to direct Matsushita's fight for small-format video market dominance with new M-II half-inch videotape system. Pignoni is no newcomer to that battleground; he had quarter-inch videotape camera-recorder system of Bosch, now no longer sold in U.S., as line during tenure there. Matsushita would not confirm Pignoni's selection, but announcement is expected this week or soon after. No head has yet been selected for new company.

Out of attic

Vintage radio dramas are getting second life. Public Interest Affiliates, Chicago-based radio program supplier, will syndicate 26 of 55 *Campbell Playhouse* episodes beginning in December. Series, which originally aired over CBS Radio in late 1930's, was hosted by late actor/director, Orson Welles. Program distribution move will mark Campbell Condensed Soup's 90th anniversary in 1987. Other old-time radio dramas are being offered to stations via new satellite-delivered program service started by Charles Michelson Inc. (see "Riding Gain," page 58)

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Turning it over

Tribune Co. and United Cable have reached an agreement with Montgomery county, Md., to transfer their joint-venture cable franchise to Hauser Communications for \$40 million. It is Tribune's one remaining cable interest.

In a press conference announcing the agreement last Tuesday, July 15, County Executive Charles W. Gilchrist called the deal a "fine resolution" of the difficulties between the county and Tribune-United which gained the franchise in 1983.

As part of the transfer, the county will receive \$7 million from Tribune-United after the system is transferred to Hauser and will keep \$800,000 in franchise fees Tribune-United already paid. The 5% franchise fee will be retained, which is expected to net the county up to \$40 million over the remaining 12 years left in the franchise agreement. The system, now reaching fewer than 22,000 homes, will be scaled down to a single cable operation with 61-channel capacity, in contrast to the dual-cable, 120-channel capacity system originally planned by Tribune-United. Currently, 73 channels of the system are active.

The agreement must still be formally approved by the county's executive branch, county council and 15 participating municipalities. Hauser is scheduled to begin construction six months after the franchise transfer and to complete it within four-and-a-half years.

Headed by the former chairman and chief executive officer of Warner Cable Communications, Gustave M. Hauser, Hauser operates systems in nearby Arlington, Va., and in the Minneapolis area. The company began negotiations for the Tribune-United operation late last year as construction was halted because of disputes between Tribune-United and county executives over major provisions of the 230,000-home franchise (BROADCASTING, Nov. 18 and Dec. 30, 1985).

Tribune last May sold eight of its 15 cable systems to Jones Intercable for \$195 million and has now reached agreements to sell the remaining seven, including the Montgomery system. When those seven close, according to Tribune spokesman Andy Hays, Tribune will have received \$337.5 million from the sale of all of its systems.

To support public, education and government (PEG) programming, the county will retain \$30 million in commitments from the franchisee, including an extra 1.5% of gross revenue over the life of the franchise (estimated at \$8 million-\$12 million) and an increase in PEG channels from 11 to 13.

The county will also lower requirements for the franchisee's letter of credit to cover the balance of construction, from Tribune-United's original \$5 million to \$3 million from Hauser. The completion of the system will be funded by a \$100-million investment made by HCI, Mutual Life Insurance, John Hancock Mutual Life Insurance, Chase Manhattan bank, as an agent for a consor-



Alden, Evans and Hauser

tium of national banks, and several unnamed individuals, according to Hauser.

The new operation, to be named Montgomery Cablevision Co., and headed by Hauser Executive Vice President Peter J. Alden, former executive vice president, operations, of Warner Cable, will also build a \$2 million to \$4 million redesigned institutional network for two-way data, voice and video communications between local government offices and public schools.

Plans for interactive services will be dropped, although hardware is already in place and the system could be upgraded for the capability in the future if required. A nonprofit corporation funded by franchise fees will also take over local news production and hearing-impaired programming.

Hauser plans to replace the system's existing cable converters, Texscan's TRACS units, with more conventional, VCR-compatible converters. Last year Tribune-United said the equipment was "plagued" with operational problems and "poor performance," and the company had received complaints that the converters could not be used to watch programs and allow simultaneous recording of others.

According to Hauser President John D. Evans, who manages the 36,000-subscriber Arlington system, the company will likely raise rates of the Montgomery system to levels "comparable" with those in Arlington, now at approximately \$14 for basic service each month.

Programing primer

The future of cable lies in programming. That was the message from National Cable Television Association President James P. Mooney at a luncheon sponsored by the Pennsylvania Cable Television Association on Capitol Hill last week.

Cable's "entire future depends on doing good as a precondition to doing well. We've got to get that penetration up, and the only way we're going to do it is with programming," Mooney told some 70 PCTA members and members of Pennsylvania's congressional delegation gathered in Washington during a two-day legislative and regulatory conference.

He said that now that the industry has matured to the point where much of its con-

struction is completed and most new subscribers have signed on, it's going to have to come up with "enticements sufficiently attractive to that 43% of households whose homes are passed by cable but who, for one reason or another, have decided not to subscribe." And that means programming, said Mooney—not just more of it, but "better programming as well." Cable, he added, has to stop thinking of itself as a "distribution plant, as a conduit for megahertz."

What's more, he continued, "we've got to take seriously the competition to our business that is offered not only by videocassettes and the commercial broadcasting networks, but also by all of the other entertainment and information choices people have today, and then do what business people typically do when they're serious about something, which is to put up more money—in hefty amounts."

On a related matter, Mooney noted that following rate deregulation at the end of the year, subscriber fees will likely increase. However, "a great deal of it is going to go right back out again in the form of increased investment in programming," he said. And, he continued, "just as penetration is driving our interest in better programming, penetration concerns also will act independently as a brake on prices. It isn't going to do us any good to have a lot of terrific programming if we price it out of the comfort range of the average family, and we know that."

Not to underplay cable's role as a "serious



Mooney

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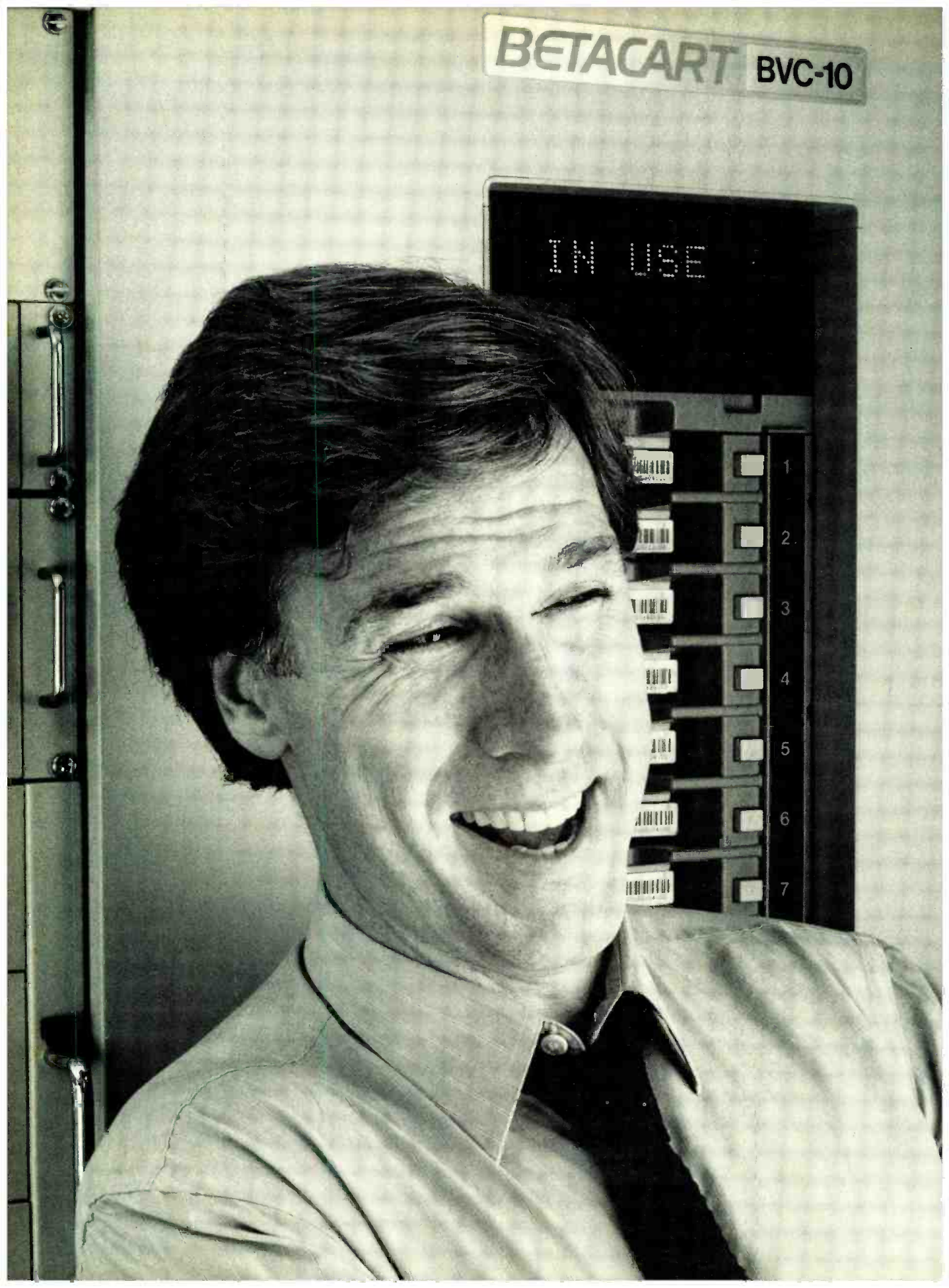
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Carl Guffey, director of operations, reports: "The sales staff is happy, traffic is happy, the engineers are happy and the general manager is ecstatic."

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television medium," Mooney praised the industry for its programming contributions. "The fact that children's programming, for example, now is available in all dayparts is entirely attributable to cable. The fact that the whole country now can see the House and Senate in action, gavel-to-gavel, is a cable phenomenon. It's a little known fact that in pay cable homes, made-for-cable programming now gets an overall 38% viewing share, and if you don't think that's a serious development, just ask the bookkeepers at ABC, NBC and CBS."

Shop talk

The planned Canadian Home Shopping Network, Toronto, has reached an agreement with Clearwater, Fla.-based Home Shopping Network allowing the Canadian company to start a service in that country using a similar format. According to CHSN Chairman John Goldberg, his company will have access to "registered trademarks, proprietary rights, computer services and copyrighted show formats together with the use of HSN's purchasing network. In exchange, HSN will receive partial ownership in CHSN and royalties based upon company's sales." The agreement has been in the works for about six months. According to HSN Chairman Roy Speer, his company had been "approached by many Canadian groups to start the Canadian Home Shopping Network. We chose CHSN because of the broadcasting, merchandising, financial strength and experience of the founders. It will be controlled and operated by Canadians with a 100% Canadian format." CHSN expects to be operational by November,

with studio, warehouse and uplink facilities already under construction.

□

In another deal, Home Shopping Network will acquire a controlling interest in the Stuart McGuire Co. (over-the-counter stock symbol: SMCG). Stuart McGuire is a Salem, Va.-based catalogue fulfillment firm that serves its own mail order business in addition to department stores and other direct mail firms. HSN has been granted options to purchase 1.3 million common shares at \$5 each and Stuart McGuire has agreed to issue HSN 1.2 million common shares at \$5 per share, giving HSN 68% of the outstanding shares of the company. Stuart McGuire, which employs 350 people and operates a 475,000-square-foot distribution center, will continue to operate as a separate subsidiary.

According to HSN Chairman Roy Speer, the acquisition "move[s] Home Shopping Network closer to its goal of being within two delivery days of every home in America." It also gives HSN mail order capability, he said.

HSN is a 24-hour cable service that markets a variety of merchandise via live sales pitches from its studios and uplink facilities in Tampa Bay, Fla.

□

Franchise America Corp., a Jenkintown, Pa.-franchise consulting firm, and Goodway Marketing, a Philadelphia-based cable and print marketing company, are producing a shop-at-home program for Lifetime Cable Network. Goodway is co-founder of *The Ca-*

ble Guide, a cable programming guide with a claimed circulation of six million.

Franchise America, which premiered July 18 at 2 a.m. NYT, is hosted by Franchise America Corp. founder and president, Kevin Harrington. Each half-hour show will feature between four and eight franchisors who will discuss their various businesses—auto rental, restaurants, service businesses, for example—and opportunities for potential franchisees. Viewers interested in a particular presentation can call a toll-free number to receive information.

Coming attractions

The Disney Channel has acquired exclusive rights to four films from Clubhouse Pictures, a division of Atlantic Entertainment Group. The films, which will be making their television debuts, are "Heathcliff The Movie," "The Adventures of Mark Twain," "The Adventures of the American Rabbit" and "Hey There, It's Yogi Bear."

The Disney Channel, a subsidiary of Walt Disney Co., serves approximately 3,000 affiliates with 2.5 million subscribers.

Cable caps

The National League of Cities has asked the FCC to adopt ownership limitations for cable operators. In a filing at the FCC last week, NLC recommended that no cable system be permitted to control or own systems serving more than 20% of the nation's cable households or more than 40% of a local access and transportation area's households. "Because of the importance of localism, diversity and competition, the FCC should promulgate regulations limiting the concentration of cable systems on a national and regional basis," NLC said. Local access and transportation areas (LATA) are regions, roughly comparable to metropolitan statistical areas, in which telephone service is considered local for regulatory purposes. There are 161 LATA's in the U.S. The NLC's filing came in support of a petition for rulemaking by Satcom Inc., a small Montana cable operator, that recommends that no entity be permitted to own systems serving more than 50% of subscribers in any state or more than 25% of nation's cable subscribers (BROADCASTING, June 23). Comments on Satcom's petition are due July 21.

Commentators set

ESPN plans to use 20 commentators during its coverage of the U.S. Olympic Festival '86, July 25-Aug. 3 in Houston. Included in that group will be 11 analysts, six play-by-play announcers, two hosts and one reporter, ESPN said. Jim Simpson and Leandra Reilly will serve as "floating anchors" and will host each telecast. Jim Kelly will cover play-by-play assignments for figure skating, gymnastics, rhythmic gymnastics and roller skating events, while Tim Brando will cover ESPN's six live one-camera "action update" sports, including cycling, ice hockey, speed skating, team handball and wrestling. Among the commentators will be several former Olympians, including 1976 gold medalist Phil Boggs, 1984 gold medalist Bart Connor, and Chris Marlowe, 1984 U.S. Olympic team captain.

Broadcasting

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Business Briefly

TV ONLY

Oshkosh B'Gosh □ Manufacturer of work and leisure clothes will implement five-week flight in nine Southern markets in late July. Commercials will be carried in prime, fringe and daytime segments. Target: women, 18-49. Agency: Frankenberry Laughlin & Constable, Milwaukee.

General Electric Co. □ Various appliances will be spotlighted in two-week flight tentatively set to kick off in October in four Florida markets—Miami, West Palm Beach, Orlando and Tampa. Commercials will be scheduled for all time periods. Target: women, 25-49. Agency: Sheehy & Knopf, Louisville, Ky.

Public Storage Inc. □ Company with mini-warehouses is set to start six-week flight this week in 18 markets, including Denver, Houston, San Francisco and Seattle. Commercials will appear in daytime, fringe and sports periods. Target: adults, 25-54. Agency: Newhoff & Burr, Los Angeles.

Alberto Culver □ VO5 Hot Oil hair spray campaign will be launched this week in 30 markets, including San Diego. Target: women, 18-34. Agency: Draper Daniels Media Services, Chicago.

American Isuzu Dealer Assoc. □

Rep Report

WVAH-TV Charleston, W. Va.; WRGT-TV Dayton, Ohio, and KVVU-TV Henderson, Nev.: To MMT Sales from Seltel.

□

WCII(AM)-WDJX(FM) Louisville, Ky.: To Republic Radio from Eastman Radio.

□

WRIF(FM) Detroit: To McGavren Guild from Blair Radio.

□

WYMU-FM Dayton, Ohio, and KEYS(AM)-KZFM(FM) Corpus Christi, Tex.: To Blair Radio from Republic Radio.

□

KAFY(AM) Bakersfield, Calif.: To Caballero Spanish Media from Blair.

□

New in Seattle. Harrington, Righter & Parsons will open new office in Seattle on Sept. 2 at 600 Stewart St., 98101. Telephone is: (206) 443-1709. Cara O'Donnell, account executive for 10 years in San Francisco for HRP, has been appointed manager of new Seattle office.

Advertising campaign for trucks begin in 12 markets, this week in some markets, and running from two to four weeks.

Target: men, 25-54. Agency: Della Femina Trivisano, Los Angeles.

RADIO ONLY

Joseph A. Bank Co. □ Men's clothing manufacturer and retailer kicks off campaign of about four weeks in four markets next month. Markets include Minneapolis and San Francisco. Commercials will be presented in all dayparts. Target: men, 25-49. Agency: Eisner & Associates, Baltimore.

K Mart Corp. □ Back-to-school promotion for children's clothing and accessories

will be launched on Aug. 11 for four weeks in about 250 markets.

Commercials will run primarily in drive times. Target: adults, 25-54. Agency: Ross Roy, Detroit.

Robert Bosch Power Tool Corp. □

Agency is preparing test campaign to run for three weeks, starting in late October, in four Southern California markets—Los Angeles, San Diego, Riverside and San Bernardino. Commercials will be scheduled in all time segments. Target: men, 25-54. Agency: Edelman Scott Inc., Richmond, Va.

RADIO&TV

Webster University □ Educational institution with various local campuses in

AdVantage

Commercial TV scores. TV usage per household continues to increase, according to analysis made by Television Bureau of Advertising of A.C. Nielsen data from October 1985 through May 1986. TVB said that total hours of TV usage per household rose to seven hours, 25 minutes in 1985-86 from seven hours, 21 minutes in 1984-85. Bureau adds that over-air commercial television viewing (affiliated and independent stations) grew while other segments (pay cable and public television) declined. TVB reports that commercial stations had 89% of viewing in 1985-86, while all others had 16% (total exceeds 100% because of multiple viewing in households). TVB also stresses that prime or nighttime television is clearly terrain of commercial stations, accounting for 92.7% of total audience, up from 91.8% one year earlier, while all other television components registered 15.3%. TVB notes that average time spent for viewing affiliated stations per household per day in 1985-86 rose to four hours, 58 minutes, as compared with four hours, 56 minutes in 1984-85. Average time spent with independents remained same in each year at one hour, 35 minutes. Time spent with public television, dropped from 16 to 15 minutes. Pay cable also dropped, from 25 minutes to 23 minutes, while basic cable rose, from 33 minutes to 35 minutes. Average time spent viewing and share per household in nighttime, 8-11 p.m., rose at affiliated stations to one hour and 28 minutes for 77.2% share, up from 76.8% in 1984-85. At independent stations during that time, viewing edged up to 18 minutes from 17 minutes, while public stations accounted for five minutes in each year and pay cable six minutes in 1985-86 and seven minutes in previous yearly period.

□

IBM's agency shuffle. IBM is realigning its agencies responsible for about \$200 million in U.S. billings. Company said most of its domestic billings will be handled by two agencies in JWT Group—Lord, Geller, Federico, Einstein, which already is IBM agency, and J. Walter Thompson, which will be new to IBM. Giving up IBM responsibilities will be Doyle Dane Bernbach, Leber Katz Partners and Geer, DuBois. IBM allocates about 75% of its U.S. expenditures to broadcast advertising.

□

Shifting accounts. W.B. Doner has added \$10 million in billings with acquisition of four new accounts, bringing company's total billings to over \$200 million. New accounts are Emhart Home products, division of Emhart Corp.; True Temper Hardware, subsidiary of Emhart; Dahlberg Inc., national marketers of hearing aids, and *The Morning and Sunday Sun*, both Baltimore Sun publications. Both Emhart Products and its 1985 acquisition, True Temper, manufacture hardware/do-it-yourself items. Combined billings for multimedia account will amount to \$4 million to \$6 million. Latest *Baltimore Sun* assignment makes Doner agency of record for all of *Baltimore Sun's* products, amounting to \$1.5 million in radio, print and television. Dahlberg Inc., franchise of Miracle Ear Centers, will promote its hearing aids with television and print campaigns beginning as early as late August. Expected billings for Dahlberg are \$4.5 million. And Earle Palmer Brown Companies/Philadelphia has acquired Tri-State Honda's \$1.5 million advertising communications program. As result of conflict of interest in recent BBDO International/Doyle Dane Bernbach Group, Tri-State Honda opened its account to bidding from 33 Philadelphia agencies.

SEE SPOTS RUN!

BAR has seen a hundred million of them.

We've monitored, logged, classified, and reported network and local commercials for 33 years.

When it comes to developing data for today's broadcast and cable advertising professionals, BAR's monitoring specialists have no peers. Because nobody else has BAR's experience.

Nobody.

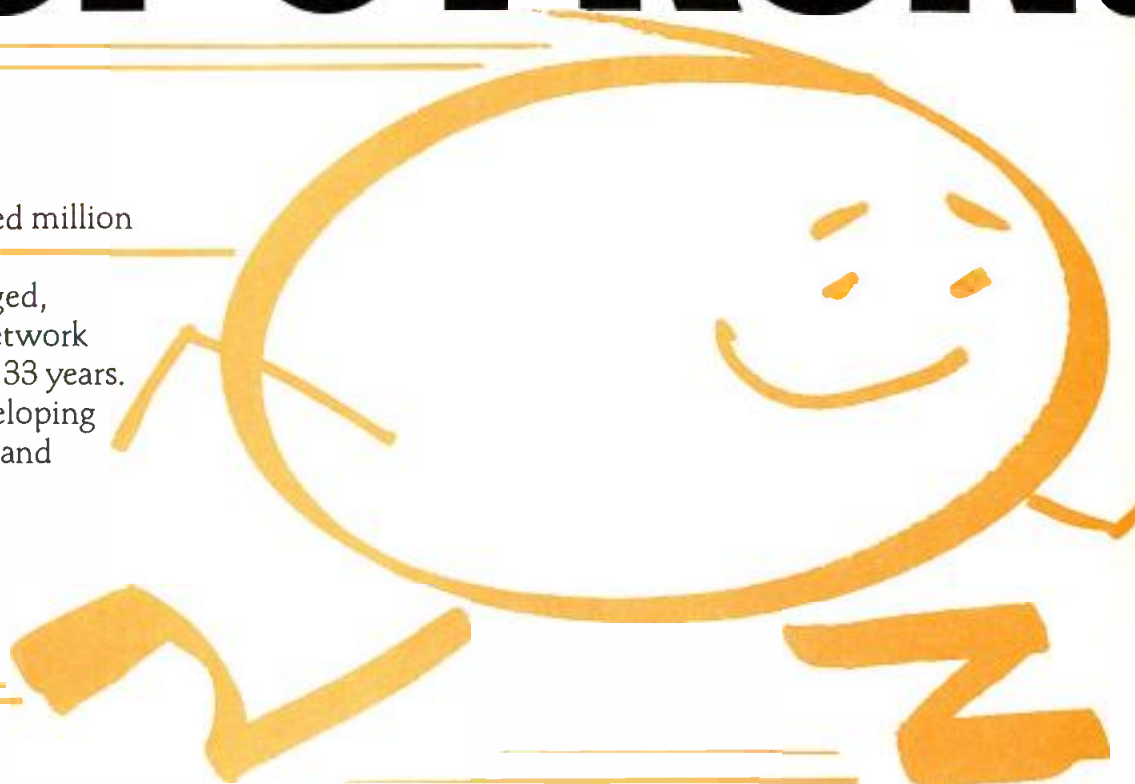
Many other monitoring services have come and gone. Time after time, BAR was chosen as the standard in monitoring throughout all of advertising, and all of broadcasting.

That's an enormous responsibility. It's why we continually expand our services, refine our technology, and sharpen our skills.

We seem to be doing it right: A recent 20,000-spot audit confirmed that BAR logs are a remarkable 99.7 percent accurate.

We don't just see spots run.

We catch them.



THE INDUSTRY STANDARD IN BROADCAST MONITORING.



BROADCAST ADVERTISERS REPORTS

800 Second Avenue, New York, NY 10017 (212) 682-8500

various parts of U.S. kicked off campaign to attract new students last week. Campaign runs for several weeks in Little Rock on TV and in six markets on radio. Commercials are slotted in all dayparts. Target: adults, 25-44. Agency: Hughes Advertising, St. Louis.

Stroh Brewery □ Company's Schlitz Malt Liquor will be advertised in radio and TV flight scheduled to begin this week in top 25 markets. Campaign is aimed at black-oriented audiences and commercials will be placed on stations reaching this ethnic group. Agency: Burrell Advertising, Chicago.

Oshman's Sports Stores □ One-week flight is scheduled to begin in late

August in San Diego and San Jose, Calif. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Target Enterprises, Los Angeles.

Cotton States Insurance □ Advertiser launches fall campaign in 10 TV markets and 37 radio markets, all in Florida, Georgia and Alabama. Both radio and TV campaigns will begin in September and will run intermittently until November. TV will use early morning news, evening news prime and prime access dayparts; radio spots will air during drive times. Campaign consists of two 30-second TV and one 60-second radio spot. Target: adults, 25-54. Agency: Bowes/Hanlon, Atlanta.



Spanish signing. BlairSpan Television Sales Representatives has signed its sixth station client, Channel 13 Television Inc., a Spanish-language low-power television station in Hartford, Conn. The station signed on June 30 and offers Spanish-language series and novellas from 8 a.m. to sign-off. The LPTV station is on channel 13 and claims to reach about 200,000 of the market's 810,000 ADI households through its off-air signal and cable systems. Present at the signing (standing, l-r) Walter Martinez and Omar Aquilera, both vice presidents and directors of Spanish programming; Lucio Ruzzier, president, and Paul D'Agostino, treasurer. Seated is BlairSpan's Charles Curran, director of sales.



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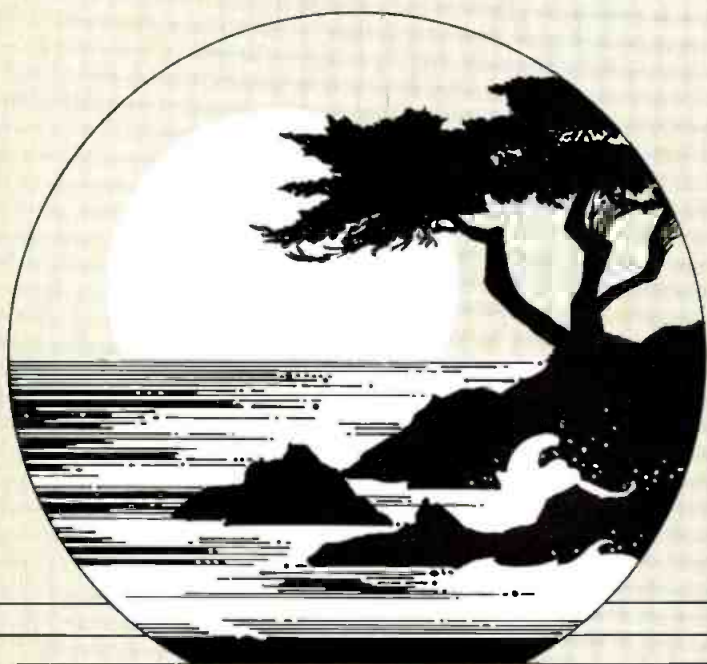
Founded 1931. Broadcasting-Telecasting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.

HOW WE WON THE WEST

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A broadcast hiring commentary from Arnold Huberman, Goldman, Gschwind & Co., New York

Finding a home in a sea of change

Over the past 18 months, the number of mergers and acquisitions within the communications industry has, in effect, dropped a very large rock in a previously placid pool. Not one, but two networks sold; the apparent creation of a fourth network; several giant advertising agencies rolled into one; the sale of long-held cable properties—all creating new opportunities and new problems for the industry.

Once the hubbub over the numbers has died down, the very real human element of this deal making remains. As executive recruiters, we see firsthand the effects of the "corporate implosion"—the massive reductions in middle management caused by all this activity. Every day our mail is stuffed with unsolicited resumes from qualified managers who have either just lost their jobs, or fear that they soon may lose them.

A recent survey by Goldman, Sachs & Co. found that more than half the senior executives in acquired companies were no longer there by the third year following a takeover.

There is a need for companies to hire smart and a need for managers to think creatively when job security is threatened. The two are quite interrelated.

More so than many other industries, broadcasting has traditionally relied on the "old boy network" approach—the calling up of friends and colleagues to recruit for an open position. Now, more than ever, there is the need to "professionalize" the hiring process, to hire smart. Because all of corporate America is undergoing change, a new and very exciting talent pool is available to ingest specific skills into the broadcasting business. Sales, marketing, research and even general management personnel can be found in other industries, themselves the victims of the shrinking work force. Placed in an environment that will challenge them, they can provide new energy and creativity to an industry that is under ever-increasing competitive pressures. While not every marketing maven from a packaged goods company can determine the best way for a station or group to promote itself, the right marketing maven can, and that is where the executive recruiter can be invaluable—provided that he knows the field he's recruiting for.

And that's the key. "Hiring smart" means using a search firm that knows your business, and can understand what you need and the dynamics of the industry. A recently published book on the executive search industry, "The Headhunters," by John A. Byrne (MacMillan) highlights this issue. "Clients have come to demand specialized expertise from the headhunters. In fields where technical know-how is at a premium, the special-



Arnold M. Huberman is executive vice president and a principal of Goldman, Gschwind & Co., a New York-based executive search firm specializing in the communications industry. He joined GGC after 20 years in broadcasting. He has held management positions at NBC-TV, ABC-TV, Home Box Office and, most recently, was senior vice president of The Entertainment Channel.

ists are armed with a critical advantage."

Knowledge of the broadcast industry, and hands-on management experience within the field, are critical to successful placement. As Byrne continues, "Corporations and other institutions increasingly are demanding that the huntsman they hire boast expertise in the field they cover." And this, from a former president of CBS Inc. on the problems of hiring a search firm without specific expertise: "They think they know about management [yet] they've never managed anything at any time."

"Hiring smart" also means putting away your buddies' phone numbers and taking a hard look at what the organization really needs. The good executive recruiters shine when asked to hire for a very specific set of requirements. Moreover, a position filled through executive search is always guaranteed for a period of time; even in the best of circumstances, candidates and companies don't always work well together. The security of the guarantee and the obligation of the search firm to refill the position at no extra charge (or a reduced fee) are increasingly important reasons to turn to the experts. When management time is more precious than ever before, the right search firm can "buy" your time back, and actually save you money over the employed life of the candidate by finding the best and the brightest.

But what about the speechwriter? Many shocked, angry and frightened managers are learning that competence no longer insures continued employment. While the competitive pressures generated by A.C. Nielsen

have always been a special factor in the lives of many broadcasting executives, the great personnel shakeout has gone way beyond the Pocketpiece. In overall employment crossing all industries, there are reliable guesstimates that some 600,000 middle managers have been displaced by takeovers and reorganizations in 1985 alone.

When candidates sit across the desk from me, I ask them about their career objectives. Faced with the need to move on, what do they want to do next? They nearly always say they want a position at the salary they're making now, or one which pays even more. My advice to them is simple, though not easily taken: The days of linear career growth and linear thinking seem to be over.

One of the first lessons to learn is that the broadcasting industry pays salaries that are often out of sync with similar responsibilities in a nonbroadcasting company. The second, and harder, lesson is that an executive currently earning \$75,000 a year is not automatically a "\$75,000 man." To survive, managers must re-examine their expectations and honestly evaluate their comparative worth.

Earlier, I stated that managers from non-broadcasting fields could be successfully placed within broadcasting. The reverse is also true: The displaced broadcaster can find that life exists in other industries.

If current managers are willing to think outside the black box of their current organizational chart, opportunities can be found in the new growth areas. Here's one example: Producers of talk shows—in the best of times, an endangered species—can find new life as public relations professionals, where their knowledge of what they needed for their shows can be turned around to better target a client's pitch when trying to get air time for a product or issue.

There are many more examples of turning problems into opportunities. Our advice: Get the feelings of disappointment out of the way quickly, and then take advantage of your skills to engage in career and life planning, so a setback doesn't become a career deadend. Take advantage of outplacement services, when offered; ask for them if they're not. Career counselors won't find you a job, but they will provide the support mechanism to go from self-negative to self-positive. Get your resume in shape. It will coalesce your thinking and help in formulating next steps. Look at both salaried jobs and entrepreneurial situations.

Finally, I speak from experience. If someone had told me that, at age 40, I would leave broadcasting for a new career, my reaction would have been unprintable. I had to leave, however, and I'm having one grand time of it. As the Chinese say, the reed that does not bend with the wind will break. If it's your time, bend, risk, grow.

Straight from the Heart and Soul

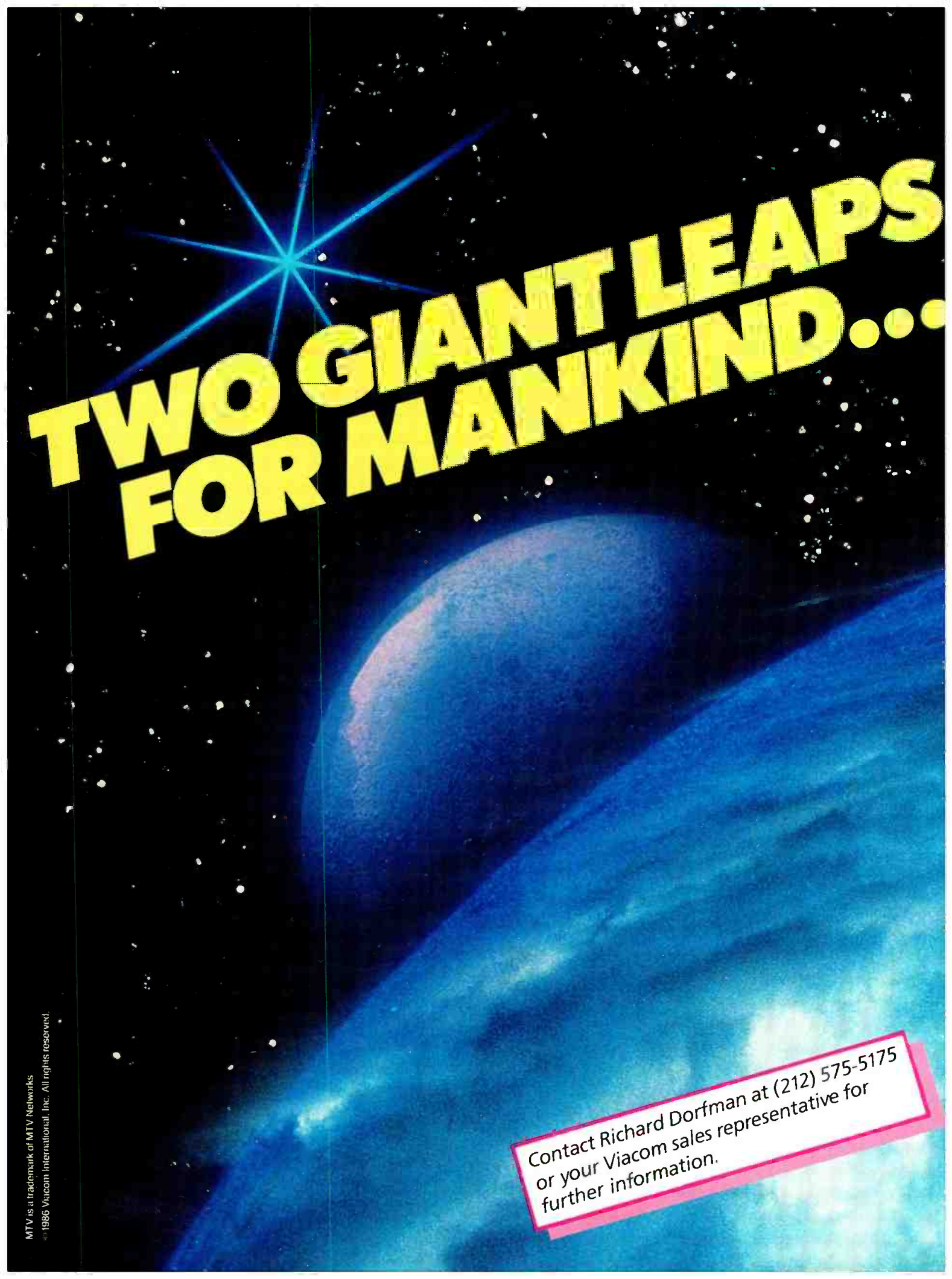
From the late fifties to the mid-seventies, a generation grew up with a rock 'n' roll beat. Today, they're the successful, mainstream adults 25-44, the most sought-after audience in the history of radio. And they're the ones who love Heart and Soul, the live heart of the sixties and seventies, the soul of the golden years of rock.

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Heart and Soul also reduce your cost of operation in both time and money with Heart and Soul. It comes to you live, complete, with selected and thoroughly tested music, top live personalities, Satellite News Network live world and national coverage around the clock, and a sensational year-round lineup of live weekend and holiday specials. Yet Heart and Soul's exclusive Flex Clock leaves total control and flexibility in your hands.

For complete information and a demo tape of Heart and Soul, call Bob Bruton right now at 1-800-527-4892. In Texas, call 1-214-9891-9200. It's the most exciting, most successful live network in radio... Heart and Soul, exclusively from Satellite Music Network.

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It's the kind of highly successful combination
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Then it's the rock party of the year, live from New
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The Bangles and Jay Leno. Broadcast
window: September 6-30, 1986.



This week

July 19-22—30th annual *Television Programming Conference*. Four Seasons hotel, San Antonio, Tex. Information: Diane Appleyard, (904) 432-8396.

July 20-24—*National Federation of Community Broadcasters* public radio training conference, "Reaching New Heights, Training for Excellence in Public Radio," hosted by KUGS-FM and Northern Sound Public Radio. Western Washington University, Bellingham, Wash. Information: (202) 797-8911.

July 20-26—*National Association of Broadcasters* management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

July 21-23—Program on cellular radio, offered by *University of Wisconsin-Madison, College of Engineering*. UW, Madison, Wis. Information: (608) 262-1299.

July 23—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Mary Alice Williams, VP, CNN, New York bureau. Copacabana, New York.

July 23—*National Association of Broadcasters* international business opportunities tutorial. NAB headquarters, Washington. Information: (202) 429-5380.

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

July 23-25—*Wisconsin Broadcasters Association* annual summer convention. Fox Hills Resort, Mishicot, Wis.

July 24—*Private Satellite Network* seminar on market for private business television networks. Parker Meridien hotel, New York. Information: (212) 213-7637.

July 24—*Women in Cable, Atlanta chapter*, breakfast. Downtown Ritz-Carlton, Atlanta.

■ Indicates new entry

■ **July 24-27**—*National Association of Farm Broadcasters* summer convention. Hyatt Regency, Fort Worth.

■ **July 25**—Deadline for nominations for 38th annual prime time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Ballots to be returned to accounting firm of Coopers & Lybrand. Information: ATAS, 3500 West Olive Street, suite 700, Burbank, Calif., 91505.

July 25-29—Second world conference of community-oriented radio broadcasters, sponsored by *AMARC II*. Vancouver, B.C. Information: (202) 797-8911.

July 26—"The Business of Television: The People Who Make It Work," seminar sponsored by *Long Island University's Southampton campus*. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Osler, (212) 628-0385.

■ **July 31**—*Northern California Broadcasters Association* agency client luncheon, with presentation of "Crystal Mikes" awards. Trader Vic's, San Francisco. Information: (415) 362-2606.

Also in July

July 27-29—*California Broadcasters Association* summer convention. Speakers include California Chief Justice Rose Bird; Senator Alan Cranston (D-Calif.) and challenger to Cranston's seat, Congressman Ed Zschau; California Governor George Deukmejian and his challenger, Los Angeles Mayor Tom Bradley; National Association of Broadcasters President Eddie Fritts, and FCC Commissioner Dennis Patrick. Hyatt Regency, Monterey, Calif.

July 28-30—*New England Cable Television Association* annual convention. Keynote speaker: Massachusetts Senate President William Bulger. Dunfey Hyannis hotel, Hyannis, Mass.

July 28-31—*North American Television Institute* seminar. Westford Regency Inn, Boston. Information: (800) 248-5474.

July 28-Aug. 2—*Development Exchange*, 10th annual seminars and workshops for public radio development professionals. Hyatt Regency, Cambridge, Mass. Information: (202) 783-8222.

July 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Joseph Wallach, founder and general manager, KVEA-TV Los Angeles, on "Growing Importance of Spanish Language TV." Copacabana, New York.

July 31—Deadline for entries in World Hunger Media Awards, for "members of the media who have made significant contributions to bringing public attention to the critical issues of world hunger," founded and sponsored by performers *Marianne and Kenny Rogers*. Information: World Hunger Year, 350 Broadway, New York, 10013.

July 31-Aug. 1—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich.

July 31-Aug. 1—*Broadcast Financial Management Association* board of directors meeting. Westin hotel, Tabor Center, Denver.

July 31-Aug. 2—*Idaho Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

August

Aug. 1—Deadline for entries in 21st annual Gabriel Awards, honoring "programs, features, spots and stations which serve viewers and listeners through positive, creative treatment of issues of concern to humankind," sponsored by *Unda-USA*, national Catholic association of broadcasters and communicators. Information: Unda-USA, Merrimack College, North Andover, Mass., 01845; (617) 683-7111.

Aug. 1-3—"On Air," workshop for radio broadcasters, sponsored by noncommercial WAER(FM) Syracuse, N.Y., and Syracuse University College. Information: (315) 423-3269.

Aug. 5—Deadline for entries in *Midwest Radio Theater*

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*. 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. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

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 K. 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 Convention Center, Atlantic City, N.J. Information:

Major Meetings

(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.

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

Jan. 7-11, 1987—*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 25-28, 1987—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 28-April 1, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Con-

vention 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.

March 29-31, 1987—*Cabletelevision Advertising Bureau* sixth annual conference. New York.

April 1-5, 1987—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 21-27, 1987—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 26-29, 1987—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt New Orleans.

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

May 17-20, 1987—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9, 1987—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

June 10-13, 1987—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14, 1987—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

If your ratings
aren't what they should be ...
maybe your news helicopter
isn't either.



You've just hired the best anchor in the business. You've dropped a bundle on the most advanced satellite you could find. Your cameras are state-of-the-art. And when your weatherman predicts rain — it actually rains.

So where are the big ratings?

If your competitor's got them, chances are he also has an Aerospatiale news helicopter. Probably a 350 AStar — the most advanced news ship in the sky. It has flown above every continent of the world and is consistently considered one of the most versatile helicopters ever designed.

AStar and KTVK-TV Phoenix cover the Valley of the Sun

The KTVK news staff needed a fast, totally reliable, full-time ship. One that would give them complete coverage capabilities.

They chose the Aerospatiale 350 AStar.

No matter where a story breaks, whether it's in the Arizona desert or a bordering state, KTVK covers it with the AStar. And usually before anyone else.

More power than the average ship

A KTVK news spokesman stated, "We fly the fastest ship in the Valley of the Sun." The AStar's extra power also permits the KTVK news team to load up with state-of-the-art equipment.

The best production studio in the sky

The reporter sits in the copilot's seat, and can turn to face the back of the cabin and the camera. The sliding door arrangement is available on the left side, right side or on both sides. This means the staff and the pilot can ride in comfort, opening the sliding door only after arriving at the story site.

The 350 AStar . . . a real smooth ride

"The AStar is the smoothest helicopter we've ever flown. And its low noise level allows quality sound reproduction during in-flight broadcasts."

The AStar has also proven itself to be the industry's most reliable news helicopter. This means it's ready when you are.

Quite simply, Aerospatiale makes the finest news ship flying. So, if your numbers aren't what they should be — call this one for sales and leasing information: (214) 641-0000. Ask for Ron LaFleur, Vice President, Marketing, Aerospatiale Helicopter Corporation, 2701 Forum Drive, Grand Prairie, Texas 75053-4005.



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helicopter corporation

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Workshop. Information: Julie Youmans, (314) 874-1139.

Aug. 9—"The Business of Radio: The People Who Make It Work," seminar sponsored by *Long Island University's Southampton campus*. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Osler, (212) 628-0385.

Aug. 12—*Women in Cable, New York chapter*, "programming picnic," featuring previews of fall basic and pay cable programming, and reviews by New York area television critics. HBO Media Center, New York. Information: Sherri London, (212) 661-4500.

Aug. 12-14—"Marketing Your Station for Success," management seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York.

Aug. 13-17—*National Association of Black Journalists* 11th annual newsmaker convention. Theme: "Freedom of the Press, Freedom of the People." Loews Ana-

tole, Dallas. Information: (214) 977-7023.

Aug. 14-17—*Tennessee Association of Broadcasters* annual convention. Sheraton Music City hotel, Nashville.

Aug. 14-17—*Alaska Public Radio* mid-level news reporter and producer training workshop, in conjunction with KLON-FM Long Beach, Calif. Information: (907) 563-7733.

Aug. 15—Deadline for nominations for Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 1325 G Street, N.W., Washington, 20005.

Aug. 15—Deadline for entries in *American Association of Critical-Care Nurses* Media Awards for "media excellence in the portrayal of critical care nursing." Information: (714) 644-9310.

■ **Aug. 15**—Deadline for entries in *Women in Film* Festival, "celebrating the contributions that women

have made to the film and television industries." Information: (213) 651-0852.

Aug. 18-20—Broadcast sales training seminar, "Performance Management Program for Experienced Account Executives," sponsored by *Television Bureau of Advertising*. Hyatt Regency, Chicago. Information: (212) 486-1111.

Aug. 18-21—*North American Television Institute* seminar. Dallas Marriott Park Central, Dallas. Information: (800) 248-5474.

Aug. 20-23—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire, Mich.

Aug. 21-23—*West Virginia Broadcasters Association* 40th annual convention. Greenbrier, White Sulphur Springs, W. Va.

Aug. 26-29—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City.

Aug. 28-Sept. 6—International Audio and Video Fair Berlin, world fair for consumer and communication electronics organized by West German national television channels, ARD and ZDF, German Federal Post Office and AMK Berlin, Berlin Exhibition Grounds, Berlin. Information: (0511) 52-99-99.

Aug. 29—Deadline for entries in commercials competition sponsored by *Television Bureau of Advertising, Sales Advisory Committee*. Information: TVB, 477 Madison Avenue, New York, N.Y. 10022.

■ **Aug. 29**—Deadline for entries in Elaine B. Mitchell Award for "outstanding contributions to public radio," sponsored by *Alaska Public Radio Network*. Information: KHNS-FM, P.O. Box 1109, Haines, Alaska, 99827-1109.

September

Sept. 3-9—*Photokina Cologne 1986*, "World's Fair of Imaging Systems." Cologne, West Germany. Information: (02-21) 821-1.

Sept. 4—*Women in Cable, San Francisco chapter*, meeting. Topic: cable foundations: Walter Kaitz Foundation and Foundation for Community Service Cable TV. Blue Dolphin restaurant, San Leandro, Calif.

Sept. 5-7—*Foundation for American Communications* conference for journalists, "Environment/Chemo-phobia." Co-sponsored by *Joyce Foundation*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Sept. 6—38th annual prime time Emmy Awards for creative arts. Pasadena Civic Auditorium, Pasadena, Calif.

■ **Sept. 9**—*Ohio Association of Broadcasters* news directors workshop. Radisson hotel, Columbus, Ohio.

Sept. 9-10—Conference for journalists, "Banks and Savings and Loans: How Many More Failures?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Sept. 9-12—*Telocator Network of America* 38th annual convention and exposition. Atlanta Apparel and Merchandise Mart, Atlanta. Information: (202) 467-4781.

Sept. 10—*Association of National Advertisers* new product marketing workshop. Plaza hotel, New York.

Sept. 10—*Ohio Association of Broadcasters* small-market radio exchange. Westbrook country club, Mansfield, Ohio.

Sept. 10—RF radiation regulation compliance seminar, sponsored by *National Association of Broadcasters*. Marriott hotel, New Orleans. Information: (202) 429-5350.

Sept. 10-12—*National Religious Broadcasters* Southeastern regional convention. Heritage Village USA, Charlotte, N.C.

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

Sept. 10-13—*American Association of Advertising Agencies* Western region convention. Speakers include Bart Cummings, chairman emeritus, Compton Advertising; Robert Jacoby, chairman, Ted Bates Worldwide; Charles Peebler Jr., chief executive officer, Bozell, Jacobs, Kenyon & Eckhardt, and Arthur Nielsen Jr., chairman, A.C. Nielsen Co. Hyatt Lake Tahoe Resort, Incline Village, Nev. Information: (213) 657-3711.

Sept. 11-14—*International Institute of Communica-*

Stay Tuned

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

Network television □ **ABC:** *The Arena*, a comedy special, Friday, 9:30-10 p.m. **CBS:** *The 1986 Miss America Pageant*, hosted by Bob Barker and Mary Fran, featuring Ballet Folklórico de Panama, Monday, 9-11 p.m.; *Dragonslayer*, adventures of a sorcerer's apprentice set in the Dark Ages, Friday, 9-11 p.m.; *D.C. Cop*, journalist turned cop, Saturday, 8-9 p.m.; **PBS:** *In Search of Excellence*, documentary based on the best-selling book, "Lessons from America's Best-Run Companies, Wednesday, 9-11 p.m. (check local listings).

Network radio □ **CBS RadioRadio:** *The Royal Wedding*, special reports by anchor Christopher Glenn from BBC headquarters, Wednesday, 5:23, 6:23, 7:23 and 8:23 a.m. (90 second updates) and 10:31, four-minute summary.

Cable □ **HBO:** *Apology*, Lesley Ann Warren stars as a New York performance artist who is the target of a psychotic killer, Sunday 9-11 p.m. **CNN:** *The Royal Wedding*, live coverage Wednesday begins at 6 a.m. **Cinemax:** *Cinemax Sessions: Fats Domino & Friends*, special guests Ray Charles and Jerry Lee Lewis, Friday, 10-11 p.m.; **Lifetime:** *The Royal Wedding*,



Fats Domino



Royal Wedding

hosted by Lynn Redgrave, Wednesday, live coverage begins 4:30 a.m.; *Royal Wedding Highlights*, documentary about the wedding of Prince Charles and Lady Diana, Wednesday, 2-3 p.m.; *Edward and Mrs. Simpson*, story of the abdication of Edward VIII for Wallis Simpson, Monday through Wednesday, 4-6 p.m.

Play It Again □ **ABC:** *Wanda Nevada*, Peter Fonda and Brooke Shields star in a film about a gambler and an orphaned girl, Henry Fonda makes an appearance as a prospector, Saturday, 9-11 p.m. **CBS:** *The Hunchback of Notre Dame*, starring Anthony Hopkins and Derek Jacobi, Saturday 9-11 p.m.; *Missing Children: A Mother's Story*, drama of a mother whose three children are taken by a private adoption agency, Mare Winningham, Polly Holiday and Jane Wyatt star, Sunday, 9-11 p.m.

tions conference on world communications. Edinburgh Sheraton hotel, Edinburgh, Scotland. Information: (01) 388-0671.

Sept. 13—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: International Council, 509 Madison Avenue, suite 1606, New York, N.Y. 10022.

Sept. 14-16—*National Religious Broadcasters* NRB West '86, regional convention. Marriott hotel, Los Angeles.

Sept. 15-17—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Marriott Marquis hotel, New York. Information: (703) 522-0883.

Sept. 17—*Ohio Association of Broadcasters* small-market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

Sept. 17—*Connecticut Broadcasters Association* annual meeting and fall convention. Hartford Marriott, Farmington, Conn. Information: (203) 775-1212.

Sept. 17-18—Conference for journalists, "A Democratic or Republican Year?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Sept. 18—*Ohio Association of Broadcasters* small-market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 18—*Women in Cable, Washington chapter*, "roast" of Ted Turner, chairman, Turner Broadcasting System. Proceeds from roast will go to Better World Society, Washington.

Sept. 19—*Ohio Association of Broadcasters* small-market radio exchange. The Centrum, Cambridge, Ohio.

■ **Sept. 19**—Deadline for entries in news writing competition, sponsored by *Atomic Industrial Forum*, for "significant contributions... to public understanding of nuclear energy." Information: Virginia Ridgway, AIF, #1150, 1747 Pennsylvania Avenue, N.W., Washington, 20006.

Sept. 19-21—*Maine Association of Broadcasters* annual convention. Speaker: William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. Sebasco Estates, Sebasco, Me.

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*. Metro-pole conference and exhibition center, Brighton, England.

Sept. 21—38th annual prime time Emmy Awards, tele-

Errata

Bernard Hirsch and Steve Herson were not elected chairman and vice chairman, respectively, of Television Advertising Bureau, New York, as reported in "Fates & Fortunes," July 7, but were **elected chairman and vice chairman of TVB's National Sales Advisory Committee.**

cast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 21-24—Sixth annual conference of *National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Sept. 23—*Wisconsin Broadcasters Association* sales seminar. Civic Center, Eau Claire, Wis.

■ **Sept. 23**—*Cable Television Administration and Marketing Society* general managers seminar. Hyatt Regency, Columbus, Ohio. Information: Judith Williams, (202) 371-0800.

Sept. 23-25—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Jacob K. Javits Convention Center, New York. Information: (203) 964-0000.

Sept. 23-28—*Women in Communications* national professional conference. Sheraton Center, New York.

Sept. 24—*Wisconsin Broadcasters Association* sales seminar. Radisson hotel, Oshkosh, Wis.

Sept. 25—*Wisconsin Broadcasters Association* sales seminar. Sheraton hotel, Madison.

Sept. 25-27—*National Religious Broadcasters* South central regional convention. Memphis.

Sept. 27-30—*Minnesota Broadcasters Association* fall convention. Speaker: Eddie Fritts, president, National Association of Broadcasters. Cragun's conference center and resort, Brainerd, Minn.

Sept. 28-30—*New Jersey Broadcasters Association* 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 4—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 30—Deadline for applications to Ohio State Awards program competition, sponsored by noncom-

mercial *WOSU-AM-FM-TV Columbus, Ohio*. Information: (614) 422-0185.

Sept. 30-Oct. 2—*Mid-America Cable TV Association* 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Sept. 30-Oct. 2—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

October

Oct. 1-2—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

Oct. 2—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant, San Leandro, Calif.

Oct. 2-3—Television and ethics conference sponsored by *Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

Oct. 3-5—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

Oct. 5-8—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System. Ritz-Carlton Buckhead, Atlanta.

Oct. 6-7—*Pratt Center for Computer Graphics in Design* seminar. Hyatt on Union Square, San Francisco.

Oct. 6-10—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation. New Delhi. Information: Dr. Indu Singh, (202) 783-5030.

Oct. 7—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8-10—*National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill.

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EDITOR: There is misinformation in the "Monday Memo" written by Stanley Leinwoll, director of U.S. engineering, Radio Free Europe/Radio Liberty, in BROADCASTING's June 2 issue.

While the international frequency shortage is accurately described, I do not believe Mr. Leinwoll's recommendation for a moratorium is fair or valid. He completely ignores the First Amendment of our Constitution and more specifically Public Law 80-402 which was enacted by Congress to prevent a government monopoly on international broadcasting and guarantee and encourage the private sector's participation.

The main purpose of the Voice of America and RFE/RL is to "tell America's story over-

seas." Totally opposite is the reason for the existence of our WRNO New Orleans, which is simply to entertain.

The VOA and RFE/RL, with their hundreds of transmitters, thousands of staff members and hundreds of millions of dollars in operating budget have only a slightly larger listener preference than WRNO with its one transmitter, staff of six and operating budget of \$250,000 a year. In surveys done by *Review of International Broadcasting and Shortwave Guide* by international broadcast expert, Kim Andrew Elliot, currently employed by the research department of Voice of America, the Voice ranks fifth in popularity, Radio Moscow sixth and WRNO World-wide seventh. The BBC World Service was first.—Joseph M. Costello III, president, Gulf South Broadcasters, Metairie, La.

NOTRE DAME FOOTBALL 1986

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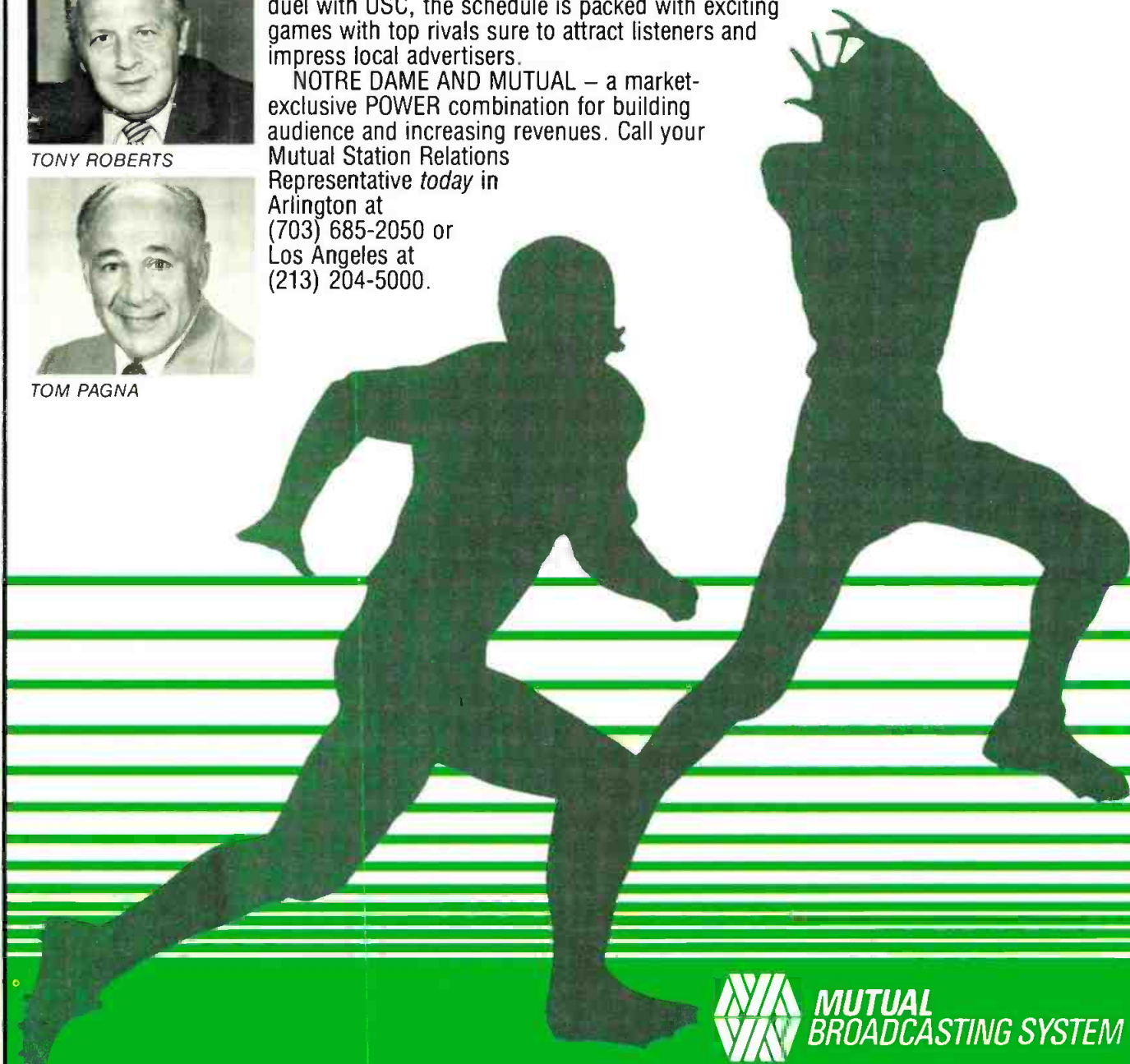


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MUTUAL
BROADCASTING SYSTEM

Broadcasting Jul 21

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TOP OF THE WEEK



FCC's Patrick, Quello, Fowler, Dawson, Dennis

The eyes have it on must carry

Prevailing sentiment at FCC favors some form of rule, with only Patrick seen as possible no vote; public broadcasting, 'baby U's' still sticking points

With just over two weeks to go before the FCC pronounces its verdict on must carry, the general outlines of that decision are beginning to emerge. For those who favor the so-called industry compromise—struck among the National Association of Broadcasters, the Television Operators Caucus, the Association of Independent Television Stations, the National Cable Television Association and the Community Antenna Television Association—the prospect is encouraging. For those hoping that a strict-constructionist approach would prevail—that is, that must carry as a concept would be buried for good and that cable's First Amendment status would be declared absolute—the prospect is less optimistic.

As of last week, the vote was shaping up along these lines:

- Chairman Mark Fowler: Yes for the compromise (or a modified version of it).
- Commissioner James H. Quello: Yes.
- Commissioner Mimi Weyforth Dawson: Yes.
- Commissioner Dennis Patrick: Leaning no but open to argument.
- Commissioner Patricia Diaz Dennis: Yes or abstention.

For Chairman Fowler, acceptance of a limited must-carry concept comes hard, representing as it does governmental intrusion into a process he would prefer be left to the marketplace. Moreover, he is known to feel that the *Quincy* decision, which outlawed the then prevailing standards of must carry, left little room, on constitutional grounds, to abridge cable's First Amendment rights—no matter that the present proprietors of that medium seem willing to trim their sails to new winds. But the weight of constituent fervor and the even more tangible pressure from Capitol Hill appear to have persuaded the chairman that discretion, in this instance, is the better part of valor.

Commissioner Quello supported the original must-carry rules and has long been a fan of the compromise (indeed, he'll probably fault it for not going far enough to assure more broadcaster protection). He is a declared champion of public broadcasting's interest in new must-carry rules and will argue for the widest possible protection for that medium.

Commissioner Dawson is understood to believe in the compromise, or something like it, because she feels the video marketplace is still imperfect and cannot yet be relied upon to welcome all program producers without governmental monitoring. Among those who will support new must-carry rules, hers is expected to be the least grudging and most positive approach. She

has distributed a position paper to her colleagues on the subject, advocating, among other things, that there be a sunset provision in any new must-carry rules.

For Commissioner Patrick, constitutional concerns weigh heavily. Among his more persuaded viewpoints: that the so-called O'Brien test requires that a compelling government interest be demonstrated before private rights are abrogated (in this case, that broadcasters would suffer great damage in the absence of must-carry protection). Because many argue that the proposed rules would merely parallel what would happen in the marketplace if there were no must carry at all, the O'Brien stricture pushes Patrick toward a no. On the other hand, the increasingly evident competition between broadcasting and cable keeps him approachable on the compromise. He is believed to be the only commissioner still interested in the A/B switch as a policy option.

Commissioner Dennis, who took office only last month (BROADCASTING, June 30), has been trying to "come up to speed" on the subject and is believed ready to cast a vote if she feels comfortable with her command of the issue.

The bottom line: A three-person majority seems assured for some kind of must-carry plan, with the possibility that Patrick could make it four and Dennis could make it unanimous at five. A far cry from the reluctant FCC that refused to appeal *Quincy* one year

ago, and that only two months ago was considered too close to call.

Signs of movement at the FCC became apparent last week when FCC Chairman Mark Fowler met with NAB President Eddie

Fritts, John Summers, NAB's senior executive vice president for government relations and Belva Brissett, NAB's vice president for regulatory affairs. Fowler also met with Preston Padden, president of INTV, and representatives of the Television Operators

Caucus will call on the commissioners this week. And the National Independent Television Committee (a rump group of independent broadcasters opposed to the compromise) had lobbyist Christopher Coursen of O'Connor & Hannan making the rounds at

Quello throws the book at cable

Now that the cable industry has been shorn of so many of its regulatory obligations, many within the broadcast industry believe cable operators should endure greater discipline from the marketplace. FCC Commissioner James Quello is encouraging the flogging.

In an interview with BROADCASTING last week, Quello said he believed that cable operators should face competition from other cable services within their franchise areas. He thought that competition might become a reality, and should be encouraged, as telcos change over to fiber optic technology, enabling entrepreneurs, including broadcasters who don't have stations in the cabled market, to offer competing services over telco facilities. "That's a blockbuster," Quello said. "That would be a competitive marketplace."

Quello also said he thought the cable industry had legitimate reason for concern about the FCC's requesting comment on Satcom Inc.'s petition seeking a rulemaking establishing ownership limitations for MSOs (multiple system operators). "If you have a potential antitrust problem or monopoly problem... something has to be done about that," Quello said.

Also of concern for cable: Quello is urging the FCC to recommend that cable's compulsory copyright license be eliminated, "except in small remote communities that rely solely on cable for their primary TV service."

On another topic, Quello ventured the "guess" that the FCC would wrap up its controversial must-carry proceeding by adopting "some variation" of the rules advanced by the major industry trade associations in their so-called compromise to replace former must-carry rules that were ruled unconstitutional by the courts. "I will be watching so public broadcasting gets some kind of special consideration," Quello said. "But I may have to concur and then issue a rather dissenting statement so people will know exactly how I feel: that I very strongly believe that the [former must-carry rules] best served the public interest."

Quello said that Chairman Mark Fowler had jettisoned the so-called A/B-switch alternative to must-carry rules. Under that concept, the must-carry proceeding reportedly would have been resolved with the FCC recommending, but not mandating, that cable operators furnish new subscribers with A/B switches enabling them to shift between cable reception and off-air antennas. Quello sounded the A/B alarm at a meeting of general managers of the Association of Independent Television Stations last month (BROADCASTING, June 16). Subsequent to the ensuing congressional opposition, the plan was scuttled. "It was unacceptable to broadcasting," Quello said of the plan. "It was unacceptable to me personally, and I think it was unacceptable even to cable. Even cable thought this was going a little bit too far."

"Cable isn't interested in causing more problems for themselves with Congress or even with me. I've been damned good to cable up to this time. I favored every deregulation of cable that came down the pike until this thing carried it too far. Let's face it: The court gave them more than they ever expected, more than they ever needed."

Quello also said that when it came to talk of cable's "First Amendment editorial discretion," it should be remembered that cable operators don't, with rare exceptions, do local news or other local programming, and yet they pay less-than-market rates for carrying broadcast programming under the compulsory license. "So with restricted or no must carry, I am very definitely in



favor, and I think the FCC should recommend, elimination of the compulsory license," Quello said. "Then you will have a truly competitive marketplace. People won't like this. They'll go bananas. But you can't have it all ways; you can't have everything."

On other topics:

- Quello thinks the future might bode well for a joint venture of Lorimar-Telepictures Corp. and Rupert Murdoch's Fox Broadcasting Co. that could offer competition to the major TV networks. "Not to compete directly or completely with Capital Cities/ABC, CBS and NBC, because they don't have a news service yet," Quello said. "But if the two can get together, it might spell mother for a good strong regional network."

- He believes the FCC should not lose sight of its legislative recommendations, which include a request that the fairness doctrine be eliminated. "I think maybe we should state them again, and really start in the new year to see what we can do to make headway," Quello said.

- Quello also said he thought the commission should see what it can do to "help" the AM service, but not at the expense of the clear channels. "I don't think attacking the last strong bastion of AM service, the clear channels, is going to serve the purposes of helping AM radio," Quello said.

- He said he believed the FCC should revisit its decision to eliminate its antitrafficking rule, which required broadcasters to hold stations for three years before selling. "I'm for getting back to a reasonable holding period," Quello said.

- Quello thought the FCC should see what it could do about the attorney general's pornography commission's recommendation to crack down on obscenity. "We should see what we can legally do to support the recommendation that we apply sanctions," Quello said.

Although Quello has now challenged the wisdom of FCC actions eliminating the antitrafficking rule and the financial showing required of applicants for broadcast properties, he said he hadn't been signaling a change in his general orientation. "I don't vote Republican or Democrat or pro or against the chairman," Quello said. "I vote for what I consider makes reasonable common sense for the public and for the industry—what serves the public interest. And if my feelings on this happen to be different than the chairman's, I will be on the other side of the chairman, and I have been on a few major things."

"However, let's not lose sight of the fact that I've been with the chairman on a great many things. And, frankly, I have to congratulate him on what he has been able to accomplish in the way of deregulation and eliminating paperwork. I think I will be the same. I will want to cooperate with him, but I will want to be independent in my voting and my judgments."

the FCC last week.

"We are encouraged he [Fowler] was willing to hear our views," Fritts said. (The FCC chairman had not discussed the must-carry compromise with the broadcasters for some time.) Fritts said they reviewed the various aspects of the compromise, but Fowler remained noncommittal. The chairman indicated, however, that the FCC was sticking with its Aug. 7 deadline. NAB also made a formal presentation to Commissioner Dennis, who told the broadcasters she had not made up her mind as to whether she'll participate in the must-carry proceeding.

As for any modifications in the compromise, it is likely that some form of protection will be added for public stations and for new commercial UHF stations—although, one source noted, "I haven't heard that anyone is willing to turn the world upside down for the public stations."

Under the compromise, cable systems with 20 or fewer activated channels would be exempt from any must-carry obligation (a cut-off that would free one-third of cable systems from any must-carry obligation). Systems with 21 to 26 would not have to carry more than seven (33% to 25% of their channels) qualified local stations. Systems with more than 26 activated channels would not be required to devote more than 25% of those channels to carriage of qualified local TV signals. (Any public broadcasting entry will come out of that quota.)

Stations would also have to meet a two-part eligibility test to qualify for mandatory carriage. Stations would have to be located within 50 miles, as measured from the principal cable headend to the broadcast station's reference point. (The reference point is commonly the main post office of the station's city of license.) Stations would need a viewing share of 2% and a 5% net weekly circulation in noncable homes, by county. The standard would apply to all broadcast stations.

Among other key elements of the deal:

- New stations would demonstrate they meet the 2%-5% viewing standard by presenting survey evidence gathered by a recognized ratings service.

- There would be no preference for one class of broadcast stations over another. If the number of qualified local stations exceeded the seven-station or 25% caps, the systems would select the stations to be carried.

- Cable systems would not have to carry more than one qualified local network affiliate station of the same commercial or public network, no matter how many qualified. The system would make the selection.

One area of the compromise the commission may modify to take care of public broadcasting and the "baby U's" is the agreement's viewing standard. That standard might possibly be waived for public stations (but only for the first public station in a market) and new U's.

The likelihood that the FCC will make such modifications is a result of increased pressure from Capitol Hill. Last month the FCC heard from Senate Commerce Committee Chairman John Danforth (R-Mo.) and House Energy and Commerce Committee

Chairman John Dingell (D-Mich.), along with most of the Commerce Committee members, who conveyed their interest in seeing the compromise adopted (BROADCASTING, June 30). They also expressed concern that the FCC "insure that the interests of public television stations and new entrants are more carefully recognized in its final rule." Other letters have since arrived from Senator Ernest Hollings (D-S.C.), ranking minority member on the Commerce Committee, and from Senators Al Gore (D-Tenn.), Pete Domenici (R-N.M.) and Jeff Bingaman (D-N.M.) that take the same stand.

Moreover, the FCC can expect to hear still more on the matter from Danforth, whose staff is working on a must-carry proposal that follows up on some of the points in his earlier letter. The senator's staff declined to reveal any details of the proposal. Nevertheless, his proposal is expected to concentrate on his previous suggestion that the FCC implement an "ongoing monitoring and reporting process to gauge the impact of the post-*Quincy* environment on the television marketplace, and to develop a mechanism whereby stations that show unusual circumstances can be granted specific relief in the form of waivers." Both are concepts embodied in comments filed at the FCC by the National Telecommunications and Information Administration. □

FCC denies Reliance trustee proposal

Company moves quickly to restructure its arrangement; Macfadden makes counter move

When the FCC issued its policy statement on takeovers of broadcasting companies, this spring, it kept the document short and on a general plain of discussion, preferring to leave specifics to situations as they arose. As a result, the commission continues to set standards as it rules on hostile tender offers as the two contestants for ownership of John Blair & Co. found out last week.

Specifically, the FCC ruled that yet another trusteeship set up to hold tendered stock, pending long-form approval, had been incorrectly structured. It also ruled that the ability to withdraw stock from a tender offer is not necessary for control of that stock for FCC purposes. Neither, for that matter, said the commission, is an unconditional right to vote that stock's proxy.

The commission's Wednesday ruling thus set the two bidders for Blair, Macfadden Holdings and Reliance Capital Corp., on another round of maneuvers. The fact that Reliance's trusteeship arrangement was denied forced that bidder, which already holds virtually all of Blair's shares, to continue to delay payment for those shares, and also to

resubmit a new trusteeship arrangement to the commission, which it did last Friday afternoon. Under the new proposal, the sole voting trustee would be Eugene McCarthy, the former U.S. senator who previously agreed to serve as trustee for Jack Kent Cooke, when he was considering a bid for Multimedia.

Reliance, by choosing someone who has previously passed commission muster, is hoping for quick FCC short-form approval which would then permit it to pay for the stock tendered to it. If that approval were to be granted within a week, Reliance might gain title to the stock before Friday, when a New York federal court is scheduled to hearing a Macfadden Holdings complaint challenging the lack of "prompt" payment by Reliance.

Acknowledging the possibility of quick FCC approval, Macfadden, last Friday, sought the court to issue a temporary restraining order forcing Reliance to release the tendered stock. The U.S. District Court for the Southern District of New York had scheduled a hearing for 4:30 p.m. that afternoon.

Macfadden, meanwhile, continued to extend its own tender offer, which most investors value at slightly higher than the Reliance offer. The Macfadden offer additionally has already received all the necessary FCC short-form approval.

Last Wednesday's decision found Commissioner James Quello concurring in part and dissenting in part and Commissioner Patricia Diaz Dennis not participating.

In its order, the FCC disapproved of Reliance's proposed use of a trusteeship naming the four nonmanagement Blair directors (out of Blair's seven-person board) as trustees. The FCC said it required "strict insulation" between the trustee and the offeror it serves, and the trustees, by commission policy, can't have any "direct or indirect" business relationship with the offeror. "The use of incumbent directors as trustees would clearly run counter to these expressed concerns," the FCC said. The FCC also said that in any future request, Reliance would have to limit the number of its independent trustees so that they would not constitute a majority of the board of Blair.

The FCC also ordered Blair to end its business relationship with Drexel Burnham Lambert Inc., an investment banker that has an ownership interest in Reliance. "To forestall the possibility of any indirect influence over a subsequently proposed trustee(s) be even partial owners of the takeover company, we believe it appropriate to require that Blair refrain from participating in any continuing business relationship with Drexel until after Reliance's long-form application may be approved," the FCC said.

But the FCC also held that Reliance's "acceptance for purchase" of tendered Blair stock was okay under the Communications Act and commission policy. The FCC said Reliance did not yet own the Blair stock and noted that Reliance had repudiated the right to proxies. "Thus, control has never shifted to Reliance," the FCC said. "Whether Reliance's acceptance of Blair stock violates

securities law or policy or breaches the contract with tendering stockholders that the offer of purchase represents are matters to be argued before other agencies and/or the courts."

The FCC also said that whether Reliance's acceptance of the stock before FCC approval led to a conclusion that Reliance misrepresented facts to the commission would be decided, "if necessary," during consideration of Reliance's long-form transfer application.

Reliance may find that approval of its resubmitted trusteeship may still take a while. After Macfadden's trustee arrangement was first rejected, it resubmitted a "boilerplate," proposal which still required 15 days for commission approval. That approval was then stayed by the U.S. District Court for the District of Columbia for an additional 30 days. □

WOR-TV sale to MCA is challenged

In petitions to FCC, state of New Jersey, RKO competitors ask commission to deny transfer

RKO General Inc.'s proposed \$387-million sale of its WOR-TV Secaucus, N.J., to MCA is under challenge at the FCC.

In separate petitions last week, the state of New Jersey; Hill Broadcasting of New Jersey Inc., which submitted a losing bid for the station, and Mainstream Television Limited Partnership, which has filed a competing application for WOR-TV's facilities, all asked that the transfer be denied.

In a July 9 letter to FCC Chairman Mark Fowler, however, both Representatives Matthew Rinaldo (R-N.J.) and Robert Torricelli (D-N.J.) expressed support for the transaction.

In its petition, New Jersey said that special legislation had enabled RKO to avoid a competing applicant and get a renewal by agreeing to move WOR-TV from New York to Secaucus. But the "quid pro quo" for this "statutory indulgence," the state said, was that RKO was required to perform a "higher service obligation" to New Jersey. "Neither RKO nor MCA has provided any meaningful information upon which to determine whether RKO to date has met the higher standard of service required of it or whether MCA as its successor will itself operate station WOR-TV consistent with this special service obligation," the state said.

Mainstream, whose general partner is Jean Wells, general sales manager of WLIB (AM) New York, said the sale couldn't be approved without a hearing since RKO's qualifications to be a licensee are still under a cloud. (RKO's qualifications are currently under review by an administrative law judge in the KHJ-TV Los Angeles and related proceedings.) It also questioned whether RKO had provided "adequate service" to New Jersey and whether RKO had attempted to mis-

Network radio sales on a roll

Double-digit growth continues to be the norm for network radio sales with advertising expenditures for June posting a 10% increase over June 1985 to \$35,257,823. That's according to the Radio Network Association, which relies on financial data collected monthly from eight network companies by the accounting firm of Ernst & Whinney. For the year to date (January through June), network radio business is up 15% over the comparable period last year, totaling \$176,774,605. Sales for the second quarter alone climbed 16%.

According to RNA President Bob Lobdell, one factor in network radio's ongoing success—each month in 1986 has seen double-digit growth over the comparable month in 1985—is the continued development of new program vehicles. "The importance of the long-form entertainment program as a factor in the growth of network radio cannot be over emphasized," he said. "These showcases often constitute the first use of network radio by an agency or client. Positive [ratings] results encourage greater use of the medium in other ways," said Lobdell. The RNA executive also noted that several advertisers have already committed budgets to network radio for 1987.

A number advertisers have expanded their use of network radio, including Sears Roebuck, expected to repeat as the medium's largest advertiser, General Foods, Schering-Plough, General Motors, Ford, Chrysler and Miles Laboratories.

In a speech before some 600 advertising and radio executives at the Association of National Advertisers/Radio Advertising Bureau's annual Radio Workshop day in New York last month, Mitchell Streicker, vice president and director of media operations for Miles, said the company was allocating 15% of its total ad budget to radio for five brands, which should place it among network radio's top 10 advertisers in 1986. Miles "rediscovered" radio three years ago, said Streicker, after it placed all of its advertising for Bactine, a first-aid antiseptic spray, on network radio because the firm couldn't afford magazines or television with the product's designated budget (BROADCASTING, June 30.) "Radio [recall] test scores were remarkably high. In fact, higher than many of our television commercials on comparable points of measurement," Streicker said.

Besides Sears and Miles Laboratories, Warner-Lambert, AT&T and True Value Hardware stores are also expected to finish among the top advertisers on network radio this year.

The network radio companies that report their financial information to Ernst & Whinney are Capital Cities/ABC, CBS, NBC, Satellite Music Networks, Sheridan Broadcasting Network, Transtar Radio Networks, United Stations Radio Networks and Westwood One/Mutual, all of which are RNA members.

Network radio is the brightest spot in the overall business picture (network, national spot and local spot) for the aural medium. The Radio Advertising Bureau reports that the combined total for network, national spot and local spot sales—the last two based on Radio Expenditure Reports data and RAB's 56 market composite billings pool, respectively—is experiencing single-digit growth with advertising sales in the first quarter up 6.6% over first-quarter 1985 to \$1,599,000,000.

lead the commission on its service and programming plans for the state. "The appropriate procedure is to grant the relief previously sought by Mainstream (i.e., require the filing of an early renewal application by RKO and accept Mainstream's competing application) and defer consideration of the assignment application until after the resolution of RKO's status as a licensee pursuant to a comparative renewal proceeding," Mainstream said.

Hill Broadcasting (president Noland Hill also has interests in WHLL(TV) Worcester, Mass., and WFTY(TV) Washington) alleged that RKO had failed to meet its service obligations to New Jersey. It also alleged the transaction would "unduly increase" the trend toward concentration of market power in media conglomerates that control both production and distribution facilities and that a sale to MCA would be contrary to the public interest because "all evidence" indicated that MCA would not operate the sta-

tion to serve the New Jersey market. "Industry reactions confirm that MCA's purchase—at a price some 25 times the station's cash flow—can be supported only by focusing the station's coverage on the New York market," Hill Broadcasting said.

In their letter to Fowler, Representatives Rinaldo and Torricelli said they had met with officers and other representatives of MCA and were impressed by MCA's proposal. "As its application discloses, MCA's proposal includes maintaining news bureaus in Newark and Trenton, enhancing its public affairs programming and increasing station activity in New Jersey community events," the congressmen said. "Should the FCC grant MCA the license assignment, MCA's commitment to provide quality programming for the residents of New Jersey will be subject to further review two years from now when MCA will face license renewal proceedings. This two-year period should provide an adequate frame in which to determine the adequacy of

MCA's programing. The license renewal proceeding will also give competing applicants the opportunity to challenge MCA's

license in the event MCA has failed to make sufficient efforts to serve the state. It is our hope that you favorably consider the assign-

ment application for WOR-TV. We feel confident that the citizens of New Jersey will benefit from MCA's operation of channel 9."

TCI ups its cable majority

Country's largest MSO buys 51% of United Artists Communications, MSO-theater owner, for \$500 million; theaters may be sold off to Tri-Star

Persistent wooing paid off for Tele-Communications Inc. last week as it announced that brothers Marshall and Robert Naify, chairman and president, respectively, of United Artists Communications Inc., had agreed to sell their majority interest in UACI to TCI for roughly \$500 million. The announcement also said TCI may purchase the remaining publicly owned shares of UACI, a San Francisco-based MSO and theater owner, and if it purchased at least 80% of the total stock, would then negotiate to sell off the movie theaters to Tri-Star Pictures.

In recent years, several other MSO's have attempted to persuade the Naify brothers (Marshall is 65; Robert, 63) to sell their 51% ownership of the company. Bernard W. Schotter, vice president, finance, for TCI, said the Denver-based MSO had begun talking with the Naifys at least three years ago about a possible merger but that it wasn't until the past three months that "... things took on a different perspective." The payoff for TCI's persistence is 24 cable systems serving roughly 750,000 subscribers.

How much those systems will finally cost TCI depends primarily on how much Tri-Star would pay TCI for UACI's roughly 1,100 movie screens. Schotter said: "We have agreed with Tri-Star to negotiate in good faith, to see if we could come to an agreement in terms of value and means of payment to sell theaters and/or real estate to them." Roughly half of the movie theaters also include real estate.

It is not surprising that Tri-Star should have been chosen to negotiate for the theater screens since Herbert Allen, president of Allen & Co., the investment banking firm that negotiated the TCI/UACI transaction, is on the board of Coca-Cola, controlling shareholder in Tri-Star.

Last week's announcement said TCI will be purchasing the Naify family's 51% of UACI's 40 million shares outstanding. The consideration will be \$140 million in cash, plus \$250 million notes, principal amount, which are convertible into 14 million shares of TCI's class A stock. Given last week's price of \$26 for a share of TCI, the value of the notes, if converted, would be \$365 million. The TCI securities being exchanged would be subject to "significant restrictions on transfer"—they could not be sold for at least two years, and then only incrementally. On a per share basis, the cash and notes work out to roughly \$24.50 cash.

Schotter said a decision whether to tender for the publicly held UACI stock and any subsequent offer would probably take two to

six months. The announcement said other UACI shareholders would be given "... an opportunity to exchange their UACI stock for a consideration equivalent in value to that received by the Naifys."

But as of last week, the stock market either did not believe the remaining shares would receive "equivalent" consideration, and/or the market was heavily discounting the present value of the Naify's securities. The UACI stock price settled in at roughly \$17, a dollar lower than where it had been trading during the preceding month.

Also to be considered in the overall purchase price is UACI's debt. Schotter said that as of the company's most recent filing, "funded indebtedness" stood at \$553 million, with some other liabilities bringing the total to about \$600 million. UACI was expected to make a new quarterly filing with the Securities and Exchange Commission last Friday.

Last week's announcement followed by only two months the decision by the Rollins family to sell their controlling stake in MSO and group owner, Rollins Communications, to Heritage Communications (BROADCASTING, May 19). Asked if these sales were primarily motivated by anticipated changes in the tax code, TCI's Schotter responded, "I am not so sure that a seller is driven to sell just by a change in the tax rate from 21% (the current capital gains rate for high-income tax individuals) to 27% (which is what individuals would pay if the capital gains provision is changed and the Senate's proposed reduction in personal income tax rates are adopted). The sales are probably due more to appreciation in overall values (of media properties)... They have taken a quantum leap." □

Senate assesses first six weeks of TV coverage

Upper chamber agrees to three-day shutdown while working on guidelines for permanent coverage

The Senate last week temporarily pulled the plug on television coverage of its proceedings. The upper chamber went dark for three days (July 16, 17 and 18) but was slated to resume live broadcasts today (July 21) as part of a test before the lawmakers take a final vote on permitting permanent TV and radio coverage. Although the television cameras were off, radio coverage of the Senate continued during that three-day period. (C-SPAN II, the cable service carrying the

Senate television broadcasts since the experiment was authorized on June 2, provided the audio feed of the chamber's proceedings during the three-day period. C-SPAN II now reaches 8.1 million homes.)

Originally, the Senate planned to discontinue broadcast coverage for two weeks while it reviewed the experiment prior to voting on July 29. However, Majority Leader Robert Dole (R-Kan.) introduced a resolution calling for extending the experiment during the two-week period. "I don't believe dropping out of sight for two weeks will do much to enhance the study, but it very well could confuse the American people," the majority leader said.

Senators Ted Stevens (R-Alaska) and William Proxmire (D-Wis.) objected to Dole's resolution. And Senator Russell Long (D-La.) put a hold on it. After some debate, they reached a compromise and agreed to turn off the cameras for three days.

"It is my feeling that there are a great many things that have to be resolved before this becomes permanent, and they will be resolved faster if we do what we said we would do and turn off television and really review the experiment and review it not just in committee, but have every senator with his staff review what has gone on," Stevens said while arguing for a hiatus.

"This senator is convinced, and I am sure virtually every other senator is, we are going to have television in the Senate," Proxmire said. But, the senator said, "we should have an opportunity to discuss this in a deliberate way without the feeling that we are being watched by people who might feel that they were being shut out by the changes that we might want to make." Proxmire also suggested the upper chamber consider limiting television coverage to major debates.

The Senate Rules Committee met last week to review the TV experiment. It has before it a number of recommendations from staff and from an ad hoc group of senators assigned to scrutinize the broadcasts. Additionally, it will examine proposals for permanent TV and radio coverage by the architect of the Capitol, the sergeant at arms and the secretary of the Senate.

At the heart of last week's discussion was a provision in the TV-in-the-Senate resolution concerning the taping of the broadcasts for political use. According to the resolution: "The use of tape duplications of television coverage for any purpose outside the Senate is strictly prohibited until the Senate provides otherwise." (Outtakes from C-SPAN's House coverage that were used in political campaign ads caused a stir as far back as the 1982 election.)

Stevens charged, however, that the provision was being ignored and he felt the committee should change the language. He sug-

gested that recordings of the broadcasts be prohibited for commercial or political purposes unless the consent of the person appearing in the tape is granted. He stressed the urgency of addressing the issue. "There are those TV blooper shows. Do we want a film of bloopers made of Senate proceedings?" Stevens asked.

Stevens also asked the Senate Ethics Committee to seek an interpretation of the provision from the Rules Committee. There seemed to be a general concern among Rules Committee members over the provision and how to tackle the problem of unauthorized use of the tapes. "We have to look at the enforceability of whatever we adopt," said Senator Mark Hatfield (R-Ore.). Senator Paul Simon (D-Ill.) said he favored limiting taping for political purposes but was concerned about the constitutionality of the provision.

Senator Carl Levin (D-Mich.), in a letter to Rules Committee Chairman Charles MacMathias (R-Md.), was concerned that senators would use personal or campaign funds to pay for the videotapes of the proceedings. "If these tape duplications are being used for official, legitimate news purposes, then only official funds should be used to disseminate them. This would also prevent the development of two classes of senators—those who have access to personal or campaign funds to supplement their official allowances, and those who do not," Levin wrote.

Mathias feared that if the current language

on taping were strictly observed the networks wouldn't be able to use takes from the coverage. Instead, the chairman urged his colleagues to adopt language contained in an earlier broadcasting resolution reported from the committee. According to it: "The use of tape duplications of broadcast coverage of the proceedings of the Senate for political or commercial purposes is strictly prohibited; and any such tape duplication furnished to any person shall be made on the condition that it not be used for political or commercial purposes."

The committee, although Stevens objected, voted to adopt the language and will return to the issue this week. Stevens said he would oppose the provision on the floor because it violates the First Amendment. Mathias indicated that the committee would seek advice from the Justice Department on the constitutionality of the language.

In other action, the senators heard from George White, the architect of the Capitol. White proposed that if the Senate votes for permanent TV coverage, the chamber buy new state-of-the-art equipment. He explained that the Senate is currently using leased equipment, much of it outdated. (The architect expressed an interest in using automatic computers for pre-planned shots.) He also estimated it would take about five months to install the permanent equipment.

But there appeared to be some skepticism about purchasing new top-of-the-line equipment. White predicted it would cost an addi-

tional \$1.5 million. When the Senate authorized the TV test, it anticipated spending roughly \$3.5 million to conduct the experiment and for permanent coverage. White said some of the funds were already used to lease the cameras and to pay the personnel operating the equipment.

Senators Wendell Ford (D-Ky.) and Dennis DeConcini (D-Ariz.) objected to the purchase. "I think what you see is what you get. I think what we're seeing is pretty good," Ford said. Other suggestions for fine-tuning the electronic coverage:

- Install a new audio system.
- Prepare an equipment and control room plan for permanent installation.
- Draft operator guidelines for shot coverage, use of banners and use of audio. (The networks have asked for a clean feed without any banners.)
- Draft guidelines for presiding officers.
- Direct the sergeant of arms to monitor staff activity in the vicinity of a speaking senator.
- Reduce the number of staff on the floor at one time.
- Limit the size and number of charts used by a senator to one.
- Investigate methods and costs of closed captioning for the hearing impaired.
- Prepare a decoration plan for the chamber. (The walls would be repainted to improve reflection.)
- Devise a plan for testing new locations for cameras. □

UHF spectrum sharing buried, praised in FCC comments

Potential benefits and drawbacks of plan for extended spectrum sharing offered by number of interested parties, including NAB, EIA, Motorola AMST, NBC, ATSC and CPB-NAPTS

The split between television and private radio interests over sharing of UHF TV spectrum appears greater than ever as organizations from both industries draw new battle lines over an FCC plan to extend sharing in eight top-10 markets.

In comments submitted on the commission's year-old proposal, more than two dozen companies from the two industries argued over its potential for increasing interference to UHF broadcast operation, on whether or not private land-mobile radio should supplement existing spectrum allocations or rely instead on more efficient transmission technologies and about the success of current UHF-private radio sharing.

Also addressed by television industry commenters was the possibly detrimental effect of spectrum dispersal on the development of advanced, high-definition broadcast television delivery systems.

An FCC plan for flexible spectrum usage of channels 50-59 also came under fire by most broadcasters. The proposal, which would allow full-power and low-power TV station operators on channels 50-59 to separately license out portions of their spectrum for uses other than broadcasting, such as private radio communications, was criticized

by most as containing radical implications for the entire spectrum allocation process, and most advised the FCC to proceed cautiously in further consideration.

But one broadcaster, Bonneville International, broke ranks on the flexible spectrum proposal and suggested as long as a station's primary service is not displaced, it should be afforded the maximum opportunity to develop ancillary uses for licensed channels, including those beyond channels 50-59.

In its filing, Bonneville also cited one potential wild card in the resolution of debate over spectrum allocation, a two-way digital data transmission technology it has been testing for more than six months with manufacturer Radio Telecom and Technology of Cerritos, Calif. The system, called T-Net, makes use of the TV carrier of adjacent channels for the transmissions, but does not interfere with or displace existing or new broadcast stations, explained spokesmen of Bonneville and RTT. Applicable for land-mobile radio (including voice transmissions), electronic mail, automated monitor and interactive TV purposes, the system is currently not allowed by FCC rules, but could be authorized under the docket's flexible spectrum provisions.

Central to the spectrum sharing dispute is the FCC proposal to gain room for the additional land-mobile sharing by reducing the requirement to protect broadcast from interference by a factor of three (co-channel protection ratios would be lowered from 50 db

desired-to-undesired signal (D/U) to 40 db at the station's grade B contour).

The private land-mobile radio industry already shares some UHF spectrum—channels 14-20 in 13 major markets—but in May 1985, the FCC proposed additional sharing of another three dozen channels, with the lowered signal interference protection, in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Washington, Houston and Dallas.

To address technical questions about how well its proposed sharing would work, the FCC commissioned an FCC-industry advisory committee of representatives of both television and private radio industries. After often tense meetings beginning last September, the committee two months ago submitted a 121-page final report replete with disagreements over the technical feasibility of the commission's sharing proposal (BROADCASTING, May 12).

"The proposed UHF-land-mobile protection standards are completely inadequate and must be revised sharply—and realistically—upward," argued NBC in its filing. "[The commission] underestimates the actual loss of television service that additional sharing would create." National Association of Broadcasters said tests conducted by the technical advisory committee showed the current 50 db D/U ratio "barely protects" co-channel UHF reception, and called for a 52 db protection ratio in its place.

NAB also raised concerns about relatively

little studied interference mechanisms, such as those from adjacent channel transmissions, and pointed out as well that current TV receivers, particularly electronically tuned models, are increasingly interference-sensitive.

Leading land-mobile radio system manufacturer Motorola, citing its own analysis of interference potential, disputed TV industry findings and argued interference to UHF broadcasters from land-mobile would be insignificant under the sharing proposal. Motorola also dismissed TV industry worries about non-cochannel interference, saying "there is really nothing new here. All the non-cochannel potential interference mechanisms... have existed in major metropolitan areas for years. Nonetheless, evidence of interference has not been offered."

A number of land-mobile industry commentators said the lack of evidence of interference occurring under the current sharing arrangement indicated the same would be true under the new plan. "Land-mobile radio systems have successfully operated directly within or nearby to television spectrum for many years with little or no adverse impact upon television viewing," said Motorola. Refuting the claim, however, was the Electronics Industries Association, whose consumer electronics group represents major U.S. television receiver manufacturers. According to the group, the commission's field operations bureau receives thousands of complaints each year about interference to TV reception and "hundreds of these complaints are attributed by the FOB staff to interference from land-mobile."

EIA was also extremely critical of land-mobile representatives on the technical advisory committee, saying they had not evaluated data "fairly" and "due to errors and technical oversights...[have] grossly understated the adverse consequences" to viewers of the proposed sharing.

Land mobile representatives returned an equally severe review of a study conducted at CBS Technology Center (CTC) and much-referenced by television representatives. The study, conducted by a leading psychovisual expert, concluded that today's television viewers have significantly higher expectations of picture quality than those of nearly 30 years ago on which the FCC bases its acceptable-picture values.

"The CTC report gives technical content and precision to the otherwise amorphous meanings of subjective descriptions such as 'acceptable picture quality,' according to NAB. 'This information is absolutely essential if the commission is to rationally determine the extent to which different levels of interference can be tolerated by television viewers.'"

Motorola dismissed the work, however, arguing that CTC test methodology was "flawed" and its results "self-contradictory." "Any set of conclusions drawn on the basis of such a minimum test effort with such contradictory results should be rejected as being unfounded, without merit, and without the professional creditability required," Motorola charged.

The FCC came in for some knocks of its

own, particularly from broadcast-receiver interests, for a recent study on the impact of the proposals, which showed only small percentages of affected stations' audiences seeing increased interference (BROADCASTING, June 23).

The Corporation for Public Broadcasting, in its filing with the National Association of Public Television Stations, said the FCC study "grossly underestimates" interference and should be "disregarded entirely" in assessing risks from implementation of its plan.

At least one broadcasting organization also took exception to claims made throughout the comments of land-mobile groups that their growing industry was quickly running out of available spectrum and has a clear-cut need for more. For the Association of Maximum Service Telecasters, land-mobile radio spectrum needs have been "substantially overstated" by the commission, and in addition, said AMST, "land-mobile users make highly inefficient use of their existing spectrum allocations."

Future applications for the now unused UHF spectrum figured prominently in arguments made by most broadcasters and receiver manufacturers. For the majority, the open spectrum left the possibility that methods of delivering high-definition television now under study, such as those using paired UHF channels, could allow broadcasters to offer new and competitive services.

AMST, for instance, noted "in order to maintain local broadcast quality on a level comparable to that of competing video media, broadcasters will be required to make much more intensive utilization of the existing 6 mhz channels of local broadcasters and/or obtain additional spectrum. More intensive use will require even greater interference protection. Additional spectrum, if it does not come from the already allocated UHF band, may be impossible to obtain," it said.

The Advanced Television Systems Committee, a standards group that has organized extensive studies of enhanced-TV and HDTV systems, also said in a letter sent earlier this month to Chairman Mark Fowler that with improved-resolution TV systems needing more than the standard 6 mhz of bandwidth, "the UHF band appears to offer the only opportunity to use spectrum allocated to broadcast television for the future provision of improved television-based consumer services."

Maintaining UHF TV's competitive position vis-a-vis VHF and alternative media, such as cable and home video recorders, occupied the concern of most television industry commentators, including NAB. "Degradation of UHF service from FCC-created LM [land mobile] interference establishes a competitive imbalance in the marketplace of over-the-air television broadcasting," NAB said. "We urge the commission to proceed with caution to avoid inadvertently relegating over-the-air broadcasting to a technically second-class visual medium and, in the process, create interference for potentially millions of television viewers."

Reply comments in the proceeding are due

July 28, but several broadcast organizations last Friday asked the commission to extend the deadline for an additional 30 days. □

Strike go-ahead from SAG, AFTRA expected this week

Another round of talks is anticipated; networks mum on contingency plans

Union officials and television producers accept it as a given that the members of the Screen Actors Guild and the American Federation of Television and Radio Artists—92,000 strong—will grant their leadership the strike authorization it sought two weeks ago after talks between the two sides broke off. Both sides were optimistic, however, that once that authorization is received (the results of the membership balloting on the strike call are due July 25) another round of negotiations will be scheduled.

The networks were keeping a tight lid last week on whatever contingency program plans are in the works in the event of a strike. To reveal such plans before a strike is a reality would be like "waving a red cape" at the unions, one network official said.

With at least one more round of talks all but assured, to begin about Aug. 1, the three television networks would have a little more programing on hand for fall if a strike occurs, than they did in 1980, when SAG and AFTRA members walked out in mid-July, shortly after the start of most program production for the new season.

CBS said that as of this week, all but one of its prime time programs would be in production. The exception is *Mike Hammer*, which is due to start production in August. At NBC, most of the hour-long programs went into production several weeks ago, although most of the situation comedies, including the four sitcoms in its popular Thursday lineup (*Cosby*, *Family Ties*, *Cheers* and *Night Court*) aren't scheduled to begin production until early August. (Separately, *Night Court* producers and cast were coping last week with the death of cast member Florence Hallop [see page 86].) At ABC, one official said most of the network's prime time programs had begun production, with four shows to start production in August, including *Starman*, *Spencer for Hire*, *Sledge Hammer* and *Mr. Belvedere*.

In September of 1980, during the last SAG-AFTRA strike, the networks launched their schedules with a mix of specials, reruns and new-season programing. NBC went ahead with its well-publicized mini-series, *Shogun*, Sept. 15-19 and averaged a 22.5/42, which prompted CBS and ABC to declare a delay in the official start of the season until the end of the strike, which came in the second week of October. NBC insisted, however, that the season had begun on time, with the week of Sept. 15. Two mini-series are already scheduled for the coming September. CBS has announced it will air the five-hour *George Washington*:

The Forging of A Nation. It is scheduled to start the evening before the start of the official 1986-87 season, Sunday, Sept. 21, and conclude the following evening. ABC has announced that it will repeat the 18-hour *Winds of War*, first broadcast in 1983, during the second week of September.

The key issues in dispute involve compensation, with the unions wanting increases in most areas and the producers wanting to hold the line or roll back in some ways. The union seeks a 25% increase over three years in the basic union wage scale (now set at \$361 per day). The producers are offering 9%. The unions also want to increase their stake from 3.6% to 6% in the worldwide pool of revenue from pay television, pay-per-view and home video. The producers are resisting any increase and want to exclude residual payments for PPV for the first year after theatrical release.

The producers also want to rework the formula for paying residuals for off-network syndication product, offering a pool arrangement where union members would receive 3.6% of the national revenue pool. The unions say that would represent a "significant rollback" from the existing payment structure, which offers payment for each successive rerun. The unions also seek increased payments for guest stars and higher residuals for basic cable product.

The producers have withdrawn two early proposals the unions found unacceptable. One was that all residual payments for the supplemental theatrical markets be eliminated, including movies on cable, PPV and home video. The second was that no residuals for prime time television series would be paid until the series recouped their production costs in the back-end markets.

Several points of agreement have been reached, including concessions by the pro-

ducers on stunts and safety and provisions incorporating the California labor laws for minors, the strictest in the country, into the SAG-AFTRA pact. □

NPR programing to go to nonmembers

Under new business plan, network hopes to recoup money from stations

National Public Radio will continue to offer programing to nonmember stations—including commercial stations, college stations and other non-NPR-qualified stations—under the organization's new business plan, which goes into effect in October. (The business plan, approved in May 1985 [BROADCASTING, June 3, 1985], directs the Corporation for Public Broadcasting to distribute its funds directly to stations, instead of to NPR, which means stations foot the bill for programing themselves.)

The new policy on nonmember access is designed to extend programing to as many listeners as possible, and to control escalation of member dues by offering an alternative purchase plan for stations that may be financially unable to maintain NPR membership under the business plan. (Stations were assessed \$15.8 million for FY '87, but if NPR loses members, those remaining would be assessed at higher levels.) NPR's Dave Taylor, director of policy and planning, denied that the network's objective was to make money above the \$15.8 million. "NPR has to recoup a certain amount, a set amount, from stations, and NPR would like to do that without increasing what we told member stations to expect," he said.

The policy was decided upon by the NPR board at its meeting last Thursday (July 17) in Washington. In a closed session that ran over by more than an hour, the board considered, along with other legal business, four options for nonmember access. In general session, the board adopted the first option considered—which allows nonmember stations to purchase news and performance packages separately—by an 11-3 vote, with one member abstaining. Both packages would be sold at a cost proportional to a station's ability to pay, including "additional charges for the costs and risks inherent in providing separate services to stations." The news package would be sold for approximately 92% of the cost of full membership.

(Commercial stations would be required to broadcast NPR programing "on a non-commercial basis, in its entirety, with appropriate credit for NPR and any other producing organization associated with the program." Advertising time could be sold adjacent to but not within programing. And commercial stations would be required to pay any additional costs incurred in securing and clearing commercial broadcast rights.)

The decision was followed by the approval of a motion to send a memo to all member-eligible and other Corporation for Public Broadcasting-qualified stations, announcing the availability of nonmember access to NPR programs, reporting the rationale for the board's decision, and seeking an indication of how many stations would be interested in purchasing programing under the second option the board had considered, which would allow stations to purchase morning and evening news services separately and performance services on a by-the-series basis, using a fully allocated costing method. The motion was passed by 14 members, with one abstaining.

There was also much discussion, in a meeting of the board's planning and priorities committee last Wednesday, of a report presented by an NPR task force commissioned with finding ways to double the average quarter-hour audience of CPB-qualified radio stations to one million by spring 1990. The task force, headed by former NPR Chairman Donald Mullally, manager of WILL-AM-FM Urbana, Ill., identified "barriers to increased listening" and gave detailed strategies to be followed by local stations, networks and syndicated program suppliers to meet that goal. The committee recommended and the board adopted unanimously a memorandum from NPR Board Chairman Jack Mitchell, WHA(AM)-WERN(FM) Madison, Wis., containing steps for implementing the task force's recommendations. Those steps included establishing communication between the boards of NPR and CPB, requesting that CPB support a number of the report's recommendations; reconvening the task force periodically to assess progress made toward the audience-building goal; directing the NPR staff to develop budgets for the implementation of the report, and instructing NPR's representation division staff on methods of communicating the goals. For other board action, see "In Brief." □

CBS lets 70 go

Last Thursday (July 17), CBS News laid off about 70 employees as part of the CBS/Broadcast Group's latest round of CBG staff reductions totalling approximately 700 employees (BROADCASTING, July 7). (Of those, 175 layoffs will come from unfilled positions that will be eliminated.) Included among those who have been dismissed are veteran correspondent George Herman, who has been with the network 42 years; White House correspondent Gary Schuster; Sam Ford, general assignment reporter based in Washington, and E.S. Lamoreaux III, executive producer of *Sunday Morning*. That program also lost producers Roger Sims and Steve Isaacs and feature reporter Heywood Hale Broun.

There reportedly have been no cutbacks at *CBS Evening News* and *60 Minutes*; *CBS Morning News* is said to have lost five news producers, including two in Washington, and CBS's late-night news show, *Nightwatch*, is reportedly expected to lose up to 20 of its some 45 people within the next two weeks.

Most employees laid off have the option of leaving immediately or by Aug. 1, a CBS spokeswoman said. (Herman, however, has a contract with CBS that expires in mid-January.) A memo to CBS staff from Van Gordon Sauter, group executive vice president and news president, called July 17 a "date that distresses all of us. . . This is a sad occasion, and our regret and sympathy go out to those who over the next few weeks will be ending their work here," he said, adding that "there is no real alternative to the steps the Broadcast Group is taking this month." CBS declined comment beyond the memo.

Herman, who told BROADCASTING his future plans include looking for "light work—I don't do windows"—said he has already received some offers. His layoff, he said, "certainly stunned me. I thought I was doing some of the best work I've ever done."

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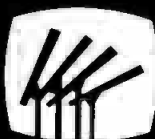
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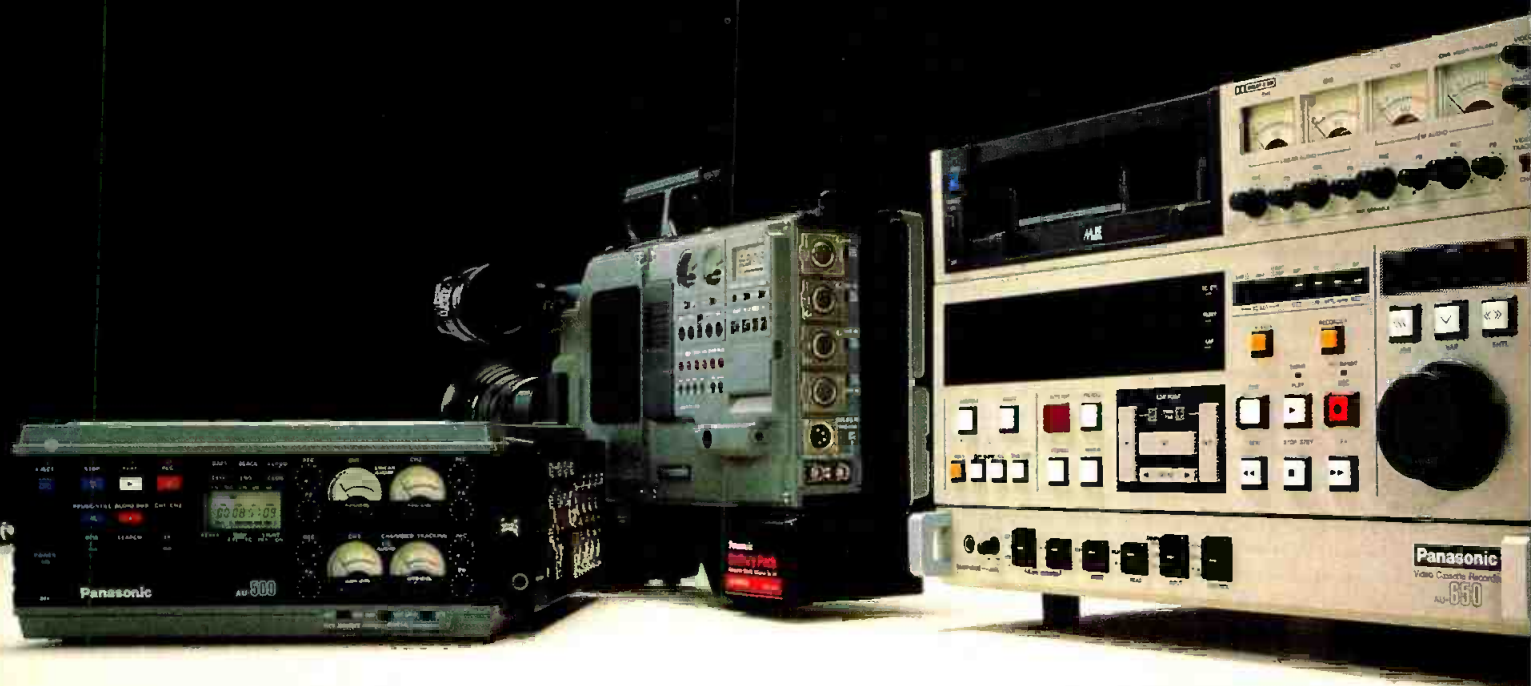
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Broadcasters in Canada told to shape up

Canadian commission, year before license-renewal time, says it wants better home-grown programming to meet new media competition

The Canadian government appears to be of two minds about regulation of its broadcasting industry. On the one hand, it speaks of bringing regulation into line with the new realities of competition among broadcasting services. On the other, it warns broadcasters they must improve the Canadian content of their programming. And government-set minimums on such programming remain in force.

Andre Bureau, chairman of the Canadian Radio-Television and Telecommunications Commission, expressed those two views in his message introducing the CRTC 1985-86 annual report, published last week. But the burden of his remarks was an exhortation and warning, taken from language of Canada's Broadcasting Act that, he notes, says the Canadian broadcasting system should "safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada."

Canadian regulations require each private television station to devote 50% of its prime time and 60% of its time during the day to Canadian programming. For publicly owned stations, the figure for both categories is 60%. AM radio stations must devote at least 30% of their music programming to Canadian material, while the requirement for FM varies according to the stations' musical formats. And Canada, the most heavily cabled nation in the world, with more than 75% of all homes served by cable, may, under proposed regulations, require cable systems to carry what Bureau described as "a preponderance of Canadian signals."

Bureau said those regulations are regarded "as the main cultural bulwarks against the pervasive influence of foreign services," and added: "My belief is that they achieve a balance which insures a healthy Canadian broadcasting sector while at the same time allowing for a maximum degree of viewer choice."

Bureau's exhortation and warning came in connection with the "severe challenges" he said broadcasting systems face "from burgeoning technology and competitive services." Canada, he said, requires "more than a strong commitment" from its broadcasters. "There is a sense of urgency in the task of expanding and strengthening the Canadian component of the broadcasting system," he said. And while the commission, "through its regulatory philosophy and practices, can help," he added, "the onus rests with each licensee."

And he indicated he was encouraged by what he said was "the new impetus shown in some quarters of the broadcasting industry."

But, he said, "Let's face it: It is not enough." He noted that the commission, next fall, "will have the opportunity to review the contribution that the CBC, CTV and other networks and stations are prepared to make to the future of Canadian broadcasting, as their respective licenses come up for renewal. Let it be clear: Canadian TV networks will be expected to do more in terms of programming quality and production creativity in the future."

Despite such reliance on regulation and government eyebrow-lifting, Bureau indicated the government's approach—and the protection it affords Canadian programmers—may not last forever. If Canadians wish to "get in on the ground floor of new services, they have to move quickly, for the window of opportunity is a narrow one," Bureau said. For with "the explosion of new services," he added, the limits that have been imposed on foreign programming "cannot remain in place forever." So "the time to act, the time to bring new ideas forward," he said, "is now." It will be more difficult "in a future characterized by greater foreign com-

petition."

Bureau discussed what he said was increased reliance on the marketplace as a regulatory force in a section of his message in which he talked of "the most profound overhaul and reform of its existing regulations" that the CRTC has ever undertaken. He said the reform is designed not only to bring regulation into "line with today's realities" but follows, "more fundamentally, from a changing philosophy of regulation itself." Bureau added that the changes in the environment are felt within the CRTC and are a product of "modern-day public administration perspectives, parliamentary and government decisions, off-shore influences and a new era of competition in many of the communications sectors."

Bureau said that the CRTC, as a result of regulations adopted in March, relies more on competition and on industry self-regulation than on rules as "significant governors" of AM and FM broadcasters. He noted that the CRTC lifted restrictions on commercial time, confident that "audience response... will act as a very effective and

House hearing. The All-Industry TV Music License Committee is back on Capitol Hill this week to gain passage of legislation (H.R.3521) that would repeal the current blanket licensing system for music on syndicated television programs. On Wednesday, July 23, Robert Church, vice president-secretary and general counsel for Storer Communications, and Eugene Bohi, general manager of WGBT-TV Greensboro, N.C., will appear before the House Copyright Subcommittee to express support for the bill that would require producers and syndicators to deliver syndicated programming to stations with the music performance rights included. It's the second hearing held by the subcommittee on the issue. The legislation has pitted the television industry against music licensing organizations such as the American Society of Composers, Authors and Publishers and Broadcast Music Inc., and the Hollywood production community.

A major focus of the hearing is expected to be several proposed amendments unveiled last week by Representative Frederick (Rick) Boucher (D-Va.). The amendments are aimed at addressing some of the criticism directed at the measure. The bill's critics have charged that the measure does not protect composers who, if it were enacted, would be "denied continuous payment for continuous use of their music."

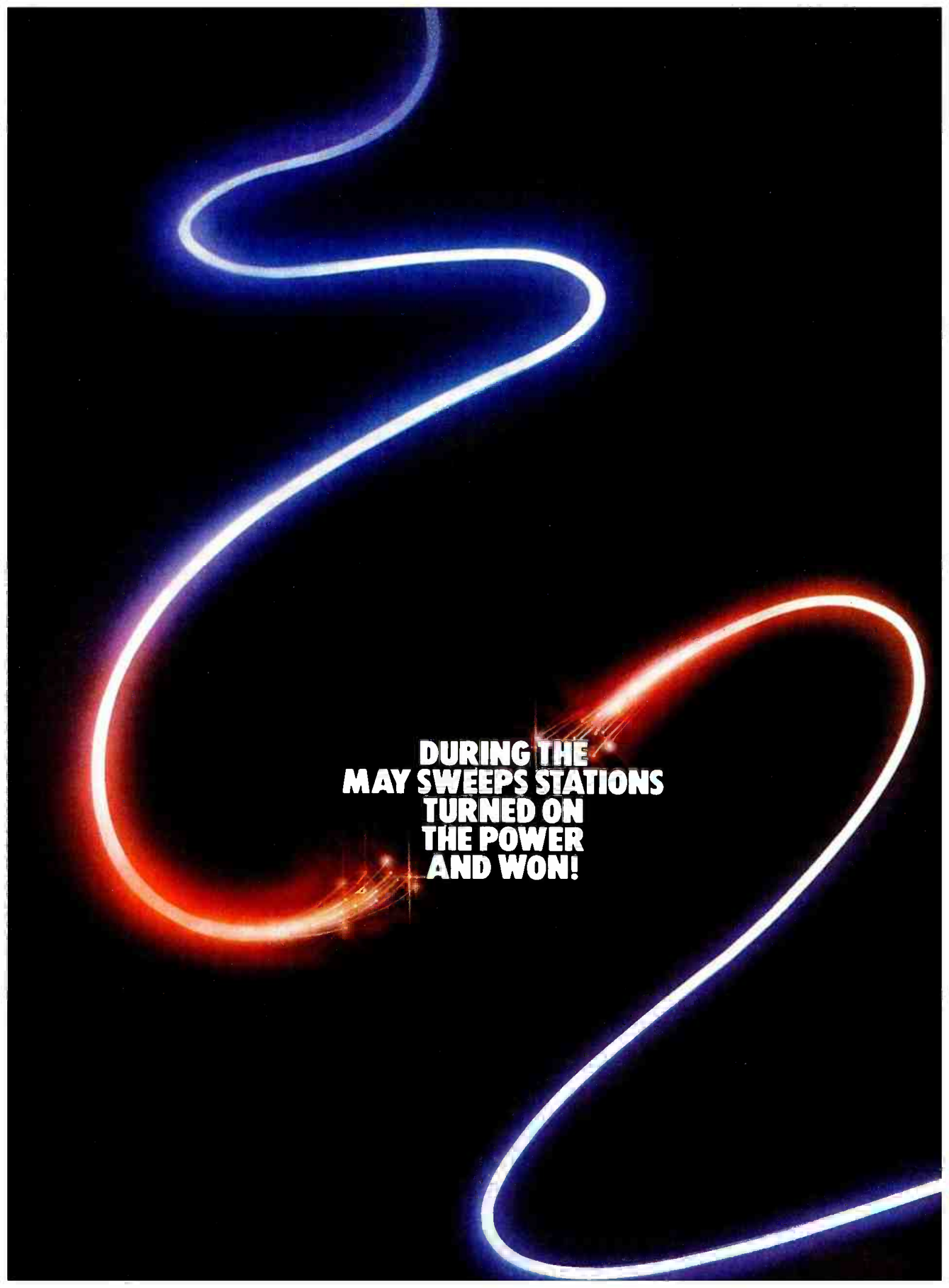
Specifically, Boucher revealed at a luncheon for House Judiciary Committee staffers that he is prepared to offer an amendment that will provide composers with a statutory right to residual payments. (One participant described the luncheon as well attended and said the questions were "lively.")

At a press briefing following the luncheon, lobbyists for the All-Industry Committee explained that the amendment would be based on the same concept embodied in the Berne Union, an international copyright treaty that allows for continuous compensation. Boucher also is prepared to draft an amendment that would permit composers to collectively bargain with the Hollywood studios for those residual rights.

A discussion concerning the distribution of the music rights by organizations other than ASCAP and BMI also is expected to emerge during the hearing. Slated to appear before the subcommittee is Lawrence Berkowitz of IDC, a company that distributes residuals to performers.

In addition, the bill's opponents maintain that the parties should resolve the issue of music licensing through private negotiations. Representatives Hamilton Fish Jr. (R-N.Y.), ranking minority member on the Judiciary Committee, and Bruce Morrison (D-Conn.) circulated a "Dear Colleague" letter arguing that Congress should not intrude in a matter that can be resolved by the rate court.

That theme will likely be sounded at the hearing by Tennessee's Democratic Senator Al Gore, who has asked to testify and is on record opposing the measure. Congressman William Boner (D-Tenn.) is also on the witness list. The Senate Judiciary Committee has scheduled a music licensing hearing for Aug. 12.

A large, glowing, stylized number '2' is the central focus of the image. The top half of the '2' is a bright blue-white color, while the bottom half is a vibrant red-orange. The number has a soft, ethereal glow around it. In the center of the '2', there is a cluster of small, bright, multi-colored sparks or stars.

**DURING THE
MAY SWEEPS STATIONS
TURNED ON
THE POWER
AND WON!**

GROWTH POWER.

In January, when stations needed a new show to add strength to their early fringe and access time periods, they turned on the power of "The \$1,000,000 Chance Of A Lifetime." And "Chance" performed, instantly producing substantial growth that continued through the May sweeps. That's why "Chance" has already been renewed in over 115 markets for the fall.

MARKET	STATION	TIME PERIOD	MAY '85 PROGRAM	MAY '85 SHARE	CHANCE'S FEB 86 SHARE	CHANCE'S MAY 86 SHARE	MAY '85 - MAY '86 SHARE INCREASE
New York*	WOR	7:30 PM	Dallas	6	9	10	+ 67%
Boston*	WBZ	3:30 PM	S. Barbara	9	12	13	+ 44%
Houston*	KPRC	4:00 PM	People's Court	13	15	16	+ 23%
Pittsburgh	WTAE	7:30 PM	Feud	17	20	26	+ 53%
Atlanta	WAGA	7:30 PM	PM Magazine	14	16	18	+ 29%
Miami*	WPLG	7:00 PM	Jeopardy	11	12	13	+ 18%
Cincinnati	WLWT	4:30 PM	Newlywed	14	16	19	+ 36%
Buffalo	WKBW	5:00 PM	Jeffersons	20	18	25	+ 25%
Oklahoma City*	KTVY	4:30 PM	Jeffersons	10	11	16	+ 60%
Salt Lake City	KSL	4:00 PM	Dukes	8	10	15	+ 88%
Harrisburg	WHP	5:00 PM	Feud	11	20	21	+ 91%
Norfolk*	WTKR	7:00 PM	Feud	14	17	18	+ 29%
Louisville	WAVE	7:30 PM	Tune	17	21	22	+ 29%
Knoxville*	WBIR	5:00 PM	Jeopardy	32	26	33	+ 3%
Jacksonville*	WTLV	7:30 PM	WKRP	11	13	18	+ 64%
Green Bay	WLUK	6:30 PM	Three's Company	15	14	16	+ 7%
Roanoke	WDBJ	7:00 PM	Tune	27	27	30	+ 11%
Paducah*	WPSD	6:30 PM	Feud	28	30	31	+ 11%
Spokane*	KXLY	6:30 PM	Barney Miller	11	13	14	+ 27%
Johnstown	WTAJ	7:30 PM	Three's Company	17	28	30	+ 76%
Tucson*	KVOA	3:00 PM	Tic Tac Dough	9	14	19	+ 111%
Springfield*	KOLR	3:00 PM	Body Language	29	26	33	+ 14%
Madison*	WISC	3:00 PM	Dukes	26	23	38	+ 46%
Rockford	WREX	6:00 PM	Newlywed	16	22	27	+ 69%
Amarillo*	KVII	4:30 PM	Jeopardy	15	24	28	+ 87%
Duluth*	WDIO	6:30 PM	Feud	17	19	23	+ 35%
Beaumont	KFDM	4:30 PM	Barney Miller	13	34	38	+ 192%
Yakima	KAPP	7:30 PM	Tic Tac Dough	11	11	15	+ 36%

AND THERE ARE LOTS MORE!

SOURCE: NIELSEN CASSANDRA / *ARB APOLLO

THE
\$1,000,000
CHANCE OF
A LIFETIME

TURN ON THE P
LORIMAR-T

DEMO POWER.

When stations wanted a first-run comedy with great female demos, they turned on the ratings power of "It's A Living." In market after market, "It's A Living" boosted the station's share of Women 18-49 and 25-54. Now, "It's A Living" is set to enter its second first-run season on over 120 stations.

MARKET	STATION	DAY/TIME	MAY 1986 vs. MAY 1985 WOMEN 18-49 SHARE	MAY 1986 vs. MAY 1985 WOMEN 25-54 SHARE
New York	WABC	Sat 7:00 PM	+ 33%	+ 13%
Los Angeles	KNBC	Sat 7:30 PM	+ 83%	+ 13%
Philadelphia	WTAF	Sun 6:30 PM	+ 86%	+ 94%
San Francisco	KBHK	Sat 5:30 PM	+ 38%	+ 36%
Boston	WSBK	Sat 7:00 PM	+ 32%	+ 28%
Cleveland	WCLQ	Sat 6:30 PM	+ 25%	+ 22%
Miami	WTVJ	Sat 7:00 PM	+ 67%	+ 60%
Minneapolis	KTSP	Sat 5:00 PM	+ 6%	+ 18%
St. Louis	KDNL	Sat 6:00 PM	+ 333%	+ 450%
Sacramento	KOVR	Sun 6:30 PM	+ 11%	+ 5%
San Diego	KUSI	Sat 7:30 PM	+ 100%	+ 100%
Cincinnati	WXIX	Sat 8:30 PM	+ 38%	+ 100%
Milwaukee	WCGV	Sat 6:30 PM	+ 250%	+ 250%
Greenville	WLOS	Sun 3:30 PM	+ 63%	+ 53%
Grand Rapids	WZZM	Sat 7:30 PM	+ 75%	+ 93%
Louisville	WLKY	Sat 7:00 PM	+ 83%	+ 150%
Flint	WSMH	Sat 5:00 PM	+ 720%	+ 480%
Mobile	WKRG	Sun 10:30 PM	+ 26%	+ 48%
Knoxville	WBIR	Sat 11:30 PM	+ 157%	+ 153%
Toledo	WTOL	Sun 12:00 PM	+ 11%	+ 135%
Fresno	KAIL	Sat 5:30 PM	+ 125%	+ 75%
Jackson, MS	WDBD	Sun 10:00 PM	+ 160%	+ 60%
Tucson	KGUN	Sat 5:30 PM	+ 115%	+ 53%
Fargo	KXJB	Sat 11:00 PM	+ 19%	+ 37%
Rockford	WQRF	Sun 4:30 PM	+ 87%	+ 8%
Santa Barbara	KEYT	Sun 5:30 PM	+ 840%	+ 422%
Wichita Falls	KSWO	Sun 11:00 PM	+ 157%	+ 37%
Lubbock	KJTV	Sun 5:30 PM	+ 206%	+ 61%

AND THERE ARE LOTS MORE!

SOURCE: NSI/CASSANDRA MAY 1985

**It's a
Living**

A Witt/Thomas
Production

ER THIS FALL!

epictures™

ENDURANCE POWER.

When stations needed a strong news lead-in that would last year after year, they turned on the power of "The People's Court", now entering its sixth season. Already renewed on over 170 stations for fall '86.

MARKET	STATION	TIME PERIOD	
Los Angeles*	KCBS	4:00 PM	3 sweeps on station and #1
Chicago	WMAQ	4:00 PM	15 sweeps on station and #1
Boston*	WBZ	5:00 PM	11 sweeps on station and #1
Detroit*	WJBK	4:30 PM	5 sweeps on station and #1
Dallas*	KXAS	4:00 PM	5 sweeps on station and #1
Cleveland	WJW	4:30 PM	2 sweeps on station and #1
Atlanta	WSB	4:00 PM	5 sweeps on station and #1
St. Louis	KSDK	4:00 PM	10 sweeps on station and #1
Hartford	WTNH	4:30 PM	3 sweeps on station and #1
Portland, OR	KOIN	4:30 PM	7 sweeps on station and #1
Orlando	WESH	5:30 PM	7 sweeps on station and #1
Kansas City	KMBC	4:30 PM	7 sweeps on station and #1
Milwaukee	WTMJ	4:30 PM	18 sweeps on station and #1
New Orleans	WDSU	4:30 PM	7 sweeps on station and #1
Buffalo	WGRZ	5:30 PM	3 sweeps on station and #1
Greenville	WSPA	5:30 PM	6 sweeps on station and #1
Raleigh	WTVD	5:30 PM	13 sweeps on station and #1
Salt Lake City	KUTV	4:00 PM	15 sweeps on station and #1
Grand Rapids	WZZM	4:00 PM	18 sweeps on station and #1
San Antonio	KMOL	3:30 PM	3 sweeps on station and #1
Albany, NY	WRGB	5:30 PM	14 sweeps on station and #1
Dayton	WDTN	5:00 PM	6 sweeps on station and #1
Richmond	WTVR	5:30 PM	7 sweeps on station and #1
Shreveport	KTBS	4:00 PM	9 sweeps on station and #1
Mobile*	WALA	3:30 PM	3 sweeps on station and #1
Wichita	KAKE	4:30 PM	11 sweeps on station and #1
Fresno*	KJEO	4:30 PM	6 sweeps on station and #1
Syracuse	WIXT	5:00 PM	17 sweeps on station and #1
Des Moines*	WHO	5:00 PM	9 sweeps on station and #1

AND THERE ARE LOTS MORE!

SOURCE: MSI CASSANDRA / ARB APOLLO MAY 1986

A Ralph Edwards Production
in association with
Stu Billett Productions.

**THE
PEOPLE'S
COURT**

**TURN ON THE
LORIMAR-T**

YOUNG ADULT POWER.

When stations needed a show with young adult appeal and dual audience demos, they turned on the power of "Love Connection." Already renewed in over 125 markets for its fourth season.

MARKET	STATION	TIME	MAY 85 PROGRAM	MAY 86 H H SH	MAY 86 W18-49 SH	MAY 86 M18-49 SH
Chicago	WMAQ	3:30 PM	Make-Deal	+ 73%	+ 108%	+ 200%
Boston*	WBZ	1:30 PM	Love Connection	+ 8%	+ 88%	+ 60%
Detroit*	WXON	11:30 PM	Kojak	+ 57%	+ 180%	+ 29%
Dallas	KXAS	11:30 PM	Love Connection	+ 9%	+ 50%	+ 53%
Cleveland	WKYC	5:30 PM	Tune	+ 140%	+ 100%	+ 125%
St. Louis*	KSDK	11:30 PM	Ent. Tonight	+ 35%	+ 39%	+ 29%
Baltimore	WMAR	4:00 PM	Tic Tac Dough	+ 70%	+ 329%	+ 143%
Indianapolis	WRTV	3:30 PM	8 Is Enough	+ 53%	+ 10%	+ 113%
Portland, OR	KOIN	4:00 PM	Charlie's Angels	+ 83%	+ 210%	+ 217%
San Diego	KCST	4:00 PM	Love Connection	+ 36%	+ 8%	+ 50%
Cincinnati*	WLWT	7:30 PM	Sale-Century	+ 14%	+ 75%	+ 62%
Kansas City	KMBC	3:00 PM	Love Connection	+ 48%	+ 6%	+ 73%
Providence*	WLNE	7:30 PM	Love Connection	+ 7%	+ 12%	+ 30%
Norfolk	WVEC	4:30 PM	Tic Tac Dough	+ 21%	+ 60%	+ 50%
Richmond	WTVR	4:30 PM	Love Connection	+ 20%	+ 61%	+ 17%
Mobile	WEAR	11:30 PM	Various	+ 171%	+ 200%	+ 600%
Fresno	KJEO	4:00 PM	Love Connection	+ 6%	+ 5%	+ 17%
Syracuse*	WIXT	11:30 PM	Love Connection	+ 60%	+ 100%	+ 200%
Rochester*	WOKR	4:30 PM	Love Boat	+ 53%	+ 9%	+ 73%
Davenport	WHBF	4:30 PM	Newlywed	+ 12%	+ 2%	+ 67%
Jackson, MS	WAPT	4:00 PM	Jeffersons	+ 27%	+ 22%	+ 19%
Springfield, MO	KOLR	3:30 PM	Love Connection	+ 50%	+ 59%	+ 9%
Sioux Falls	KDLT	3:00 PM	Santa Barbara	+ 120%	+ 35%	+ 500%
Madison	WISC	4:00 PM	Love Connection	+ 61%	+ 18%	+ 27%
Lafayette, LA*	KADN	11:00 PM	Bizarre	+ 300%	+ 200%	+ 108%
Columbus, GA	WLTZ	4:30 PM	One Day At A Time	+ 300%	+ 150%	+ 1600%
Beaumont	KFDM	4:00 PM	8 Is Enough	+ 50%	+ 17%	+ 32%
Eugene	KEZI	4:30 PM	Love Connection	+ 29%	+ 104%	+ 33%
Traverse City	WGTU	11:00 PM	PM Magazine	+ 167%	+ 157%	+ 200%

AND THERE ARE LOTS MORE!

SOURCE: NSI CASSANDRA / *ARB APOLLO MAY 1986



An Eric Lieber Production
in association with
Lorimar-Telepictures.

ER THIS FALL!

epictures

KID POWER.

This past fall, over 110 stations turned on the superhero power of "ThunderCats" and seized the #1 rank with kids 2-11. "ThunderCats" made television history with record kids shares in early fringe, and consistent growth from sweep to sweep. And this fall, the tradition will continue with "SilverHawks!"

MARKET	STATION	TIME PERIOD	KIDS 2-11 SHARE	RANK
New York	WNYW	4:30 PM	57	#1
Chicago	WFLD	4:30 PM	42	#1
Philadelphia	WTAF	3:00 PM	54	#1
San Francisco	KTVU	3:00 PM	47	#1
Boston	WLVI	4:30 PM	34	#1
Detroit	WKBD	4:00 PM	54	#1
Washington, DC	WTTG	3:00 PM	71	#1
Houston	KRIV	3:30 PM	32	#1
Pittsburgh	WPGH	3:00 PM	39	#1
Atlanta	WGNX	5:30 PM	28	#1
Tampa	WTOG	3:30 PM	62	#1
Denver	KWGN	3:00 PM	68	#1
Sacramento	KTXL	3:30 PM	47	#1
Baltimore	WBFF	4:30 PM	27	#1
Indianapolis	WXIN	4:00 PM	42	#1
Phoenix	KPHO	3:30 PM	47	#1
Hartford	WTXX	4:30 PM	31	#1
San Diego	XETV	4:30 PM	58	#1
Orlando	WOFL	4:00 PM	39	#1
Cincinnati	WXIX	4:00 PM	50	#1
Nashville	WZTV	3:00 PM	26	#1
Charlotte	WCCB	2:30 PM	75	#1
New Orleans	WGNO	4:30 PM	45	#1
Greenville	WHNS	4:00 PM	35	#1
Columbus, OH	WTTE	4:30 PM	41	#1
Oklahoma City	KAUT	4:30 PM	24	#1
Birmingham	WTTO	4:30 PM	31	#1
Salt Lake City	KSTU	4:00 PM	42	#1
Grand Rapids	WXMI	4:30 PM	46	#1

AND THERE ARE LOTS MORE!

SOURCE: NSI/CASSANDRA MAY 1986

A Rankin/Bass
Production



LORIMAR-Telepictures
PERENNIAL

powerful influence" in dissuading broadcasters from airing "an objectionable number of commercials." The government, Bureau said, is placing more emphasis on essentials and placing "more reliance on incentives rather than coercive or restrictive measures."

But the government is not certain of the wisdom of its course. The restrictions on commercial time were lifted only for a two-year trial period. The CRTC "will be watching with interest to see how [the experiment] turns out," he said. And, in a statement recalling the code of the U.S. National Association of Broadcasters that was abandoned as a violation of the U.S. antitrust laws, Bureau noted that the CRTC has called on the radio industry "to develop its own guidelines, its own code, to insure that the public is well served and that the objectives of the Broadcasting Act are met."

The CRTC is completing a major review of its television regulations; its proposals for change will be published "soon," Bureau said. And the CRTC has issued proposals to ease restrictions on cable television. But some proposals would afford subscribers a greater opportunity to be informed about cable systems' operations—coming rate changes, for instance—and to express any concerns. And the proposals are designed to insure that subscribers to basic cable services do not cross-subsidize nonprogramming services.

Beyond its overhaul of broadcasting regulations, Bureau noted that the CRTC is tracking other developments bearing on its work—one of them the free trade talks between Canada and the U.S. now getting under way. Bureau said: "The outcome of these negotiations could have a marked impact on the broadcasting and telecommunications sectors in Canada."

Meanwhile, Canada continues to refine, and hold onto, broadcast regulations, including those dealing with content, that it feels essential, while it begins to move toward a greater role for the marketplace as a "governor" of telecommunications services. □

Intelsat seeks African members

Satellite organization encourages users to become financial partners

The International Telecommunications Satellite Organization has undertaken its own African campaign. With an official who carries the title, counselor, leading the way and with a novel agreement with a Hartford, Conn., bank that seems capable of resolving the financial problems membership poses for some prospective candidates, Intelsat has set out to recruit as members 18 African countries that use the global system without sharing in its ownership. As of last week, officials seemed confident that an initial foray into Africa would yield four new members.

The counselor is Gilbert Carter. One of his functions is to encourage user, nonmember countries to join the global system. He

helped devise the financing plan that has been accepted by the Equator Bank, which specializes in loans to countries in Sub-Saharan Africa. And he returned a couple of weeks ago from a trip to the French-speaking African countries of Benin, Togo, Rwanda and Burundi. "All are interested," he said last week. And his "guess" is that all will become members, "sooner or later."

Another Intelsat official, Pascal Mukasa, is now in Africa, visiting six English-speaking African countries—Sierra Leone, Liberia, Swaziland, Botswana, Lesotho and Mauritius, carrying the same message regarding the financing available. (He will also visit Zimbabwe, which, with its own financing, is well on its way to becoming Intelsat's 111th member.) By the end of the year, Carter says, Intelsat will have exposed all 18 nonmember users in Africa to the novel financing plan.

Carter has been deeply involved in finding the credit source—the Equator Bank, which has considerable experience in black Africa—and in developing the necessary agreements. As he describes it, the financing plan Intelsat officials devised appears to have solved the problem of providing African countries that are short of foreign exchange with the funds needed to pay Intelsat's minimum entrance fee, which now amounts to something more than \$800,000, without involving the global system as guarantor of any loans or imposing on the affected countries the heavy documentation demands of some of the banks Carter had contacted. Instead, the payments Intelsat makes to members would be used to pay off the debts.

In the Intelsat system, money flows in two directions. Members (and users) pay monthly utilization fees, and members also respond to calls for new capital. For its part, Intelsat makes a distribution to members involving amortization payments of existing capital assets and compensation (14%) for the use of capital. Intelsat would not make a distribution to the countries taking advantage of the special financing arrangement;

the money, covering interest and principal, would go to the Equator Bank. Carter said Intelsat's projections indicate the loans would be paid off in about five years.

Intelsat hopes the formula can be applied in other parts of the world. The Equator Bank would not be available as a credit source, but Carter believes a model has been established on which similar plans can be developed to enable other user nonmembers—at least those outside the Soviet bloc—to join Intelsat. He cited Nepal and Burma and countries in the Caribbean as possibilities. The plan, Carter said, "is a form of self-financing," and is "attractive to finance ministers scratching around for every payment."

Why would membership appeal to such countries that already make use of the Intelsat system? Carter cites three reasons: Members receive a "far greater" and regular flow of technical information from Intelsat than do nonmember users. There is also a financial advantage: "It's the difference between renting an apartment and owning a condominium." And the 14% compensation for the use of capital reduces, in effect, the utilization charges. Nonmember users do not receive that compensation. Then, finally, members have a voice in the operation of the organization. Countries with small percentages of ownership are represented on the Intelsat board of governors through groups—there are two African groups on the board. But all members have a vote at the annual meetings of the Assembly of Parties, the ultimate policymaking authority, and the signatories. Some in the U.S. government appear a little uneasy over the prospect of the Intelsat executive recruiting additional countries as members, seeing them as potential troops in the forces the executive can use in opposing U.S. policy, specifically its effort to establish separate satellite systems that would compete with Intelsat. But to Carter, the recruiting campaign in Africa is part of what he says is Intelsat's traditional effort to be "a universal" organization. □

Washington Watch

Korean complaint. FCC Mass Media Bureau has fined KSCI(TV) San Bernardino, Calif., \$10,000 for allegedly failing to adequately disclose that Korean-language programming it broadcast from March 30, 1983, until at least Jan. 17, 1986, was sponsored by South Korean government. Korean-American Free Press Committee, which is affiliated with International Center for Development Policy, had complained to FCC (BROADCASTING, Oct. 14, 1985). Andrew Schwartzman, executive director of Media Access Project, which is representing committee, said group was "pleased" that bureau had issued fine. But committee thought station's actions might raise criminal questions, "and we're not ruling out pursuing our legal remedies further," Schwartzman said.

□

Reversal. Reversing initial decision, FCC Review Board has granted application of Cotton Broadcasting Co. for new TV station on channel 50 in Raleigh, N.C., denying competing application of The L Broadcasting Co. Grant Cotton, 51% owner of Cotton Broadcasting, was, at time of initial decision, also president and 70.2% owner of WFL-TV (ch. 22) Raleigh, but he had agreed to divest his interests in that station if his application for channel 50 is granted. (He subsequently sold WFL-TV to Television Corp. of Raleigh Inc. for \$14.5 million [BROADCASTING, June 24, 1985]). With Cotton's ownership of WFL-TV in mind, Administrative Law Judge James Tierney had preferred L Broadcasting on diversification and other grounds (BROADCASTING, March 24). Board said ALJ erred in giving L Broadcasting diversification preference since Cotton had agreed to divest, then found Cotton Broadcasting preferred on integration grounds. Cotton told BROADCASTING he had decided to sell WFL-TV before channel 50 was allocated to Raleigh. With the new allocation available, he decided to apply.

Lieberthal named Embassy chairman

First-run production, syndication will come under his wing

Gary Lieberthal was appointed chairman and chief executive officer of a reorganized Embassy Communications last week. He will now oversee both first-run production for the networks and domestic and international syndication. Lieberthal was formerly president of Embassy Telecommunications, the syndication division of Embassy.

Lieberthal will report to Frank J. Biondi Jr., executive vice president of the Entertainment Business sector of Coca-Cola, Embassy's parent.

The new appointment means that Embassy Television, the first-run production division, and Embassy Telecommunications, will be reunited for the first time since last summer, when Embassy was purchased by The Coca-Cola Co. At that time Alan Horn, who oversaw the two Embassy divisions, along with Embassy Pictures and Embassy Home Entertainment, left the company to head 20th Century Fox studios. Embassy



Lieberthal

Pictures has since been sold to Dino De Laurentiis and Embassy Home Entertainment is slated to be sold.

Glenn Padnick will become president of Embassy Communications. He will contin-

ue as president of Embassy Television. A successor to Lieberthal at Embassy Telecommunications has yet to be chosen.

Francis T. Vincent Jr., president and chief executive officer of the Coca-Cola's Entertainment Business sector, said he wished the reorganization could have taken place earlier but Coca-Cola wanted to get to know the Embassy executives before making any changes. He said that he wanted to have a "strong long-term relationship" with Lieberthal at the helm.

Lieberthal said Embassy's primary business will remain the production of half-hour sitcoms for the networks. But he said Embassy might return to first-run syndication production, saying the company is interested in expanding into that market "now more than ever." Embassy's first-run syndication programming when Norman Lear owned the company included *Mary Hartman, Mary Hartman*, *Fernwood 2night* and *America 2night*. Lieberthal said Embassy would expand into all time periods with first-run syndication. □

Evening news race gets tighter

The network evening news race between Monday, July 7, and Friday, July 11, was about as close it could be. All three broadcasts tied in average share for the week (22), while CBS and NBC also tied in rating with a 10.0. ABC was just a hair off the mark with a 9.8. It was the third week in a row that CBS had either shared the lead or lost. It was the closest the news race had been since the week of Nov. 9, 1981, when only one-tenth of a rating point separated the first- and third-ranked evening newscasts, according to ABC research. A year ago, the tallies were: CBS, 11.1/24; ABC 9.1/20, and NBC 8.9/20.

The prime time race for the week ended July 13 was also tight, although ABC was a more distant third than in the news race. CBS and NBC tied with an average 12.1/23, while ABC averaged a 10.1/19. A year ago, the tallies were: NBC, 13.4/25; CBS, 11.5/22, and ABC, 9.6/18. HUT levels for the week averaged 52.4, compared to 53.3 for the same week a year ago.

Sitcom repeats dominated the list of top-ranked shows for the week. Nine of the top 10 and 18 of the top 30 programs were comedies. Among those in the top 10 were NBC's Thursday-night lineup of *Cosby*, *Family Ties*, *Cheers* and *Night Court*, as well as NBC's *Golden Girls*, ABC's *Growing Pains* and *Who's the Boss*, and CBS's *Newhart* and *Kate & Allie*. NBC's summer comedy series, *Me and Mrs. C*, placed 11th for the week.

West 57th, the fate of which hinges on its summer performance, rebounded in the ratings, scoring a 10.2/19, compared to an 8.1/15 the previous week. *1986*, the new NBC prime time magazine show that is also trying to find an audience, averaged a 9.7/18 at 10 p.m. on Tuesday, down from a 10.3/19 the previous week. The CBS News special, *The Burger Years*, featuring a Bill Moyers interview with Supreme Court Chief Justice Warren Burger was the 65th-ranked program (out of 66) for the week, averaging a 4.9/10.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	22.8/44
2.	Family Ties	NBC	21.4/40
3.	Golden Girls	NBC	17.9/34
4.	Cheers	NBC	17.8/32
5.	Murder, She Wrote	CBS	17.1/34
6.	Growing Pains	ABC	16.9/32
7.	Who's the Boss?	ABC	16.8/34
8.	Night Court	NBC	16.8/29
9.	Newhart	CBS	16.4/28
10.	Kate & Allie	CBS	16.3/28
11.	Me And Mrs.C.	NBC	15.6/30
12.	Grand Ole Opry's 60th Ann.	CBS	15.0/27
13.	The Execution	NBC	15.0/26
14.	Gimme a Break	NBC	14.9/28
15.	You Again	NBC	14.7/26
16.	Running Out	CBS	14.3/28
17.	Moonlighting	ABC	14.0/28
18.	60 Minutes	CBS	13.7/31
19.	Amos	CBS	13.7/25
20.	Mr. Belvedere	ABC	13.6/28
21.	Spenser: For Hire	ABC	13.6/26
22.	MacGyver	ABC	13.5/27

Rank □ Show □ Network □ Rating/Share

23.	Remington Steele	NBC	13.5/26
24.	Cagney & Lacey	CBS	13.5/24
25.	Equalizer	CBS	13.4/25
26.	Highway to Heaven	NBC	13.2/26
27.	Valerie	NBC	13.2/26
28.	227	NBC	12.9/27
29.	Scarecrow & Mrs.King	CBS	12.6/24
30.	Webster	ABC	12.5/27
31.	Amazing Stories	NBC	12.2/23
32.	St. Elsewhere	NBC	12.1/22
33.	Hotel	ABC	12.0/22
34.	Chapter Two	ABC	11.9/22
35.	Mr. Sunshine	ABC	11.7/23
36.	Magnum, P.I.	CBS	11.3/21
37.	Hill Street Blues	NBC	11.1/20
38.	The Cowboys	CBS	11.0/22
39.	Hardcastle & McCormick	ABC	11.0/20
40.	20/20	ABC	10.9/20
41.	Hunter	NBC	10.8/20
42.	Facts of Life	NBC	10.4/24
43.	Love Boat	ABC	10.4/20
44.	Celebrity, pt. 1	NBC	10.3/19

Rank □ Show □ Network □ Rating/Share

45.	Man About Town	ABC	10.2/20
46.	West 57th	CBS	10.2/19
47.	Simon & Simon	CBS	9.9/19
48.	1986	NBC	9.7/18
49.	Twilight Zone	CBS	9.1/19
50.	Baseball, Atlanta vs. N.Y. Mets	NBC	8.9/18
51.	A Team	NBC	8.7/17
52.	Monday Night Baseball	ABC	8.7/16
53.	Alan King Show	CBS	8.3/19
54.	Crazy Like a Fox	CBS	8.3/16
55.	Alfred Hitchcock Presents	NBC	8.1/16
56.	Kidnapped	ABC	7.7/16
57.	Punky Brewster	NBC	7.6/16
58.	Baseball, pregame	NBC	7.5/17
59.	Silver Spoons	NBC	7.2/17
60.	Airwolf	CBS	7.1/13
61.	Ripley's Believe It or Not	ABC	6.7/13
62.	Running	ABC	6.5/12
63.	Diff'rent Strokes	ABC	6.2/14
64.	Benson	ABC	6.2/13
65.	CBS News—Burger Years	CBS	4.9/10
66.	The Colbys	ABC	4.8/9

Ratings for PBS

TV Data scheduled to provide information on PBS programs that member stations air and when; Nielsen to turn data into ratings

The Public Broadcasting Service will have access to television ratings 52 weeks a year beginning in October if its dealings with TV Data Inc., Glens Falls, N.Y., proceed according to plan. TV Data, a unit of Scripps Howard's United Media Enterprises, monitors the program schedules of all television stations in the country, providing camera-ready listings to several hundred newspaper clients. For under \$200,000 annually, it would tell PBS which programs its member stations are airing, when and how often, and would make post-broadcast calls to all the stations. That data could then be given to the A.C. Nielsen Co., which would match the information with its national audience ratings to determine the ratings for PBS shows.

According to John Fuller, director of research at PBS, his department conducted several weeks of experiments to determine whether TV Data's system would work, and "the results were very good." The service will begin in October, and in November PBS will discontinue dealings with Statistical Research Inc., a general-purpose research firm that had been doing verification research for PBS 10 weeks a year since September 1977.

Like SRI, TV Data may take up to two weeks to process the information, Fuller said, but PBS will receive 400% more information at a 60% increase in cost. In comparison, he said, the commercial television networks each pay between \$500,000 and \$600,000 a year for Nielsen's AMOL (Automated Measurement Of Lineups), a system that monitors stations electronically and provides ratings the next day.

There are two benefits to using the TV Data system, Fuller said. "It's a way of knowing how the stations are using our programs. Many of the programs we put out are

MCA expansion. MCA-TV is moving into first-run production for syndication with new intensity as signaled by the move of one of its key New York executives to the company's Universal City Studios base in California to head MCA-TV's Enterprises division.

The executive, Shelly Schwab, executive vice president of MCA-TV, will retain his sales and marketing role with the company, where he serves as head of barter sales, and will also become responsible for the development of first-run programming.

Chuck Gerber, senior vice president, MCA-TV Enterprises, is currently the MCA-TV executive most responsible for the division. Gerber will report to Schwab.

MCA-TV President Don Menchel said the move signals a new vigor at MCA-TV in production for syndication. "I just wanted to turn up the fire in all activities," he said. Menchel declined to elaborate on specific development plans, but said that among the formats MCA-TV is now developing are animated series, talk shows and game shows. MCA-TV was unsuccessful with *WinAmerica Sweepstakes*, a game-show developed for this fall.

Menchel said that MCA-TV will also develop "several" first-run sitcoms. It already has joined with Tribune Entertainment on the continuation of the canceled network series, *Charles in Charge*, starring Scott Baio.

MCA-TV's Enterprises division is located on the Universal lot, but the division has produced shows using outside facilities.



Schwab

not that popular; some of them may be controversial even, with the station. . . The carriage measurement tells us. It's just a way of getting a reading on how well we are serving the system." And second, carriage information is necessary to obtain Nielsen ratings. "A national audience rating is developed one station at a time—it's like a big jigsaw puzzle," Fuller said, "and you have to know exactly when each station is playing the program in order to tie it to the Nielsen data, because the Nielsen data are unidentified."

Unlike the commercial network affiliates, PBS stations are not required to carry the programs that PBS sends out. But under a "gentleman's agreement," Fuller said, stations pick up and air PBS programs Sunday through Wednesday nights in the order they are sent, providing a "common carriage period" each week. Roughly 75% of the PBS stations take common carriage programs at the time they are fed, with 11% more picking them up and airing them later in the week. But

percentages vary widely depending on the program. For example, *Masterpiece Theatre* and *Nova* clear about 95% of the stations, he said, while a one-time-only special not running during the core period may have a clearance rate of as low as 40%.

Fuller did not expect the availability of ratings to lead to the commercialization of PBS. Underwriters "are not underwriting public television to try to sell more bars of soap," he said. "They are doing something for their own image, and they want to know if anybody watched the program, and if so, how many watched." The ratings will enable PBS to work more efficiently with underwriters, said Fuller. "If an underwriter wanted more information than we had, we could get it. We could provide better service. I'm not going to say that it's going to suddenly cause underwriters to jump on the bandwagon." Working with TV Data "will enable us to better manage the system that we have, to know which programs are more useful to the stations," Fuller said. □

Syndication Marketplace

■ The Post-Newsweek stations have become a partner in the production of **Access Syndication's** *Heroes: Made in the U.S.A.*, a weekly half-hour program hosted by Craig T. Nelson that premieres the weekend of Oct. 4-5. As part of the deal, the four Post-Newsweek stations—WDIV-TV Detroit, WPLG-TV Miami, WFSB-TV Hartford, Conn., and WXTV-TV Jacksonville, Fla.—will carry the program. *Heroes* will include profiles of test pilot Chuck Yeager and triathlon star Julie Moss. It has now been cleared on 44 stations. The show is distributed on a barter basis with two-and-a-half minutes for stations and four minutes for Access.

TEN reports that it has cleared *Cosmos—A Special Edition*, previously scheduled to air in April, on 88 stations covering 72% of the country for a window beginning in September. The mini-series, hosted by Carl Sagan, was pushed back from its original release date due to problems Sagan had in transporting material on Halley's comet filmed in Russia. With the September airdate, the series is being recommended by The National Education Association for viewing by school children. There are three two-hour episodes of *Cosmos—A Special Edition*, which are distributed on a barter basis with 10 minutes for TEN and 14 minutes for stations per two-hour episode. Clearances include KCOP-TV Los Angeles, WPMR-TV Aurora, Ill. (Chicago), WTAF-TV Philadelphia, KTVU-TV San Francisco, WTTG-TV Washington and KDFI-TV Dallas.

Worldvision Enterprises reports that *The Funtastic World of Hanna-Barbera* has now been cleared in over 100 markets. During the 1985-86 season, *Funtastic World* ran as a 90-minute block consisting of three half-hours—*Yogi's Treasure Hunt*, *The Paw Paws* and *Galter and the Golden Larc*. It is used primarily for Sunday mornings. This year the block will be expanded to two hours with the addition of new episodes of *Johnny Quest*. Among the stations that have cleared the animated block are WNBC-TV New York, KCOP-TV Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia and KBHK-TV San Francisco.

Group W Productions, in conjunction with NBC, has announced that it has signed Wil Shriner to host a one-hour talk show strip for 1987. The show will be formally announced prior to this year's NATPE convention. Charles Colarusso Productions will produce.

Lorimar-Telepictures reports that the first-run half-hour weekly sitcom *One Big Family*, starring Danny Thomas, has been sold in 128 markets covering 88% of the country. Recent clearances include WTOG-TV St. Petersburg, Fla.; KDNL-TV St. Louis; WBFF-TV Baltimore; WTTV-TV Bloomington, Ind. (Indianapolis), and WCCB-TV Charlotte, N.C. Lorimar-Telepictures also said that *Mama's Family* has been cleared on 121 stations covering 83% of the country, and *It's a Living* has been cleared on 123 stations covering 83% of the country.

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VMGM WBOT WFMZ WPHL WTVE WSJT WTAZ KFTY KICU I
VLVI WMUR WSMW WGPR WKBD WIHT WJBK WXYZ KDFI
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VTGS WJCL WTOC WISC WKOW WMTV WMSN KCBA KMST
ICOY KARD KNOE KTVE WWSW WLTZ WTVM WXTX WRBL
KSNF KBJR KDLH WDIO KRIS KZTV KBMT KFDM KJAC KAP
VXOW WSAW KMEG KTIV WCTV WTXL WBAK WTHI WTV
KIVI KTRV KTVB KBCI KOMU KRCG KCBJ WJET WSEE W
KCBK KIMT KAAL KSNT WIBW KOSA KTPX WGSE WBTW W
VBRF KBAK KERO KHBS KPOM KTVB WAGA WALB WTSG
KTXS KOBV WXLW WKTV WUTR KID KIFI KPVI WDNH WKAB
KALB KLAX WDAM KTVQ KULR KOUS WBOC WENY WABG I
VMBB KCFW KECI KPAX KREX KREY KREZ KJCT KAIT KFB
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 VT KVHP KCMT KTEN KXII WHTV WTOK
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Spelling Productions ready to hit market

Prospectus calls for ABC to take certain number of company's product

Despite the recent downturn in the stock market, and a lawsuit filed against it by the producers of *The Colbys*, Aaron Spelling Productions plans to go ahead early next month with an initial public offering (IPO) of stock and debt. The IPO still requires clearance by the Securities and Exchange Commission.

The Hollywood-based production company, known for its supply of prime time dramas to ABC, plans to sell one million shares of common stock for between \$14 and \$17 per share; and \$25 million of notes. The biggest beneficiary will be the company's president, Aaron Spelling, who will personally sell 5.35 million shares, netting him, at the assumed offering price, between \$75 and \$90 million. Spelling will also receive some of the \$41.6 million in cash expenditures being distributed to current owners of the various shows that will compose the reorganized company. Those owners include television producers Douglas Cramer, executive vice president, and E. Duke Vincent, senior vice president.

Spelling Productions provides series, made-for-television movies and mini-series to the networks. It is best known for prime time serials such as *Dynasty*, but the IPO document also said the company will, "... attempt to expand its operations to include the production of half-hour comedy series, which may require an investment in additional creative personnel."

For next season, ABC has ordered 92 hours of programing: *Dynasty*, *Hotel*, *The Colbys*, *Life With Lucy* and three special two-hour episodes of *The Love Boat*. That total is down from the previous broadcast year, when Spelling produced 127 hours, and 1984-85, when 168 hours were produced. Spelling also produced the since-cancelled network series, *Glitter* and *Hollywood Beat*.

Translated into dollars and cents, Spelling's revenue from production, and the later syndication dollars, came to \$209.9 million for the 1985 fiscal year, ending July 31, and \$187.8 million for the subsequent nine months ending April 30. Operating income for the two periods was \$37.2 million and \$35.3 million, respectively.

Over 75% of that revenue comes from ABC and Spelling could lose that exclusive arrangement if he were himself unable to continue as either executive producer and/or producer of the shows presented to ABC. The prospectus said the agreement with ABC has never been written into a contract, although both parties are "currently working on a definitive agreement."

One contractual point in need of definition

is how many series ABC has heretofore ordered. ABC must pay a penalty unless it orders 10 pilots, seven new series and 16 made-for-television movies from Spelling. All but two of those pilots and two series must be ordered before March 31, 1988, with the remainder ordered during the next 12 months. The prospectus said: "The company takes the position that as of May 31, 1986, ABC had ordered two pilots and two new series toward these commitments. ABC has indicated a belief that it has already ordered four pilots and two new series toward these commitments." Thus in the next two years, ABC is committed to order either five new series, or, ABC apparently thinks, three new series, from Spelling.

The company's agreement with Warner Brothers seems more settled, and when that ends in 1988, Spelling Productions should be able to arrange for videocassette distribution of certain shows, which is prohibited under the current arrangement. Other revenue comes from film production and licensing, the latter primarily clothing, accessories and fragrances based on *Dynasty*.

Although the revenue covering most production costs comes from ABC, the added revenue which gets turned into profit comes primarily from domestic syndication of previously aired network series. For the first nine months of 1986, a big percentage of profit was provided by the initial syndication of five years production of *Dynasty* and for three years of *Matt Houston*. No new syndication product is expected in the next fiscal

year. Revenues from the strip *Hotel* are expected in fiscal 1988. Also still not syndicated are 109 hours of *The Love Boat* and 31 hours of *Dynasty*.

Not all past and future syndication profits will go to the company since Lucille Ball Productions owns 40% of *Life With Lucy* and Largo Productions owns 30% of *Matt Houston*. *Dynasty* and *The Colbys* producers, Richard and Esther Shapiro, are themselves 40% owners of the two shows. Claiming that the Spelling IPO violates their original joint venture with Spelling, and also claiming that they would not benefit sufficiently from the offering, they recently filed suit in Los Angeles Superior Court.

Future financial results could also be affected by proposed legislative changes in the tax code. Perhaps most significant is the likely elimination of investment tax credits, which heretofore have provided Spelling Productions with at least \$5 million annually in tax savings. Another item, the prospectus notes, might force the company to report taxable income earlier—it currently uses a "cash basis" for tax reporting.

Assuming the offering is sold there will be 8.8 million shares of class A stock outstanding, with 6.4 million shares owned by the public, 1,670,000 shares owned by Cramer and 740,000 shares owned by Vincent. There will also be 9.6 million shares of class B stock—it has two votes compared to one vote per share for class A—all of it owned by Spelling, giving him roughly two-thirds voting power in the company. □

BottomLine

Corporate finance. Tele-Communications said it has filed to register sale of \$250 million of debt securities, convertible in TCI class A shares and maturing in 2011. Company said proceeds would be used to reduce bank indebtedness and for general purposes. ■ United Cable Television sold at par \$50 million of 5½% convertible debentures due July 9, 2001. Notes are convertible at \$39 per share (at time offering was set, stock was trading at \$30). Company said it would use proceeds to reduce long-term debt and commercial paper. Issue was sold on Eurobond market by Drexel Burnham Lambert International Ltd. □

Combinations and spin-offs. General Instrument Corp. announced sale of Delhi, Ont. (Canada), operations of RF/Satellite Systems division of GI's Broadband Communications segment. Included in sale are facilities used for manufacture of consumer and commercial antennas and "related consumer electronics and towers." Terms of sale, to Parcap Technology, were not disclosed. ■ Gannett sold *Knoxville* (Tenn.) *Journal* to company formed by paper's editor. Price was not disclosed. ■ Times Mirror National Marketing will combine national sales effort with that of Million Markets Newspapers, subject to "final approval of detailed incorporation and governance documents by Times Mirror and Million Markets." ■ Taft Broadcasting said it acquired Hamilton Projects Inc., "... the largest independent licensing firm in the United States." Hamilton clients include: United States Olympic Committee, The Coca-Cola Co., Hershey Foods Corp., American Ballet Theater, The Statue of Liberty-Ellis Island Foundation and *Life*. Hamilton's chairman and president will continue to hold same position under newly established Taft-Hamilton Marketing Group. Taft already licenses Hanna-Barbera and Ruby-Spears cartoon characters.

Stock Index

Closing Closing
Wed Wed
Jul 16 Jul 9

Net Percent
Change Change
P/E Ratio (000,000)

BROADCASTING

N Capital Cities/ABC	250	3/8	256	-	5/8	-	2.19	28	4,015
N CBS	136	1/4	139	3/4	-	3/2	-	2.50	3,194
O Clear Channel	13	1/4	13		1/4		1.92	19	38
O Jacor Commun.	7	5/8	7	3/4	-	1/8	-	1.61	43
O LIN	49	3/4	51	3/4	-	2	-	3.86	37
O Malrite	13	1/2	13	1/2				16	112
O Malrite 'A'	12	3/4	13	1/4	-	1/2	-	3.77	18
A Price Commun.	11	7/8	10	1/4	1	5/8	15.85		116
O Scripps Howard	85		84		1		1.19	30	877
O SunGroup Inc.	3	1/2	3	1/2				35	5
N Taft	114		115		-	1	-	0.86	54
O TVX Broadcast Group	10	1/4	11		-	3/4	-	6.81	42
O United Television	30	7/8	32		-	1/8	-	3.51	29

BROADCASTING WITH OTHER MAJOR INTERESTS

N A.H. Belo	56	1/4	56		1/4		.44	28	650
A Adams Russell	19	1/4	41	1/4	-	22	-	53.33	12
A Affiliated Pubs	55	3/4	58	1/8	-	2/8	-	4.08	32
O American Comm. & TV		3/32		3/32					7
N American Family	34	1/2	34	1/8		3/8	1.09	23	1,379
O Assoc. Commun.	29		26	1/2	2	1/2	9.43		276
O Business Men's Assur.	27	3/4	28	1/2	-	3/4	-	2.63	16
N Chris-Craft	68	5/8	71	7/8	-	3/4	-	4.52	30
N Dun & Bradstreet	110		109	7/8		1/8	.11	26	8,361
O Durham Corp.	45	1/2	45	1/2				12	258
N Gannett Co.	74	1/2	78	5/8	-	4/8	-	5.24	23
N GenCorp	68		72		-	4	-	5.55	16
N General Cinema	52	1/4	52	3/4	-	1/2	-	0.94	21
O Gray Commun.	143		143					24	71
N Jefferson-Pilot	35	1/2	35	3/4	-	1/4	-	0.69	11
N John Blair	27	3/4	28		-	1/4	-	0.89	224
O Josephson Intl.	9	3/4	10	1/2	-	3/4	-	7.14	46
N Knight-Ridder	48	1/4	50	3/4	-	2/2	-	4.92	21
N Lee Enterprises	24	3/4	24	3/4				20	626
N Liberty	39	1/4	42	5/8	-	3/8	-	7.91	16
N McGraw-Hill	54	5/8	57	3/4	-	3/8	-	5.41	18
A Media General	88	1/4	92	1/2	-	4/4	-	4.59	19
N Meredith Corp.	72	5/8	72	1/2		1/8	.17	14	688
O Multimedia	38	1/2	40		-	1/2	-	3.75	85
A New York Times	72		75	3/4	-	3/4	-	4.95	24
O Park Commun.	29	3/4	31	1/2	-	1/4	-	5.55	28
N Rollins Commun.	38	1/2	39		-	1/2	-	1.28	42
T Selkirk	24	1/4	24	1/2	-	1/4	-	1.02	52
O Stauffer Commun.	150		150					24	150
A Tech/Ops Inc.	28	1/2	31	1/4	-	2/4	-	8.80	5
N Times Mirror	63	5/8	68	1/2	-	4/8	-	7.11	18
O TM Communications	2	7/8	3		-	1/8	-	4.16	287
O TPC Commun.		1/16		1/16					
N Tribune	67	7/8	69	1/4	-	1/8	-	1.98	21
A Turner Bcstg.	18	3/4	21		-	2/4	-	10.71	42
A Washington Post	162	1/2	172		-	9/2	-	5.52	20

PROGRAMMING

O All American TV	12		12	3/4	-	3/4	-	5.88	14
O American Nat. Ent.	2	3/8	2	1/2	-	1/8	-	5.00	11
O Barris Indus	22	7/8	25	3/8	-	2/2	-	9.85	38
O Birdfinder Corp.	1	1/8	1	1/4	-	1/8	-	10.00	4
O C.O.M.B.	25		27		-	2	-	7.40	42
N Coca-Cola	41	1/2	41	1/2				21	16,018
N Disney	47	3/8	50	1/8	-	2/4	-	5.48	33
N Dow Jones & Co.	33	1/4	35	7/8	-	2/8	-	7.31	23
O Financial News	15	7/8	15	3/8		1/2	3.25	198	171
O Four Star	4	1/2	4	1/2				4	3
A Fries Entertain.	8	1/8	8	1/2	-	3/8	-	4.41	15
N Gulf + Western	65	5/8	65	1/2		1/8	.19	19	4,057
O Hal Roach	14	3/4	16		-	1/4	-	7.81	82
A Heritage Entertain.	9	1/4	9	3/4	-	1/2	-	5.12	10
O King World	43	1/4	49	1/8	-	5/8	-	11.95	27
O Laurel Entertainment	7		7	5/8	-	5/8	-	8.19	26
A Lorimar-Telepictures	25	3/4	27	3/4	-	2	-	7.20	26
N MCA	47	1/4	48	1/4	-	1	-	2.07	21
A New World Pictures	16	1/8	18		-	1/8	-	10.41	31
N Orion Pictures	14	1/8	15	5/8	-	1/2	-	9.60	134
O Peregrine Entertain.	25	3/4	27	1/2	-	1/4	-	6.36	35
N Playboy Ent.	7	1/8	7	1/8				67	
O Reeves Commun.	11	7/8	12	1/4	-	3/8	-	3.06	148
O Republic Pictures 'A'	12	3/4	12	3/4				91	37
O Republic Pictures 'B'	12	1/4	12	1/4				87	9
A Robert Halmi	4	5/8	4	3/4	-	1/8	-	2.63	42
O Sat. Music Net.	11	1/8	12	1/4	-	1/8	-	9.18	75

Closing Closing
Wed Wed
Jul 16 Jul 9

Net Percent
Change Change
P/E Ratio (000,000)

PROGRAMING

N United Artists	14	3/8	15		-	5/8	-	4.16	734
N Warner Communications	47		53	1/2	-	6/2	-	12.14	15
O Westwood One	30	3/4	31		-	1/4	-	0.80	48

SERVICE

O Ally & Gargano	11	3/8	11	3/8				9	25
O BBDO Inc.	28	1/2	27	3/4		3/4	2.70	18	367
O Burnup & Sims	5	1/8	5	1/4	-	1/8	-	2.38	256
O Compact Video	5	5/8	5	5/8				56	24
N Comsat	35		34	7/8		1/8	35		634
O Doyle Dane B.	23	1/4	23	3/8	-	1/8	-	0.53	20
N Foote Cone & B.	55		58	1/4	-	3/4	-	5.57	13
O Grey Advertising	115		119		-	4	-	3.36	15
N Interpublic Group	26	1/2	27	3/8	-	7/8	-	3.19	15
N JWT Group	36	1/2	37	1/2	-	1	-	2.66	15
A MovieLab	7	3/8	7	3/8				12	
O Ogilvy Group	31	3/4	32	3/4	-	1	-	3.05	15
O Saatchi & Saatchi	32	1/4	32	7/8	-	5/8	-	1.90	15
O Telemation	5	1/2	5	1/4	-	1/4	-	4.76	5
A TEMPO Enterprises	15	1/4	15	1/2	-	1/4	-	1.61	39
A Unitel Video	9	7/8	10	3/8	-	1/2	-	4.81	21

CABLE

A Acton Corp.	1	7/8	2		-	1/8	-	6.25	11
A Cablevision Sys. 'A'	18	7/8	19		-	1/8	-	0.65	396
O Cardiff Commun.	2		115/16		-	1/16	3.22	5	4
N Centel Corp.	58		58	7/8	-	7/8	-	1.48	12
O Century Commun.	13	3/4	14		-	1/4	-	1.78	275
O Comcast	26	5/8	27	7/8	-	1/4	-	4.48	35
N Heritage Commun.	23	1/2	25	1/2	-	2	-	7.84	54
O Jones Intercable	12	1/4	13	5/8	-	1/8	-	10.09	29
T Maclean Hunter 'X'	19	3/4	19	1/2		1/4	1.28	27	727
O Rogers Cable of Amer.	14	3/4	14	1/4		1/2	3.50		75
T Rogers Cable Systems	16	1/2	17	5/8	-	1/8	-	6.38	387
O TCA Cable TV	20	1/2	21	1/4	-	3/4	-	3.52	35
O Tele-Commun.	26	3/8	53	1/4	-	26/78	-	50.46	202
N Time Inc.	79	1/8	84	1/2	-	5/8	-	6.36	24
O United Artists Commun.	17	1/2	17	3/4	-	1/4	-	1.40	51
N United Cable TV	27	1/2	29	7/8	-	2/8	-	7.94	68
N Viacom	25	3/4	28	3/4	-	3	-	10.43	25
N Western Union	5	5/8	5	7/8	-	1/4	-	4.25	137

ELECTRONICS/MANUFACTURING

N 3M	106	1/8	109	1/8	-	3	-	2.74	18
N Allied-Signal	38		41	7/8	-	3/8	-	9.25	6,657
O AM Cable TV	1	7/16	1	7/16				5	
N Anixter Brothers	10		11		-	1	-	9.09	18
N Arvin Industries	31	1/4	29	3/8	-	1/8	-	6.38	13
O Birdview Satellite		1/2		1/2				4	
O C-Cor Electronics	6		6	1/2	-	1/2	-	7.69	18
O Cable TV Indus.	2	3/4	2	5/8		1/8	4.76		8
A Cetec	7	1/8	7	1/8				14	
A Chyron	5		5	1/4	-	1/4	-	4.76	23
A CMX Corp.	1	3/8	1	1/4		1/8	10.00		7
A Cohu	7	5/8	7	3/4	-	1/8	-	1.61	15
N Conrac	14	3/4	15	3/4	-	1	-	6.34	13
N Eastman Kodak	53	7/8	55	1/2	-	1/8	-	2.92	45
O Elec Mls & Comm.	3	5/8	3	5/8				14	
N Gen. Instrument	18	1/2	19	1/8	-	5/8	-	3.26	599
N General Electric	75	1/2	76	5/8	-	1/8	-	1.46	14
O Geotek Inc.	1	7/8	1	3/4		1/8	7.14		6
N Harris Corp.	33	3/8	36	3/8	-	3	-	8.24	22
N M/A Com. Inc.	16	1/4	15	3/4		1/2	3.17		707
O Microdyne	4	3/8	4	13/16	-	7/16	-	9.09	39
N Motorola	34	1/8	37	1/8	-	3	-	8.08	54
N N.A. Philips	39	1/8	42	3/8	-	3/4	-	7.66	16
N Oak Industries	1	1/2	1	1/2				50	
A Pico Products	2	1/8	2	1/4	-	1/8	-	5.55	7
N Sci-Atlanta	9	1/2	10		-	1/2	-	5.00	16
N Sony Corp.	19		18	1/2	-	1/2	-	2.70	11
N Tektronix	56	3/4	59	1/8	-	2/8	-	4.01	18
N Varian Assoc.	24	1/2	24	1/2				35	522
N Westinghouse	50	5/8	50	3/8		1/4	.49	13	7,777
N Zenith	23		23	3/8	-	3/8	-	1.60	531

Standard & Poor's 400 259.77 270.26 - 10.4 - 3.88

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: * July 14 spin-off of Adams-Russell Electronics. ** 2-for-1 split, July 14.

Network news: Is the glory fading?

Veteran CBS News executive, recently retired, sees TV stations taking over in tomorrow's medium; brass still on job disagrees

Ernest Leiser, who for 32 years served CBS News as a television correspondent, producer and executive, has conjured up what he calls "a fantasy" of network news as it will be on Inauguration Day, 1993. For network news people, it was more of a nightmare: The headline over the piece Leiser wrote for *The Washington Post* in its July 13 edition was "That's the Way It Was When Network News Died." But nightmare or fantasy, other network news executives insist Leiser's scenario is beyond belief.

The headline somewhat overstated Leiser's article. Network news was still functioning on Inauguration Day, 1993, but only as a mere shadow of its glorious being in 1986. Indeed, Leiser opens the piece with a depiction of CBS News correspondent Forrest Sawyer—"a pleasant if relatively junior broadcaster"—anchoring the network's coverage of the 1993 presidential inauguration from "a small booth at the CBS Broadcast Center on 23d near M, in Washington." Dan Rather, you see, had quit a year earlier. His 10-year, \$25-million contract had elapsed, and he was tired and could see that television news as he had helped shape it soon would no longer exist.

Leiser, who recently retired as CBS News vice president and deputy director of news, attributes that bleak condition to a number of factors, principally to major affiliates taking on much of the news coverage job that the networks are now expected to do. Satellite technology and pool-camera coverage give stations the means, and competitive demands and the desire for profits, the drive, to offer their own coverage of the inauguration. Leiser even has Sawyer bemoaning the fact that the station he had served in Atlanta before joining CBS had not carried the network's coverage of the inauguration. "If I had stayed down there, I would have been on the air a lot more," he says to a producer. "And I would be making a lot more money."

That may have been Leiser's unkindest cut of all.

Leiser says that by the 1990's, "because of cable news, local news and a sheer surfeit of news," the networks' collective audience, which once included almost three-quarters of the people watching television, will drop to less than 50% of total viewers. Commercial revenues will drop commensurately. And one consequence will be the disappearance of the half-hour evening news shows. Networks will become, instead, electronic news services, using satellites to transmit 40 to 50 news and feature stories to affiliates every day. And on election night, affiliates



Leiser

will concentrate on their own coverage, using reports from the network only sparingly. Leiser says the affiliates will argue that in that manner they will better serve their audience—and make more money.

Network news executives say the Leiser forecast is fatally defective—that the quality of network journalism will out. "I don't see local stations competing with networks on national and international stories," said CBS News President Van Gordon Sauter. John Lane, executive vice president of NBC News, made a similar argument. "We cover the news better, with better correspondents." Executives note that the networks have the resources to cover stories, in depth and at length, virtually anywhere in the world—they rattle off their work on the Philippine election, the Mexican earthquake and the Geneva summit. And although Lane acknowledged that the audience shares commanded by network news are on the decline, he said, "When there is an important story going on, people need the networks."

More than that, Lane contended that there is a mutuality of interest between affiliates and networks. "Strong journalists at local stations feel they need the network," Lane said. "A strong network presence will complement the local news." And the network, he said, needs local television. NBC News President Lawrence Grossman made a similar point to the New York State Broadcasters Association last week (see page 59).

Lane acknowledged that, during elections, affiliates will cut away from network coverage of national developments to cover local and state races. "But that goes on for just so long," he said. "We carry the whole story; they'll have to come with us—it's not going to happen the way [Leiser] says." As for a presidential inauguration, couldn't an affiliate with the resources of a major market station do top-to-bottom coverage, as Leiser suggests? "That's possible," Lane said. "But I'd hope the affiliates decide the coverage calls for Tom Brokaw and NBC News to bring the story into perspective."

But that suggests the networks and affiliates will insist on quality news programs. And on that score, Leiser does not offer much hope; he suggests that the future belongs to those who control not the high ground but the bottom line. He predicts that while some stations will maintain high standards of news coverage, "more will realize they can make more money by less attention to serious news" and more preference for things like show-business interviews and tricked-up weather reports." What's more, he notes that television documentaries—which once represented the best in broadcast journalism—are a fading breed. "By 1993," he says, "the news documentary will be long gone on all of the big-three networks"—they cost too much "and return too little." □

'86 winners. United Press International last week announced the winners of its national broadcast awards contest. Division I represents radio stations with six or more newsroom employees and television stations in the top 50 markets. Division II represents radio stations with five newsroom employees or fewer and TV stations in markets 51 and up. The winners follow:

- KDKA(AM) Pittsburgh and WCBS-TV New York □ Reporting/individual achievement, division I.
- WSPA-AM-FM Spartanburg, S.C., and WIVB-TV Buffalo, N.Y. □ Reporting/individual achievement, division II.
- KRLD(AM) Dallas and KPXP-TV San Francisco □ Spot news, division I.
- KNWZ(AM) Palm Desert, Calif., and WKBW-TV Buffalo, N.Y. □ Spot news, division II.
- KPRC(AM) Houston and WPLG(TV) Miami □ Newscast, division I.
- WCXI-AM-FM Detroit and KLAS-TV Las Vegas □ Newscast, division II.
- KRMG(AM) Tulsa, Okla.; WDM(TV) Detroit and WCCO-TV Minneapolis □ Investigative/documentary, division I.
- WWVA(AM) Wheeling, W. Va., and KAKE-TV Wichita, Kan. □ Investigative/documentary, division II.
- WBZ(AM) Boston and WNEV-TV Boston □ Sports reporting, division I.
- KBCO(FM) Boulder, Colo., and WISC-TV Madison, Wis. □ Sports reporting, division II.
- WOR(AM) New York and KRON-TV San Francisco □ Feature, division I.
- WKQX(FM) Chicago and KTBS-TV Shreveport, La. □ Feature, division II.
- WCAU-TV Philadelphia □ Spot news videography, division I.
- WOWT(TV) Omaha □ Spot news videography, division II.
- KPNX-TV Phoenix □ Sports videography, division I.
- WMTV(TV) Madison, Wis. □ Sports videography, division II.

CD special

Studer Revox has completed an agreement with Philips to form a joint venture in the research and development of compact disk-related professional studio systems for broadcast and recording facilities.

Each company will hold a 50% interest in the new company, which is headquartered in Regensdorf, Switzerland. Willi Studer will be chairman and Pieter Berkhout of Philips managing director.

According to Thomas E. Mintner, vice president and general manager of Studer Revox America, based in Nashville, the two companies already have a separate marketing agreement allowing Studer to market the Philips broadcast CD player, the LHH2000, in the U.S. Studer will also continue selling its own A725 professional CD player.

The two-and-a-half-hour program last Wednesday, July 16, was led by Richard Rudman, engineering manager of KFWB(AM) Los Angeles, original chairman of the SCFCC and currently president of the Society of Broadcast Engineers, which has dozens of local coordinating committees located around the country.

Teleproduction take

George Banta Co., a Menasha, Wis., graphic arts and printing concern with \$276 million in 1985 sales, has bought the San Francisco teleproduction house, One Pass, for \$7 million. Banta, among whose large-scale printing jobs include the board game, "Trivial Pursuit," formed a joint venture two years ago with One Pass called ScanLine Communications, which in late 1984 bought another production facility, Editel Group, with facilities in New York, Los Angeles and Chicago. The purchase makes the ScanLine group the largest post-production and teleproduction facility in the U.S., outside the major studios and networks, according to the company.

The acquisition essentially cements existing relationships among the three companies and, according to One Pass representative Amy Hemdon, company management will stay "exactly as is." ScanLine is headquartered in San Francisco and One Pass President Scott Ross and Editel Group heads will report to Taylor Phelps, ScanLine's senior vice president of operations. Steve Michelson is president of ScanLine.

Coordinating teleconference

The Southern California Frequency Coordinating Committee, a pioneer in coordination work in the mid-1970's, opened more new ground last week by holding the first frequency coordination satellite teleconference (BROADCASTING, July 7).

The two-and-a-half-hour program last Wednesday, July 16, was led by Richard Rudman, engineering manager of KFWB(AM)



Studer and Philips' Bernard Kaper

Los Angeles, original chairman of the SCFCC and currently president of the Society of Broadcast Engineers, which has dozens of local coordinating committees located around the country.

Originating out of KCBS-TV Los Angeles studios, the program included a phone call-in session, and discussion with Gerald Plemmons, vice president of engineering for Outlet Communications, speaking from the Washington studios of Bonneville International. Plemmons is currently heading a joint industry effort to form a national frequency coordinating council. The council is working to establish recommended practices for frequency coordination, including database development and the administration of local coordination efforts.

To the wire

Sony's Betacam SP metal particle half-inch tape video system, now under development, is running a close race for potential users with Matsushita's new metal particle M-II system, according to a survey of 110 broadcasters conducted in May and released this month by consultant Douglas Sheer and DC&A Market Research Services. The survey, a supplement to a TV station equipment census of some 400 stations earlier this spring, concerned a station's future plans for small format selection.

Asked which formats they expect to be using, by when and why, 49 stations named Sony's Betacam system, with 29 expecting to use the format in 1986, seven by 1987 and 13 later. Another 19 indicated they would not use Betacam at all and 42 had no specific answer, according to the survey companies. A total of 35 broadcasters expected to use the Betacam SP format, only three in 1986, but 14 in 1987 and 18 later. Some 56 had no response and 19 said they would not use it at all.

Matsushita's M-II format was named for use by 33 respondents, with 13 expecting to use it by 1987 and 20 later. Not using it at all were 19, while 58 were not sure. M-II's incompatible precursor M-format had only five expecting to use it, all in 1986 or later, with 33 saying they would not use it at all and 72 having no answer.

Those selecting M-II cited quality, the ability to use the format throughout all phases of operation and NBC's recently announced multimillion dollar purchase of M-II gear for the network plant as their reasons.

Betacam SP was chosen because of existing commitments to the Betacam system, product quality and Sony's service reputation, the survey found.

Sheer and DC&A conducted the survey to supplement a 512-page TV station census. The two have also announced a similar project to survey the U.S. nonbroadcast audio-video marketplace in a census available next October.

On the boardwalk

Cabletelevision of New Jersey has purchased nearly \$1 million worth of Pioneer Communications BA-5000 one-way addressable converters for its Atlantic City system. The 20,000-plus subscriber system is also using Pioneer's M3 controller and a Cabledata billing system. Converter deliveries began this month.

Ku-band business

Dalsat has ordered 25 Ku-band video exciters worth \$700,000 from Harris Broadcast Microwave of Mountain View, Calif. Dalsat, based in Plano, Tex., will use the model 60950 exciter in its line of satellite news-gathering trucks. Harris expects to begin delivery of the units in September.

RIDING GAIN

O N R A D I O

Wheels rolling

Wagontrain Enterprises is moving the two radio program suppliers it bought in the last 14 months, TM Programming and Drake-Chenault Enterprises, to its headquarters in Albuquerque, N.M. TM Programming, based in Dallas and bought by Wagontrain in March (BROADCASTING, March 10) for \$3.8 million, will be renamed The Programming Consultant.

TM Programming senior vice president, Neil Sargent, will retain the same title and become a vice president of Wagontrain Enterprises. Sargent said he will continue to be a stockholder in parent, TM Communications.

Drake-Chenault Enterprises, formerly based in Canoga Park, Calif., was acquired by Wagontrain last year (BROADCASTING, April 15, 1985). Both companies will maintain separate identities and operations.

In addition to the two syndication firms, Wagontrain Enterprises, headed by longtime radio executive William Sanders,

owns seven radio stations and a cable system in Fort Collins, Colo.

Rock regular

Keeping in step with the "classic" rock music orientation of many rock stations today, CBS RadioRadio network plans to make its limited 15-week summer series, *Rock Connections*, a regular part of the network's year-round programming fare. The one-hour weekly show, hosted by radio personality Mike Harrison, focuses on the rock era of the 1960's and 1970's through music and artist interviews. "Station and listener reaction to *Rock Connections* has been very positive from the first broadcast over Memorial Day weekend," said Bob Kipperman, vice president and general manager of the young-adult network.

The program, which is produced in association with Goodphone Communications, Los Angeles, is presently cleared by 145 stations.

'Meet' is cut

The audio version of *Meet The Press*, one of the longest running radio programs on NBC, will be dropped from the network's schedule next Sunday, July 27. "It doesn't make it as a radio show anymore, especially with the use of visual graphics and live news updates," said Jim Farley, vice president of news for NBC Radio. "Due to editing for radio, the show had a different running time each week," he added. Because *Meet The Press* isn't commercially sponsored on radio, Farley said he didn't have an exact count on the number of stations that aired the series each week, but he estimated that about half of NBC Radio Network's 360 affiliates carried it.

Something old, something new

Charles Michelson Inc., pioneer radio program distributor based in Beverly Hills, Calif., has formed a new satellite service that will offer a one-hour, weekly bartered programming block composed of two, half-hour vintage radio drama series: *The Best of Sherlock Holmes* and *Gangbusters*.

Called *The Mind's Eye*, the service is designed for airplay on Sunday evenings, but will be fed to stations from Los Angeles, via Satcom I-R, every Friday beginning July 25. At least 200 stations are expected to carry the programming with talk-formatted WMCA(AM) New York serving as the principal outlet. (WMCA will take an "active role" in securing national advertisers for the service.) Other subscribing stations include: KNX(AM) Los Angeles, WJR(AM) Detroit, WBBM(AM) Chicago, and WEEI(AM) Boston. Signed as the first national advertiser for *The Mind's Eye* is AVC Corp., a manufacturer of pre-recorded audio cassettes. AVC is a licensee of Charles Michaelson Inc. and markets several of Michaelson's radio programs—Michaelson holds the rights to 22 vintage radio series—to consumers.

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NAB request

The National Association of Broadcasters has asked the FCC to deny a petition by AGK Communications Inc. seeking a rule-making aimed at allowing licensees of full-power FM stations to own and operate FM translators outside their 1-millivolt-per-meter contours and within the 1 mv/m contour of a station licensed to another community. "The commission now has before it evidence that, in fact, translators are being used to extend the coverage area of primary stations and to create unfair competition in markets of all sizes," NAB said. "Based on that evidence, the commission should act

Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment ©1986 Continental Electronics. 6210



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now to strengthen restrictions on licensee-supported translators, not to delete them." CBS and Cornell Radio Guild Inc., licensee of WVBR-FM Ithaca, N.Y., also opposed AGK's request.

Playback

USA Today Broadcast, a service launched in May by Gannett New Media Services, is expanding its scripted news and features service for radio to include audio reports beginning today (July 21). According to Gannett, stations can subscribe to either the audio or

the electronically delivered report or both. Voicing the audio segments will be Mike Anthony, news director for Gannett News Service Radio.

The audio broadcast service will offer reports on entertainment, money, business, health and sports derived from the next day's stories appearing in *USA Today*, the national newspaper. It will be composed of a two-minute feed at 4 p.m. NYT for airplay during afternoon drive-time and an eight-minute bulk feed at 8 p.m.—for overnight and morning drive time programs—consisting of six features and a two-minute life

style newscast. The scripted version is available through the Source Telecomputing Corp., McLean, Va. The cost is \$75 per month for either the audio or scripted service; \$125 per month for both.

□

The Westwood One Radio Networks will air a live, two-hour concert broadcast featuring singer Robert Palmer tomorrow (July 22) evening. The special, entitled *Robert Palmer Live From San Diego*, will originate from San Diego State University's amphitheater.

Broadcasters in New York state of mind

TV executives Grossman, Murphy and Pittman and New York Governor Cuomo among conference speakers

In separate sessions at the New York State Broadcasters Association executive conference last week, NBC News President Lawrence Grossman, whose network was purchased by GE, and Capital Cities/ABC Chairman Thomas Murphy, who as head of Capcities represented the other side of the merger equation, addressed the role of the financial community in broadcast ownership. In addition, Grossman emphasized the solid future of network news and the interdependence between network and affiliate.

The 350 members meeting in Lake George, N.Y., for the NYSBA's 25th executive conference (July 13-16) also heard from MTV President Robert Pittman and New York Governor Mario Cuomo.

Murphy, who received the NYSBA's 1986 "New Yorker of the Year" award, was asked by an audience member whether the financial community will dominate the broadcasting business in light of the heavy debt load many in the industry carry. Murphy said that broadcasters have "always been committed to public service and . . . most of the financial people, in my opinion, will probably let the professional broadcasters continue to run the stations. I think you can count on the broadcasters to continue the kind of public service job we've had a reputation for."

In terms of the balance sheet, Murphy said, ABC's profitability "is not what we had hoped for," although he said that the O&O's have been "marvelously managed and repeatedly successful." Capcities has found "opportunities for savings" at ABC, Murphy said, but added that there have been no cuts in programming or in the news departments "because that's where we live, and it's a business of hits. But there are other excesses and fat that we think can be done away with . . . [but] even if business had been good at the network, we'd have done exactly what we've done in the past six months," he said.

In response to a question on the promotion of women and minorities, Murphy said that the network has "done a better job" in promoting the latter, and said he "wished we were doing a better job in [placing] women at higher levels" within the company. "There are a lot of women in department head jobs

at the stations," he said, and "particularly, women have done well at our radio stations. As far as the top management, we have not done as well as we'd like." It will "take time."

In his remarks at a Monday evening dinner, NBC News's Grossman discussed what he called the "major trends" affecting the three commercial television networks, including the trend of corporate takeovers and mergers; the changing relationship between network and local news; the changes wrought by the "magical" new technologies in news, and the perceptions of the news by audiences, the government and the printed press.

The NBC News president said that the recent increase in corporate mergers, such as General Electric's purchase of NBC, can be favorable, in terms of strengthening a company's resources. He pointed out, however, that there are also "enormous dangers" with the merger movement, "especially" in news. He said broadcasters have to "refocus [their] attention on the . . . traditions of independence and public service in our business." "In what has become a marketplace society," broadcasters must also recognize "the need for public trust of what we do and the special responsibility that we all share for public service."

"As we come to new ownership and a new corporate mentality, we have to continue to reemphasize those traditions and those responsibilities," Grossman said. "We have to make it very clear that in our line of work, profit, the bottom line, is not the only test. In our case, world coverage is a costly and long-term investment. Time on the air for the great issues of our society must continue to be given, readily and generously," Grossman said.

He also said (in an apparent reference to a *Washington Post* article by former CBS News executive Ernest Leiser [see story, page 56]) that any reports or questions about the future of network news "come at an odd time," particularly in light of NBC's recent increased ratings in its morning and nightly news programs, and the "dramatic increases" in ratings for the news programs of all three networks. He also said that NBC's affiliates have had "a great year. . . My very simple view of that," Grossman said, "is that we have formed a healthy basis for a very strong part-

nership to continue through the rest of the century and the foreseeable future."

It is that network-affiliate relationship that enables the networks to be the only ones "capable" of reaching 100% of the country today, Grossman said. Not "independent stations, or any groups of them," cable, video-cassettes, direct broadcast, Ted Turner, or Rupert Murdoch have that ability, he said, adding that "the unique character of the network is rooted in its ties with its affiliates. And if those ties erode, and the clearances erode, then the power and the competitive edge that the networks hold, as well as their affiliates hold, will also erode." He said the networks are in the center of "the communications mix" and will continue to hold that position until "something else comes along, something that is capable of reaching everyone in the nation more effectively than we do. And there's certainly nothing like that currently on the horizon," Grossman said.

The cornerstone of the network-affiliate relationship is news. Television has progressed from an era of "incredible network dominance [when] there was practically no local television," to a "dramatic rise" in local news, to the current "healthiest" era of "balanced partnership" of both local and national, Grossman said. "As a result of the powerfully increasing role of our affiliated stations' news services, the job of network news broadcasts is changing."

The latter is not a headline or spot news service, but rather, the network's role is increasingly "to bring continuity and perspective and access to world leaders and context to the complex issues and events," Grossman said. Additionally, there is also an increasing "mutual interdependence and a complementary role of our network and local news efforts," he said, as technological advances, such as NBC's affiliate news service, and news computer interconnection now connecting all of NBC's stations with the network enable the local stations to expand their outreach capacity, Grossman said.

However, as the various new technologies bring news live to audiences, from virtually anywhere in the world, there are also accompanying dangers, Grossman said. "The live immediacy of reporting is a great edge," he said. Networks and stations "now report today's crisis, while it happens, as opposed to yesterday's news. It makes us, however,

uch more of a participant in the news. We lose that vitally important consoling filter of time, as the late Teddy White used to say." He added that there is also a danger of "parachute journalism"—sending crews and correspondents into societies "that they have not lived in or studied, and risking inaccurate, superficial understanding, and often insubstantial coverage."

□

On Tuesday morning, Robert Pittman also talked about emerging trends, but of another sort—the fast-paced, stylized images directed at today's grown "TV babies," those too young to remember days without television. Today, Pittman said, the latter "process information and develop opinions in a new way, and they're influenced by the new tools and new methods of communication."

Research done by MTV, Pittman said, shows a "striking dichotomy" between people who grew up with a TV set in the home and those who didn't. The former process information "from multiple sources simultaneously" in "clusters." They don't require a narrative line in a story; rather, they "readily

respond to more elusive sense impressions communicated through feelings, mood and emotion," Pittman said. If older viewers "find the quick-edit communication motif disjointed or disorienting, the TV babies find it stimulating, exciting and probably essential."

Those in the media have "learned to talk" to this new generation, the MTV executive said. Nonnarrative images are becoming more prevalent in theatrical films, TV commercials, television programs and even print advertisements. The media today, Pittman said, is using quick cuts, highly stylized images and vibrant music to sell its product, whether it be the latest fashion, the evening news, a presidential campaign ad, a special interest magazine or a television series set in Miami.

□

Governor Cuomo, who is running for reelection, addressed the broadcasters Monday morning (July 14). Among the topics covered were labeling people, especially politicians, and the difficulty of discussing impor-

tant issues in brief increments of broadcast air time.

Labels have gotten in the way, the governor said, adding that it "should be difficult" to attach traditional labels to people, "because I don't think the world works that way." Quality leadership, he said, "in any field, certainly in mine...requires that you shed some of these simplistic formulae and these slogans which your industry knows a lot about, especially broadcasters," Cuomo said.

He added that "I'm in a [gubernatorial] race now. What counts? Television—have to get on television, right?" And how much time is given to serious issues? Cuomo answered, "28 seconds, unless you want to do one of those 10-second shots on abortion, on life and death. Twenty-eight seconds or 10 seconds. Of course you take to using labels in a society like that," Cuomo said. "With the Lincoln-Douglas debates, where you both spoke for three hours, or if we had to read everything, maybe it would be different. We don't have that kind of time" today, Cuomo said, as people have less and less time to pay attention to the news. "And I think that's dangerous." □

Second time around: The May sweeps reprised

BROADCASTING's July 7 report of May network affiliate rankings in the nation's TV ADI's (areas of dominant influence) suffered from a number of proofreading errors. For reader convenience, the corrected version is being reprinted in this issue.

The chart below was developed by BROADCASTING from compilations of Arbitron market-by-market reports, supplied by NBC. Household numbers are in thousands (000) per average quarter hour (8-11 p.m.

Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk (*) denotes a new station in the market or an affiliation change between May 1985 and May 1986. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

The corrected sweeps report:

1986 households (000)				1986 households (000)			
ADI (rank)	ABC	CBS	NBC	ADI (rank)	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	17	25	Cedar Rapids-Waterloo, Iowa (73)	44	36	54
Albany, Ga. (150)	—	—	60	Charleston, S.C. (106)	35	34	40
Albany-Schenectady-Troy, N.Y. (51)	62	65	74	Charleston-Huntington, W.Va. (43)	69	64	105
Albuquerque, N.M. (62)	62	35	75	Charlotte, N.C. (32)	95	112	55
Alexandria, La. (163)	7	—	39	Charlottesville, Va. (197)	—	—	8
Alexandria, Minn. (172)	—	28	—	Chattanooga (80)	48	38	55
Alpena, Mich. (213)	—	6	—	Cheyenne, Wyo. (202)	—	13	—
Amarillo, Tex. (118)	31	22	26	Chicago (3)	488	322	441
Anniston, Ala. (193)	—	8	—	Chico-Redding, Calif. (140)	25	18	7
Ardmore-Ada, Okla. (173)	19	16	—	Cincinnati (29)	91	89	123
Atlanta (15)	154	142	176	Clarksburg-Weston, W.Va. (162)	—	23	22
Augusta, Ga. (105)	46	33	27	Cleveland (11)	225	182	249
Austin, Tex. (79)	42	45	37	Colorado Springs-Pueblo (99)	41	32	34
Bakersfield, Calif. (148)	19	20	24	Columbia, S.C. (87)	35	27	78
Baltimore (21)	144	122	154	Columbia-Jefferson City, Mo. (137) *	17	23	24
Bangor, Me. (153)	14	20	22	Columbus, Ga. (115)	46	34	17
Baton Rouge (91)	68	45	41	Columbus, Ohio (33)	105	89	108
Beaumont-Port Arthur, Tex. (122)	32	31	33	Columbus-Tupelo, Miss. (135)	10	20	42
Bend, Ore. (208)	—	—	5	Corpus Christi, Tex. (121)	30	20	26
Billings-Hardin, Mont. (165)	15	13	8	Dallas-Fort Worth (8)	237	200	226
Biloxi-Gulfport-Pascagoula, Miss. (180)	37	—	—	Davenport, Iowa-Rock Island-Moline, Ill. (74)	45	40	56
Binghamton, N.Y. (134)	13	40	17	Dayton, Ohio (48)	68	79	68
Birmingham, Ala. (47)	107	36	100	Denver (19)	132	108	154
Bluefield-Beckley-Oak Hill, W.Va. (147)	26	—	27	Des Moines (66)	46	56	54
Boise, Idaho (136)	19	17	25	Detroit (7)	270	208	315
Boston (6)	253	217	318	Dothan, Ala. (160)	8	34	—
Bowling Green, Ky. (196)	22	—	—	Duluth, Minn.-Superior, Wis. (120)	23	22	27
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	37	69	El Centro, Calif.-Yuma, Calif. (182)	—	6	7
Buffalo, N.Y. (35)	92	81	101	El Paso (104)	31	24	35
Burlington, Vt.-Plattsburgh, N.Y. (98)	12	38	31	Elmira, N.Y. (167)	12	—	13
Butte, Mont. (189)	—	19	—	Erie, Pa. (138)	25	18	38
Casper-Riverton, Wyo. (185)	12	6	2	Eugene, Ore. (133)	24	26	14

ADI (rank)	1986 households (000)			ADI (rank)	1986 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Eureka, Calif. (184) *	—	7	6	Oklahoma City (36)	77	84	90
Evansville, Ind. (88)	47	30	35	Omaha (70)	55	41	50
Fargo, N.D. (102)	27	24	26	Orlando-Daytona Beach, Fla. (27)	113	87	120
Flagstaff, Ariz. (206)	—	—	5	Ottumwa, Iowa-Kirksville, Mo. (204)	17	—	—
Flint-Saginaw-Bay City, Mich. (54)	77	35	85	Paducah, Ky.-Cape Girardeau, Mo. (75)	31	62	54
Florence, S.C. (145)	20	43	—	Palm Springs, Calif. (183)	7	—	9
Fort Myers-Naples, Fla. (107)	20	34	36	Panama City, Fla. (175)	18	—	26
Fort Smith, Ark. (149)	19	24	15	Parkersburg, W.Va. (198)	—	—	9
Fort Wayne, Ind. (93)	35	33	35	Peoria, Ill. (100)	36	25	36
Fresno, Calif. (64) *	55	42	54	Philadelphia (4)	442	308	413
Gainesville, Fla. (170)	21	—	—	Phoenix (22)	104	103	123
Glendive, Mont. (214)	—	1	—	Pittsburgh (12)	227	180	176
Grand Junction, Colo. (177)	7	9	—	Portland, Ore. (25)	85	92	110
Grand Rapids-Kalamazoo, Mich. (41)	60	67	87	Portland-Poland Spring, Me. (76)	48	35	52
Great Falls, Mont. (178)	14	10	—	Presque Isle, Me. (205)	—	6	—
Green Bay, Wis. (68)	56	51	57	Providence, R.I.-New Bedford, Mass. (42)	91	64	97
Greensboro-Winston Salem-High Point, N.C. (50)	75	74	77	Quincy, Ill.-Hannibal, Mo. (152)	—	23	27
Greenville-Asheville-Spartanburg, S.C. (37)	84	81	106	Raleigh-Durham, N.C. (38) *	91	83	40
Greenville-New Bern, N.C. (97)	29	40	57	Rapid City, S.D. (161)	17	—	12
Greenwood-Greenville, Miss. (168)	25	10	—	Reno (125)	28	16	23
Hagerstown, Md. (194)	—	—	18	Richmond, Va. (63)	63	67	63
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	58	38	107	Roanoke-Lynchburg, Va. (72)	40	61	57
Harrisonburg, Va. (200)	19	—	—	Rochester, Minn.-Mason City, Iowa (142)	24	16	22
Hartford-New Haven, Conn. (24)	110	131	76	Rochester, N.Y. (71)	51	46	55
Hazard, Ky. (210)	—	6	—	Rockford, Ill. (112)	26	24	29
Helena, Mont. (210)	—	—	5	Roswell, N.M. (181)	—	12	—
Houston (10)	219	145	185	Sacramento-Stockton, Calif. (20)	113	106	148
Huntsville-Decatur-Florence, Ala. (89)	48	40	34	St. Joseph, Mo. (188)	15	—	—
Idaho Falls-Pocatello (159)	12	13	16	St. Louis (18)	138	138	176
Indianapolis (23)	111	112	113	Salinas-Monterey-San Jose, Calif. (110)	51	18	42
Jackson, Miss. (85)	28	45	60	Salisbury, Md. (166)	12	18	—
Jackson, Tenn. (190)	27	—	—	Salt Lake City (39)	84	62	98
Jacksonville, Fla. (61)	48	63	54	San Angelo, Tex. (192)	—	11	—
Johnstown-Altoona, Pa. (81)	6	43	77	San Antonio, Tex. (45)	67	74	73
Jonesboro, Ark. (178)	30	—	—	San Diego (26)	87	86	95
Joplin, Mo.-Pittsburg, Kan. (119)	29	27	25	San Francisco (5)	243	226	270
Kansas City, Mo. (30)	110	85	121	Santa Barbara-Santa Maria, Calif. (113)	25	16	19
Knoxville, Tenn. (60)	70	68	44	Sarasota, Fla., (157)	16	—	—
La Crosse-Eau Claire, Wis. (127)	18	25	37	Savannah, Ga. (108) *	21	37	33
Lafayette, Ind. (191)	—	9	—	Seattle-Bellingham-Tacoma (13)	135	108	170
Lafayette, La. (111)	40	52	—	Shreveport, La.-Texarkana, Tex. (53)	69	59	61
Lake Charles, La. (171)	—	—	36	Sioux City, Iowa (129)	27	11	31
Lansing, Mich. (100)	—	45	43	Sioux Falls-Mitchell, S.D. (95)	36	44	18
Laredo, Tex. (199)	3	2	4	South Bend-Elkhart, Ind. (84)	40	42	57
Las Vegas (96)	28	31	41	Spokane, Wash. (78)	46	40	47
Laurel-Hattiesburg, Miss. (164)	—	—	30	Springfield, Mass. (103)	30	—	38
Lexington, Ky. (77)	44	48	55	Springfield, Mo. (83)	19	45	56
Lima, Ohio (195)	—	—	16	Springfield-Decatur-Champaign, Ill. (69)	50	52	58
Lincoln-Hastings-Kearney, Neb. (90)	22	39	14	Syracuse, N.Y. (67)	51	58	72
Little Rock, Ark. (55)	76	56	63	Tallahassee, Fla. (130)	12	40	8
Los Angeles (2)	528	420	578	Tampa-St.Petersburg-Sarasota (17)	164	166	183
Louisville, Ky. (49)	55	76	84	Terre Haute, Ind. (131)	12	30	38
Lubbock, Tex. (141)	20	17	21	Toledo, Ohio (65)	51	63	81
Macon, Ga. (132)	18	32	19	Topeka, Kan. (143)	12	24	20
Madison, Wis. (109)	31	35	33	Traverse City-Cadillac, Mich. (139)	14	33	31
Mankato, Minn. (209)	—	9	—	Tucson, Ariz. (82)	38	30	41
Marquette, Mich. (186)	—	15	—	Tulsa, Okla. (52)	68	67	66
McAllen-Brownsville, Tex. (117)	32	25	25	Tuscaloosa, Ala. (187)	—	7	—
Medford, Ore. (156)	14	16	26	Twin Falls, Idaho (202)	—	—	9
Memphis (40)	79	90	108	Tyler, Tex. (154)	43	7	—
Meridian, Miss. (174)	21	7	5	Utica, N.Y. (158)	14	—	25
Miami (14)	154	143	174	Victoria, Tex. (207)	6	—	6
Milwaukee (28)	90	74	107	Waco-Temple, Tex. (94) *	16	34	31
Minneapolis-St. Paul (16)	133	135	125	Washington (9)	203	175	212
Minot-Bismarck-Dickinson, N.D. (146)	7	18	28	Watertown-Carthage, N.Y. (169)	—	16	—
Missoula-Butte, Mont. (176)	—	—	23	Wausau-Rhineland, Wis. (128)	28	31	13
Mobile, Ala.-Pensacola, Fla. (57)	59	64	75	West Palm Beach-Ft. Pierce, Fla. (56)	50	19	67
Monroe, La.-El Dorado, Ark. (114)	14	48	25	Wheeling, W.Va.-Steubenville, Ohio (124)	—	39	38
Montgomery, Ala. (116) *	18	13	61	Wichita-Hutchinson, Kan. (59)	47	53	53
Nashville (31)	85	102	125	Wichita Falls-Lawton (126)	23	20	20
New Orleans (34)	86	103	109	Wilkes Barre-Scranton, Pa. (58)	87	44	78
New York (1)	869	781	975	Wilmington, N.C. (151)	27	6	56
Norfolk-Portsmouth, Va. (46)	70	67	84	Yakima, Wash. (123)	21	27	26
North Platte, Neb. (212)	—	—	7	Youngstown, Ohio (92)	41	41	50
Odessa-Midland, Tex. (144)	23	21	23	Zanesville, Ohio (201)	—	—	10

Changing Hands

PROPOSED

WTTV(TV) Bloomington (Indianapolis), Ind. □ Sold by TEL-AM Corp. to Lorimar-Telepictures Corp. for assumption of \$85 million debt, plus other considerations of less than \$1 million. **Seller** is headed by DeSales Harrison, former chairman of Pacific & Southern Broadcasting, and Elmer Snow, station's general manager. It purchased station two years ago for \$73 million ("Changing Hands," Feb. 13, 1984). **Buyer** is Culver City, Calif.-based diversified entertainment company, publisher, advertising firm and group of four TV's headed Merv Adelson, chairman. It recently purchased seven KKR TV stations (BROADCASTING, May 26) pending FCC approval, and last week also bought WPGH-TV Pittsburgh (see below). It must spin off one TV. WTTV is independent on channel 4 with 55 kw visual, 11 kw aural and antenna 1,200 feet above average terrain.

KLZ(AM)-KAZY(FM) Denver; WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ-AM-FM Dallas □ Sold by Group One Broadcasting Co. to DKM Broadcasting Corp. for approximately \$60-\$65 million. **Seller** is principally owned by Roger G. Berk and family. It also owns WAKR-TV Akron. **Buyer** is Atlanta-based group of three AM's and three FM's headed by Robert R. Dyson, chairman. KLZ is on 560 khz full time with 5 kw. KAZY is on 106.7 mhz with 100 kw and antenna 987 feet

above average terrain. WAKR is 1590 khz full time with 5 kw. WONE-FM is on 97.5 mhz with 12 kw and antenna 900 feet above average terrain. WONE is on 980 khz full time with 5 kw. WTUE is on 104.7 mhz with 50 kw and antenna 780 feet above average terrain. KMEZ is on 1480 khz with 5 kw day and 1 kw night. KMEZ-FM is on 100.3 mhz with 100 kw and antenna 1,280 feet above average terrain. **Broker: The Ted Hepburn Co.**

WPGH-TV Pittsburgh □ Sold by Meredith Corp. to Lorimar-Telepictures Corp. for \$35 million. **Seller** is publicly owned publisher and station group of eight TV's. Broadcast division is headed by W.C. McReynolds, president. **Buyer** is also purchasing WTTV(TV) Bloomington, Ind. (see above). WPGH-TV is independent on channel 53 with 2,338 kw visual, 233.8 kw aural and antenna 1,010 feet above average terrain.

WDJO(AM)-WUBE(FM) Cincinnati □ Sold by DKM Broadcasting to American Media Inc. for \$9.8 million. **Seller** is buying Group One Broadcasting Co.'s radio group (see above). **Buyer** is Patchogue, N.Y.-based group of one AM and two FM's principally owned by Arthur Kern and Alan Beck. It recently sold WLIF(FM) Baltimore ("Changing Hands," June 23). WDJO is on 1230 khz with 1 kw day and 250 w night. WUBE is on 105.1 mhz with 14 kw and antenna 920 feet above average terrain. **Broker: The Mahlman Co.**

KXTL(AM)-KQUY(FM) Butte, Mont. □ Sold by Mountain Sky Broadcasting Inc. to Sunbrook Butte Radio Corp. for \$597,000. **Seller** is owned by Dr. Raymond Rask, who has no other broadcast interests. **Buyer** is headed by Larry Roberts. It also owns KDXT(AM)-KGRZ(FM) Missoula, Mont., and KCSJ(AM)-KUSN(FM) Pueblo, Colo. KXTL is on 1370 khz full time with 5 kw. KQUY is on 95.5 mhz with 50 kw and antenna 1,820 feet above average terrain.

WINQ(FM) Winchdon, Mass. □ Sold by Northbank Co. to Quality Communications Inc. for \$562,000 cash. **Seller** is owned by Edward P. Mattar, who has no other broadcast interests. **Buyer** is Wilson W. Wong and Lawrence DeHaan. Wong owns wholesale food distributor and DeHaan operates advertising and marketing service, both in Boston. WINQ(FM) is on 97.7 mhz with 1.75 kw and antenna 439 feet above average terrain. **Broker: Kozacko-Horton Co.**

KJUN(AM) Puyallup, Wash. □ Sold by Monroe Enterprises Inc. to 777 Broadcasting Inc. for \$430,000. **Seller** is owned by Wesley Monroe, who has no other broadcast interests. **Buyer** is owned by Ray E. Courtemanche and his wife, Cheri. It has no other broadcast interests. **Buyer** is previous owner of station. KJUN is on 1450 khz with 1 kw day and 250 w night. **Broker: Archie Taft & Associates.**

WETB(AM) Johnson City, Tenn. □ Sold by Mountain Signals Inc. to Alpha-Omega Broadcasting Inc. for \$350,000. **Seller** is owned by Paul S. Gobble, who also has interest in WMCT(AM) Mountain City, Tenn. **Buyer** is headed by Trevor Swoyer, engineer at WETS-FM Johnson City, Tenn. WETB is daytimer on 790 khz with 5 kw.

WSEV(AM) Sevierville, Tenn. □ Sold by Republic Broadcasting Corp. to Great Smoky Mountain Broadcasting Inc. for \$325,000. **Seller** is Cincinnati-based group of one AM and three FM's headed by David Martin. **Buyer** is principally owned by Charles R. Ketron and Conrad Jett. Jett is station's general manager. Ketron is news director at WNOX(AM)-WNKX(FM) Knoxville, Tenn. WSEV is daytimer on 930 khz with 5 kw.

KHOK(FM) Hoisington, Kan. □ Sold by Heart of Kansas Radio Inc. to KAYS Inc. for \$290,000. **Seller** is owned by Paul F. Kelly, who has no other broadcast interests. **Buyer** is Hays, Kan.-based group of five AM's three FM's and two TV's, owned by Ross Beach and Robert E. Schmidt. KHOK is on 100.7 mhz with 100 kw and antenna 450 feet above average terrain.

CABLE

System serving Chickamauga, Rossville, and Fort Oglethorpe, Ga. □ Sold by Battlefield Cable Inc. to American Cable TV Investors for approximately \$10 million. **Seller** is owned by Richard Triebick, who also owns systems in Louisiana and Tennessee. **Buyer** is Denver-based group of four systems principally owned by Bill Daniels, owner of Daniels & Associates. System passes 16,000 homes with 10,200 subscribers and 285 miles of plant. **Broker: Daniels & Associates.**

System serving Burlington, Brodhead and

COMMUNICATIONS PROPERTIES, INC.

(Philip T. Kelly & Richard C. Voight)

has acquired

KRRZ-FM

Fargo, North Dakota

for

\$1,200,000

from

RED RIVER LIMITED PARTNERSHIP

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broker in this transaction.

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(202) 331-9270	(404) 892-4655	(312) 346-6460	(213) 274-8151

7/21/86

Monroe, Wis. □ Sold by Total T.V. Inc. to James Communications Inc. for approximately \$8.5 million. **Seller** is Janesville, Wis.-based operator headed by James F. Fitzgerald, president. It also owns system serving Delavan, Wis. One principal, O.D. Miller, has interest in systems in Markesan and Berlin, both Wisconsin. **Buyer** is principally owned by former Capital Cities Communications Inc. cable division president, William James. It also owns system in Plattsburgh, N.Y. System serves over 9,000 subscribers. **Broker: Henry Ansbacher Inc.**

For other proposed and approved sales see "For the Record," page 68.

Cable operators meet in Atlanta

Scrambling, deregulation and independents among topics addressed at SCTA Eastern conference

Making more money, marketing and coping with competition will all be discussed at the Southern Cable Television Association's Eastern Show at Atlanta's Westin Peachtree Plaza Hotel July 24-25. Before the show's official opening, the association has also scheduled a special panel session on scrambling and the backyard earth station market.

A spokeswoman said the association expects 10% to 20% more attendees than last year's 3,500. She also said that as of last week, the association had 120 exhibitors, the same number it had the previous year. "But they're still coming in," she said.

The panelists for the scrambling session (set for 3 p.m. July 23 at the Westin's Spanish Georgia room) will also talk about options for packaging and marketing programming to the backyard earth station market. Panelists will include Roger Williams, vice president, affiliate marketing, ESPN; Marty Lafferty, director of marketing, Turner Broadcasting; W.D. Laughinghouse Jr., general manager, Piedmont Cablevision; Mark Medress, vice president, marketing, M/A-Com Video Products; Laura Barton, director of system development, Tele-Communications Inc.; Bob Caird, vice president, direct broadcast, HBO, and Stephen Shulte, senior vice president/direct broadcast development, Showtime/The Movie Channel.

Topics to be covered in other sessions at the show: competitive pressures from satellite master antenna TV systems, utilities and others (with panelists Paul Glist, a partner with the law firm of Cole, Raywid & Braverman, and Samuel Harte, chairman of the Enterprise Bank of Florida); mergers, acquisitions and decentralization (with panelists Peter Barton, senior vice president, TCI; Milton Lewis, president, Wometco Cable TV, and James Robbins Sr., president, Cox Cable); the future for independent operators (panelist: Stephen Effros, president, Community Antenna Television Association); how the marketplace is expected to change (panelists: Mike Callaghan, vice president, cable, E.W. Scripps, and Rick Michaels, chairman, Communications Equity Associates), and pricing strategies under deregula-

tion (panelists: Ted Livingston, vice president, Continental Cablevision; Mark Henderson, director of marketing, Turner Broadcasting System, and John Burns, vice president of sales and field operations, Showtime/The Movie Channel).

Turner Broadcasting head Ted Turner will host "Cable Night with the Braves" on Friday (July 25), when Turner's Atlanta Braves take on the New York Mets. □

Adams-Russell 1005

300 Second Ave., Waltham, Mass. 02154
Automation systems including random access advertising insertion systems and automatic playback systems for local origination, movie or PPV. **Staff:** Linda Arnold, Sabine Kowal.

American Movie Classics 1107

1489 Brook Valley Ln., Atlanta 30324
American Movie Classics service. **Staff:** Michele Roberts.

Anixter Communications 410-12

4711 Golf Rd., Skokie, Ill. 60076

Associated Press 1008

1825 K St., N.W., Washington 20006

Bigham Cable Construction 913-15

Box 903, Gulf Breeze, Fla. 32561
Service contractor. **Staff:** Harold Bigham, Margo Bigham, Herb Biddle, Linda Biddle.

Black Entertainment Television 117-119

1232 31st St., N.W., Washington 20007
Staff: Tim Thompson, Rosalyn Shaw Doaks, Pauline Caffey.

Brad Cable Electronics 200

1023 State St., Schenectady, N.Y. 12301

Converter sales and service, equipment repair. **Staff:** Robert Price.

Bravo 1107

150 Crossways Park West, Woodbury, N.Y. 11797

Bravo service. **Staff:** Bruce Ferguson, Cheryl Simon.

Brink Security Boxes 807

Box 1154, Port Neches, Tex. 77651

BTS Software 600

Box 59549, Birmingham, Ala. 35259

Burnup & Sims Cable Products 400

8000 E. Prentice Ave., Suite C-5, Englewood, Colo. 80111

High efficiency ferroresonant power supply, Capscan coaxial cable, Lectro power supplies, construction services. **Staff:** Kevin Lynch, Mike Filkens, Steve Wagner, Marty De Alminana, Dennis Geltmacher, Gary Batson, Scott Schultz, Arlene Adams, Mike Kearns, Rob Long, Larry Wallace, Steve Pugh, Dino Jones, Phil MacDonald.

Business Systems 604

One Marcus Dr., Greenville, S.C. 29615

In-house subscriber billing and management systems with addressable interface capability, automatic PPV ordering, billing and authorization systems. **Staff:** Larry Edwards, Jann Ratts, Jack Sunderman, George Pupala, Lee Maynard, Jeffrey Booser.

Cable Security Systems 905

Box 2066, Auburn, Ala. 36831

Apartment box and options, plates, locks, standby power batteries, riser guard and

December 20 1985

Good News Broadcasting Co.

has completed the acquisition of the assets of a construction permit to build an AM station in

Pleasure Ridge Park, KY

(a suburb of Louisville)
from

Radio One Inc.

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations.

THE
TED HEPBURN
COMPANY

June 18 1986

Woodander Broadcasting Co.

a subsidiary of

Mortenson Broadcasting Co.

has completed the acquisition of the assets of a construction permit to build an AM station in

Nicholasville, KY

(a suburb of Lexington)
from

Cumberland Valley Communications

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations.

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corner molding, padlocks, converter security enclosures and custom metal fabricated products. **Staff:** Curt Cope, Mike Springer, Brad Kennington, Sheila LaMachia.

Cable TV Supply 708
5922 Bowcraft St., Los Angeles 90016

Cabledata 904
11020 Sun Center Dr., Rancho Cordova, Calif. 95670

CableTEK 218
833 Nandino Blvd., Lexington, Ky. 40578

Cableview Publications 701-03
111 8th Ave., New York, N.Y. 10011

Cardiff Publishing 805
6530 S. Yosemite St., Englewood, Colo. 80111

Catel Telecommunications 314
4050 Technology Pl., Fremont, Calif. 94538

CBN Cable Network 605
CBN Center, Virginia Beach, Va. 23463
Family programming of westerns, comedies, movies and game shows. **Staff:** Dawn Carpenter, Clay Boudreaux.

C-COR Electronics 803
60 Decibel Rd., State College, Pa. 16801

Power products, distribution amplifiers, feedforward amplifiers, main line passives. **Staff:** John Hastings, Michael Crotts, Ken Jenkins.

Channelmatic 809
549 Park Ave., Prairie Du Sac, Wis. 53578

Channel Master
Box 1416, Smithfield, N.C. 27577
Staff: Steve Dozier.

ComSonics 108
Box 1106, Harrisonburg, Va. 22801
Window* field strength meter, Sniffer II and Sniffer Jr.* RF leakage detection systems, coaxial relays, repair facilities, FCC proof-of-performance testing. **Staff:** Wayne Bruffy, Scott McDonald.

Cosmo Graphics 1301-03
Box 17748, Fort Worth, Tex. 76102

Creative Management Systems 710-12
213 Washington St., Toms River, N.J. 08754
Subscriber management system. **Staff:** Gilbert Jacobs, John Jonopulos, George McGuire, Richard Alfonso, Morris Adler.

CT Publications Corp.
Box 3208, Englewood, Colo. 80155
Cable Strategies magazine*, Communications Technology*, Tech Almanac. **Staff:** Bob Stuehrk, Paul Levine, Toni Barnett, Jim Dickson, Vicki Gitts.

Discovery Channel 705-07
8201 Corporate Dr., Landover, Md. 20785
Staff: Steve Eldridge.

Disney Channel 100
4111 W. Alameda, Burbank, Calif. 91505
Disney pay service. **Staff:** Dean Waite, Charles Nooney, Kathleen Smith, Stephen Porter, Margaret Grover, Cissy Hanemayer, Joe Orrender, Joe Cantwell, Cheryl Fumara, Joanne Crawford.

Drop Shop 220
Box 284, Roselle, N.J. 07203

Durnell Industries 933-35
Hwy. 4 South, Emmetsburg, Iowa 50536

Dyatron Corp. 404
210 Automation Way, Birmingham, Ala. 35210

Eagle Comtronics 303
4562 Waterhouse Rd., Clay, N.Y. 13041

Super traps, decoding filters, multichannel tier traps, encoders, channel droppers, directional taps, splitters, programable and addressable descramblers, set top and remote converters. **Staff:** Tom Quirk, Chet Symp.

Eastern Microwave 305-07
112 Northern Concourse, Syracuse, N.Y. 13221

Superstation WOR-TV New York. **Staff:** Gil Korta, Ann Marie Russell, Laurie Portzline.

ESPN 202-04
ESPN Pl., Bristol, Conn. 06010

Basic cable, 24-hour sports network.

Fairchild Data 603
350 N. Hayden, Scottsdale, Ariz. 85257

Clifton Gardiner & Associates 501
25107 Genesee Trail Rd., Suite 200, Golden, Colo. 80401

Brokerage and financial services. **Staff:** Clifton Gardiner, Wally Briscoe.

General Cable Co. 1203
5600 W. 88th Ave., Westminster, Colo. 80030

General Instrument 408
2200 Byberry Rd., Hatboro, Pa. 19040

Earth station equipment, scramblers, headend systems, amplifiers, distribution electronics, broadband data systems, converters, addressable systems, IPPV equipment, stereo decoders, VCR programmers. **Staff:** Larry Fry, Ted Watkins, Skip Litz, Jeff Grant, Jim Bailey, Jerry Scheliga, Jim Faerber, Kurtis Whitt.

Gilbert Engineering 507
Box 23189, Phoenix 85063

Group W Satellite 1200-02
Box 10210, Stamford, Conn. 06904
Nashville Network, Hit Video USA.

Hit Video 1200-02
Box 10210, Stamford, Conn. 06904
Hit Video USA. **Staff:** Connie Wodlinger, Scott Assyia, Michael Opelka.

Home Box Office 210
1100 Avenue of the Americas, New York 10036

Home Shopping Network 910
1529 Hwy. 19 South, Clearwater, Fla.

Staff: Charles Bohard, W. Alex, Erin Shimer, Gail McCulley, Bob Montgomery.

Home Theater Network 1204-06
465 Congress St., Portland, Me. 04101

Home Theater Network. **Staff:** Milt Underwood, Bill Hart.

Hughes Aircraft 607
Box 2940, Torrance, Calif. 90509

MWB-122 microwave active repeater*, microwave communications equipment. **Staff:** Steve King, Lorri Kaufman, Art Heiny.

Icon International 1001
501 Fifth Ave., New York 10017

Information Systems Dev. 1006
3773 N.W. 126th Ave., Coral Springs, Fla. 33065

ISS Engineering 606
104 Constitution Dr., Suite 4, Menlo Park, Calif. 94025

Kennedy Cable Construction 111-13
Hwy. 280 West, Box 760, Reidsville, Ga. 30453

Aerial, underground and complete turnkey cable construction. **Staff:** Roger Kennedy Jr., Robert Skelton, Martin Hornberger, Ronald Jones.

Lifetime 907
1211 Avenue of the Americas, New York 10036

O.W. Lindberg 1104, 1207
Box 10185, Sarasota, Fla. 33578

Cable fault locator, cable and pipe locators, addressable systems, traps, standby power supplies, subscriber material and related products. **Staff:** Brad Lindberg, Bill Lindberg, Jeff Cook, Mitch Goldberg, Duff Campbell, Steve Peltz, Bill Smith, Tom Woods.

M/A-Com Cable Home Group 800
1375 Lenoir Rhyne Blvd., Hickory, N.C. 28601

Staff: Debbie Martin, Steve Coffey, Stan Lindsay, Randy Crenshaw, Mickey Smith, Jim Oldham, Tom McMinn, Frank Logan, Mike Ellis, Mike Williams, Bob Sherwood, Tom Krieg.

Magnavox 709
100 Fairgrounds Dr., Manlius, N.Y. 13104

Melita Electronic Labs 327
3731 Northcrest Rd., Suite 29, Atlanta 30340
Melita subservicer, Smart CSR station, Melita 4000-DVD*. **Staff:** Aleksander Szlam, Dale LaPorte.

Metrotech Corp. 314

MicroSat 811-13
3609 Longfellow Trail, Marietta, Ga. 30062
Staff: Anthony Garcia, Butch Roberson, Steve Miller, Debbie Judson.

MTV Networks 304
1775 Broadway, New York 10019

Nashville Network 1200-02
Box 10210, Stamford, Conn. 06904
Nashville Network. **Staff:** Roy Mehlman, Tom Hawley, Twanda Bowers, Kate Phillips, Kathy Lynn Harrison, Peter Orrick.

Northern CATV Sales 206
Box 6729, Syracuse, N.Y. 13217

Phoenix Cable/Lease 503
100 Colony Sq., Atlanta 30361

Pioneer Communications 706
2200 Dividend Dr., Columbus, Ohio 43228

Power & Technology 217
530 Interchange Dr., N.W., Atlanta 30336

Power Guard 814
Box 549, Hull, Ga. 30646

Eight-inch by 26-inch pedestal power supply*, 19-inch rack-mounted standby and regular power supply, 5 amp test bench power supply, 18 amp pole or pedestal power supply. **Staff:** Mason Hamilton, Dwayne Hamilton, Jerry Schultz.

PTL Inspirational Network 221
Charlotte, N.C. 28279

Inspirational programming. **Staff:** Jackie Bradley, Kim Day, Lori Slough.

PTS Corp. 505
5233 S. Hwy. 37, Bloomington, Ind. 47401

R.F. Analysts 900
112 E. Ellen St., Fenton, Mich. 48430

Computer-aided testing system, frequency counters, signal level meters, converter repair, line equipment, headend gear and satellite equipment. **Staff:** Nick Ackerman, Dewayne Lipp.

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Glenn Serafin, Director - Radio Broadcast Services
Dennis R. Eckhout, Senior Broadcast Analyst

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Rainbow Programing 1107
150 Crossways Park West, Woodbury, N.Y. 11797
Bravo and American Movie Classics.
Regency Cable Products 600
Box 379, Bernhards Bay, N.Y. 13028
Request Television 700-02
337 Florida Hill Rd., Ridgefield, Colo. 06877
Resource Recovery Systems 1305
14127 Langbourne, Houston 77077
RMS Electronics 301
50 Antin Pl., Bronx, N.Y. 10462
Video control center*, power supplies, 550 and 600 mhz power passing splitters, couplers and taps matching transformers and filters, nonpower passing splitters and cou-

plers, aluminum and F type connectors and tools, apartment house boxes, pedestals, plastic and metal moulding, heat shrink tubing and sealing tape, traps.
Staff: Ray Perez, Bill Tielert, Harold Trishman, Lee Heller.
Scientific Atlanta 223
3845 Pleasantdale Rd., Atlanta 30340
Showtime/The Movie Channel 101
1633 Broadway, New York 10019
Southeast Cable 402
Box 177, U.S. Hwy. South, Callahan, Fla. 32011
Tamiko Corp. 704
15020 Delano St., Van Nuys, Calif. 91411
Tele-Wire Supply 801
7 Michael Ave., E. Farmingdale, N.Y. 11735

Telecorp. Systems 406
5825-A Peachtree Corners E., Norcross, Ga. 30092
Staff: Gib Amstutz, Dana Webster, Richard Toal, Gregg Wedell, Glenn Hoffer, Steve Finney, Marshall Barker, Robin McDonald, John Zarek, Randy Potter, Rodger Mack.
Telstar Channels 1000
1900 Avenue of the Stars, Los Angeles 90067
Tempo Television 901-903
Box 702160, Tulsa, Okla. 74170
Tempo Television, Tempo Sound, Tempo Data, superstation WTBS(TV) Atlanta.
Staff: Mark Dempsey, Terri Turk, Ray Klinge, Stephen Taylor.
Texscan Corp. 909
1440 Goodyear Dr., El Paso, Tex. 79936
T-series transmission, Pathmaker transmission, CATV test instruments, commercial insertion, character generators. **Staff:** Jan Pappas, Tom Gingrich, Charlie Auer.
Times Fiber Communications 319-321
358 Hall Ave., Wallingford, Conn. 06492
T4 plus and T4 trunk and feeder cable, T4 corrosion resistant drop cable, T5 series low loss semiflex cable. **Staff:** John Simons, Rex Porter, Dolores Mellor, Frank Hamilton, Steve Byrd, Carroll Oxford.
Trilogy Communications 713
2910 Hwy., 80 E. Pearl, Miss. 39208
Turner Broadcasting 107
100 International Blvd., Atlanta 30348
CNN, CNN Headline News, WTBS.
TV Decisions 711
200 Park Ave., New York 10166
TV Guide 310
4 Radnor Corporate Center, Radnor, Pa. 19068
TV Host 115
3935 Jonestown Rd., Harrisburg, Pa. 17109
TV Host cable guide. **Staff:** Allen Turner, Terry Harmon.
TVC Supply 810-12
1746 E. Chocolate Ave., Hershey, Pa. 17033
TVSM 609
309 Lakeside Dr., Horsham, Pa. 19044
The Cable Guide. **Staff:** Irv Kalick.
United Video 104
3801 S. Sheridan, Tulsa, Okla. 74145
Superstations WGN-TV Chicago, WPIX(TV) New York, KTVT(TV) Dallas, EPG, EPG Jr., Cable SportsTracker. **Staff:** Sandy Neuzil, Diane Wells, Donna Davis, Chris Bourne, Anne Wilkerson, Susan Stewart, Jamie Witmer, Virgle Smith, Beth Williams, Reuben Gant.
U.S. Cable 608
Box 2611, Conroe, Tex. 77301
Wavetek Corp. 314
5808 Churchman, Beech Grove, Ind. 46107
Staff: Tony Shortt, Jon Lander.
Weather Channel 611-13
2840 Mt. Wilkinson Pkwy., Atlanta 30339
Weather Channel. **Staff:** Mike Eckert, Sandy McGovern, Karen Zimmerman, Ron Qurashi, Kathleen Cozad, Tamra Davis, Greg Harris, Ame Rogers, Belinda Sym-Smith.
John Weeks Enterprises 314
Box 645, Lawrenceville, Ga. 30245
Zenith Electronics 610-12
1000 Milwaukee, Glenview, Ill. 60025

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Cable TV Construction
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\$1,250,000

Semo Communications,
Incorporated
Refinance & Cable TV Construction
Southeast Missouri

\$1,150,000

Preston Cable Television, Inc./
Spectrum Communication
Services, Inc.
Refinance & Cable TV Construction
Preston, Minnesota

\$610,000

STARSATT CORPORATION
Cable TV Construction
Jones Creek, Texas

\$1,000,000

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Marion County, Florida

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Firstmark Financial
Communications Finance Division
110 East Washington Street
Indianapolis, IN 46204 (317) 262-5858

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CBS O&O's ponder cutbacks in ratings services

Stations may follow ABC's example and only renew one local market ratings service

As the broadcasting business is discovering new applications for the word "frugal," so too are some of the industry's satellite businesses. The rating services that supply television stations with the local market data they use to sell time are one such satellite business. Take, for example, the announcement by CBS that its owned and operated stations will be deciding whether to subscribe to both the Arbitron and Nielsen local market services.

If the CBS stations ever had a time to strike while the iron is hot, that time is now. Nielsen contracts with three CBS stations—WCBS-TV New York, KCBS-TV Los Angeles and WBBM-TV Chicago—expired this spring. Those stations are now getting Nielsen data via short-term extensions, since new fee proposals have yet to be adopted. The Nielsen contract for a fourth CBS station, WCAU-TV Philadelphia, expires on Sept. 30.

Arbitron contracts at WCBS-TV, KCBS-TV and WCAU-TV run through May 31, 1989. The Arbitron contract on WBBM-TV expires on Aug. 31. Each of the CBS station's con-

tracts with Arbitron and Nielsen is noncancelable.

If it were to cut back to one service in all four markets, CBS could save roughly \$2.5 million on subscription fees a year, depending on the length of contracts for the second service.

ABC-owned stations in the top three markets canceled their subscriptions to Arbitron roughly a year ago. Each ABC station makes its decision on ratings services individually. Of the six NBC-owned stations, only WNBC-TV New York and WMAQ-TV Chicago subscribe to both services.

Diane Sass, vice president of research and marketing for the Fox Television stations, and president of the New York television station research directors committee, said that in at least one case, Fox came close to cancelling at renewal time. "Down the pike an evaluation of costs is going to have to come," she said, adding that Fox Television Stations President Derk Zimmerman has been especially interested in keeping rating service subscription costs down.

Currently the cost of a subscription to Nielsen and Arbitron in the nation's number-one television market, New York, averages \$750,000 a year. In Los Angeles it averages \$650,000. Across the country the average market price is \$350,000 to \$400,000 in metered markets. In diary markets it is substantially less. Affiliates tend to pay more than independents. Currently, stations account for 90% of the revenue base for the local market reports, with local advertising agencies accounting for the other 10%.

For Nielsen and Arbitron, the loss of station subscribers will mean direct cuts in profit margins. No matter how many or how few stations subscribe, the two services must work with the same minimum number of households to supply valid ratings numbers. According to one well-placed source, Arbitron had a 40% pre-tax profit in 1985 on revenues of just over \$120 million. Radio ratings delivered a 65% to 70% pre-tax profit margin on less than half of total revenues while TV ratings delivered a pre-tax profit margin of 25% to 30% on just over half of total revenues.

Pierre Megroz, vice president of television sales and marketing at Arbitron, said profits would be affected as cost-conscious broadcasters look at using only one service. He said Arbitron has now, and has had in the past, more subscribers than Nielsen. In 1981, he said, 499 stations subscribed to both, 77 to Arbitron only and 53 to Nielsen only.

As of July 1, 588 stations bought both services, 123 bought Arbitron only and 65 Nielsen only. Faced with a drop in the number of stations subscribing to local market services, Arbitron is preparing to diversify its business in the same way that the ratings business has traditionally maintained growth—by providing new applications of data and by offering new services. In Denver, Arbitron has finished its test of ScanAmerica, which provides a television viewing base, and, through wands that read product codes, a product purchase base. By April 1987, the service in Denver will ex-

Heritage Communications, Inc.

has acquired approximately 43.5% of the outstanding common stock of

Rollins Communications, Inc.

from certain Rollins family interests

*The undersigned initiated this transaction and acted as
financial advisor to Heritage Communications, Inc.*

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The Robinson-Humphrey Company, Inc.

June, 1986

pand to 600 households. Arbitron is also hoping to put MediaWatch, a commercial monitoring service, on line by mid-1987.

At Nielsen, Roy H. Anderson, executive vice president of advertising, said that the current situation for local market rating services is a "very challenging time for us. But we feel we have the resources and the talent to live up to it."

"We see that a number of groups are looking at one service," he said, adding the Nielsen will continue to attempt to protect that customer base by improving its service. Like Arbitron, Nielsen is also planning to diversify its offerings. In particular, Anderson said Nielsen will be emphasizing "micro services," computer software that allows stations to manipulate data in more usable forms.

The potential cutbacks come when dis-

putes exist over the methodology used. KNBC(TV) Los Angeles has announced that it would no longer use any Arbitron data because of a disagreement over the distribution of meters in the market (BROADCASTING, June 9).

Bill Johnson, research director at KABC-TV and president of the Los Angeles Television Stations Research Directors Committee, said that the station's contract with Arbitron was not renewed not only because of a disagreement on price but also because of issues relating to the quality of the service. The two parties could not, for example, agree upon the acceptable minimum number of meters, out of a universe of 500, that would report data at a given time for a valid report. Johnson, a former research director at WOR-TV New York, said that Los Angeles is a case where the Arbitron num-

bers are chronically lower than Nielsen.

Along with her desire to keep the cost of rating services down, Fox TV's Sass also said that "deep down in my research heart, broadcasters are terrified" of using only one rating service. "A lot of what's going on now is an attempt to make the services improve themselves."

In Washington, number-one-ranked WUSA-TV, a CBS affiliate on channel 9, has gotten along fine based on the market's demand for television time, according to Hank Yaggi, vice president and director of sales. WUSA-TV receives only Nielsen data. When Arbitron metered the market in 1984, the station decided against buying two metered services. "We have a very precise knowledge of where we stand," said Yaggi. "It's hard to imagine we would improve with another book in our hands," he said. □

For the Record

As compiled by BROADCASTING, July 9 through July 16, and based on filings, authorizations and other FCC actions.

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

authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- WCOX(AM) Camden, Ala. (1450 khz; 1 kw-D; 250 w-

N)—Seeks assignment of license from Harry A. Taylor and his wife, Betty, to Wilcox Network Inc. for \$10,000 and assumption of liabilities. Sellers have no other broadcast interests. Buyer is owned by Mac Carter and Willie Powell. It has no other broadcast interests. Filed June 18.

- WKTK(FM) Crystal River, Fla. (98.5 mhz; 100 kw; HAAT: 1,332 ft.)—Seeks assignment of license from COMCO Inc. to Entercom Inc. for \$3.6 million. Seller is Orlando, Fla.-based group of six AM's and two FM's principally owned by James Robinson, Joel Sharp and Walter Windsor. Buyer is Bala Cynwyd, Pa.-based group of three AM's and six FM's principally owned by Joseph M. Field. Filed July 3.

- KZON(AM) Santa Maria, Calif. (1600 khz; 500 w-D)—Seeks assignment of license from De Oro Broadcasting Co. to Leo Kesselman for assumption of liabilities. Seller is owned by Abel De Luna, who has no other broadcast interests. Buyer is previous owner of station. Filed June 30.

- KGEN(AM) Tulare, Calif. (1370 khz; 1 kw-D)—Seeks assignment of license from KGEN Inc. to Rolando Collantes for \$210,000. Seller is owned by Emanuel S. Alfieri and Steve Vourakis. It has no other broadcast interests. Buyer owns KSVN(AM) Ogden, Utah. Filed July 9.

- KAVI-AM-FM Rocky Ford, Colo. (1320 khz; 1 kw-D; FM: 95.9 mhz; 3 kw; HAAT: minus 1,120 ft.)—Seeks transfer of control of Two A Inc. from Donald A. Armstrong et al, to Richard A. Burch and his wife, Angeline, and Dr. Peter Lapioli and his wife, Annegret, for \$25,000. Sellers have no other broadcast interests. Buyers have no other broadcast interests. Filed June 26.

- WBSF(TV) Ocala, Fla. (ch. 51; ERP vis. 2,931 kw; aur. 293.1 kw; HAAT: 924 ft.)—Seeks assignment of license from Big Sun Television Inc. to Wabash Valley Broadcasting Corp. for \$7,010,000. Seller is principally owned by Norman Savy and family. One stockholder, Frank Befera, owns WGGR(AM)-WMFG(FM) Hibbing, and WHLB-AM-FM Virginia, both Minnesota. Buyer is owned by Mary F. Hulman and family, which also owns WHTL-AM-FM-TV Terre Haute, Ind. It also owns Indianapolis Motor Speedway. Filed June 27.

- WAMR(AM)-WRAV(FM) Venice, Fla. (AM: 1320 khz; 5 kw-D; 1 kw-N; FM: 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from COMCO Inc. to Hall Communications Inc. for \$2.8 million. Seller is Orlando-based group of six AM's and two FM's owned by James C. Robinson, Joel H. Sharp and Walter M. Windsor. Buyer is Norwich, Conn.-based group of four AM's and four FM's principally owned by Robert Hall. Filed July 7.

- KHOK(FM) Hoisington, Kan. (AM: 100.7 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from Heart of Kansas Radio Inc. to KAYS Inc. for \$290,000. Seller is owned by Paul F. Kelly, who has no other broadcast interests. Buyer is Hays, Kan.-based group of five AM's, three FM's and two TV's, owned by Ross Beach and Robert E. Schmidt. Filed June 30.

- WHAS-TV Louisville, Ky. (ch. 11; CBS; ERP vis. 135 kw; aur. 13.5 kw; HAAT: 1,290 ft.)—Seeks assignment of license from WHAS Inc. to Providence Journal Co. for

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(913) 681-2901

\$85.7 million. Seller is former newspaper publisher, printer and station group of one AM, one FM and one TV principally owned by Barry Bingham and family. It is divesting all its holdings ("In Brief," Jan. 13) and recently sold Louisville *Courier-Journal* and *Times* to Gannett Co. for \$305 million and Standard Gravure (printing company) to Atlanta businessman, John Shea, for \$20 million. Buyer is Providence, R.I.-based newspaper publisher and group of three TV's headed by Michael P. Metcalf, president. It publishes *Providence Journal-Bulletin* and operates 14 cable systems in five states. Filed June 26.

■ **WMAR-TV** Baltimore and **WRLH-TV** Richmond, Va. (WMAR-TV: ch. 2; NBC; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,000 ft.; WRLH-TV: ch. 35; ERP vis. 4,335; aur. 433.5 kw; HAAT: 1,252 ft.)—Seeks assignment of license from Times Mirror Broadcasting to Gillett Group Inc. for over \$200 million. Seller is buying stations' present owner, A.S. Abell Co., for \$600 million and spinning off stations (BROADCASTING, June 2). It is publicly traded, Greenwich, Conn.-based publisher and group of seven TV's headed by Robert F. Erburu, chairman. Broadcast division is headed by John J. McCrory, president. Times Mirror publishes eight newspapers and also owns cable systems serving over one million subscribers. Buyer is Nashville, Tenn.-based group of one AM, one FM and six TV's owned by George Gillett. It also owns ski resort in Vail, Colo., and beef processing plant in Green Bay, Wis. Filed July 1.

■ **WCBM(AM)** Baltimore (680 kHz; 10 kw-D; 5 kw-N)—Seeks assignment of license from Metromedia Inc. to Magic 680 Inc. for \$2.5 million. Seller is former major station group principally owned by John Kluge. With this sale it has no other broadcast interests. Filed June 27.

■ **KDMA(AM)** Montevideo, Minn. (1460 kHz; 1 kw-U)—Seeks assignment of license from James C. Rudd to Eagle Broadcasting Corp. for \$450,000. Seller has no other broadcast interests. Buyer is owned by David A. Ramage and James C. Rudd. Ramage has interest in cable systems in Minn. Filed June 30.

■ **KBOZ-AM-FM** Bozeman, Mont. (AM: 1090 kHz; 5 kw-U; FM: 93.7 mhz; 100 kw; HAAT: 468 ft.)—Seeks assignment of license from Northern Sun Corp. to Citadel Communications Corp. for \$2,150,000. Seller is headed by William Reier, who also holds construction permit for new FM in Billings, Mont. Buyer is headed by Lawrence P. Wilson, chairman and Fritz Beesmeier, president. It owns **KAIR(AM)**-**KJYK(FM)** Tucson, Ariz. and **KKFM(FM)** Colorado Springs, Colo. Filed June 27.

■ **KXTL(AM)**-**KQUY(FM)** Butte, Mont. (AM: 1370 kHz; 5 kw-U; FM: 95.5 mhz; 50 kw; HAAT: 1,820 ft.)—Seeks assignment of license from Mountain Sky Broadcasting Inc. to Sunbrook Butte Radio Corp. for \$597,000. Seller is owned by Dr. Raymond Rask, who has no other broadcast interests. Buyer is headed by Larry Roberts, former owner of station. It also owns **KDXT(AM)**-**KGRZ(FM)** Missoula, Mont., and **KCSJ(AM)**-**KUSN(FM)** Pueblo, Colo. Filed June 30.

■ **WNCR(AM)** St. Pauls, N.C. (1080 kHz; 5 kw-D; 250 w-N)—Seeks assignment of license from United States Broadcasting Corp. to Daystar Broadcasting Network Inc. for \$157,000. Seller also owns **WNSH(AM)** Beverly, Mass. Buyer is owned by Lamar Lloyd and his wife, Billie. It has no other broadcast interests. Filed July 1.

■ **WRIE(AM)** Erie, Pa. (1330 kHz; 5 kw-U)—Seeks assignment of license from Thomas P. Agresti, trustee to WRIE Inc. for \$250,000. Seller is trustee for WRIE Inc. and has no other broadcast interests. Buyer is principally owned by James W. Harpel. It has no other broadcast interests. Filed June 30.

■ **WYXI(AM)** Athens, Tenn. (1390 kHz; 2.5 kw-U)—Seeks assignment of license from 3J's Broadcasting Co. to Cornerstone Broadcasting Inc. for \$75,000. Seller is principally owned by Julia N. Frew, who also has interest in **WXYC(AM)** Cartersville, Ga. Buyer is owned by Mark R. Leffer; his mother, Helen; Robert Ketchersid and his father, Newell, and James Hesser. It has no other broadcast interests. Filed July 8.

■ **WOPI(AM)** Bristol, Tenn. (1490 kHz; 1 kw-D; 250 w-N)—Seeks transfer of control of United Broadcasting Co. from Herbert C. Culp and Henry M. Booth et al. to James H. Long for \$27,500 cash and guarantee of note. Seller. Booth also owns **KLWN(AM)**-**KLZR(FM)** Lawrence, Kan. Buyer has interest in **WGAT(AM)** Gate City, Va. Filed June 27.

■ **WETB(AM)** Johnson City, Tenn. (790 kHz; 5 kw-D)—Seeks assignment of license from Mountain Signals Inc. to Alpha-Omega Broadcasting Inc. for \$350,000. Seller is owned by Paul S. Gobble, who also has interest in **WMCT(AM)** Mountain City, Tenn. It is headed by Trevor Swoyer, engineer at WETS-FM Johnson City, Tenn. Filed June 30.

■ **WSEV(AM)** Sevierville, Tenn. (930 kHz; 5 kw-D)—Seeks assignment of license from Republic Broadcasting Corp. to Great Smoky Mountain Broadcasting Inc. for

\$325,000. Seller owns one AM and three FM's. Buyer is owned by Charles R. Ketron, Truett Frazier and Conrad Jett. Jett is station's general manager. Ketron is news director at **WNOX(AM)**-**WNKX(FM)** Knoxville, Tenn. Filed June 30.

■ **KOKE-FM** Austin, Tex. (95.5 mhz; 100 kw; HAAT: 1,000 ft.)—Seeks assignment of license from KOKE Inc. to Keymarket Communications for \$15 million. Seller is owned by Iva Lea Worley Barton and her son David Worley. It is also selling colocated **KOKE(AM)**. Buyer is North Augusta, S.C.-based group of five AM's and nine FM's principally owned by Kerby Confer and Paul Rothfuss. Filed June 27.

■ **WTID(FM)** Suffolk, Va. (106.9 mhz; 100 kw; HAAT: 964 ft.)—Seeks assignment of license from Voice of the People Inc. to Downs Radio of Virginia for \$4,140,000. Seller is subsidiary of Southern Starr Broadcasting Group, Orlando, Fla.-based group of two AM's and five FM's principally owned by Peter H. Starr. Buyer is owned by Paul H. Downs, William H. Sanders, Henry Posner and two others. It also owns **WQIM(FM)** Prattville, Ala. Posner owns **WRGT-TV** Dayton, Ohio. Filed July 3.

■ **KJUN(AM)** Puyallup, Wash. (1450 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from Monroe Enterprises Inc. to 777 Broadcasting Inc. for \$430,000. Seller is owned by Wesley Monroe, who has no other broadcast interests. Buyer is owned by Ray E. Courtemanche and his wife, Cheri, former owner of station. It has no other broadcast interests. Filed June 26.

In Contest

Review board made following decisions:

■ **Bakersfield, Calif.** (Margaret Garza and Kern Communications Co.) FM proceeding. Scheduled oral argument for Aug. 8 on exceptions to initial decision of ALJ Joseph Stirmer granting app. of Garza for new FM station at Bakersfield, and denying competing app. of Kern. Each party has 20 minutes for argument. Kern may reserve part of its time for rebuttal. By letter, July 2.

■ **Lake Dallas, Tex.** (Womens Media Investors of Dallas Ltd. and Opal Thornton) TV proceeding. Scheduled oral argument for Aug. 15 on exceptions to initial decision of

ALJ Byron E. Harrison granting app. of Womens Media for new TV station at Lake Dallas, and denying competing app. of Thornton. Each party has 20 minutes for argument. Thornton may reserve part of its time for rebuttal. By letter, July 10.

■ **Hyannis, Mass.** (Puopolo Communications Inc., et al) FM proceeding. Granted joint petition for settlement agreement and dismissed apps. of Puopolo, L&D Broadcasting and Hyannis and Cape Cod Broadcasting Co. Inc.; granted app. of Radio Hyannis Inc. for new FM station at Hyannis, and terminated proceeding. By order, July 7.

General counsel made following decision:

■ **Daytona Beach, Fla.** (Daytona Broadcasting Co., et al) TV proceeding. Granted joint petition for settlement agreement by Daytona Broadcasting, Life Style Broadcasting Inc. and Daytona Beach Television Associates Ltd. and dismissed apps. of Daytona Broadcasting and Daytona Beach Television with prejudice; granted app. of Life Style for new commercial television station at Daytona Beach, and terminated proceeding. By order, June 27.

ALJ Joseph Chachkin made following decisions:

■ **Reno** (Washoe Shoshone Broadcasting, et al) TV proceeding. By separate orders: granted Reno Eleven Broadcasting's motion for summary decision and resolved air hazard issue in its favor; granted joint request for settlement agreement between Hirschland Communications Inc. and Nevada Television Corp. and dismissed Hirschland's app. with prejudice. By MO&Os, July 7.

■ **Amarillo, Tex.** (Family Media Inc. and Amarillo Junior College) Ed-TV proceeding. Granted Amarillo's petition and enlarged issues against Family to determine financial qualifications. By MO&O, July 7.

■ **Fort Worth** (Alden Television Inc., et al) TV proceeding. Granted Channel 52 Limited Partnership's motion for summary decision and resolved air hazard issue in its favor. By MO&O, July 14.

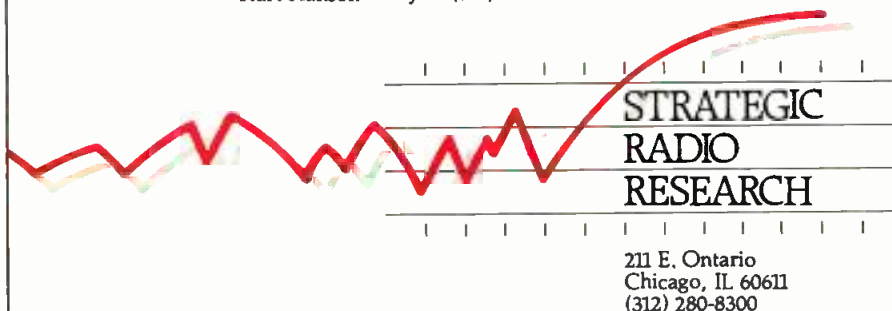
ALJ Richard L. Sippel made following decisions:

■ **Los Angeles** (RKO General Inc., et al) FM proceeding. Granted Marisol Broadcasting Ltd.'s motion and enlarged issues against Valley Radio 670 to determine its financial qualifications and whether it made misrepresentations or exhibited lack of candor. By MO&O, July 15.

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New Stations

AM's

- Apple Valley, Calif.—Frances A. Bass seeks 1550 khz; 800 w-D. Address: 20572 Rancherias Rd., 92307. Principal has no other broadcast interests. Filed June 30.
- San Jacinto, Calif.—San Jacinto Radio seeks 1550 khz; 1 kw-D. 700 w-N. Address: 348 W. Sierra Madre Blvd., Sierra Madre, Calif. 91024. Principal is owned by Mary S. Volken, who has no other broadcast interests. Filed June 30.
- Templeton, Calif.—Garry and Virginia Infante Brill seek 720 khz; 250 w-D. 1 kw-N. Address: 5880 Encino, Atascadero, Calif. 93422. Principals own KIOQ(AM) Atascadero. Filed June 27.
- Yucaipa, Calif.—Delbert L. Van Voorhis seeks 1530 khz; 50 kw-D. Address: 405 N. La Cadena Dr., Colton, Calif. 92324. Principal has no other broadcast interests. Filed June 30.
- Knoxville, Tenn.—Family Stations seek 760 khz; 2.5 kw-D. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Filed June 30.
- Nashville, Tenn.—William R. Hunt seeks 760 khz; 1 kw-D. Address: P.O. Box 399, Lebanon, Pa. 37087. Principal has no other broadcast interests. Filed June 30.
- Hollymead, Va.—Charlottesville Broadcasters seeks 1290 khz; 1 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by Carl J. Auel, who has interest in six AM's and one FM. Filed June 30.

FM's

- Huntsville, Ala.—Augusta Radio Fellowship seeks 88.1 mhz; 100 kw; HAAT: 573.3 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. It has no other broadcast interests. Filed June 24.
- Linden, Ala.—Diane E. Ellis seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 129 Norrington Dr., Pittsburgh, Pa. 15236. Principal has no other broadcast interests. Filed July 3.
- Linden, Ala.—Linden Radio Joint Venture seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2101 Magnolia So., Suite 321, Birmingham, Ala. 35205. Principal is principally owned by Ellis J. Parker, who also has interest in WLPH(AM) Irondale, Ala. Filed July 7.
- Linden, Ala.—Terry C. King seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 1, Box 336, Westville, Fla. 32464. Principal has no other broadcast interests. Filed July 3.
- Flagstaff, Ariz.—Flagstaff Broadcasting Foundation seeks 102.9 mhz; 4.8 kw; HAAT: 1,434 ft. Address: 3621 N. Walker, 85007. Principal is owned by Stella Alfara, Shelly Hall, Charlotte Beyal, LaJoy Brandon and Teresita Sarrano. It has no other broadcast interests. Filed July 7.
- Flagstaff, Ariz.—Pinetop Partners Inc. seeks 102.9 mhz; 4.2 kw; HAAT: 1,546.9 ft. Address: 635 E. Rancho Catalina Pl., Tucson, Ariz. 85704. Principal is owned by Israel Teitelbaum and his wife, Sandra, and Donald L. Crosby and his wife, Mary. It has no other broadcast interests. Filed July 7.
- Flagstaff, Ariz.—Flagstaff Broadcasting Partnership seeks 102.9 mhz; 1 kw; HAAT: 1,965 ft. Address: 534 Monaco Dr., St. Louis, Mo. 63122. Principal is owned by Boyd Fellows and Brad Walpole. It has no other broadcast interests. Filed July 7.
- Flagstaff, Ariz.—FM Flagstaff Ltd. Partnership seeks 102.9 mhz; 500 w; HAAT: 1,964 ft. Address: 208 W. Dale Ave., 86001. Principal is owned by Tony Gabledon and George Lindemann. It has no other broadcast interests. Filed July 7.
- Flagstaff, Ariz.—ABCD Broadcasting Co. seeks 102.9 mhz; 5 kw; HAAT: 1,360 ft. Address: 6231 I-40 West, #205, Amarillo, Tex. 79106. Principal is owned by George W. Drain and his wife, Sharon. Wayne Collins and Louis B. Burke and his wife, Mary Joan. It also has interest in KHDN(AM) Dimmitt, Tex. Filed July 7.
- Flagstaff, Ariz.—Julia S. Zozaya seeks 102.9 mhz; 50 kw; HAAT: 39.1 ft. Address: 4548 West Osborn Rd., Phoenix 85031. Principal has interest in KTVW-TV Phoenix. Filed July 3.
- Flagstaff, Ariz.—Communications Ltd. seeks 102.9 mhz; 1 kw; HAAT: 1,892.5 ft. Address: 5550 N. Country Club Dr., 86001. Principal is owned by Walter E. Raabe and his wife, Becky, and Paul R. Seyler and his wife, Rosa. It also owns KZKZ(AM) Flagstaff. Filed July 7.
- King City, Calif.—King City Communications Corp.

seeks 105.1 mhz; 50 kw; HAAT: 4' 1.6 ft. Address: P.O. Box B, 93930. Principal is owned by William Gittler and his wife, Marianne. It also owns KRKC(AM) King City, Calif. Filed June 25.

- McFarland, Calif.—Caballero Spanish Radio Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 18 East 53rd St., New York, 10022. Principal is owned by Eduardo Cabellero and his wife, Rosa Maria. It owns colocated KXEM(AM) and KNEZ(AM) Lompoc, Calif. Filed July 7.
- McFarland, Calif.—William M. Morris seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5101 Marsha Dr., Bakersfield, Calif. 93309. Principal has no other broadcast interests. Filed July 7.
- San Martin/San Jose, Calif.—Michael D. Tymchak seeks 104.3 mhz; 8.7 kw; HAAT: 2,524 ft. Address: 15805 Oakridge Rd., Morgan Hill, Calif. 95037. Principal has no other broadcast interests. Filed July 8.
- Summerland Key, Fla.—Don H. Barden seeks 102.9 mhz; 3 kw; HAAT: 287 ft. Address: 1240 Washington Blvd, Detroit, Mich. 48226. Principal owns four cable systems in Michigan. Filed July 7.
- Summerland Key, Fla.—Arthur Barnett seeks 102.9 mhz; 3 kw; HAAT: 284 ft. Address: 401 Broadway, New York 10013. Principal has no other broadcast interests. Filed July 7.
- Summerland Key, Fla.—Saddlebunch Radio Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 746 9th St., SE, Washington, D.C. 20003. It has interest in KMSS-TV Shreveport, La. Filed July 7.
- Summerland Key, Fla.—Theresa P. Parrish seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 9, 33042. Principal has no other broadcast interests. Filed July 3.
- Silver Spring, Fla.—Leroy Cummings and Roosevelt Scott seek 95.5 mhz; 3 kw; HAAT: 300 ft. Address: 210 Knott, Leesburg, Fla. 32748. Principals have no other broadcast interests. Filed June 30.
- Silver Spring, Fla.—Chuck Washington and Richard Kinkead seek 95.5 mhz; 3 kw; HAAT: 300 ft. Address: 1898 N.E. 29th St., Ocala, Fla. 32670. Principals have no other broadcast interests. Filed June 30.
- Silver Spring, Fla.—Cathy R. Washington seeks 95.5 mhz; 3 kw; HAAT: 300 ft. Address: Rte. 1, Box 1426, Weirsdale, Fla. 32695. Principal has no other broadcast interests. Filed June 30.
- Statesboro, Ga.—Donald O. McDougald seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 328 N. Main St., 30458. Principal owns WYSL(AM) Sylvania, Ga. Filed July 3.
- Statesboro, Ga.—Dr. H.R. Gertner and his wife, Cathy seek 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1211 NW 64th Terrace, Gainesville, Fla. 32605. Principal has interest in WPTB(AM) Statesboro, Ga. Filed July 7.
- Statesboro, Ga.—Pamela H. Hodges seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 110 Sherwood Ct., 30458. Principal has no other broadcast interests. Filed July 7.
- Statesboro, Ga.—Dabra Sears Graham seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2317 Starling St., Brunswick, Ga. 31520. Principal has no other broadcast interests. Filed July 7.
- Statesboro, Ga.—Terry Frietang seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 716 Shirley Dr., Henderson, N.C. 27536. Principal has no other broadcast interests. Filed July 7.
- Statesboro, Ga.—Emily K. Franklin seeks 102.9 mhz; 3 kw; HAAT: 327.3 ft. Address: 550 Franklin Lane, 30458. Principal has no other broadcast interests. Filed July 7.
- Statesboro, Ga.—Marianne Warnock seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 759 Havana Dr., Boca Raton, Fla. 33431. Principal has no other broadcast interests. Filed July 7.
- Delphi, Ind.—Whitcar Regional Broadcasting Co. seeks 102.9 mhz; 1.2 kw; HAAT: 516 ft. Address: 709 N. Main St., Monticello, Ind. 47960. Principal is owned by William M. Deibel and Gerrie M. Baer and his wife, Alexis. It has no other broadcast interests. Filed July 2.
- Delphi, Ind.—James Bricker seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 825 Sparta, West Lafayette, Ind. 47906. Principal has no other broadcast interests. Filed July 7.
- Delphi, Ind.—Carroll County Broadcasting Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1920 N. St., NW, Washington, D.C. 20036. Principal is owned by Dennis J. Kelly, who has no other broadcast interests. Filed July 7.
- Mt. Vernon, Ky.—William S. Daugherty III seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 314 Trammel Creek Dr., Alvaton, Ky. 42122. Principal has no other broadcast inter-

ests. Filed July 3.

- Mt. Vernon, Ky.—Cochran-Smith Broadcasting Inc. seeks 102.9 mhz; 2.2 kw; HAAT: 380 ft. Address: Box 1460, 40473. Principal is owned by Hal Smith. It also owns WRVK(AM) Mt. Vernon, Ky. Filed July 3.
- Mt. Vernon, Ky.—Rockcastle Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 461, 40456. Principal is owned by George L. Hunt and his wife, Pauline. It has no other broadcast interests. Filed July 7.
- *West Monroe, La.—West Monroe Educational Broadcasting Foundation seeks 91.7 mhz; 401 w; HAAT: 160.7 ft. Address: Route 2, Box 419-B, 71291. Principal is nonprofit corporation headed by Phillip S. Smith, Robert P. Holtzclaw and Michael M. Strider. Filed June 27.
- Oswego, N.Y.—John E. Krauss seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 324, 13126. Principal has no other broadcast interests. Filed June 26.
- Oswego, N.Y.—3B Partnership seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: 918 Jefferson St., Alexandria, Va. 22314. Principal is owned by Mary Lou Maierhofer and Kathy G. Root. It has no other broadcast interests. Filed June 30.
- Oswego, N.Y.—Oswego Broadcasting Service Inc. seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: 34 East Bridge St., 13216. Principal is owned by Bernadette Boozer, Gary Shanley and Duane J. Polich. It has no other broadcast interests. Filed June 30.
- Raleigh, N.C.—Special Markets Media Inc. seeks 102.9 mhz; 3 kw; HAAT: 326 ft. Address: 522 E. Martin St., 27601. Principal is owned by Henry Monroe and his wife, Prentice. It owns WLLE(AM) Raleigh. Filed July 3.
- Raleigh, N.C.—Fleming Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 601 Fayetteville St., Durham, N.C. 27701. Principal is principally owned by Dr. Stanley Fleming, who has no other broadcast interests. Filed July 3.
- Raleigh, N.C.—Shirley N. Hill seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 3750 Matthews Weddington Rd., Matthews, N.C. 28105. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Robert Darling seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6312 Hazelton Dr., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Sam Tsilimos seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2400 W. Sugar Creek, Charlotte, N.C. 28215. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Russell Kinney seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4410 Bellwood Dr., Matthews, N.C. 28105. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Marsha O. Barr seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4355 Birdie Court, Charlotte, N.C. 28212. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—LPNC Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1432 1432 Poinsett Dr., Chapel Hill, N.C. 27514. Principal is owned by Joseph L. Zaragosa and his wife, Mary. It has no other broadcast interests. Filed July 2.
- Raleigh, N.C.—Rem Malloy Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 282 ft. Address: Route 11, Box 226, Chapel Hill, N.C. 27514. Principal is owned by Henry Malloy, who has no other broadcast interests. Filed June 27.
- Raleigh, N.C.—Allen L. Guin seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 3301 Woodwardia Dr., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Maria K. McKay seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4215 Wesley Dr., Midland, N.C. 28107. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Pete Douglas seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 627 Lansdowne Rd., Charlotte, N.C. 28211. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Nick Collias seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6601 Sharon Hills Rd., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.
- Raleigh, N.C.—Peebles Broadcasting Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25143, 27611. Principal is owned by Millard R. Peebles, who has no other broadcast interests. Filed July 3.
- Raleigh, N.C.—Rebecca C. Marshburn seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5613 Cottingham Lane, Charlotte, N.C. 28211. Principal has no other broadcast

interests. Filed July 7.

■ Raleigh, N.C.—Interactive Media seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 130 Nelson St., Durham, N.C. 27707. Principal is owned by James S. Lee and Donald R. Baker, who have no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Black Rose Communications Ltd. seeks 102.9 mhz; 2.2 kw; HAAT: 354.2 ft. Address: 2033 Windy Cove Lane, Talbott, Tenn. 37877. Principal is owned by Dwight Magnuson, William J. Miller and Michael R. Beverly. Miller has interest in WBBX(AM) Kingston, Tenn. Beverly has interest in WEEG(AM) Jefferson, Ga. Filed July 7.

■ Raleigh, N.C.—Free Air Corp. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6924 Rainwater Rd., 27609. Principal is owned by Olga V. Castellanos and Sara J. Estrada. It has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Raleigh FM Ltd. Partnership seeks 102.9 mhz; 3 kw; HAAT: 327 ft. Address: Principal is owned by Barbara Willis, Clarence E. Lightner, Everett Ward, Floyd McKisick, Dr. K.Z. Chavis, Lawrence Doss, Gilbert Maddox, Glen Haydel, Early D. Monroe, Walter Douglas, James Fremont and Ernest Morial. It has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Christian FM Application Partnership of Raleigh seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2423 U.S. Hwy 4 South, Perry, Ga. 31069. Principal is owned by Brenda R. Vance and 13 others. It has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—FM Raleigh Ltd. Partnership seeks 102.9 mhz; 3 kw; HAAT: 320 ft. Address: 4328 Dutch Garden Ct., 27612. Principal is owned by Thomas D. Luten and George Lindemann. It has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—FM Carolina Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6204 Charles St., 27610. Principal is owned by Bernard Allen and four others. It has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Walter Sturdivant seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 904 Buckhorn Rd., Garner, N.C. 27529. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—BCB Enterprises seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 716 Latta St., 27607. Principal is owned by Brian C. Blount, Evelyn V. Garner, Clyde Austin and Charles Harrison. Austin has interest in WJCB-TV Norfolk, Va. Filed July 7.

■ Raleigh, N.C.—Willowbrook Broadcasting Ltd. Partnership seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5805 Willowbrook Dr., 27609. Principal is headed by Jessica A. Farrell. It has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Cofield Broadcasting Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2322 Wade Ave., 27607. Principal is owned by J. Edward Cofield, and his wife, Elizabeth. It has no other broadcast interests. Filed July 3.

■ Raleigh, N.C.—Southern Training Center seeks 102.9 mhz; 3 kw; HAAT: 325.1 ft. Address: 709 Dowd St., Durham, N.C. 27701. Principal is nonprofit corp. headed by Barbara Harris. It has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Bernard Dawson seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 7920 McGuire St., 27604. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Clear Channel Communications Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 175 E. Houston St., #500, San Antonio, Tex. 78205. Principal is group of seven AM's and seven FM's, principally owned by L. Lowry Mays. Filed July 7.

■ Raleigh, N.C.—Holy Spirit FM Partnership seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5820 Hamilton Rd., Suite 210, Columbus, Ga. 31904. Principal is owned by Ervin I. Hester and 15 others. It has no other broadcast interests. Filed July 7.

■ Grove City, Ohio—Joanne Roach seeks 101.1 mhz; 3 kw; HAAT: 321.6 ft. Address: 2426 Holton Rd., 43123. Principal has no other broadcast interests. Filed July 1.

■ Pawhuska, Okla.—McKee Broadcasting seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 7 East Shawnee, P.O. Box 1329, Muskogee, Okla. 74402. Principal is owned by Michael McKee, who has interest in KBIX(AM) Muskogee, Okla. Filed July 7.

■ Spencer, Okla.—Oklahoma City Counseling Center Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 32097, Oklahoma City, Okla. 73132. Principal is nonprofit corporation headed by Ophelia Hogan. It also owns KRMCA(AM) Midwest City, Okla. Filed July 2.

■ *Spencer, Okla.—University of Oklahoma seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 780 Van Fleet Oval, Norman, Okla. 73019. Principal is educational institution headed by Tom McCurdy. Filed July 3.

■ Spencer, Okla.—James L. Gardner seeks 105.7 mhz; 3 kw; HAAT: 328 ft. Address: 6777 S.W. Chaucer Dr., Lawton, Okla. 73505. Principal's wife, Roni, owns CP for new FM in Lawton, Okla. Filed June 30.

■ Spencer, Okla.—Lift Him Up Outreach Ministries Inc. seeks 105.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 285, 73084. Principal is owned by Billy G. Mason, and his wife, Jacquelyn. It has no other broadcast interests. Filed July 3.

■ Spencer, Okla.—Jackson Broadcasting Ltd. seeks 105.7 mhz; 3 kw; HAAT: 328 ft. Address: 827 Northwest 111 St., Oklahoma City, Okla. 73114. Principal is principally owned by Joyce Jackson, who has no other broadcast interests. Filed July 3.

■ Curwenville, Pa.—Joseph (Don) Powers seeks 102.9 mhz; 724 w; HAAT: 669.4 ft. Address: 2 Oak Ave., Wenonah, N.J. 08090. Principal has interest in WMKX(FM) Brookville, Pa. and new FM in Keyser, W.Va. Filed July 7.

■ Curwenville, Pa.—Raymark Broadcasting Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 73, Clearfield, Pa. 16830. Principal is owned by Mark E. Harley and Ray Goss. It owns WCCS(AM) Homer City, Pa. Filed July 7.

■ Curwenville, Pa.—Robin B. Thomas seeks 102.9 mhz; 700 w; HAAT: 660 ft. Address: Rd. 1, Box 151A, Watsonstown, Pa. 17777. Principal has no other broadcast interests. Filed July 7.

■ Curwenville, Pa.—Laurel Media Inc. seeks 102.9 mhz; 590 w; HAAT: 740 ft. Address: #1 Tom Mix Dr., Dubois, Pa. 15801. Principal has no other broadcast interests. Filed July 7.

■ Orangeburg, S.C.—Terry Freitag seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 716 Shirley Dr., Anderson, N.C. 27536. Principal has no other broadcast interests. Filed July 7.

■ Orangeburg, S.C.—Orangeburg Spirited FM Radio Partnership seeks 102.9 mhz; 3 kw; HAAT: 284 ft. Address: 375 Woodlawn Dr., 29115. Principal is owned by Bobby Nichols, Julius H. Weil, Sigmond Wolfson, Allan D. Lieberman, John L. Cote and Donald Dawson. It has no other broadcast interests. Filed July 7.

■ Orangeburg, S.C.—Team Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 561 Golden Ave., Mobile, Ala. 36617. Principal is owned by Ruben C. Hughes, his wife, Maxine, and James Nesbitt. It has no other broadcast interests. Filed July 7.

■ Orangeburg, S.C.—Nanette Markunas seeks 102.9 mhz; 1.1 kw; HAAT: 551 ft. Address: P.O. Box 2576, Mon-

tauk, N.Y. 11954. Principal has no other broadcast interests. Filed July 7.

■ Orangeburg, S.C.—Edisto Communications seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 211 Amelia St., 29115. Principal is owned by Kenneth E. Middleton and Tommie R. Love. Love owns KAFX-AM-FM Diboll, Tex. Filed July 7.

■ Custer, S.D.—Diane E. Ellis seeks 105.1 mhz; 50 kw; HAAT: 491.6 ft. Address: 129 Norrington Dr., Pittsburgh, Pa. 15236. Principal has no other broadcast interests. Filed June 13.

■ St. George, Utah—Miwok Ltd. Partnership seeks 99.7 mhz; 50 kw; HAAT: 2,622 ft. Address: 287 N. 200th East, Washington, Utah 84780. Principal is owned by Ronald N. Hatch and Dennis Riley. It has no other broadcast interests. Filed July 2.

■ St. George, Utah—Dixie Broadcasting seeks 99.7 mhz; 55.8 kw; HAAT: 23.3 ft. Address: 396 Diagonal, 84770. Principal is principally owned by David J. Miller. It has no other broadcast interests. Filed June 27.

■ St. George, Utah—Simmons Family Inc. seeks 99.7 mhz; 100 kw; HAAT: 1,968 ft. Address: 1000 Kennecott Building, Salt Lake City, Utah 84133. Principal is owned by Roy W. Simmons and family. It also owns KDYL(AM)-KSFI(FM) Salt Lake City. Filed July 2.

■ Neillsville, Wis.—Foster Broadcasting seeks 92.7 mhz; 1.575 kw; HAAT: 132.9 ft. Address: 1002 Hewitt St., 54456. Principal has no other broadcast interests. Filed July 2.

TV

■ Chippewa Falls, Wis.—Bushland Radio Specialties seeks ch. 48; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 208 ft.; ant. height above ground: 234 ft. Address: 1034 1/2 Warren St., 54729. Principal is owned by Roland Bushland, who has no other broadcast interests. Filed July 2.

■ Duluth, Minn.—Ann Wilson seeks ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 737.7 ft.; ant. height above ground: 524.5 ft. Address: P.O. Box 244; Oswego, N.Y. 13126. Principal has no other broadcast interests. Filed June 27.

■ Minden, La.—John Jones Jr. seeks ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 348 ft.; ant. height above ground: 128.5 ft. Address: P.O. Box 203; Haughton, La. 71037. Principal has no other broadcast interests. Filed June 27.

Facilities Changes

Applications

AM's

Tendered

■ WLVI (640 khz) Royal Palm Beach, Fla.—Seeks mod. of CP to increase day power to 25 kw. App. July 9.

Accepted

■ KGLR (830 khz) Tucson, Ariz.—Seeks CP to change to non-DA, daytime only. App. July 9.

■ WPLO (590 khz) Atlanta—Seeks MP to make changes in ant. sys. App. July 14.

■ WPVA (1290 khz) Colonial Heights, Va.—Seeks CP to change TL and make changes in ant. sys. App. July 9.

FM's

Tendered

■ *WGTS-FM (91.9 mhz) Takoma Park, Md.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft., and make changes in ant. sys. App. July 14.

Accepted

■ WIXN-FM (101.7 mhz) Dixon, Ill.—Seeks mod. of CP to make changes in ant. sys. App. July 9.

■ WYGO-FM (99.5 mhz) Corbin, Ky.—Seeks CP to change freq. to 99.5 mhz; change TL; change ERP to 50 kw, and change HAAT to 401 ft. App. July 9.

■ WFOB-FM (96.7 mhz) Fostoria, Ohio—Seeks CP to change TL and change HAAT to 328 ft. App. July 11.

■ WCMN (107.3 mhz) Arecibo, P.R.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 1,026.64 ft. App. July 10.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
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.

TV's

Accepted

- WEVU (ch. 26) Naples, Fla.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,205 ft., and make changes in ant. sys. App. July 11.
- WWKI-TV (ch. 29) Kokomo, Ind.—Seeks MP to change ERP to vis. 1,480 kw, aur. 148 kw; change HAAT to 774.5 ft.; replace ant., and change TL. App. July 9.
- *WUCX-TV (ch. 35) Bad Axe, Mich.—Seeks MP to change ERP to vis. 85.9 kw. App. July 11.
- WWCP-TV (ch. 8) Johnstown, Pa.—Seeks MP to change ERP to vis. 166 kw, aur. 16.6 kw; change HAAT to 1,208 ft., and change TL. App. July 14.

Actions

AM's

- K1YU (910 khz) Galena, Alaska—Granted app. to make changes in ant. sys. Action July 1.

- KDKA (1020 khz) Pittsburgh—Granted app. to construct aux. ant. Action June 30.

- KASY (1210 khz) Auburn, Wash.—Granted app. to install DA-D and increase daytime power to 50 kw. Action July 1.

FM's

- KXGO (93.1 mhz) Arcata, Calif.—Granted app. to install aux. sys. Action June 27.

- WJGA-FM (92.1 mhz) Jackson, Ga.—Granted app. to change ERP to 2.15 kw and change HAAT to 375 ft. Action July 2.

- WFAL (101.1 mhz) Falmouth, Mass.—Granted app. to change TL; change ERP to 2.5 kw, and change HAAT to 252.56 ft. Action July 1.

- WFTN-FM (101.7 mhz) Franklin, N.H.—Returned app. to change freq. to 94.1 mhz; change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action July 7.

- WMXQ (105.5 mhz) Moncks Corner, S.C.—Granted app. to change TL and change HAAT to 328 ft. Action July 2.

- KIXS-FM (93.3 mhz) Killeen, Tex.—Granted app. to replace ant. and change HAAT to 1,948.32 ft. Action July 7.

- WPBB (100.1 mhz) Romney, W.Va.—Granted app. to change TL; change ERP to .205 kw; change HAAT to 1,271 ft., and move SL outside city of lic. Action July 3.

Call Letters

Applications

Call	Sought by
New FM	
WLSL-FM	Leigh Sandoz Leverrier, Strasburg, Va.
New TV	
WVFL-TV	Focus Broadcast Communications Inc., Sebring, Fla.
Existing AM	
KVBR	KQBR Greater Minnesota Broadcasting Corp., Brainerd, Minn.
Existing FM	
WKWQ	WBLR-FM S.P. Enterprises Inc., Batesburg, S.C.

Grants

Call	Assigned to
New AM	
WNBN	Frank Rackley Jr., Meridian, Miss.
New FM's	
KIFM	KIFM Partners, San Diego
WRFM	Radio Intermart Corp., Homestead, Fla.
KEPG	Yolanda G. Dorsett, Victoria, Tex.
New TV	
KLNO	Llano Broadcasting Co., Llano, Tex.
Existing AM's	
WJBY	WKFX Gadsden Broadcasting Co., Rainbow City, Ala.
KMNY	KWOW Wickstrom Inc., Pomona, Calif.
WFXP	WCHZ The Main Street Broadcast Group, Pensacola, Fla.
WJMM	WKYJ Woodlander Broadcasting Co., Nicholasville, Ky.
WNLF	WGWY Sharon Broadcasting Co., Charlotte, Mich.
KSKS	KVLT Westwind Communications Corp., Tulsa, Okla.
Existing FM's	
KEYX	KIKO-FM Keycom Corp., Globe, Ariz.
WPOW	WCJX Beasley-Reed Broadcasting of Miami Inc., Miami
WHVE	WAVE-FM Susquehanna Radio Corp., Sarasota, Fla.
KKBR	KKHJ KKBR Inc., Los Alamos, N.M.
WKAU	WKAU-FM Wincom Wisconsin Limited Partnership, Kaukauna, Wis.
Existing TV's	
WTWS	WLCT C&S Broadcasting Corp., New London, Conn.
WUSA	WDVM-TV The Detroit News Inc., Washington
KMGH	KSHO-TV Mauna Kea Broadcasting Co., Honolulu
*KULC	KWBR Utah State Board of Regents, Ogden, Utah

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RADIO

HELP WANTED MANAGEMENT

General sales manager: Urban AM/FM, Southeast top 50, aggressive, leader, motivator, proven winner. Send resume, salary history. Box G-7.

General manager to continue the growth of successful Long Island, NY station. Strong sales, promotion and financial background. Resume to Box G-12.

Senior radio account exec moving to TV opens strong list as base for experienced pro challenged by AM radio. Established and aggressive community-minded full-service station. Details to Burt Levine, WROV, P.O. Box 4005, Roanoke, VA 24015.

General manager. Immediate opening at leading Chicagoland contemporary Christian music FM. Staff & programming in place. If you have a solid background in Christian or secular radio management, and believe with us that programming + sales = successful ministry, rush resume to VP Broadcast Division, CLW Communications, P.O. Box 8718 S. Chareleston, WV 25303, or call 304-744-5388.

Experienced general sales manager needed. Send resume to John Linder, KTOE/KDOG, P.O. Box 1420, Rmako, MN 56001.

Station manager: Class C country FM needs a station manager with at least 3 years radio sales experience and eager to hit the streets. Salary and incentives negotiable. If you are experienced, eager, and ready to go to work in North Platte, NE, contact John McDonald, 308-237-2131 day 308-237-3483 night. Resumes Box 666, Kearney, NE 68848.

General manager seeking ownership wanted for leading station in small southern market. Absentee owners want professional who can take charge without close supervision. \$30,000.00 and 5% of stock per year for four years for successful operation. Must have proven sales experience as manager or sales manager, and be prepared to carry high percent of sales. EOE Box G-14.

General manager for medium Texas Class C FM and sales manager for medium Mississippi Class C with AM. Group operator seeks experienced, qualified applicants only. Call Vester Emerson 601-388-2323.

General manager with strong sales background wanted for WXXR, leading station in area. Sales Managers considered. Small sunbelt market, great place to live and raise a family. Send resume and salary history to Helen Millar, P.O. Drawer 968, Cullman, AL 35056-0968.

FM program manager for WXXI. Rochester, NY. Requires bachelor's degree in broadcasting or liberal arts, technical training in the operation of broadcasting equipment, minimum of one year in program manager position at public or commercial station and experience in classical music programming. Send resume to WXXI Personnel Department, P.O. Box 21, Rochester, NY 14601. EOE.

AM program manager for WXXI, Rochester, NY. Requires extensive experience in news and public affairs programming, bachelor's degree in broadcasting or liberal arts, technical training in the operation of broadcasting equipment and minimum of one year in equivalent management position at public or commercial station. Send resume to WXXI Personnel Department, P.O. Box 21, Rochester, NY 14601. EOE.

General manager: Little Rock, top-rated CHR FM and Urban AM unique opportunity. We are a very aggressive broadcast group who acquired these properties in January. We have hit the ground running and we are determined to be the leaders of this excellent market. If you are an experienced general manager with a proven track record, send me all of your information. I am particularly interested in what you have done different and unique. If you have increased sales tremendously, tell me how. If you have increased ratings significantly, tell me how. We want to fill this position quickly. Contact Richard Oppenheimer, 2407 Enfield Rd., Austin, TX 78703.

General manager, possibly with faculty rank, WSIE-FM Southern Illinois University at Edwardsville, Illinois. Chief operating officer of 50kw regional public radio station. Current format: news and public affairs, classical, jazz, sports, NPR affiliate. Responsible for programming and supervision of staff and students. B.S. in mass communications, telecommunications, or broadcasting, plus three years of experience in public radio required. Advance degree in any of the above fields desirable, as is experience in management, programming, production, or teaching. Position requires ability to work effectively with students, with mass communications faculty working with the station, and the ability to maintain an effective, continuing liaison with the university community. Interest in developing local programming essential. Salary \$2300 to \$2500/mo., good fringe package, pleasant working conditions on an exurban campus 29 minutes from downtown St. Louis, MO. Southern Illinois University at Edwardsville is an affirmative action, equal opportunity employer. Application deadline, August 4, 1986, starting September 1, 1986. Submit application letter, resume, and names and phone numbers of three (3) references to John Rider, Acting Chairperson, Campus Box 1773, Southern Illinois University at Edwardsville, Edwardsville, IL 62026.

Quad Cities. New Class C tall tower start up opportunity for GM in Davenport. Join an exciting, growing group. Resume to Marcom Media, 804 Carolina Ave., N. Augusta, SC 29841.

Keymarket...is growing again we're looking for a GM for our Austin, Texas FM station. Send resume to Key-market Communications, 804 Carolina Ave., N. Augusta, SC 29841.

General manager. Growing Palm Springs station needs aggressive experienced manager. Send resume and salary history to: Radio, P.O. Box 67561, Century City, CA 90067.

General manager: Southern group owner needs station manager with strong sales background for FM station in St. Thomas, Virgin Islands. Broadcast management or sales management a must along with ability to motivate staff. Send detailed resume, salary history to George Harvey, Family Group Broadcasting, 5401 West Kennedy Blvd., Suite 1031, Tampa, FL 33609. EOE, M/F.

GM for small market in west Michigan college town. Equity possible. Salary plus profit-sharing. Must be able to handle all functions including sales and finance. Resume to Box G-66.

HELP WANTED SALES

Florida someday? Do it now! Need experienced radio street salesperson, who will, if a pro, make more than up North on the same billing. My figures will prove it! Ft. Myers, Gulf Coast, 300,000 metro and booming...If you have what it takes to sell, sell...send short resume to P.O. Box 216, Ft. Myers, FL 33902. Replies in strict confidence. EOE.

New 50,000 watt FM radio station will air in August between Albany and Utica NY. Interviews now being scheduled for experienced broadcast salespeople and announcers. Please send letter of introduction, resume & work references to: Bob Penrod, VP/GM, WITU-FM, P.O. Box 370, Cobleskill, NY 12043.

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.

Excellent opportunity for bright, highly motivated individual to fill the position of national sales manager as Group W's newest combo, KOSI-FM/KEZW-AM in Denver. Broadcast sales experience necessary. Send resume to: Bob Tiernan, 10200 E. Girard, Ste. B131, Denver, CO 80231. No phone calls. EOE/M-F.

Account executive: FM-104, KKYK, Little Rock's long-term ratings and revenue success story seeks local account executive to work direct and agency accounts. Join a winner! Call Wayne Cox, 501-661-7570. EOE/M-F.

Market's #1 station is looking for sales professional to take over major list late 1986. Established list with commission of \$30,000+. No beginners considered; CRMC preferred. Send resume and letter telling why you should have this opportunity in Virginia to Box E-49.

Arizona AM/FM wants an experienced medium market sales manager with GM potential. Right SM will handle agencies, key local accounts, run good sales staff. Ownership option possible. EOE. Box G-47.

Beautiful Colorado River resort area seeks an aggressive street-pounder for our expanding AM-FM-TV operation. Established list, expenses and other benefits, plus quality of life-living, on a 45 mile-long lake. London Bridge Broadcasting, 2001 Industrial Blvd., Lake Havasu City, AZ 86403. 602-855-4098.

Radio marketing consultant. Young aggressive contemporary country FM seeks qualified sales applicants. Send letter/resume: WYTE Radio, P.O. Box 956, Stevens Point, WI 54481.

HELP WANTED ANNOUNCERS

Central New York contemporary FM powerhouse seeks unique, strong morning personality. Great opportunity. Minimum three years' experience. Resume Box G-58.

Morning personality. Contests, phones, awareness, fun, knowledgeable, country music, farm, work with newsmen. Small Upper Midwest market. Box G-69.

HELP WANTED TECHNICAL

Metroplex Communications seeks engineers with EE degree or minimum 5 years related experience for East Coast markets. Contact Doug Holland, Uplink Engineering, 1635 South 21st Ave., Hollywood, FL 33020. 305-920-6438.

Chief engineer. Florida! East coast Class C FM. If striving for the competitive edge excites you, we've got the right climate. A chance to join a sound, aggressive broadcast group. Resume & salary to: Paul Clancy, 600 Atlantic Ave., Ft. Pierce, FL 33450. 305-461-0099.

Top rock Class C FM in country's fourth largest city seeks experienced assistant chief. A qualified applicant will have at least three years employment experience in radio engineering, be knowledgeable with audio and RF maintenance and repair procedures, and possess an FCC 1st, 2nd, or General Radiotelephone license. Good salary, good benefits, and the opportunity to work at one of the best radio facilities anywhere. Replies in confidence to Chief Engineer, KSRR, 1020 Holcombe #1201, Houston, TX 77030. EOE M/F.

Experienced chief engineer needed to head New South radio Network Stations. Must have knowledge in all types of facilities, ability to coordinate and manage group operations. Send resumes to Bob Holladay, P.O. Box 1229, Laurel, MS 39441.

Major regional AM/FM needs full-time engineer. Knowledgeable in FM stereo, satellite downlinks, SCA, AM, remote transmitters. Responsible for design, installation and maintenance. Excellent compensation package for right individual. 3-5 years experience plus FCC license required. Resumes to: Edward Owen, Operations Manager, WZZF-WYKH, Broadcast Plaza, Hopkinsville, KY 42240. EOE.

Professional engineer wanted to coordinate international HF broadcast frequencies with FCC and ITU. Send qualifications with references to: NDXE Engineering, Box 569, Opelika, AL 36801.

HELP WANTED NEWS

Morning drive anchor. local news leader seeks radio news pro, must be dedicated, have good delivery plus production and feature work capability. T&R to Julie Stinneford, News Director, WCAP 243 Central St., Lowell, MA 01852.

Morning drive anchor: Immediate opening in central Pennsylvania. AC, news and information station. Excellent writing skills and strong delivery essential. Experience preferred. Send tape and resume to Ken Sawyer, WPPA, Williamsport, PA 17701. EOE/M-F.

Central New York AM/FM powerhouse seeks innovative news director with proven ability. Minimum three years' experience. Resume G-57.

Established Midwest AM/FM has opening for newsperson. Individual we're looking for should have one-two years' experience in news writing/announcing, be self-motivated, and enjoy a challenge. Excellent opportunity. Send resumes to Box G-54.

Top 5 California market seeking experienced radio news person to co-anchor morning drive on top rated adult contemporary FM station. EOE. No beginners. Box G-59.

Call-in assistant producer/fill-in host for WHA Radio. To schedule topics and guests for daily three hour call-in program. Must have a keen sense of radio programming that is of interest to an informed, socially conscious listener. Must be aware of and interested in the breaking news of the day and continuing issues being debated in and out of the political forum. Salary: \$20,000 annual rate. Application deadline: August 18, 1986. If you have experience producing live interviews or call-in programming and have worked on the air as a call-in host or interviewer, call or write for required job application: Mary Mead, WHA Radio, 821 University Ave., Madison, WI 53706. 608—263-2170. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

On-air program director Urban FM Top 50 market. Must be proven winner that can motivate, supervise. Reply Box G-8.

KUAT Radio is looking for a bi-lingual producer/writer for Spanish language programming service. This individual will be responsible for producing news and public affairs segments and programs in Spanish or English. Degree in radio/TV plus 2 years news and public affairs experience required. Salary range \$18,836-\$20,720. Send letter of interest and resume to University of Arizona, 1717 E. Speedway, Tucson, AZ 85721 by July 31, 1986. EOE/AA.

Program director/morning personality for East Coast Florida "Music of your Life" station. Great living/great benefits. Tape and resume and letter why you're our person to Jim Lord Chaplin, WIRA, P.O. Box 3032, Ft. Pierce, FL 33448. EOE.

Radio positions available. Parttime. In public radio station WWFM at Mercer County Community College's West Windson Campus. Duties include operation of broadcast equipment and radio production. Knowledge of classical music and pronunciation a plus. Call 609—587-8989. AA/EOE, M/F.

SITUATIONS WANTED MANAGEMENT

Major Group GM with three successful turnaround experiences ready for another. Currently employed. Will relocate. Can invest. Box E-115.

Experienced manager, employed, radio, cable, TV, seeks sales or management opportunity. Background includes major groups and markets. Great track record, references. 415—731-0395.

Sales leadership: Let me solve your sales problems, top name, will direct small market chain, or good combo, P.O. Box 851743, Richardson, TX 75085.

Black radio management pro. Over 20 years experience. 10 years major market management, programming, and sales. Successful track record and reputation. Looking for station owner who wants dedicated professional. Box B-156.

General manager in top 100 market moving up. Receivables and ratings up, payables and problems down. Excellent track record in sales, programming and administration. Seeking \$55,000 base or better. Box G-24.

Experienced working GM seeks position in AM/FM radio station with potential for buy in and ownership—future participation or purchase a must. Contact Ted Smith, 97 Haverstraw Rd., Suffern, NY 10901. 914—356-7060 or 914—357-9425.

Sales leadership: Successful builder will solve sales problems, direct small market chain, or good combo. 20 years' experience. P.O. Box 851743, Richardson, TX 75085-1743.

For several years I've had the opportunity of acquiring, developing and managing a broadcast group for diversified investors. Time has come to seek another challenge. If you have an opportunity for corporate responsibilities or major to medium market management let's talk. Box E-147.

Expert, turn-around situations, small/medium markets. 25 years, ownership background. Dick Barrett, 319—391-9467.

Experienced husband - wife team desire permanent position as manager - assistant manager leading to ownership. 22 years' in broadcasting. Past management experience. Resume upon request. Box G-61.

I have experience and know-how to manage profitably. 308—234-6638, evenings, early morning, noon-hours, weekends. I have a system! Box G-68.

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.

Was graveyarder in medium market in Texas, got traded for a jock with a drawl. 3 years total experience, available yesterday, can write and do production, will relocate anywhere, including small markets. Mark 414—334-3563.

I get amazing results. Strictly one-of-a-kind high profile looking for a long-term promotion-oriented station. Box G-26.

In tune with a different drummer! Recent ATS grad seeks entry level opening. Highly gifted copywriting/production. Not just another man on the street. Chris Dowd, 212—794-1562.

Mature Black male DJ: Outstanding voice and personality with print news experience, seeks entry level announcer position immediately. Karl 212—325-5451.

Telephone talk show host/newsman available now. Seasoned, provocative professional with strong track record of ratings and community involvement is also ready to sell after air shift. News/talk programming position welcomed. Why try to compete with FM music? news/talk and information is the future in AM radio. Let's discuss it! Micheal Gray. 617—636-2031.

SITUATIONS WANTED TECHNICAL

New England area. Experienced, motivated, stable, (held last job 20 years) engineer seeks position in radio. First phone, impressive credits and references. Former chief engineer of two Boston area AM/FM facilities. Heavy background in construction, maintenance, and radio/TV operations. Richard Ward 617—233-5316.

Chief engineer available for directional AM and FM combo. Open for relocation anywhere. Single, 36, 10 years' experience, loves to travel. Available immediately. 303—360-8139.

SITUATIONS WANTED NEWS

Award winning sports director voted best in Texas for PBP wants major league job. Major market sportstalk plus network experience. Chip. 409—846-5474.

Female sound, seeking news or jock position in Connecticut, medium market—4 years experience. Kate. 203—877-4676.

Sportscaster available. Make the "free agent acquisition of the year." Sophisticated, exciting PBP and solid anchoring skills. A winner. Bob. 201—546-5546.

Award winning journalist, credits include: WIND, Chicago as producer, reporter in Las Vegas, southern California, Wyoming news director. 702—454-1067.

Skillful, knowledgeable young sportscaster with WBT, WCHL experience seeks opportunity anywhere. PBP, sportstalk, reporting; can combine with news. Available today. John, 704—545-3433.

Sportscaster, three-plus years' experience, seeking play-by-play, reporting with station committed to quality. Will news combo for right opportunity. 614—237-2418.

Football stringer: Giants, Generals. Actualities and voicers. Four years' radio experience. Call Paul 201—944-3238 for results

Network newscaster, 15 years' experience all aspects and formats, seeks major or medium market news director position. Bob. 609—896-3835.

Broadcast journalism graduate with law degree. Seeks entry level news position. Excellent writer, extensive college radio and newspaper editorial experience; commercial news internship. Will relocate. Susan Fall, 44 Long Road, Harwich, MA 02645. 617—432-1039.

I do sports PBP because (a) I used to coach (b) I own the station (c) I own the team (d) I'm just damn good! For sportscasting excellence choose (d) and choose me! Ivy grad, pressure performer, impeccable credentials. Barry, 802—885-9428, or call my boss, Frank, 802—885-4555.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

AC-oriented PD: Creative interests include music specials, spec spots, SCA. Small market. Jim 615—896-4271.

AOR/CHR program director. Over 8 years' experience; Billboard award winner; BSC. Stable, energetic, and creative. Mark Lapidus 512—443-7426.

Management, promotions, production, copywriting, news, and air personality show. Seeking North Carolina area opportunity. 214—539-0877.

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TELEVISION

HELP WANTED MANAGEMENT

General sales manager. Group owned independent in top 10 market needs GSM who is experienced in both local and national sales. Must be proficient in developing new business, inventory control and pricing. EOE. Send resume to Box G-29.

General sales manager position being created at KAAL-TV, a well equipped facility in the 142nd ADI. Associated with growth oriented group. National sales experience desirable. Expect to manage strong regional sales effort in multicity ADI. Send resume, salary history, and sales philosophy to Dix Communication, 183 West Main St., Clairsville, OH 43950. EOE.

Business manager: Leading Southeast affiliate seeks take charge, hands-on individual, experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communications skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box G-46.

Assistant controller needed for TV/AM/FM station. Must have college degree. Minimum three years of accounting and supervisory experience. Computer experience preferred. Send resume to: Controller, P.O. Box 1986, Pittsburgh, PA 15230. An equal opportunity employer. M/F.

Florida top twenty market independent needs business manager experienced in all phases of TV business department. Must be savvy on computers for budgeting expenses, film amortization, etc. Need creative and forward-thinker for planning purposes. If you are ready for a change and a challenge, send resume in confidence to: Box G-49.

National sales manager: Major Southeast affiliate in growth market. Experienced national sales manager or rep. Must demonstrate skills in competitive market. Inventory management. Group broadcaster with excellent growth opportunities. EOE. Box G-48.

Creative services director: Responsible for managing two person support staff and all promotion, community service and copy writing for aggressive, growing station. Promotional experience preferred. Contact Christopher Jones, Worrell Broadcasting, Inc., WHSV-TV, Harrisonburg, VA 22801. 703—433-9191.

Accounting supervisor. ABC affiliate. Sunbelt. Excellent accounting skills/supervisory experience necessary. Responsible for daily operations of accounting department. Broadcast experience helpful. Reply with resume, references, salary requirements to Pat Sellers, Business Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

HELP WANTED SALES

Local sales manager: #1 CBS affiliate in Sunbelt seeks experienced professional with strong local sales background. Good research, communication, and prior management skills a must. Send resume, salary history, sales philosophy to WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE.

Account executive: Immediate opening for experienced account executive. Seeking an aggressive individual with a proficiency in dealing with agencies and direct accounts. Strong understanding of ratings analysis a must. Please send resume to Nick Nicholson, KOTV-6, 302 S. Frankfort, Tulsa, OK 74120. A Belo Broadcasting station. EOE.

Development director. Plans and directs fundraising activities in support of a Northeast public television station. Supervises marketing personnel and volunteers in solicitation of station underwriting, billing, accounting, and publication of monthly newsletter/program guide and researches grant proposals. Equivalent of 4 yrs.' development experience, public radio or TV preferred. 4-yr. college degree desirable. Send resume/salary requirements to: Personnel Office, New Jersey Network, 1573 Parkside Ave., CN-777, Trenton, NJ 08625. EOE, M/F.

Eastern, Southern and Southeastern regional sales managers sought by expanding television syndication division of full-service motion picture and television distribution company. Only experienced salespeople need apply. Immediate openings. Contact: Jack Masters, VP, National TV Sales, The Samuel Goldwyn Co., 10203 Santa Monica Blvd., LA, CA 90067. 213-284-9280.

Aggressive group owned CBS affiliate in beautiful NW is looking for #1 list salesperson! Independent experience is a must. If you want to enjoy your life and make lots of \$, send your resume. The right person will move up in our organization. Write Box G-64.

HELP WANTED TECHNICAL

Video engineer. Immediate opening for a video engineer experienced in the maintenance and repair of 3/4" editing systems, automated commercial insertion, microwave, studio/ENG cameras, and system design. Will be responsible for two cable TV production facilities. Salary commensurate with experience. Resume to Sue Bennett, Lowell Cable TV, 12 Washer St., Lowell, MA 01853. An equal opportunity employer.

Field maintenance supervisor. Duties: Will be responsible for the reliability, quality, and functionality of remote technical equipment, to include; Grass Valley switcher and terminal equipment, Ikegami cameras, Chyron CG, Ampex 1". Responsible for all design and fabrication projects. Requirements: 4-6 years' experience in related area. First Class license or equivalent, must be willing to travel. Contact: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. No calls, please.

TV broadcast maintenance technician. Position requirements: Entry level position entails repairs and maintenance of transmitting and studio cams, Sony field cameras, Sony 3/4" VCRs, Ampex 2" VTRs, RCA film chain, ADDA & Grass Valley switching equipment, Ampex TA30B transmitter. Assist CE with all equipment. Learn operations and switching for eventual trainer duties. Must be eager, work flexible schedule. Background experience/training in repair and maintenance of electronic equipment a must; digital helpful. SBE or similar certification helpful. Salary and benefits competitive. Send resume to Chief Engineer, WHAG-TV, 13 East Washington St., Hagerstown, MD 21740. We are an NBC affiliate. EOE. No phone calls.

Broadcast technician: Northeast major market station requires technical school graduate, two years of operating experience, and First Class or General class FCC radio telephone license. Send resume to Irwin Ross, Chief Engineer, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

Broadcast engineer. Performs maintenance and operation of university 3/4" ITV facility; broadcast production engineering and operation of ITFS, broadband cable system, satellite antennas, microwave systems and various distribution and production hardware. Maintains production, post-production, and audiovisual equipment. Must read schematics and have operational knowledge of FCC rules and regulations. Requires high school diploma or GED equivalency plus 2 years' additional technical training in electronics, FCC general Radio-telephone license, and 2 years' experience in broadcast engineering or related field. Electronic or technical communications degree preferred. Must hold valid driver's license and be able to lift 80-150 lbs. unassisted. References. Applications due August 8, 1986, to: Personnel Services, University of Louisville, 2211 S. Brook St., Houchens Building, Louisville, KY 40292. Equal opportunity/affirmative action employer.

ENG photog-editor 2-3 years' experience with skills to use Sony BVP 250 with BVU 110 and edit Sony BVU 800. Must be able to solo, gather facts sufficient to produce stories, and work flexible hours. Join hard working, small market news team at NBC affiliate. Salary and benefits competitive. Send resume, with salary history, sample tape to: Bob Borgmesser, WHAG-TV, 13 East Washington St., Hagerstown, MD 21740. No phone calls. EOE.

Broadcast field engineer with state public broadcast system. Responsibilities include maintenance and installation of statewide microwave and translator system. Extensive travel. Experience with video, microwave (heterodyne and remod), translators necessary. TV studio, transmitter experience helpful. Starting salary normally \$10.16 hourly. Contact Director of Engineering, Idaho Public Television, 1910 University Dr., Boise, ID 83725, 208-385-3727 by 8/6/86 for application form. Closes 8/15/86. An EEO employer.

Maintenance engineers: Immediate openings for maintenance engineers/technicians and a studio supervisor. A thorough knowledge of RF systems, audio, video, digital, and microwave as applied to broadcasting is a must. They are hands-on positions with the ability to trouble shoot equipment to the component level. FCC general class radio-telephone license and/or SBE certification is preferred. Previous supervisory experience is required for supervisor position. Qualified candidates are invited to submit an application, resume and salary requirements to: KGGM-TV, Engineering Department, 13 Broadcast Plaza SW, Albuquerque, NM 87104. EOE.

HELP WANTED NEWS

Co-anchor. Continuing our search for warm, friendly, energetic person to join our anchorman at 6 and 10 PM. No beginners or phone calls. Tape, resume, writing samples to Bob Allen, News Director, KCRG-TV, Cedar Rapids, IA 52401. EOE.

Co-anchor/reporter for weeknight newscasts. Midwestern CBS affiliate with #1 news department, looking for experienced reporter with pleasant, authoritative on-air presence to work with our male co-anchor. Excellent salary/benefits. Send tape, resume, and salary requirements to Dan Diedrich, News Director, KRCG-TV, Box 659, Jefferson City, MO 65102. An EEO employer.

Assignment editor. We're looking for a bright, high energy person to lead and guide our talented staff of reporters and photographers. Successful candidate will have Bachelor's degree plus 2 to 3 years' experience. We're the number one station in a top 40 market. Send resume and letter reflecting news philosophy, goals and objectives to Box G-30. EOE, M/F.

Experienced TV sports director, Southeast NBC affiliate. On-air presentation a must. Produce and anchor 6 & 11. Box G-55.

News director: We're a VHF in Southeastern top 50 market. We have an excellent opportunity for the kind of people person and leader who can build on our current success. Strong management skills are essential, as well as minimum four years' experience in all phases of programming and broadcast journalism. Send resume, tape of current newscast and salary requirements to Personnel Director, WLOS, P.O. Box 2150, Asheville, NC 28802. EEO employer.

General assignment reporter, 2 years' experience in daily news & series work. Position open now. Photographer and producer: We're wanting to strengthen our file of potential candidates for future openings. 2 years' experience. Send tape and resume to News Director, Box 4, Nashville, TN 37202.

News photographer for non-network Washington, DC bureau. At least three years' experience with ENG cameras and editing systems. Must be skillful in dealing with young reporters. Degree preferred. Send tape and resume to: Lou Prato, Medill News Service, Suite 200, 1333 F St., NW, Washington, DC 20004.

Weekend anchor: television news professional to anchor Saturday and Sunday newscasts. Also do general assignment and live reporting. We're looking for an experienced person with a degree in broadcast journalism and top presentation, writing and reporting skills. EEO employer. Resume and tape to: Grant Price, KWWL Television, 500 East Fourth St., Waterloo, IA 50703.

Executive producer. If you are an experienced producer with strong editorial and production skills; if you are creative, know how to use "live" and SNG, and are a newsroom leader, and if you would like to become part of our management team, send resume, references and tape of a newscast to Ken Middleton, News Director, WTSP-TV (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Feature reporter: If you have a "special touch" and can consistently produce memorable reports, send a non-returnable tape and resume to Ken Middleton, News Director, WTSP-TV (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

We're still looking for an anchor/producer for the 6:00 and 10:00 news. This is not an entry level position. It's permanent and experience is a must for a Midwestern Capitol City CBS affiliate. Must be more than a reader, solid journalist required. Send resume, tape and salary requirements to News Director, KXMB-TV, Box 1617, Bismarck, ND 58502.

Producer for top-rated, award-winning, nationally recognized 50's-market team. We have state-of-the-art facilities and an aggressive commitment to excellence. We want an outstanding producer with at least two years' experience producing daily newscasts, and strong writing and interpersonal skills. Resume and references to Box G-66.

Anchor: We need an anchor who isn't afraid to report at station in Midwest, 50's ADL. Assignments include major stories being highlighted in our number one rated 6PM newscast. Will anchor that newscast with established female anchor. Require at least 5-10 years' experience in commercial TV. Tapes and resumes. All resumes should be sent to the attention of Jeff Bartlett, News Director, KTUL Television, P.O. Box 8, Tulsa, OK 74101.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

American Homegrown is looking for comedy videotape shorts produced by station personnel for national syndication. Categories: Movie/television and commercial - take offs or original comedy. Length: 30 secs. to 5 minutes. All videotape formats accepted. Selected entries will be notified and compensated. Send tapes to American Homegrown, 444 Alan Rd., Santa Barbara, CA 93109.

Producer. Staff member to produce programming for cable channel operated by Miami (Ohio) University. Also, occasional programming for public television station. Must be familiar with television production equipment. Will teach one academic course per term in basic TV production. Schedule is on a twelve month year. Master's degree or near completion required. \$20,000 plus excellent fringes. Will begin review of applications July 21 and will continue until position is filled. Send resume and ask three references to write directly to: Dr. Gerald H. Sanders, Chair, Department of Communication, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

Top flight CMX editor needed for expansion at Nashville's most progressive post-production center. Familiarity with Sony 2000's, Ampex ADO and switcher, CMX 3400 a must. Background in Abekas A-62 and Quantel Paintbox a definite plus. If you have three years' experience and desire a career in a growing south-central metropolis, contact Terry Climer, Senior Editor, Post-Masters, 1717 West End Ave., Penthouse, Nashville, TN 37203. Position available mid-autumn. No phone calls, please.

Commercial producer: Great chance for creative writer, director, shooter who can work with local agencies and advertisers to deliver state-of-the-art spots that sell. Person hired will be a leader, work well with others and have at least 3 years' commercial production or directing experience. Top-notch affiliate in medium market (EOE). Send resume only to Box G-56.

Production director. Qualified 2", 3/4" and 1" tape machine operator; editor; on-air switching, computer graphics experience. Background in graphic arts a plus. Two years' experience in broadcasting or television production. EOE. Call Bruce Sloan, 907-562-3456.

Manager of continuity and traffic *extended deadline date* New Hampshire Public Television seeks an experienced broadcast manager for continuity and traffic to supervise a staff of three in the programing department. Includes responsibilities for all broadcast logs, writing and supervision of on-air promotion, coordination of satellite and land line feeds, shipping and other program operational functions. NHPTV is located on the seacoast, 60 miles north of Boston, and anticipates completion of a new broadcast center in May 1987. Minimum qualifications: Associate's degree and two years' supervisory experience in broadcasting or equivalent combination. Familiarity with public broadcasting systems preferred. Proven writing and television production skills highly desirable. Salary: \$15,590-\$24,000; commensurate with experience. Send letter, resume and writing samples to Christopher Funkhouser, Program Manager, NHPTV, Box 1100, Durham, NH 03824 by August 8th. EEO/AA employer.

WOTN is seeking a highly creative producer/director. Must have 2-3 years' experience with emphasis on newscast directing, commercials, pre/post production skills. Videography, 3/4" editing and writing experience helpful. Please send resume and salary requirements to Producer/Director Position, WDTN TV2, P.O. Box 741, Dayton, OH 45401. Resumes being accepted until August 1. An equal opportunity employer.

Business program producer. TV news producer experienced in business/economics reporting sought by New Jersey Network News Department for weekly half-hour statewide business program. Newscast and/or minidoc producing credentials essential. Send resume and tapes to: Personnel Office, New Jersey Network, 1573 Parkside Ave., CN-777, Trenton, NJ 08625. EOE, M/F.

Photographer/editor: Do you like to shoot video? Major market station needs top-notch photographer for top-rated magazine shows and other projects. News background helpful. Enthusiasm, excellence, experience and teamwork are essential. Send tape and resume (no phone calls) to Michael Cascio, Directors of Public Affairs, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

Television producer/director: Responsible for all phases of teleconference production. Must have experience with ENG/EFP and studio production. MA/MS preferred. Will consider BA/BS. Three years' experience in public or commercial television studio production required. For complete job description and application send resume to: David Ahrens, Interim Director Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585. Deadline: August 15, 1986. Oklahoma State University is an affirmative action/equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

News and production background at network and affiliates. Currently managing 43 person staff. Bells and whistles individual. Extensive SNG and field producing experience. Strong budgeting skills. MBA degree. Will relocate. Call 212-877-5001.

Business manager currently employed seeks similar position in top 30 market. I offer affiliate and independent experience. I am a hands-on manager who can be a strong addition to your staff. Box G-60.

SITUATIONS WANTED ANNOUNCERS

Major league baseball announcer available for basketball or hockey, college or pro, play by play or color. 214-559-3108.

Attractive woman with personality, glamour, and style, seeking entertaining talk show. TV and radio experience. Eager to relocate. Call 412-378-3520.

SITUATIONS WANTED TECHNICAL

Eng. Maint. Tech. Sony 3/4" and 1/2". Tim 1-800-255-9500 Ext 708.

Git you a space engineer, DJ, EE. Box 1013, Cape Canaveral, FL 32920.

SITUATIONS WANTED NEWS

12 year TV and radio sports veteran looking for medium to large market serious about sports. PBP a big plus! Box G-25.

TV meteorologist position sought. Creative, outgoing University of Chicago graduate, research and forecasting experience, tape available, call Rick Sindler 813-393-4013.

Recent J-school grad seeks news or sports reporter position. Skills include reporting, writing, shooting, editing and the ability to handle high pressure working conditions. I have valuable experience in a top 35 market. Steve, 614-837-6196.

Weathercaster meteorological background, positive sounding, understandable forecasts, team minded, friendly, resourceful untapped talent. Jeff 716-735-9142.

Meteorologist. Experienced medium market. Professional, personable, down-to-earth quality that lets me relate to viewers. Seeking station committed to weather. Charles 804-323-2852.

Cameraman/editor. 12 years' experience top 25 market. Excellent references. Can relocate immediately. Ray 503-429-6945.

I can do it all. 3 years' experience as sports director/anchor, TD, director, producer, camera, editor, and more. Ready to move and grow. Joe 609-478-2989.

Sports anchor/reporter. Strong sports background including TV production in 3 of top 20 markets. On-air radio in NYC and DC. Seeking on-air TV position. For tapes and resume contact Todd Ehrlich, 100 Dwight Place, Englewood, NJ 07631. 201-569-3558.

Dynamic repoter. WNC-CH journalism degree. Mark of Excellence Regional Broadcasting winner. One year experience at student television. Camera-operating and editing experience. Seeking position in small market. Sonya Terrell 919-374-2715.

Talented, experienced, enthusiastic photographer looking for work. Willing to report. Contact Tim. 812-232-4953 or 317-539-4745.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Vidifont/Chyron operator with sports background, currently employed, some producing and editing experience, seeking position where producing talents can further develop and flourish. Possess good organizational skills and office managerial experience. Box G-52.

Production manager. Experienced, profit-minded, good with clients and staff, ready to build a first class operation. Box G-70.

Young, versatile production/operations pro seeks new home at station with commitment to excellence. Anywhere west of Chicago; opportunity more important than market size. Currently employed top 5 indie. Box G-67.

Trying to reach that Letterman-type crowd? Lettermanesque duo demands dynamic demographics in magazine-type format. We've made it in LA cable, looking to expand to top 50 markets only. Write or phone for demo tape: Scott Herriott, 18724 Roxburgh Place, Northridge, CA 91326. 818-360-5168.

MISCELLANEOUS

California, Washington, Oregon TV newsletter, monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

Primo People; send us your tape and resume if you are serious about moving up. If you meet our high standards, the sky's the limit. Steve Porricelli & Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/managing editor for NPR-affiliated radio station with newsroom staffed by students in unique broadcast education program. Requires strong interest and ability in story assignments, reporting and writing. Must be able to teach those skills to young broadcast news students in live newsroom laboratory setting. Includes some desk work. Also involves classroom lecturing for broadcast reporting course, some academic advising. Emphasis is radio, but TV news experience helpful when counseling students. Need leadership and organizational skills. Master's preferred. Letter of application/resume to Kent Collins, Chairman, Search Committee, University of Missouri School of Journalism, Box 838, Columbia, MO 65205. AA/EOE.

Ohio Wesleyan's nationally known journalism department seeks visiting instructor or assistant professor for 1986-87 academic year. Experience in broadcast news work required. Master's degree required, doctorate preferred. Ability to teach and commitment to liberal arts education are musts. Teach 2 courses one semester, 3 the other semester and advise Cable 10 news operation. Courses include radio writing and reporting and TV news reporting. Position begins August 25, 1986. Send resume, three references and college transcripts by August 7 to Bob Papper, Chairman, Journalism Department, Ohio Wesleyan University, Delaware, OH 43015. EO/AA employer.

Music program manager WEMU. Duties: Eastern Michigan University is seeking a qualified individual to develop, organize, initiate, manage and monitor all music programs for the campus radio station. The person will serve as weekday host for music programs, and recruit, train, and evaluate other on-air personnel. Qualifications: A bachelor's degree in music, radio/television communications or the equivalent combination of education and experience are required. Four years of experience in radio music programming and an understanding of jazz music forming is necessary also. Salary: \$20,918 - \$31,710. Eastern Michigan University offers a competitive salary and fringe benefit package. For consideration respond by 8/15/86. Position M.M., Eastern Michigan University, Human Resources, P.O. Box 920, Ypsilanti, MI 48197.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Staff producer-director wanted for large non-profit organization in Washington DC. Four years' experience as producer-director required. Skills in writing and film-/tape editing preferred. Send resume to Box G-50.

RAOIO 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.

Rare opportunity! For sale. Easy Listening Music programming package for syndication, or radio station. Over 5000 albums, 380 master tapes, plus scheduling software and computer. 303-988-9560.

EMPLOYMENT SERVICES

Government jobs. \$16,040-\$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

Has your present job search resulted in dead-ends, frustration, and form letters of rejection? Perhaps it's time to turn to our professional services for guidance and advice. All areas of television and radio. All levels and market sizes. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

MISCELLANEOUS

Increase morning ratings with proven comedy material. 11 scripts/\$10. Free samples. Ghostwriters, 2301 Unity Ave. North, Dept BR, Minneapolis, MN 55422.

Pike & Fischer's radio regulations 2nd series. Plus digests and up-date service (12/31/86). Excellent condition. 202-887-5563.

Attention TV and radio stations! Don Messick, the most exciting promotional voice available to local and regional broadcasters. Call us today for a promotional tape. Charles H. Stern Agency, 213-273-6890.

CONSULTANTS

Vendor support marketing consultant: Seeking highly motivated individual for marketing division of communications corporation. Must have at least three years experience conducting vendor meetings with proven track record. Salary commensurate with qualifications. Send resume to P.O. Box 5787, Virginia Beach, VA 23455.

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.

16mm Eastman telecine projectors wanted: Models 25, 25B, 250, 275 & 285. Price based on condition. Essex Systems, 2 Ridge Rd., Essex, NY 12936. 518-963-7080.

Wanted: IVC 800 VTR color processing board. Call Jack Gardner, 615-929-4404.

Wanted: used permanent or portable 36meg - Satellite up link. Must be in good order. Will purchase outright or consider long term lease. Telephone Don at 416-892-5837.

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.

FM transmitters: 25kw-Sparta 625-20kw-Collins 831G1, CCA 20,000E-5kw-Bauer 605B, RCA BTF 5E1, AEL 5KE, Gates 5B-d.5kw-McMartin 3.5k-1kw-Syntronics 1.5kw, Gates FM1C, Transcom Corp. 215-884-0888.

AM transmitters: 5kw-ITA 5000A-1kw-Harris SX1, Sparta SS1000, Collins 820D1, RCA 1N, Transcom Corp. 215-884-0888.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

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: \$185,000. Bill Kitchen, Quality Media, 404-324-1271.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 404-324-1271.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call 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.

Over 100 AM & FM transmitters. AM—50kw, 10kw, 5kw, 2.5kw, 1kw. FM: 40kw, 25kw, 20kw, 10kw, 5kw, 3kw, 1kw. All our own inventory. Besco Internacional, 5946 Club Oaks Dr., Dallas TX 75248. 214-630-3600.

RCA TK-28 color film island including two TP-66 projectors, TP-15 Multiplexer, TP-7 slide. Just removed. Maze Broadcast 205-956-2227.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialist. Bonded with 25yrs experience (Turnkey Operations), T.M.C.I., 402-467-3629.

For sale. complete electronics package for commercial VHF television station. Includes 16kw CH.3 transmitter, 6 Bay antenna, terminal equipment, master control automation, TVRO Earth station, 3/4" VTR sequencer, 3/4" Edit stations, post production switcher, studio control switcher, DVE system, graphics system, weather graphics system, studio cameras, ENG systems, audio consoles, etc. Plus all technical support equipment. Must be sold as a complete package. For further information and arrangements for inspection, contact Edward A. Lipton, 303-242-4903. Public sale will be held July 25, 1986 at 9:00 a.m., 200 Grand Ave., Suite 400, Grand Junction, CO 81501. Sealed bids and telephone bids will be accepted until the time of public sale.

10 syndication studios closed. 5 pot McMartin boards, Russco/QRK turntables (w/tone arms, preamps), Ampro/ITC cart decks, Teac cassette, 2tr real decks, and belt eraser available. Must sell. Lewis, 213-659-5776.

2kw UHF transmitter. Thomson-LGT, suitable for low and full power. Never uncrated. 512-480-0084.

New/reconditioned equipment. Grass Valley 1600 production switchers, Crosspoint Latch 6119, 6112 switcher with editor I/F, Sony cameras, monitors, UMATIC 3/4" and Beta Cam, Ikegami cameras. Leader test instruments, Panasonic Industrial video, JVC, Panasonic RAMSA, all types audio equipment, special on CMX Edge 3 VTR editor, Sony BVE-800 editor, Vital VIX-114-4A, Digital Video Effects. Many more items, special deals need to clear out inventory. Call Cottonwood Communications in California 1-800-826-7025, US 1-800-331-8333 or 1-800-344-3335.

Video tape close out sale: New Sony Umatic Video tape KCA-60K \$16.59 each, KCA -60BRK \$18.39, KCA-30K \$12.48, KCA-30 BRK \$12.48, KCS-20K \$10.52, kcs-20brk \$11.97. Sony Betacam BCT-30k each \$11.83, BCT-29k \$9.55, BCT-10k \$6.60, BCT-5k \$5.76. Sony 1" V-16-66B, each \$60.70, V-16-96B \$95.34, V-16-66SP \$67.62, V-16-96SP \$99.49, V1-K-66B \$64.61, V1-K-96B \$99.00, V1-K-66SP \$70.00, V1-K-96SP \$106.00. Other lengths available on request. Shipping not included. Call Cottonwood Communications in California 1-800-826-7025, US 1-800-331-8333 or 1-805-344-3335.

Monitor and test equipment sale: Leader instruments LBO-5860A, W/F, \$1650.00, LVS-5850B, Vector Scope, \$1700.00, LR-2400 rack mount, \$180.00, package price, \$3490.00. Oscilloscopes 100MHZ 3 channel LBO-516 \$1250.00, 100MHZ 4 channel LBO-518 \$1720.00. LVM-5863A EFP monitor \$1525.00, LBO-5864 W/F monitor \$1025.00. Sony, Panasonic, Ikegami broadcast monitors. Call for a great price! Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

New Sony 3/4" Umatic video recorders; VO-5850 PAC \$10,550.00, VO-5850 \$5,950.00, VO-5800 \$3950.00, VP-5000 \$1,490.00, VO-6800 \$2,990.00. Sony DXC-3000K \$5700.00, DXC-M3AK \$7,750.00. DEMO SMC-70 Genlocker graphic system \$4000.00. Ikegami ITC-730A ENG \$5,565.00, ITC-730-AP/ ENG \$9,000.00, SC-500 studio camera \$15,475.00. Call for special prices on other equipment. In California: 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

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 call toll free, 800-238-4300.

CETEC 7000/GLS, priced to sell! Includes Audiofile, 2 Cartel/Carousels, 1 Instacart, 3 Otari Playbacks, CRT Logging Package, Live Assist Package. We also sell new and used equipment. Call for your broadcasting needs. Dale Hendrix, Holt Technical Services, 215-866-2131. A division of The Holt Broadcasting Corporation.

Still need BVU-800s and 5800/5850/440 editors. For sale - FP-40S cameras, JVC 4700 recorder, TP-66s, TK-27s, TP-7s, RCA-TR-70B VTR, VR-1200B, HL-79A, Grass switchers, BVH-1100s, VPR-2s and 2Bs and much, much more. Call Lynwood Taylor or Marvin Luke 919-977-3600.

SONO-MAG 350-series 2-carousel automation system with mini-pro controller - three years old - excellent condition. Station going 100% "live". Call 218-751-5950.

Model 707 AM Bauer transmitter 1100 watts, 540-1600 KHz, excellent condition, \$5,500.00. 503-382-5263.

RCA TCR-100 Quad cart system, with SPU, Pinzone, 1000 carts. Just removed. \$5500.00. Maze Broadcast. 205-956-2227.

Macom MA-7 7Ghz microwave system, new, includes 6.2 & 6.8 demods. Less dishes. Cost 25K. \$19,500.00. Maze Broadcast. 205-956-2227.

RCA TK-29C color film camera system including TP-55, TP-7B plus two TP-66C projectors. Just removed. Maze Broadcast. 205-956-2227.

English bus: 1964 double decker. This proud beast has served us superbly promoting our stations and now available for yours - \$15,000. Barry Conner, KOOK/KBIT, Billings, MT, 406-248-7827.

TELEVISION

Help Wanted Technical

CHIEF BROADCASTING ENGINEER

KLCS-TV Los Angeles, a PBS affiliate and award-winning producer of instructional programs, is conducting a national search for a Chief Broadcasting Engineer to supervise the operation and maintenance of equipment used in the production and broadcast of live and recorded programs.

The position requires a minimum of two years of experience as a chief or supervising Engineer in a television broadcasting station, including responsibility for supervising the operation of all technical equipment involved in color television production, recording, and transmission. Experience in the maintenance of logs and the preparation of FCC reports is also required.

The current annual salary range is \$42,203-52,317. Call our Recruitment Office for an application: (213) 62-LAUSD or send your resume to: Los Angeles Unified School District, Classified Recruitment, P.O. Box 2298, Los Angeles, CA 90051. An equal opportunity employer.



The business of education.

ATTENTION

BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

Manager of Operations

GROUP W



Satellite Communications

Group W Satellite Communications seeks a Manager of Operations to manage the daily playback operations of five broadcast/cable program services.

This position requires a person who can comfortably deal with multi-clients as well as personnel and operational requirements unique to each service. Candidates must have broad knowledge of various phases of broadcast operations such as: master control, technical automation systems, tape, traffic functions and quality awareness and control.

Minimum of 5 years' experience in supervisory or line management position and strong communications skills are required.

We offer a competitive salary, complete benefits and convenient Stamford location. Please send resume and salary history to: Human Resources Department, Group W Satellite Communications, 41 Harbor Plaza Drive, Stamford, CT 06904. An Equal Opportunity Employer m/f.

PROMOTION DIRECTOR

We're looking for a creative, hands on, experienced, self-motivated individual looking for the #1 position of Promotion Manager with an aggressive promotion minded NBC Affiliate. Excellent opportunity for a move or a #2 person ready to move up. Rush your resume, tape and samples to Ray Poindexter, General Manager, KAMR-TV, P.O. Box 751, Amarillo, Texas 79189 or call 806-383-3321. An equal opportunity employer M/F.

KAMR-TV

Help Wanted Programing,
Production, Others

WANTED: CREATIVITY

Greetings from the NBC Affiliate in DALLAS/FORT WORTH, Texas! Are you an outstanding writer/producer? Do you appreciate the value of teamwork? Do you have at least three years top 50 market experience? Are you starting to see potential in this ad??? If you answered yes to at least four of these questions, send your resume and samples of your best stuff (3/4" tape, no more than 5 minutes) to Annette Fanning, KXAS-TV, P.O. Box 1780, Fort Worth, Texas 76101. E.O.E.



RADIO

Help Wanted Technical

FACILITIES MANAGER

Community TV Corp. seeks self-starter with TV production & administration/management experience. Must have BA degree in communications, business administration or related field. Required: strong working knowledge of industrial & broadcast production equipment; teamwork & supervisor abilities; and electronics or engineering background. Salary: mid-twenties. Excellent company benefits. Send resume and salary history to: Attn: Operations, P.O. Box 4611, Rockville, MD 20850.

Close: August 1, 1986
EOE employer

FIELD ENGINEERS

needed immediately - one based in New York City area, one based in Washington, DC area. 3-5 years' broadcast engineering experience required with emphasis on FM transmitters and antennas, propagation, multipath, subcarriers, and reception. Must be able to install and maintain subcarrier equipment at FM stations and also be able to install FM subcarrier data receivers. Additional duties include some trouble-shooting of both audio and data satellite downlinks. Periods of extensive nationwide travel required, mostly on short notice. Excellent opportunity for a smaller market chief to move up. Send resume and salary history to Personnel Department, Multi-Comm Telecommunications Corp., 1755 South Jefferson Hwy., Suite 1103, Arlington, VA 22202. EOE.

EXECUTIVE DIRECTOR

PUBLIC ACCESS CORPORATION

Cambridge, MA

We seek a dedicated professional with a commitment to the concept of community access television. You will have total oversight for the system (fundraising, financial planning, community liaison, and programing) and should have a strong broadcast background along with outstanding managerial, organization and communication skills. Send your resume with salary requirements by August 3, 1986 to: Board of Directors

CAMBRIDGE PUBLIC ACCESS CORPORATION

P.O. Box 1075
Cambridge, MA 02238
An equal opportunity employer M/F
NO PHONE CALLS, PLEASE

Situations Wanted News

HUSBAND AND WIFE ANCHOR TEAM

Former anchor/reporters now independent producers looking for a station that dares to be different. Call for our tape and resumes today 1-616-343-4420.

Public Relations Consultant

seeks transition to entry level news. Medium to small market. Contact Rene Henderson 412-363-2357.

Help Wanted News

MORNING DRIVE ANCHOR

Strong local staff needs news pro; contemporary writer, conversational style to inform A/C audience and have some fun with morning team. Send tape and resume to: Ron Davis, WFYR-FM, 130 East Randolph St., Chicago, IL 60601-6206. EOE, M/F.

A PRAIRIE HOME COMPANION

PRODUCER

with Garrison Keillor

The popular "A Prairie Home Companion" show has an immediate opening for its senior producer. This person will work directly with Garrison Keillor to create his weekly live national radio broadcasts as well as occasional network television specials.

Duties will include: collaborating with Keillor to develop weekly themes and performances; critiquing and reviewing each show; organizing rehearsals; overseeing lineup and timing during live broadcasts; evaluating talent; working with writers.

This is a senior position, requiring extensive experience in broadcast, film or stage production. Previous experience producing live comedy or variety broadcasts or stage shows is desirable. Preferred candidates will also have extensive musical knowledge and familiarity with "A Prairie Home Companion."

The producer will work in St. Paul, Minnesota and will also participate in occasional national tours.

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The City University of New York

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Kingsborough Community College is seeking candidates for the position of Assistant Professor of Broadcasting in the Department of Speech and Theatre Arts, effective September 1, 1986, through August 31, 1987. Responsibilities include teaching undergraduate courses primarily in Broadcasting. Qualifications: a doctorate or equivalent, teaching experience in Speech Communications and work experience in the field of Radio Broadcasting.

Please send resume to:

Dr. Fred B. Malamet, Associate Dean of Faculty

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**Help Wanted Instruction
Continued**

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The City University of New York

**ADJUNCT LECTURER IN
RADIO ENGINEERING**

Kingsborough Community College is seeking candidates for the position of Adjunct Lecturer in radio engineering. Responsibilities include teaching day-time courses in communication electronics which lead to the F.C.C. general license examination. This position is for the Fall 1986 semester. Qualifications: a B.S. and/or and appropriate engineering degree, prior experience in the field, and an F.C.C. first class (general) license.

Please send resume to:

Dr. Fred B. Malamet, Associate Dean of Faculty

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Rky. Mtn.	Met	AM/FM	\$1000K	33%	Peter Stromquist	(818) 366-2554
CO	Sm	AM/FM	\$975K	\$275K	David LaFrance	(303) 234-0405
Mid West	Med	AM/FM	\$900K	Cash	Bill Lochman	(816) 941-3733
MN	Sm	AM/FM	\$750K	\$200K	Bill Lytle	(816) 941-3733
Mid West	Med	AM/FM	\$725K	\$125K	Bill Lochman	(816) 941-3733
ID	Sm	AM/FM	\$480K	\$130K	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

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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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted 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. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$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.

Media

Wayne D. Simons, VP and general manager, Landmark Communications' WTAR(AM)-WLTY(FM) Norfolk, Va., joins co-owned KLAS-TV Las Vegas as VP and general manager.



Simons



Hobbs

Jack Hobbs, marketing executive, CNN, Atlanta, joins JAG Communications Inc., New York-based owner of six radio stations, as VP, radio.

Alan W. Anderson, general manager, WHYN(AM)-WHFM(FM) Springfield, Mass., named president and chief operating officer of station licensee, R&R Broadcasting Inc., New York. **Ronald W. Dowling**, VP and general manager, KRAK-AM-FM Sacramento, Calif., succeeds Anderson.

Jack DeHaven, former general manager, WLTA(FM) Atlanta, joins WGSL(AM) Greenville, S.C., and WSSL-FM Gray Court, S.C., as VP and general manager.

Tom Maguire, general manager, KCWT(TV) Wenatchee, Wash., joins KVCT(TV) Victoria, Tex., as general manager.

Robert P. Reich, VP, sales, EZ Communications, Washington, joins WIOD(AM)-WAIA(FM) Miami as VP and general manager.

Jim Price, general manager, KSDO(AM) San Diego, joins KYXY(FM) there as general manager.

Dennis M. Ryan, VP and general manager, WIZD(FM) Atmore, Ala., joins KDTH(AM)-KATF(FM) Dubuque, Iowa, as general manager.

Robert Eurich, station manager, KFIG-AM-FM Fresno, Calif., joins KSEQ(FM) Visalia, Calif., as VP and general manager.

Jerry Dalrymple, operations director, KWT(TV) Oklahoma City, named VP, station manager.

Joni B. Challenor, general sales manager, WLPM(AM)-WFOG(FM) Suffolk, Va., named general manager. **Jan M. Harris**, business manager, named station manager.

Eugene H. Bohi, general manager, WDAU-TV Scranton, Pa., elected president, Guilford Telecasters Inc., licensee of WGGT(TV) Greensboro, N.C.

Ken Sneed, news producer and anchor,

WINK-TV Fort Myers, Fla., named station manager.

Mark Nicholls, program director, KQWB-AM-FM Moorhead, Minn., named operations manager.

Gary Reynolds, program director, KGTO(AM) Tulsa, Okla., joins KSKS(AM)-KVLT(FM) there as assistant operations director.

Gordon Kaye and **Barbara Hering** assistant general attorneys, NBC law department, named general attorneys. **Brenda Hampton-Cain**, former editor and writer of employee newsletter, Home Life Insurance Co., New York, joins NBC as editor, internal communications. She will edit *Inside NBC*, monthly employee newsletter.

Michael Kelso, treasurer and chief financial officer, Viacom Broadcast Group, New York-based owner of eight radio and four TV stations, named VP, finance.

M. Scott Smith, controller, Harte-Hanks Cable Inc., San Antonio, Tex.-based multiple systems operator, named director of finance.

Jerome C. Ramsey, VP and general counsel,

American Television & Communications' Denver cable TV system, Mile Hi Cablevision, named counsel, ATC, Englewood, Colo.

Michael B. Berenblum, senior VP, Continental Grain Co., New York, joins Knight-Ridder Inc., Miami, group owner of six TV stations and newspaper publisher, as senior VP, personnel.

Henry Martinez, sales manager, Colony Communications' Dynamic Cablevision of Florida Inc., Hialeah, Fla., named regional marketing manager. **Cathy J. Herbert**, customer service representative, Colony's Lowell (Mass.) Cable TV, named collection supervisor.

Marketing

Arthur Taylor, senior VP and creative director, Tracy-Locke Inc., Dallas, named senior VP and creative services director, with new responsibilities supervising studio services group and creative teleworks departments.



On board at NYMRAD. Officers and members of the board for 1986-87 were elected at the annual management dinner of the New York Market Radio Broadcasters Association (NYMRAD). The new officers, seated above, are (l-r): Matt Field, VP and general manager, WNCN(FM), secretary; Mike Kakoyiannis, VP and general manager, WNEW-AM-FM, chairman; Mark Bench, VP and general manager, WNSR(FM), vice chairman, and Pat McNally, VP and general manager, WHN(AM)-WAPP(FM), treasurer. Other members of the board, pictured standing, are (l-r): Paul Sternbach, counsel; Peter Arnow, president and general manager, WMTR(AM)-WDHA-FM; Dean Thacker, VP and general manager, WHTZ(FM); George Wolfson, VP and general manager, WLTW(FM); John Waugaman, VP and general manager, WINS(AM); Lee Simonson, VP and general manager, WOR(AM); Barry Mayo, VP and general manager, WRKS-FM; Maurie Webster, NYMRAD executive director; Tom Chiusano, VP and general manager, WXRK(FM); James Haviland, president and general manager, WABC(AM), and James Morley, VP and general manager, WEZN(FM). New members of the NYMRAD board not pictured are: Warren Bodow, VP and general manager, WOXR-FM; Mike Ewing, VP and general manager, CBS Radio Network, and Dick Romanick, president, Katz Radio.

John Seaton named production director in addition to current title, VP, senior broadcast producer.



Walsh

Jim Walsh, VP, copy supervisor, Doyle Dane Bernbach, New York, named senior VP and creative manager.

John L. Wells, senior partner and director, client services, Tatham-Laird & Kudner, Chicago, joins NW Ayer Inc.'s office there as president, Midwest division.

Robert P. Zabel, CEO, Midwest division, NW Ayer, New York, named regional chairman.

Anthony R. Brown, **Kimberly W. Bealle**, **Janet M. Bertoldi** and **Fred A. Langbecker**, account supervisors, Young & Rubicam Inc., N.Y., named VP's.

Charles Gunderson, treasurer, and **Dale Perona**, controller, Foote, Cone & Belding Communications Inc., Chicago, named senior VP's.

William Beam, senior VP and management representative, McCann-Erickson, New York, named general manager, Louisville, Ky., office.

Scott McGavick, former media planner, Jordan, Case, Taylor & McGrath, New York, joins Harrington, Richter & Parsons Inc. there as account executive.

Clay Ashworth, national sales manager, WMAQ-FM Chicago, joins Hillier, Newmark, Wechsler & Howard there as account executive. **Cindy Chandler**, account executive, Masla Radio, New York, joins HNW&H as account executive, Atlanta office. **Mariann Wallen**, media director Sumner Advertising, Dallas, joins HNW&H office there as account executive.

Officers elected at Eastman Radio Inc., New York: **Lee Lahey**, Eastern region manager, to senior VP, sales; **David MacAllister**, VP, Midwest region, to senior VP, Midwest region; **Mike Nicassio**, manager, Eastern region, to VP, Eastern region.

Appointments at Seltel, New York: **David Schwartz**, manager, Los Angeles office, to senior VP, independent operations; **Paul Brewer**, manager, Charlotte, N.C., office, to manager, Atlanta office; **Suzy Plettner**, account executive, Charlotte office, replaces Brewer.

Ron Snow, West Coast manager, IMC West Marketing Group, Los Angeles, joins NYLA Marketing Inc. there as director, creative services.

Scot Percival, account executive, Synder-Reed, Denver, joins Tracy-Locke Inc., there as account executive. **Sandy Trebon**, broadcast buyer, BBDO, Los Angeles, joins Tracy-Locke as broadcast buyer.

Christopher J. Sprigman, video director, Wharton Audio/Visual Services, Philadelphia, joins Christopher Thomas Associates, Garden City, N.Y.-based advertising agency, as assistant director, audio and video productions.

Roni Sunshine, account executive, WROR(FM) Boston, joins Republic Radio, New York, as salesperson.

Meredith Friedman, account executive, Cable Networks Inc., Chicago, joins Katz Independent Television office there as sales executive.

Jody Seibert, media director, Krupnick & Associates Inc., St. Louis, joins D'Arcy Masius Benton & Bowles there as media supervisor.

Angie Sauer, account executive, WFIE-TV Evansville, Ind., named general sales manager.

Dan Sullivan, retail sales manager, WPEN(AM)-WMGK(FM) Philadelphia, joins WMEX(AM)-WMJX(FM) Boston as general sales manager.

Jean Martin, FM sales manager, KQWB-AM-FM Moorhead, Minn., named general sales manager.

Pat Orr, account executive, KELD(AM)-KAYZ(FM) El Dorado, Ark., joins KIXX(FM) there as general sales manager.

Linda LaReau Lynch, general manager, WGRB(TV) Campbellsville, Ky., joins WPCQ-TV Charlotte, N.C., as local sales manager.

Ed O'Connor, general sales manager, KUPL-AM-FM Portland, Ore., joins WDBB(TV) Tuscaloosa, Ala., with same title.

Tracy Allee, sales executive, WOAI(AM) San Antonio, Tex., joins KTSA(AM) there as senior account executive.

Sandra Douglas, account executive, KQKQ-FM Council Bluffs, Iowa, joins WQWT(TV) Omaha as sales account executive.

Laura Lubbers, advertising sales consultant, *Grand Rapids Magazine*, Grand Rapids, Mich., joins WZZM-TV there as account executive.

Michael D. Wright, director of marketing, Target Management Co., Dallas, joins KTVV(TV) Austin, Tex., as salesman.

Programing

Edward Gradinger, senior executive VP, chief operating officer, 20th Century Fox Television, Los Angeles, joins New World Television Group there as president, CEO. New World is production company with orders for \$85 million of prime time and daytime network production for 1986.

Robert Halmi Sr., president and chief operating officer, Robert Halmi Inc., New York-based television production company, named chairman of board and CEO. **Robert Halmi Jr.**, succeeds Halmi.

Gregg Maday, VP, dramatic program development, CBS Entertainment, named VP, comedy program development. **Pat Faulstich**, director, mini-series, succeeds Maday.

Appointments at Lorimar-Telepictures, Culver City, Calif.: **Jim Moloshok**, VP, creative services, to senior VP, creative services; **Philip Large**, in-house producer, to VP, post-production; **Laura Gorski**, administrative assistant, to manager, Chicago office; **Jim Burke**, Western sales manager, Wold Communications, Los Angeles, to account executive.

Steven G. Ellis, VP, communications, RKO General, New York, named VP, communica-

tions, of RKO's parent company, GenCorp.

Barbara Romen, director, comedy development, Universal Television, Universal City, Calif., named VP, comedy programs.



Neuman

David A. Neuman, manager, current comedy programs, NBC Entertainment, named director, current comedy programs.

Joe Levinsohn, managing director, worldwide sales and marketing, ABC Sports, joins Republic Pictures Corp., Los Angeles, as VP, interna-

tional sales.

Charles Hirschhorn, director, development, The Mount Co., Los Angeles, joins Fox Broadcasting Co. there as director, movies-for-television. **Paul Colichman**, director, ancillary markets, IRS Records, Los Angeles, joins Fox as director, late night programming.

Linda Goldner, music supervisor, Lorimar-Telepictures Music Group, Culver City, Calif., named VP.

John Corcoran, former movie critic, KABC-TV Los Angeles, named movie critic, *Entertainment Coast to Coast*, one-hour radio program syndicated by CBS RadioRadio.

Loren Matthews, director, programming, ESPN, Bristol, Conn., named VP, programming.

Jon Simpson, features manager, The Christian Broadcasting Network Inc., Virginia Beach, Va., named senior producer of CBN's *The 700 Club*.

Gregory K. Boone, general counsel, Columbia Pictures, New York, named VP, legal affairs. **Beth Berke**, assistant general counsel, named VP, studio legal affairs.

Ron Johnson, VP, West Coast division, King World Enterprises, Los Angeles, joins Camelot Entertainment, New York, as VP, Midwest sales in Chicago office.

Appointments at Showtime/The Movie Channel Inc., New York: **H. Gwen Marcus**, counsel, entertainment, to VP, counsel; **Howard S. Crotin**, director, national accounts, to VP, sales administration; **Anna S. Chang**, director, corporate financial planning, Viacom International, New York, to director, market tracking and analysis; **Matthew Riklin**, manager, business development, to director, marketing.

Mike Moder, VP, executive in charge of production, Producers Sales Organization, Los Angeles, joins Viacom Productions there as VP, production.

Lois Marino, VP, production operations, ESPN, Bristol, Conn., joins Madison Square Garden Network, New York-based regional cable sports network, as VP, finance.

Chris Sohl, producer, *Tic Tac Dough*, game show distributed by Barry & Enright Productions, Los Angeles, named VP in charge of administration, Barry & Enright.

Randall Uyeda, assistant controller, The Samuel Goldwyn Co., Los Angeles, joins The Entertainment Network there as controller.

Alan Furst, program director, WLW(AM) Cincinnati, joins Shane Media Services, Houston, as consultant.

Bob Gaskins, operations manager, KJYK(FM) Tucson, Ariz., joins Churchill Productions, Phoenix-based radio format syndicator, as format programmer and station consultant.

Doug Jones, marketing director, American Red Cross, Phoenix, joins Churchill as marketing manager.

Linda Bogin, chief counsel, network operations and corporate development, and **Harold Akselrad**, chief counsel, litigation, HBO, New York, named VP's.

Jerry Bean, **Louis Schwartzberg** and **Alberto del Cerro** from Western Video & Film, San Diego-based TV commercial production company, named directors at new Hollywood office.

Susan Christison, director, licensing, Harmony Gold, Los Angeles, named VP, international licensing.

Mike Elliot, program director, WISN(AM) Milwaukee, joins WTMJ(AM) there as program director.

Kirt Daniels, national sales manager, Creative Radio Network, Van Nuys, Calif., joins Weedeck Radio Network, Los Angeles, as director, program development.

Bill Frink, former sports anchor, WGN-TV Chicago, joins Group W Cable of Chicago to host new half-hour Chicago-area sports show.

Theresa Sullivan, recent graduate, University of Indiana, Bloomington, and **Mitch Mittlestadt**, recent graduate, St. Mary's College, Winona, Minn., join Group W Cable of Chicago's programming department as interns.

Coleen Wine, meteorologist, WEYI-TV Saginaw, Mich., and **Jerry Tracey**, meteorologist, WINK-TV Fort Myers, Fla., join The Weather Channel, Atlanta, as on-air meteorologists.

Mike Jerrick, host of *Alive and Well*, USA Network, New York, joins Group W's *PM Magazine*, as host of national edition.

Charles H. Anziulewicz, from WTBZ(FM) Grafton, W.Va., joins West Virginia Public Radio, Charleston, as host, *Morning Edition* and *Weekend Edition*.

Bob Blanchard, announcer, WWOM(FM) Albany, N.Y., named production director, WABY(AM)-WWOM(FM).

Phil O'Bryan, sales manager, KIXK(FM) El Dorado, Ark., named production director. **Jim Bruce**, from WIMI(FM) Iron Mountain, Mich., joins KIXK as air personality.

Dave Mariah, from KTRS(FM) Casper, Wyo., joins WCIB(FM) Falmouth, Mass., as morning host.

Appointments at Connecticut Public Broadcasting, Hartford, Conn.: **Andrea L. Hanson**, program schedule manager, to program manager; **David Gillon**, air personality and producer, WFCR(FM) Amherst, Mass., to morning announcer; **Eric Gaydosh**, operations director, Connecticut Public Radio, to program director; **Laura Burke**, assistant to membership secretary, to videotape librarian.

Mike Peters, assistant producer and director, Fairfax county cable channel 30, Media General Cable, Chantilly, Va., named producer and director. **Brett Monk**, production assistant, succeeds Peters.

News and Public Affairs

Bill O'Reilly, columnist at large, WCVB-TV Boston, joins ABC News, New York, as general assignment correspondent. **Hilary Bowker**, correspondent, Canadian Television National News, Toronto, joins ABC News as general assignment correspondent based in Europe. **Joe Bergantino**, general assignment reporter, WBZ-TV Boston, joins ABC News, Philadelphia bureau, as general assignment correspondent.

Walter Kravitz, special unit director, NBC News, joins *MacNeill/Lehrer NewsHour*, New York, as director. **John Merrow**, weekly correspondent on education issues on National Public Radio's *Morning Edition*, joins *MacNeill/Lehrer* as special education correspondent.

Jim Reihle, anchor, WASH(FM) Washington, joins KSKS(AM)-KVLTV(FM) Tulsa, Okla., as news director.



Bauman

Bill Bauman, news director, WESH-TV Daytona Beach, Fla., joins KSLA-TV Shreveport, La., as news director.

Lynda Lopez, reporter and weekend anchor, KGBT-TV Harlingen, Tex., joins WRC-TV Washington as general assignment reporter.

Larry Shenoky, special projects manager,

WTVJ(TV) Miami, joins KMOV-TV St. Louis as executive news producer.

Tom Brookshier, football sportscaster, CBS Sports, to do regular taped feature stories during football season for KYW-TV Philadelphia.

Judy Markey, columnist, *Chicago Sun-Times*, joins WGN-TV Chicago as commentator.

Bill Gephart, reporter, WTHR(TV) Indianapolis, named anchor. **Dan O'Brien**, sports producer and reporter, WTAE-TV Pittsburgh, joins WTHR as sports producer and reporter.

Bob Heye, anchor and reporter, KXLY-TV Spokane, Wash., joins KATU(TV) Portland, Ore., as field reporter. **Frank Mungeam**, producer, KING-TV Seattle, joins KATU as associate producer, *Town Hall*, public affairs program.

Philip S. Bayly, anchor and reporter, WTAJ-TV Altoona, Pa., joins WNYT-TV Albany, N.Y., as general reporter.

Mark Alexander, reporter, WEWS(TV) Cleveland, and **Paula Alexander**, reporter, WKYC-TV Cleveland, named co-anchors, WXXV-TV Petersburg, Va. They are husband and wife.

Scott N. Bryant, sports director, WJTC(TV) Pensacola, Fla., joins WCBI-TV Columbus, Miss., as sports director.

Tom Burlington, reporter, WNCT-TV Greenville, N.C., and **David Dent**, New York correspondent, Sheridan Broadcasting Network, join WGHP-TV High Point, N.C., as general assignment reporters.

Technology

Lemuel Tarshis, VP and general manager,

Times Fiber Communications, Wallingford, Conn., joins General Instrument Corp., New York, as VP, technology.



Valand

Ted Valand, information systems manager, television station group, Westinghouse Broadcasting, New York, joins BASYS, Mountain View, Calif.-based supplier of computerized newsroom systems, as VP and general manager, North American operations.

Appointments at Quantel, Palo Alto, Calif.: **Roy Varda**, sales executive, New York office, to manager, New York and mid-Atlantic district; **Janice Haigney**, post-production manager, New York, to New York and New England district manager; **Tom Carrigan**, inside sales supervisor, to Southwest district manager; **Jim Martin**, technical service manager, Western region, to special projects manager.

Walter L. Bennett, VP and manager, industrial technology group, Analogic, Peabody, Mass., named VP, sales and marketing.

Tom Harmon, Southeastern regional manager, CMX/Orrox Corp., Santa Clara, Calif., joins Orion Research Inc., Cleveland-based manufacturer of TV audio mixing systems, as production manager.

Neil Gallagher, operations director, electro-optical productions division, ITT, West Boylston, Mass., named VP.

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Department of General Services

Lori Heller, maintenance director, Radio Systems Inc., Edgemont, Pa.-based radio equipment manufacturer, named VP, operations. **Andy Lovell**, director, installation service, named VP, broadcast installations.

Debra Cole, sales assistant, Compact Video Services Inc., Burbank, Calif., joins Video Video, Scotia, N.Y.-based production and post-production facility, as general sales manager. **Patty Clements**, host and story producer, *PM Magazine*, WTEN-TV Albany, N.Y., joins Video Video as director, creative services.

Thomas W. Knauss, owner and manager, Active Audio Systems, Pennsauken, N.J., joins Peirce-Phelps Inc., Philadelphia-based broadcast equipment sales outlet, as sales engineer. **James Ritz**, former engineer, Daveland Co., Allentown, Pa., joins Peirce-Phelps as senior audio engineer. **Jerry Williamson**, recording engineer and audio consultant, Peirce-Phelps, named sales representative.

Dwuan Watson, marketing consultant, Digital Fiber, Elkhart, Ind., joins Sony Broadcast Products Co., New York, as sales engineer.

Appointments at RHG Electronics Laboratory Inc.-Deer Park, N.Y.-based manufacturer of microwave components: **Joanne Thielen**, personnel manager, named to supervisory group; **Donna L. Weaver**, advertising manager, to marketing communications manager and supervisory group; **David J. Aldrich**, senior internal auditor and financial analyst, Adams-Russell Electronics Co., Waltham, Mass., named controller, RHG.

Lawrence H. Carragher, lead technician, Colony Communications Inc.'s Lowell (Mass.) Cable TV, named institutional network supervisor, in charge of maintenance.

Stephen J. McMahon, line technician, Copley/Colony Cablevision of Costa Mesa (Calif.) Inc., named chief technician.

Steven Easley, from KOAS-TV Hardin, Mont., joins KJTL(TV) Wichita Falls, Tex., as chief engineer.

Joann Blackburn, personnel manager, Valurite Pharmacies, Los Angeles, joins The Video Tape Co., North Hollywood, Calif., as director, human resources.

Promotion and PR

Anne L. Janas, director, marketing communications, Cox Cable Communications, Atlanta, joins NBC corporate communications as VP, corporate projects.

Sandi Wildman Padnos, director, affiliate relations, Showtime/The Movie Channel, New York, joins The Disney Channel, Burbank, Calif., as director, public relations. **John Kroll**, manager, media relations, The Haas Group, New York-based public relations firm, joins Disney as manager, corporate public relations. **Susan Burleigh**, senior publicist, Showtime/The Movie Channel, joins Disney as director, affiliate public relations.

Rita Scarfone, director, advertising and promotion, Worldvision Enterprises Inc., New York, named VP, advertising and promotion.

Stephenie Ericson, VP, Ned High Public Relations, Denver, joins Tracy-Locke Inc., Den-

ver as director, public relations.

K.B. Tompkins, personality, WEZW(FM) Milwaukee, joins KTBV(TV) Anchorage as promotion director.

Paul Webb, research analyst, WCAU-TV Philadelphia, named press representative.

Joan Forster, art assistant, WRTV(TV) Indianapolis, named art director.

Jane Peak, promotion manager, WVAH-TV Charleston, W.Va., joins KMPH(TV) Visalia, Calif., as promotion manager.

Haig Papasian, senior director, WTIC-TV Hartford, Conn., named creative services director.

Allied Fields

Bill Daniels, founder and chairman, Daniels & Associates Inc., Denver-based multiple systems operator, awarded honorary doctor of humane letters from University of Denver.

George Thomas, marketing executive, Tetley Inc., Shelton, Conn.-based coffee and tea company, joins Broadcast Advertisers Reports Inc., New York-based research service, as manager, advertiser sales.

Gene Boivin, VP and general manager, KRQX(AM) Dallas, elected chairman of affiliate board, CBS RadioRadio, New York.

Richard O. Jacobs, senior partner, Jacobs, Robbins & Gaynor, St. Petersburg, Fla., joins Communications Equity Associates, Tampa, Fla., as VP, general counsel.

Richard D. Casper, owner, Richard D. Casper & Associates, Kansas City, Mo., joins Henry Ansbacher Inc., New York-based broadcast brokerage firm, as senior VP, radio brokerage.

Rhoda L. Marx, manager, American Public Radio, St. Paul, Minn., named senior VP, operations.

Beverly Sills, general director, New York City Opera, elected to three-year term, board of directors, PBS, Alexandria, Va.

Rex G. Boggs, National Executive Search, Tampa, Fla., joins Gill & Associates, Tampa-based cable TV brokerage firm, as marketing associate.

Douglas G. Drotman, public relations director, National Association of Rising Communicators Inc., Greensboro, N.C.-based nonprofit corporation formed to aid young people interested in communications and entertainment fields, named executive VP. **T. Taylor Adams**, first VP, named director, chapter relations.

Deaths

Howard D. Duncan, 61, veteran broadcaster, died July 12 of hepatitis at Tucson Medical Center, Tucson, Ariz. Duncan began his broadcasting career as salesman with WTVN-TV Columbus, Ohio. In 1960 he became general sales manager and part-owner, KGUN-TV Tucson and moved to Youngstown, Ohio, in 1967 as owner and general manager, WYTV(TV). He returned to Tucson in 1972 as general manager and part-owner, KAIR(AM)-

KJOY-FM. Since 1984 Duncan had been media broker with Kalil & Co. Inc.'s Tucson office. He is survived by his wife, Evelyn, two sons and daughter.



Lane

served six years as chairman of board of directors, CBS Affiliates Association, and was director of National Association of Broadcasters. He is survived by his wife, Marie.

J. Stuart MacKay, 68, former chairman, Selkirk Communications, Toronto, died July 2 of heart attack at his farm outside Toronto. After five-year career as announcer at several Canadian radio stations, MacKay became production manager and then assistant manager, CKWX Vancouver, B.C. In 1949 he became general manager, All-Canada Radio and Television, Toronto, and was promoted to president in 1959. MacKay became president of Selkirk Communications when that company purchased All-Canada Radio and TV in 1965. From 1984 until his retirement in June 1986 he was chairman. He is survived by his wife, Patricia, son and two daughters.

Florence Halop, 63, veteran television and radio actress, most recently featured on NBC's *Night Court*, died July 15 of cancer at Cedars-Sinai Medical Center, Los Angeles. Before taking role of bailiff Florence Kleiner on *Night Court* replacing actress Selma Diamond who also died of cancer, Halop played Mrs. Hufnagel on *St. Elsewhere*, also on NBC. Her radio career, which began in 1920's, included roles on *Duffy's Tavern*, *Bobby Venson* and the *H-Bar-O Ranch* and *Jimmy Durante Show*. From 1952 to 1956 she was regular on TV's *Meet Millie*. She is survived by two daughters.

Lucille Wall, 87, retired radio and TV actress, died July 11 of pneumonia at Riverside Convalescent Home, Reno. She is best known for her radio roles, Portia on *Portia Faces Life* and Belle Jones on *Lorenzo Jones*, during 1940's and early 50's on NBC. In early 1970's she played nurse Lucille March on ABC's *General Hospital*.

William M. Placek, 63, senior writer, audience services, NBC corporate communications, died July 9 of heart failure at River View hospital, Red Bank, N.J. Placek joined NBC corporate communications in 1975 as administrator and was promoted to senior writer in 1983. Before joining NBC, he held journalism jobs at *The Wall Street Journal* and *Forbes* magazine. From 1972-75 he was senior executive staff writer, RCA Corp., New York. Placek is survived by son and daughter.

Mildred Regan, 53, station manager, KHOM(FM) Houma, La., died at her home there June 19 of heart attack. Regan joined station in 1971 as office manager and spent last six years as station manager. She is survived by husband, Harley, and three daughters.

Charles Townsend: cable's trailblazing marketer

In a sense, Colony Communications' Charles Townsend III is playing a numbers game. He believes, based on the research available, that cable television can reach 75% acceptance among homes passed in 10 years and increase its share of viewing in cable homes from the present 35% to 50%. That will be no small feat considering that the industry has been stalled at 55% acceptance for the past few years. But that doesn't deter Townsend. A former president of the Cable Television Administration and Marketing Society, Townsend is president and chief operating officer of Colony Communications, the nation's 34th largest cable operator. He has built a reputation in the cable industry as one of its bright, young marketing minds, able to create and execute marketing campaigns that boost subscriber growth.

He proved that ability during his four years at United Cable, where he was vice president of marketing and programming. He came up with the marketing theme: "The less you watch TV, the more you should join the United Cable family," which helped the company improve its penetration, even in older systems. "That's my claim to fame in cable television," he says, half in jest. "It's carried me a long way." That plus Townsend's other work through CTAM caught the eye of others in the industry, including Colony Chairman Jack Clifford, who recruited him to Colony last year. "We needed a strong push in marketing," Clifford says, and Townsend represented the "skill, knowledge and enthusiasm to get us there." That Townsend is in the cable industry at all is testament to a tireless head hunter for cable firms who thought Townsend's background in the packaged goods industry was perfect for cable and who wouldn't take no for an answer.

Upon graduation from the University of Virginia, Townsend joined Philip Morris as a marketing administrator. He took a two-year leave of absence to pursue an MBA at Harvard and upon graduation joined H.J. Heinz as an assistant brand manager on pickles. "I learned how to sell 57 varieties," says Townsend, "which it turns out was fantastic training for cable television." His responsibilities ran the gamut from advertising and promotion to pricing of the product.

In 1977, Townsend joined Pepsi's finance department as business planning manager, where he got a feel for the company, in addition to some valuable financial analysis experience which serves him well today with his more general responsibilities at Colony.

He arrived at Pepsi as the company was about to branch into other markets, and while there Townsend had a hand in the development of Pepsi Free and Slice soft drinks. "I remember many days sitting up in



CHARLES COE TOWNSEND III—president and chief operating officer, Colony Communications, Providence, R.I.; b. Feb. 8, 1949, New York; BA, social psychology, University of Virginia, 1971; marketing administrator, Philip Morris, 1971-73; MBA, finance and marketing, Harvard University, 1975; assistant brand manager, H.J. Heinz, 1975-77; business planning manager, and senior marketing manager for new product development, Pepsi-Cola, 1977-81; vice president, marketing and programming, United Cable, Denver, 1981-85; present position since May 1985; m. Alison Keller, 1981; child—Charles IV, 2.

the Pepsi lab drinking, literally, hundreds of soft drinks" as part of blind taste tests to arrive at the best formula for Pepsi Free.

About that time, an executive recruiter, Gary Knisely, pitched cable to him, but to no avail. "I couldn't figure out why anyone would buy cable TV unless they were in a poor antenna area," Townsend says. Six weeks later Knisely called again, explaining to Townsend the marketing similarities between the cable and packaged goods industry—decentralized operating units, independent operators selling locally a product that is also marketed nationally. Townsend agreed to fly to Denver and to be interviewed by United executives. He found himself "absolutely fascinated by both them and the business." The visit got "my entrepreneurial juices flowing," says Townsend, and he took the job overseeing all corporate marketing, programming and communications. He found that "cable was one hell of a product" that had "incredible consumer acceptance." In his packaged goods days, a new product that reached a 10% market share was considered a huge success. For cable to get 40% penetration in new markets was "astronomical."

One of Townsend's first tasks was to conduct extensive research into why people were or were not buying United's product. Growth in the company's older systems had flattened out, and although new construction continued to enlarge total numbers, Townsend figured the company had a two-year

window before construction was completed. The marketing campaign that Townsend developed, based on the research, was the "Less you watch" theme, which Townsend says "tested very well in focus groups." That "cable has all those things that you want, when you want it, is the real selling point," Townsend says. The theory: with so much choice, something must be worth watching. "As a classic nonsubscriber," Townsend says, "that really appealed to me."

If the cable industry is just beginning to catch up on the importance of marketing, Townsend is already off trumpeting another cause—viewing. "The big battle over the next five years is to increase share of viewing," he says. Once again he turns to numbers. About the time pay services saw their growth plateau in late 1984 and early 1985, Townsend saw a corresponding drop in their viewing shares. Basic's share of viewing, meanwhile, has steadily grown over the past five years. Townsend says that to keep that momentum, operators need first to get better programming. He believes the Discovery Channel, Arts & Entertainment, children's and PBS-type programming can bring in the nonsubscriber. Children's programming, he says, "is a compelling reason [for nonsubscribers] to buy cable even if they think television is for the birds." Operators also need to move key cable channels closer to heavily viewed broadcast channels, use better tune-in advertising and increase the distribution of second-set hookups. Townsend calculates that only one-third of the multiset cable homes have connected their additional sets. He says Nielsen research shows that a second-set hookup doubles cable viewing in those homes. With roughly 18 million multiset homes still connected to one set, it's apparent why Townsend calls that strategy "the easiest, fastest, biggest hit we can have."

Now that Townsend is running a cable MSO, he spends less time on the marketing firing line. "My key job is to set priorities," he says. "To identify the most important things each department needs to concentrate on." Clifford says Townsend possesses "a statesmanlike quality," and that "he's smart, darn honest...quite imaginative and forward thinking." Burt Harris, president of Harris Cable Corp., ran NCTA's awards committee this year, which presented Townsend with the industry's highest marketing award. Harris passes along the industry wrap on Townsend: "He is creative in his thinking and in the execution of ideas," two qualities not often found, he says, in the same person. It is those qualities that give Townsend his greatest satisfaction: "putting a plan together... and then seeing what happened each month." When he was at Pepsi he would watch other executives run for the profit and loss statements each time they were issued, an exercise that mystified him. Now that he's heading Colony, he understands: "I can't wait for the P&L's each month." ■

Network upfront sales of prime time were virtually completed as of last week. ABC upped its projection for total upfront advertiser spending from \$2.4 to \$2.5 billion. Last spring, at time schedules were announced, anticipation was that market would break much later than July 4 weekend, when it did break. Sales were in part spurred by price drop by networks and eagerness on part of advertisers to take advantage of those prices before possible price hike in coming scatter market (BROADCASTING, July 7). Advertisers wound up paying average CPM increases of up to 8% on number-one rated NBC. CBS and ABC achieved low single-digit increases, and in some cases, would up offering price reductions of up to 5%. Those reductions, agency executives said, came on packages including mostly newer shows. Newer network fare is typically priced lower than rest of schedules, and with overall CPM deflation this year, given inflation rate and economic projections, such pricing was not unexpected.

Fox Broadcasting Co. said last week it signed its **first major corporate sponsor for Joan Rivers's** late-night talk show, scheduled to premiere next fall. **Bristol-Myers**, FBC said, has agreed to spend \$1.5 million for full year of spots to air during show, starting in October. (Rivers show has been titled *The Late Show with Joan Rivers*.) Details of Bristol-Myers buy and whether other sponsors are close to signing was unclear last week. FBC advertising sales chief John Lazarus (former sports sales head at ABC) wasn't returning calls last week. In addition to Rivers show, FBC now has lined up two sitcoms and one action-adventure program for its prime time program service, scheduled to launch next March. Sitcoms are **Down and Out in Beverly Hills** from Disney, and **Duet** from Paramount/Ubu Productions. Action-adventure is **Jump Street Chapel**, from Stephen J. Cannell Productions.

John Pike, executive VP-network programming, **Paramount**, said last week company was **exploring possibility of bringing back Star Trek** series as first-run show. He said decision would probably be made within another month whether to do it, and if so, in what form—network, syndication, cable or program service such as Fox Broadcasting Co.

Senate Commerce Committee last week released **witness list** for July 31 **hearing on scrambling**. Slated to testify: **Al Sikes**, National Telecommunications and Information Administration; **James P. Mooney**, National Cable Television Association; **Jack Valenti**, Motion Picture Association of America; **Chuck Hewitt**, SPACE; **Bob Bergland**, National Rural Electric Cooperative Association; **James Bunker**, M/A-Com; **Michael Fuchs**, HBO; **Ronald Lightstone**, Viacom International; **Philip Jones**, CBS Television Network Affiliates Advisory Board; **Harold Crump**, NBC Affiliates Legislative Committee; **Tom Burke**, National Satellite Alliance, and **Keith LaMonica**, FM America.

Susan Winston, **CBS Morning News** executive director, met with CBS chairman and chief executive officer, Thomas Wyman, and other top network executives last week, to present **plans for overhauling program** (BROADCASTING, July 7). Proposal reportedly calls for show's budget to be increased by about \$8 million. Winston is expected to reveal plans for program to CBS affiliates around July 30. Working title for new program is **Across America**, spokesman said.

House Energy and Commerce Committee Chairman **John Dingell** (D-Mich.) and **Corporation for Public Broadcasting** remain at odds over corporation's consideration of hiring outside research firm to conduct **content analysis study of public affairs documentaries aired on public stations** (BROADCASTING, June 23). More specifically, Dingell and CPB are in midst of discussions over corporation's initial refusal to provide chairman's Oversight and Investigations Subcommittee with draft of proposed study and its failure to give legal justification for conducting study. At deadline last week, CPB said "it is still discussing with Oversight Subcommittee what materials they want and what will be submitted." Furthermore, CPB spokeswoman stated that corporation has "not rejected anything." Mean-

while, Republicans on House Telecommunications Subcommittee, led by Representative Don Ritter (R-Pa.), are planning to send letter this week to CPB Director Richard Brookhiser of *National Review*, encouraging corporation to forge ahead with proposed study. (Brookhiser chairs CPB committee that suggested study.) Also, last week, corporation planned to release request for proposals to more than 70 organizations. But Brookhiser instructed CPB not to issue RFP.

NBC's Remington Steele has been saved from cancellation. After negotiations with MTM executives, network decided to renew another six episodes (including two-hour opener) of program. Steele creator and executive producer Michael Gleason is now scrambling to put together new production staff and writing team in time to start shooting by September. Program, which will be used as replacement series, won't be ready for air until November. It was unclear last week whether show's revival meant that series star Pierce Brosnan would lose his bid to star in number of forthcoming James Bond movies that United Artists has in works. UA spokeswoman said last week studio was "examining" situation but that Brosnan was still in running. Both Brosnan and Stephanie Zimbalist are scheduled to return to show next season.

ABC wouldn't confirm it, but one insider there confided that **Linda Ellerbee** had agreed to join **ABC News's new prime time show, Our World**, and to also bring her weekly TGIF commentary to **Good Morning America**. At press time, however, she had not signed contract, although reports had it last week she accepted \$500,000-per-year offer, twice her annual salary at NBC before 40% pay cut NBC was asking her to take and she refused.

Long-time talk show host **Dick Cavett** agreed last week to **return to ABC as host of new late-night talk show**, to follow *Nightline*, next fall. Many of details were not worked out at press time, including

New programming on USA. The USA Network will feature 13½ hours of original programming plus 13 hours of "exclusive, off-network programming" during its 1986-87 season, beginning next fall, the cable network said in a statement released today (July 21). There will be several new acquisitions in addition to those announced last month at the National Cable Forum in Los Angeles (BROADCASTING, June 16).

The new offerings include: 24 new episodes of the former CBS-TV program, *Airwolf*, produced by The Arthur Co. and Associates, described as "an action-adventure series about a team of secret agents who use a high-tech helicopter to fight injustice"; Alfred Hitchcock Presents, from Universal Television in Canada, suggested by the original Hitchcock program; 22 new episodes of *Check It Out*, starring Don Adams as a supermarket manager, produced by Taffner & Associates Productions; *Dance Party USA*, from Nise Productions, a daily young adult dance party; *Jackpot*, a half-hour game show from Bob Stewart Cable Productions in association with Global TV Network; *Chain Reaction*, 130 new game show episodes from Bob Stewart Cable Productions; *Cover Story*, new episodes of this celebrity interview series produced by Noel Films, and *Hollywood Insider*, from Richard Edgar Production, which includes celebrity interviews and "tips" on home video and theatrical films.

USA's 13 hours of off-network shows debuting on cable are NBC-TV's *Riptide*; PBS's *The Jewel in the Crown*; USA Premiere Event, a monthly program of films, mini-series and music specials, and *Anything for Money*, a comedy game show.

Kay Koplovitz, USA president and chief executive officer, said the 26½ hours per week of new programming have enabled USA to reach its goal of expanding "the scope and depth of our original programming." She added that "this is our single most ambitious season to date and is proof that we have kept our word to USA affiliates and advertisers to provide original and exclusive programming."

length of show, how many times per week it would air or what other programming (if any) would follow *Nightline* on nights not followed by Cavett's new program. Currently, Cavett has weekly talk show on USA Network, which has last airing week of Sept. 22. He gained fame doing late-night talk on ABC in late 1960's and early 1970's.

International Telecommunications Satellite Organization on Thursday (July 17) introduced first of its **new Intelsat VI series of satellites**, series that Intelsat Deputy Director General John Hampton said represents "quantum leap in how the world's communications needs will be met in this century and beyond." Intelsat VI, largest, most powerful commercial communications satellite ever built, will be nearly 39 feet long when fully deployed, and will be able to carry simultaneously 120,000 telephone calls and at least three television channels, or 3 billion bits of information per second. When used exclusively for video, its capacity will be 200 television channels. Hampton, in charge of operations and development for Intelsat, presided at demonstration of satellite's technologies along with officials of Hughes Aircraft Co., prime contractor on satellite, at its El Segundo, Calif., plant. Five Intelsat VI satellites are to be built for service in all three ocean regions, and Intelsat says their high-powered K-band spot beams will provide variety of voice, video and data services directly to very small earth stations on customer premises. Intelsat says capability will enable users to configure networks at least three times cheaper than comparable services on fiber optic submarine cables, like TAT-8, which many observers have long held to represent most serious competitive threat to Intelsat. Inauguration of Intelsat VI service is believed to be two years off; Intelsat spokesman says first two are expected to be launched by Arianespace rockets in 1988.

Macfadden Holdings, which is attempting hostile takeover of John Blair & Co., has **petitioned FCC to deny Reliance Capital Group's long-form application to acquire Blair** in friendly offering (see story, page 33). In petition at FCC, Macfadden alleged that Reliance had acquired Blair stock improperly, had made misrepresentations to FCC about conditions of its offer, failed to adequately explain and fully disclose extent of alien interests and "exhibited a pattern of deceit that requires a denial of its application or, at minimum, a hearing on its character qualifications."

Average prime time ratings for Ted Turner's **Goodwill Games** showed slight improvement last week, scoring 2.2 on each night from July 10 to July 13, 2.5 on July 14, 2.1 on July 15 and 2.7 on July 16. That is according to Turner spokesman based on ratings for Turner's superstation, WTBS(TV) Atlanta, in 12 metered markets. Average for games overall, July 5-15, is 2.2. According to TBS spokesman Arthur Sando, TBS sold 65% of its advertising time during games, and is using remaining 35% to provide make-goods. Whether TBS will have to offer more spots or offer cash refunds, will depend on remaining ratings, Sando said. Despite low ratings—TBS had promised national advertisers average rating of five—Sando was "optimistic" about 1990 Goodwill Games in Seattle, saying TBS now has "a firm foundation on which to build." This year, he said, TBS "had the job of convincing people that [the games] were really going to happen." The first Goodwill Games now have "a history," he said, adding that TBS will have "more time to put things together" for 1990 games than it had this year. He said having games in Seattle should boost U.S. audience's viewing. Ted Turner will invest about \$150 million in those games, compared to \$35 million TBS spent as co-producer (with Soviet government) of 1986 games in Moscow (BROADCASTING, July 14), TBS spokeswoman said. **Turner**, who conceived Goodwill Games in part to ease U.S.-Soviet tensions, **met with Soviet leader Mikhail Gorbachev** last Friday (July 18) at Kremlin, where they discussed Goodwill Games, its impact and "international issues," Sando said, who added that Soviet leader pledged his full support for 1990 Goodwill Games in Seattle.

WMTG(AM) Gaithersburg, Md., was sold last week for \$525,000. Deal was unusual because on-air station was sold by **public auction**.

Over 30 potential buyers were present when station was sold to high bidder, **Washington attorney, Sondra Linden**. Present owner, James Swartz, who bought station in October, 1984 for \$750,000, said he was "ecstatic" about results. Selling agent, Michael Fox Auctioneers Inc., Baltimore, also sold WNTN(AM) Silver Spring, Md., last month for \$755,000. WNTN(AM) was struggling with coverage problems, and auction method, originally seen as last-ditch attempt to sell station gave seller, Gary Portmess, a price "much higher than expected," according to Fox spokesman. Swartz, who originally intended to sell WMTG(AM) through traditional means, decided on auction method because of WNTN results.

Time Inc., whose holdings include American Television & Communications, second-largest cable MSO, and HBO, said last week that effective Sept. 1, **N.J. Nicholas Jr.**, executive VP in charge of Time Inc.'s video operations, will become president and chief operating officer of Time Inc.; **J. Richard Munro**, who has been president and chief executive officer of Time Inc., will become chairman of board (remaining as Time's chief executive officer), and **Ralph P. Davidson**, Time Inc.'s current chairman, will become chairman of executive committee of board. Said Munro: "Our need for a chief operating officer has become apparent as the pace of our business activity has accelerated. As chief operating officer, Nicholas will direct the daily operations of the company, reporting to me. Those operations include all magazine, video and books and information services functions. There will be no replacement for Nicholas in his current job of executive vice president in charge of video operations."



Munro Nicholas Rosenzweig Mitzner

Harlan Rosenzweig, president of Group W Satellite Communications for past three years, has been named executive vice president, Group W Television. Replacing him as president will be **Don Mitzner**, president of Group W Cable Manhattan and senior vice president, Group W Cable, New York Metro Region. **William Baker**, president, Group W Television, and chairman, Group W Satellite Communications, said last week Group W Cable of Chicago, which was not included in Group W Cable sale, will continue as separate entity under limited partnership, reporting to Group W Satellite Communications.

At its meeting last Thursday (July 17), board of **National Public Radio** made decision to allow **nonmember access**, and presented **plan for doubling public radio's average quarter-hour audience** by 1990 (see "Top of the Week"). In other action, board unanimously adopted **affirmative action** plan designed to "serve as a model for the communications industry which historically has underemployed women and minorities." It approved changes in existing NPR procedures for approving and amending NPR budget, needed because of new business plan going into effect for fiscal '87, and made amendments to FY '86 budget. It extended until Sept. 1 deadline for notification of station intention to give up membership, in view of new business plan. It unanimously endorsed language on RF radiation issue, resolving: "That the NPR board supports FCC federal preemption of [state or local] RF radiation standards. NPR should take appropriate action to advance this policy." It determined distribution/interconnection fee for FY '87, figure that will be smaller due to savings from purchase of public radio transponder. It resolved that board "supports efforts to defer implementation of, or eliminate, two degree spacing of satellites in order to reduce possible interference with satellite reception." It granted waiver in payment of FY '85 NPR dues because of hardship to WXPB(FM) Rhinelander, Wis., first such recommendation this year. And it voted for disconnection of WVSP(FM) Warrenton, N.C., and KTDB(FM) Ramah, N.M., for nonpayment of D/I fees.

Editorials

'Wrenching changes'

As 70 employees of CBS News, including veteran correspondents, learned personally last week, the television network business is in a period of nervous retrenchment. Several hundred others in the CBS/Broadcast Group will make the same discovery soon in the severance packages that are about to be distributed. Former ABC employees in numbers unknown to the outside world already have the word. If things are quieter at NBC, the moment may be fleeting. A management review of expenses there is under way.

It was bound to happen. As Van Gordon Sauter, president of CBS News, said in a memo to the troops, there have been "wrenching changes in the economics that support our work." For the first time in most incumbent executives' memory, total network time sales in 1985 fell below time sales of the year before—by \$200 million (BROADCASTING, July 14). That experience occurred after a year that produced nearly a billion-dollar increase over the year before. Time sales so far in 1986 show no signs of reviving the comfortable habit of year-to-year gains. Tom Wyman, president of CBS, told CBS affiliates it was "the softest ad market television has encountered in the decade" (BROADCASTING, May 26). The upfront selling now going on for the 1986-87 season has given him no reason for a brighter view.

The softer advertising market comes at an awkward time. Capcities/ABC and CBS both carry heavy debt, the first incurred by Capcities' purchase of the network, the second in CBS's defense against Ted Turner's failed takeover attempt. GE is in the throes of absorbing RCA and its NBC subsidiary, with attendant strains on financing. Interest payments on existing debt are not falling with the price of 30-second commercials.

As was noted on this page in a previous visit to the network predicament before the 1985 time sales figures came out and before the softness in the upfront market was apparent: "Uncertainty is inherent in a business founded on the fickleness of public choice in television programming and beset lately by megascale distraction from Wall Street. Can it get worse before it gets better?" The answer is yes.

High, high finance

The "Changing Hands" column in this publication used to report a simpler world than the one now appearing there. For years and years radio and television stations were bought and sold for cash, or cash and notes, with perhaps a covenant, which also brought its price, to prevent a seller from returning to compete in the market. That was before Wall Street discovered broadcasting.

The lead item in "Changing Hands" on page 62 of this issue reports the "sale" of WTTV(TV) Bloomington, Ind. (Indianapolis), for the assumption of debt. Two years ago, in the type of leveraged buyout that has since become popular, the station was sold for \$73 million—in money, presumably, as it used to be known—to station management and a group of Drexel Burnham Lambert partners and executives, who financed the acquisition with paper consisting, according to an accounting several months ago, of \$40 million in bank notes, \$14 million in senior subordinated notes and \$30 million in zero coupon bonds, a total of \$84 million. The debt was up to \$85 million last week when Lorimar-Telepictures bought the station.

Whether anybody made money in this transaction is beyond the knowledge of this page, but the assumption must be that the Indianapolis acquisition fits the Lorimar-Telepictures business plan of buying outlets for its programming. As to the gains or losses the sellers may have recorded, the secret remains with them. As

noted in a "Closed Circuit" item in this issue, Drexel Burnham has larger fish to fry as Lorimar-Telepictures' guiding banker in raising a billion dollars to buy some of the stations that Kohlberg Kravis Roberts, the epitome of Wall Street traders, is selling off.

KKR and its string of gilt-edged limited partners made a killing during their excursions in and out of the broadcasting marketplace. Whether Drexel Burnham came out ahead or behind in Indianapolis remains to be seen. Is it possible that a turnover of \$85 million in debt and an independent VHF in the 23d television market represents a good buy, a canny sale or a good investment? Ask the holders of those zero coupon bonds at the time of redemption.

TV time

The Senate turned off the cameras last week for three days. The move was a compromise between senators favoring the original plan not to televise proceedings for the two weeks prior to the July 29 vote on permanent coverage and those who, like Senator Dole (R-Kan.)—who introduced a measure not to interrupt the coverage—"don't believe dropping out of sight for two weeks will do much to enhance the study." Good point.

Although it may have done no harm to pull the shades for a few days, Senator Proxmire (D-Wis.), in arguing for longer darkness, provided no illumination on what good it might have done. Proxmire, a foe of any television in the Senate, said: "We should have an opportunity to discuss this in a deliberate way without the feeling that we are being watched by people who might feel that they were being shut out by the changes that we might want to make."

Let's go over that again, Senator. Turn off cameras that have been turned on so the Senate can debate television coverage? Shut out viewers because they would be affected by the decisions that might be made? Maybe Proxmire didn't want an audience for his proposal that coverage be limited to "major debates." That change would indeed shut out viewers, who would often dispute a Senate ruling on what constituted "major" debate. To a schoolteacher in Manhattan, a debate over agricultural price supports might be minor, but to the farmer in Kansas, it could mean saving or selling the farm.

All that said, it is well to remember that, if things have gone according to plan, the cameras are already back on and, letting Senator Proxmire have the last words: "This senator is convinced, as I am sure virtually every other senator is, we are going to have television in the Senate."



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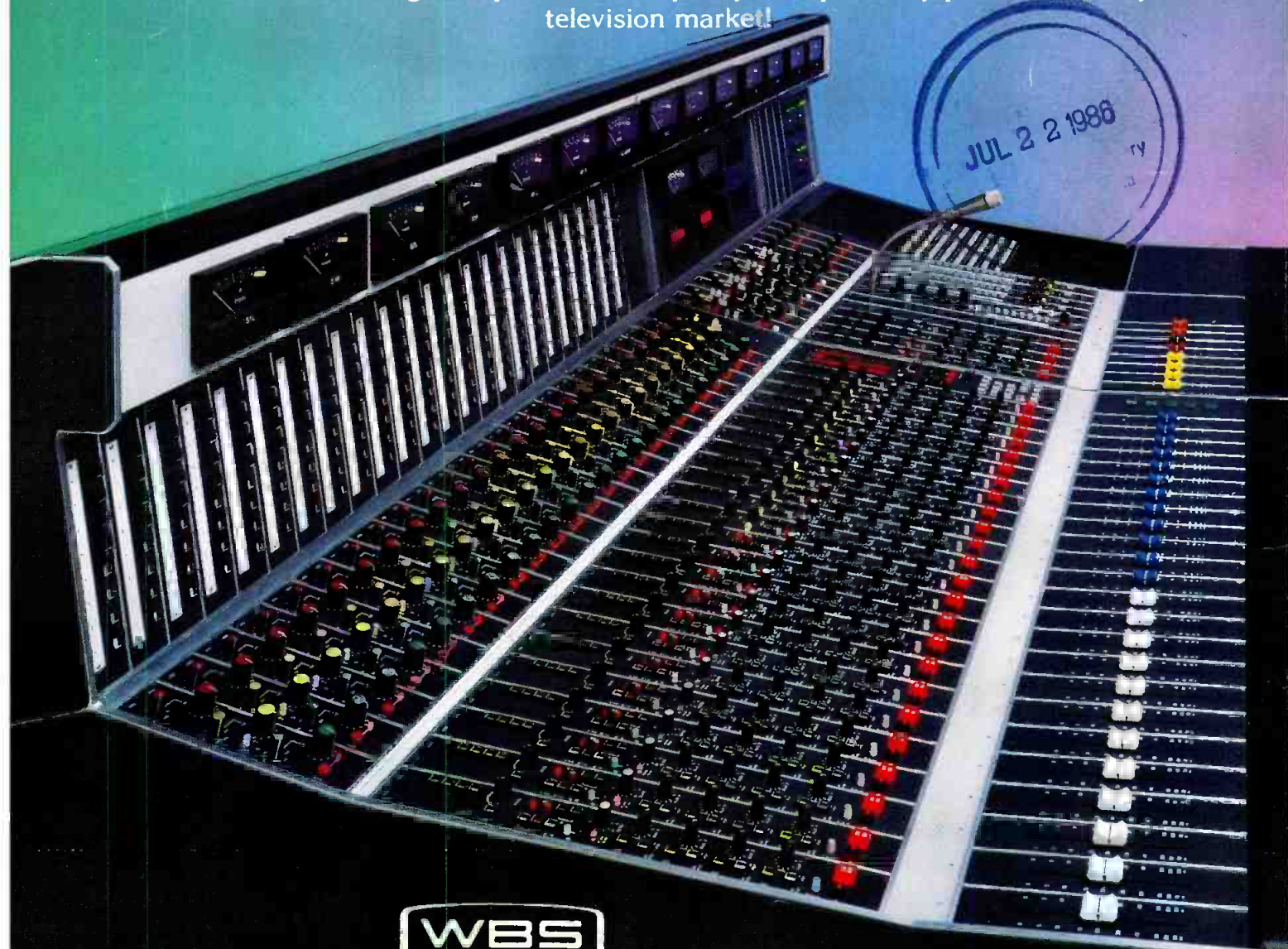
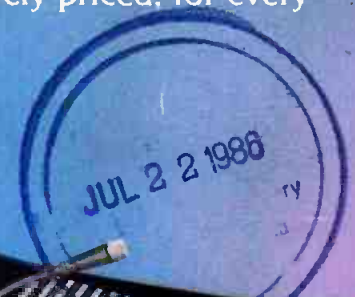
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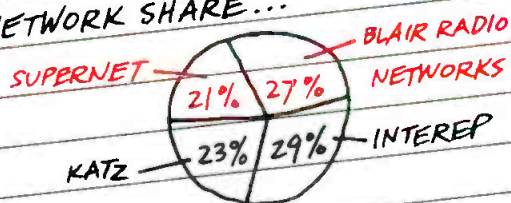
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