

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 8

Confidence Rewarded.



Coming Soon!

AL 36112

MAXELL
BLCG 1405
RDM 122
AUL-SAS

12364 TLK NOV/86

36112

55th Year 1986

Radio Radio Radio Radio Radio
Radio Radio Radio Radio Radio
Radio Radio Radio Radio Radio
Radio Radio Radio Radio Radio
Radio Radio Radio Radio Radio

Who at Hearst's 6 television and 7 radio stations comes up with the ideas that have made our broadcasting group renowned for programming excellence and community service?

Everyone.



Front row (L to R): 1 **WBAL-TV**, Malcolm Potter, vice president and general manager; 2 **WBAL-AM**, Katherine McQuay, executive producer; 3 **WISN-AM/WLTO-FM**, Tom Lambert, operations manager; 4 **WISN-AM/WLTO-FM**, Greichen Ehlike, news director; 5 **WISN-TV**, Cindy Potteiger, broadcast technician. Rear (L to R): 6 **WHTX-FM**, Scott Paulsen, afternoon air personality; 7 **KMBC-TV**, Bryan Busby, meteorologist; 8 **WTAE-AM/WHTX-FM**, Cheri Earl, account executive.

HEARST IS MORE THAN 135 BUSINESSES INCLUDING MAGAZINES, BROADCASTING, NEWSPAPERS, BOOKS, BUSINESS PUBLISHING AND CABLE COMMUNICATIONS.

MAGAZINES Colonial Homes • Connoisseur • Cosmopolitan • Country Living • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating & Sailing • Popular Mechanics • Redbook • Sports Afield • Town & Country • National Magazine Co., Ltd. (United Kingdom) • Magazine Distribution • Eastern News Distributors • Communications Data Services • International Circulation Distributors • Periodical Publishers Service Bureau **BROADCASTING** TV Stations • WBAL-TV, Baltimore, MD • WCVB-TV, Boston, MA • WDTN-TV, Dayton, Ohio • KMBC-TV, Kansas City, MO • WISN-TV, Milwaukee, WI • WTAE-TV, Pittsburgh, PA • Radio Stations • WBAL-AM, Baltimore, MD • WIYY-FM, Baltimore, MD • WISN-AM, Milwaukee, WI • WLTO-FM, Milwaukee, WI • WHTX-FM, Pittsburgh, PA • WTAE-AM, Pittsburgh, PA • WAPA-AM, San Juan, Puerto Rico **NEWSPAPERS** Albany (NY) Knickerbocker News • Albany (NY) Times-Union • Beaumont (TX) Enterprise • Clearwater (FL) Sun • Edwardsville (IL) Intelligencer • Huron Daily Tribune, Bad Axe, MI • Laredo (TX) Morning Times • Los Angeles (CA) Herald Examiner • Midland (MI) Daily News • Midland (TX) Reporter-Telegram • Plainview (TX) Daily Herald • San Antonio (TX) Light • San Francisco (CA) Examiner • Seattle (WA) Post-Intelligencer • Weeklies in Michigan and Texas.



The reputation for excellence enjoyed by Hearst Broadcasting didn't just happen. People made it happen. People whose ideas and talents have resulted in an impressive list of outstanding achievements.

WCVB-TV, Boston, the newest member of Hearst Broadcasting, has received many prestigious honors, among them the 1985 Edward R. Murrow Award, for the best local news organization in the U.S.; WDTN-TV, Dayton, has helped 25,000 youngsters through its child identification campaign, Ident-A-Kid; and WYYY-FM, Baltimore, has won awards for focusing attention on the problem of teenage drinking. In fact, all the Hearst stations are making important contributions to their respective communities.

Throughout The Hearst Corporation, the innovative ideas of our people...all 12,000 of them working in more than 135 Hearst businesses...have helped Hearst become one of the largest and, we think, one of the best communications companies in the world.

The Hearst Corporation

Clockwise from center: 9 WDTN-TV, Sharon Fair, director, community and human resources; 10 WTAE-TV, Spencer Simon, cinematographer; 11 WCVB-TV, Paul La Camera, vice president, programming and public affairs; 12 WYYY-FM, Bob Lopez, morning news anchor; 13 WAPA-AM, Rosita Guzmán, receptionist/traffic.

BOOKS/BUSINESS PUBLISHING Arbor House • Avon • Hearst Books • Hearst Marine Books • William Morrow & Co., Inc. • Fielding's Guides • Greenwillow • Morrow Junior Books • Lothrop, Lee & Shepard • Quill • American Druggist • American Druggist Blue Book • Diversion • Electronic Engineers Master Catalog • Electronic Products Magazine • Floor Covering Weekly • Industrial Machinery News • Integrated Circuits Master Catalog • Lens • Lens on Campus • Motor Books • Motor Crash Estimating Guide • Motor Magazine • NARP • Office World News • Today's Office **CABLE COMMUNICATIONS** Hearst Cablevision of California • Los Gatos, CA • Milpitas, CA • Newark, CA • Santa Clara, CA • Saratoga, CA • Cable Programming Networks • Arts & Entertainment (a joint venture between Hearst/ABC Video Services and RCTV) • Lifetime (a joint venture between Hearst/ABC Video Services and Viacom International) **OTHER ACTIVITIES** Cal Graphics • Hearst Advertising Service • Hearst Feature Service • Hearst Metrotone News • King Features Syndicate • King Features Entertainment • Reader Mail, Inc.

WLIF (FM), Baltimore, MD

\$25,045,000.⁰⁰



Morton Hamburg, Tom Gammon and Alan Beck

AMERICOM
RADIO ★ BROKERS

900 Seventeenth St. N.W.

Washington, D.C. 20006

(202) 737-9000

Satisfied with your Broker?

If you're satisfied with the service your radio station broker has given you in selling your stations, you should probably stick with him. But if you're not, consider trying the fastest growing radio station broker in America—**Americom Radio Brokers**.

Within the last year, **Americom** has grown nearly 400% as a result of large market station owners switching to our unmatched service in selling their stations—and that growth has not stopped. The many owners who have chosen **Americom** continually express their satisfaction with words like these:

"The bottom line is that from the beginning to the end you did a splendid job, each step of the way, from research, marketing, to contract negotiations. I can honestly say that you are the most professional broker I have ever dealt with. Your hard work and attention to detail make you stand out. Thanks again."

ASK A FRIEND ABOUT AMERICOM RADIO BROKERS

Kerby Confer
George Francis
Stan McKenzie
Steve Gormley
Peter Starr
Jim Hilliard
Jason Shrinsky
Ed Christian
Paul Rothfuss
Bob Price
Erwin Krasnow

Dick Ferguson
Marty Greenberg
Dick Oppenheimer
Randy Odeneal
Lowry Mays
Tom Stoner
Jim Phillips
Dennis Israel
Dave Parnigoni
Steve Hicks
Bob Kelly

Alan Beck
Barry Dickstein
Bernie Mann
Tom Joyner
Jerry Atchley
Jim Long
Rick Bernthal
Bud Wertheimer
Jeff Smulyan
Morton Hamburg
Perry Ury

AMERICOM
RADIO ★ BROKERS

Call us at the New Orleans Marriott Suite 2930 for a confidential appointment

900 Seventeenth Street, N.W.

Washington, D.C.

(202) 737-9000

Broadcasting Sep 8

A "Monday Memo" from President Ronald Reagan



Gearing up for Radio '86

FROM THE OVAL OFFICE □ President Ronald Reagan, a radio broadcaster both past and present, discusses the power and effectiveness of live radio as a communications tool. **PAGE 22.**

TOP 500 □ Adult/soft contemporary is most popular format in BROADCASTING survey of top 10 radio stations in the top 50 markets. **PAGE 35.**

NEW MORNING □ Former ABC executive Bob Shanks tapped to create program for CBS-TV's early-morning time slot. **PAGE 38.**

CLEAR AND FREE □ Mexico signs agreement allowing for greater number of hours of on-air operation for AM daytimers. **PAGE 39.**

ARMSTRONG WINNERS □ Armstrong awards bestowed on radio's best. **PAGE 42.**

NETWORK SUPERSTATIONS □ New company announces plans to distribute signals of three network affiliates to backyard TVRO's. **PAGE 42.**

WALKING TO NEW ORLEANS □ Some 6,000 are expected at NAB's Radio Convention, set to begin this week in New Orleans. Convention highlights: AM report, radio award to Gary Owens. **PAGE 49.** The agenda appears on **PAGE 54.** A hospitality suite guide appears on **PAGE 60,** and a list of exhibitors begins on **PAGE 62.**

TRACK PAC □ With upcoming fall elections, Fifth Estate companies and PAC's increase contributions to political candidates. **PAGE 71.**

TURNED DOWN □ Appeals court rejects TCI's plea in First Amendment/franchising case in Jefferson City, Mo. **PAGE 99.**

TRANSLATING COMMENTS □ Commenters generally support FCC move to limit LPTV applications filed and displacement procedures for bumped licensees. **PAGE 100.**

ALL THE RAGE □ Satellite newsgathering equipment dominates the RTNDA exhibit floor, computer systems, news graphics and information services also figure prominently. **PAGE 103.**

STEPPING IN □ U.S. government moves to block NBC attempt to air program with U.S. and Soviet officials. **PAGE 105.**

NEWS WINNERS □ National Academy of Television Arts & Sciences hands out news and documentary Emmy awards. **PAGE 106.**

SOUNDS OF SUCCESS □ Radio personality Gary Owens has combined a versatile voice, a sense of humor and a dedication to his craft to produce one of the busiest broadcast careers around. **PAGE 127.**

INDEX TO DEPARTMENTS

Business Briefly	16	Editorials	130	In Sync	92	Open Mike	32
Cablecastings	10	Fates & Fortunes	123	Journalism	103	Riding Gain	94
Changing Hands	98	Fifth Estater	127	Law & Regulation	99	Satellite Footprints	84
Closed Circuit	7	For the Record	110	The Media	72	Stock Index	88
Datebook	24	In Brief	128	Monday Memo	22	Syndication Marketplace	86

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$90. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfilm of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Accu-Weather 10 □ Allied Broadcast Equipment 96 □ Allied Satellite Equipment 14 □ Americom Radio Brokers 4 □ Arbitron Ratings 64 □ Audichron 18 □ Barclays American 97 □ Basys, Inc. 85 □ Beam Communications 26 □ Blackburn & Co., Inc. 98 □ Blair Radio 48 □ Bristol-Myers Co. 83 □ Broadcast Investment Analysts 124 □ Chapman Associates 106 □ Classified Ads 115-122 □ Claster Television Productions 20-21, 23 □ R.C. Crisler & Co. 103 □ Custom Business Systems, Inc. 74 □ Daniels & Associates 102 □ Duncan's American Radio 71 □ Durpetti & Associates 87 □ Eastman Radio 17 □ Embassy Communications Front Cover □ Firstmark Financial 107 □ Norman Fischer & Associates, Inc. 101 □ Fleet National Bank 34 □ Milton Q. Ford & Associates 76 □ Fox/Lorber 24 □ Gammon & Ninowski Media Investments, Inc. 110 □ The Gilmore Broadcasting Corp. Third Cover □ Samuel Goldwyn Television 6 □ Group W Radio Westinghouse Broadcasting 66-67 □ The Hearst Corp. Second Cover/3 □ The Home Shopping Network, Inc. Fourth Cover □ Interep Broadcast Financial Services 81 □ Katz Radio Group 47 □ Knight-Ridder 77 □ H.B. LaRue Media Brokers 59 □ Legacy Broadcasting, Inc. 75 □ The Mahlman Co. 68 □ Major Market Radio 95 □ MCATV 15 □ MEI Electronics, Inc. 94 □ Mitron Systems Corp. 27 □ George Moore & Associates, Inc. 108 □ Morgan Stanley & Co., Inc. 91, 93 □ Motorola 73 □ Multimedia Entertainment 79 □ Music Country Radio Network 69 □ National Association of Broadcasters 72 □ The National Black Media Coalition 111 □ NPR Satellite Services 61 □ Old Stone Commercial Banking Group 89 □ Orban Associates, Inc. 65 □ Orbis Communications 31, 33 □ Otari Corp. 19 □ Panasonic Broadcast Systems 12-13 □ Polaroid Corp. 28-29 □ Professional Cards 113 □ Radio Advertising Bureau 70 □ RCA 52-53 □ Cecil L. Richards, Inc. 99 □ Riviera Broadcast Leasing 78 □ Robert W. Rounsaville & Associates 100 □ Salomon Brothers Inc. 109 □ Sandler Management 104-105 □ Satellite Music Network 63 □ Select Radio Representatives 51 □ Services Directory 112 □ SFM Entertainment 11 □ Sillerman-Magee Communications Management Corp. 32, 82, 114 □ Stainless, Inc. 30 □ Joe Sullivan & Associates, Inc. 16 □ Torbet Radio 55 □ 20th Century Fox Television 43, 44-45 □ United Broadcasting Co. 25 □ United Stations Radio Networks 56-57 □ Warner Bros. Television Distribution 8-9 □ World Wide Bingo, Inc. 80 □ Youngs, Walker & Co. 123

NOVEMBER GOLD

20 MOTION PICTURES.
20 FIRST-RUN TELEVISION PREMIERES.



© 1996 THE SAMUEL GOLDWYN COMPANY

WHEN THE GOING GETS TOUGH, THE TOUGH GET GOLDWYN.

10203 Santa Monica Boulevard
Los Angeles, CA 90067
(213) 284-9283

Samuel Goldwyn
SAMUEL GOLDWYN TELEVISION

200 West 57th Street
New York, NY 10019
(212) 315-3030

On the warpath

If FCC thought it was settling anything with its adoption of A/B switch and new must-carry rules last month, it was dead wrong. From cable side alone, at least four entities are now planning petitions for reconsideration at FCC or court appeals. National Cable Television Association, which voiced concerns about rules through trade press two weeks ago, is likely to file petition asking FCC for radical changes in A/B rules, relatively modest ones in must-carry rules. Regardless of changes, if any, FCC makes during reconsideration, Turner Broadcasting System and group of cable operators organized by Washington cable attorney Jack Cole are expected to appeal must-carry rules in court as violation of their First Amendment rights. If, after reconsideration, group of operators still feels A/B rules are burdensome, it will probably appeal them as violation of its Fifth Amendment rights, saying they constitute a taking without just compensation. Finally, Richard Leghorn, former cable operator and long-time First Amendment advocate who proposed watered-down version of A/B rules as alternative to must-carry rules, may also appeal must-carry rules on First Amendment grounds.

Same ears

Music tastes among people who keep diaries of their radio listening—methodology used by Arbitron Ratings—are very similar to those of nondiary keepers—people who refuse to accept diary when asked to participate in survey or who accept but fail to return diaries. That's one major finding of new diary study conducted by Coleman Research, Raleigh, N.C., that will be unveiled during this week's National Association of Broadcasters Radio '86 convention in New Orleans (see page 49). Coleman's study, which was executed throughout May and early June with company's own diaries, is based on sample size of over 800 in major Midwestern city.

Sports spat?

NBC researchers were surprised by at least one result of soon-to-be-released network study on viewer attitudes toward news ("In Brief," this issue). Survey respondents expressed desire to see less sports on network news, despite relatively little such news currently aired. One

interpretation had it that result might indicate waning audience interest in network sports in general, and NBC source suggested research department may conduct study on subject.

Readying for plunge

FCC staff has reportedly "turned up steam" on notice of inquiry to study effect of compulsory license, absence of syndicated exclusivity rules and presence of network program nonduplication rules on competition between cable and broadcasting (BROADCASTING, Aug. 11). High FCC official said it was expected that notice, which will look toward possibility of legislative recommendations and rulemakings, would be issued "some time this fall."

Touchy subject

Recently adopted drug policy of NBC parent, General Electric Corp., calls for mandatory urinalysis to detect any drug abuse by job applicants. But GE has excluded NBC and RCA units from new policy. Some suggest it's to show that corporate higher-ups are sensitive to autonomy of those two subsidiaries, especially NBC. Spokesmen at both network and its parent said it would be up to new NBC president, Robert Wright, whether to follow suit on GE's new policy. Wright was unavailable for comment. Other two networks say they don't have and are not considering similar policy. All three networks hold drug abuse as dismissive offense, and all three also offer support services for employees with drug or alcohol problems.

Can we talk in stereo?

Fox Broadcasting plans to provide its affiliate stations with stereo programming this fall, beginning with Oct. 9 debut of *Late Show Starring Joan Rivers*. FBC source said program supplier will also be looking for multichannel sound on most of its other prime time shows.

Way out

FCC is expected to provide precedent-shattering procedure at FCC meeting this week that would permit RKO General Inc. to transfer its KHJ-TV Los Angeles to Group W. But indications were that commission won't provide precise relief RKO and Fidelity Television, long-time competitor for KHJ-TV's facilities, have

proposed in settlement agreement under which Group W would acquire station for \$310 million (BROADCASTING, June 9). FCC sources, however, appeared to be enthusiastic about resolution proposed by Office of General Counsel, which is said to set up "ground-breaking" procedure for resolving such situations. Although that proposal, which goes beyond request itself, is said to require some "give and take," it was also being described as creative, reasonable and fair. It was further said that there was possibility that parties wouldn't accept resolution proposed.

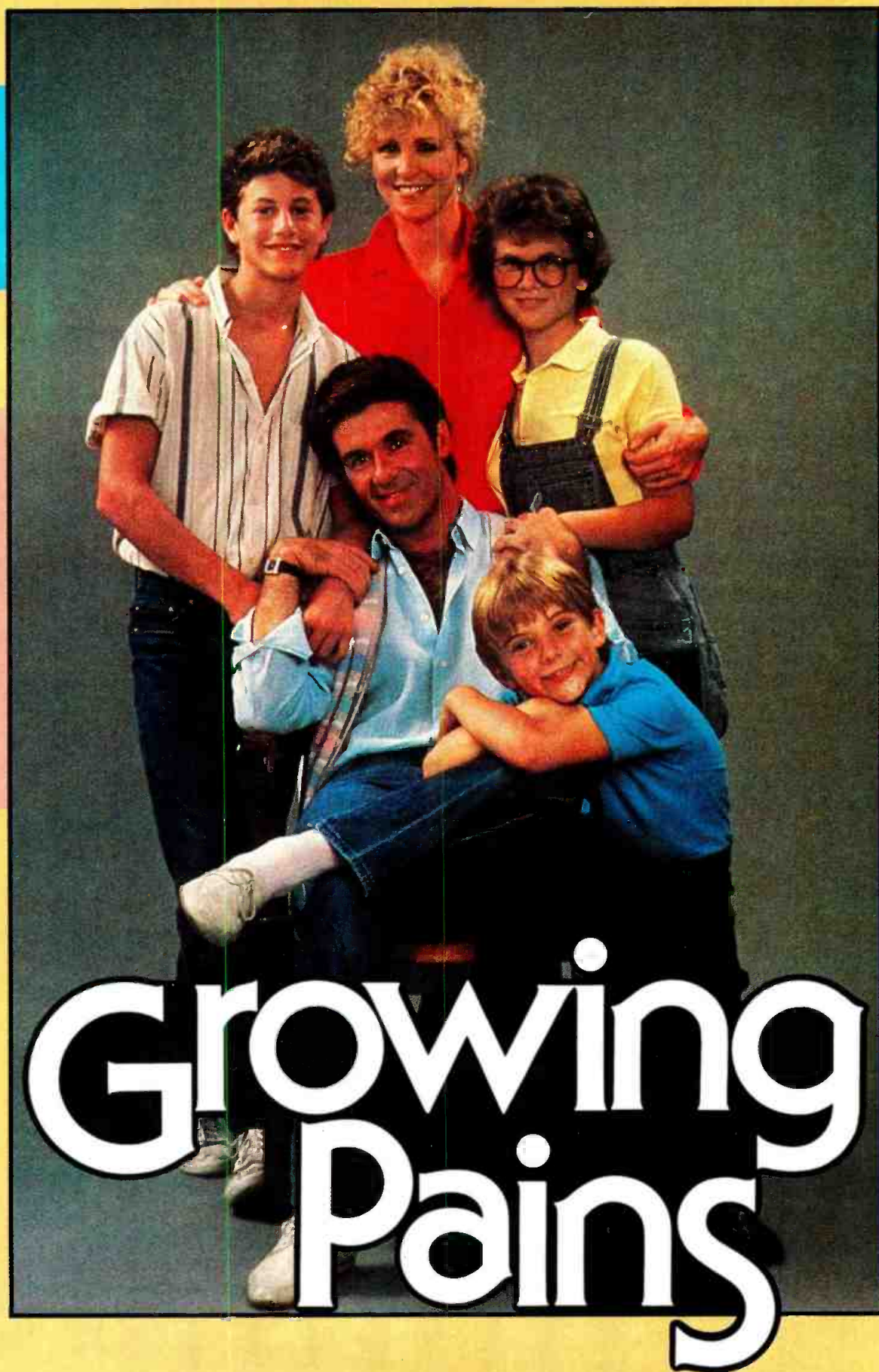
Inside track

At least one figure in communications world has close connection to Laurence Tisch, insurgent investor who has cut wide swath in CBS stock ownership. She's Elizabeth Drew, Washington writer for *The New Yorker* and for years cast member of *Agronsky & Co.* She and husband, David Webster, formerly U.S. director for BBC, visit frequently with Tisch family.

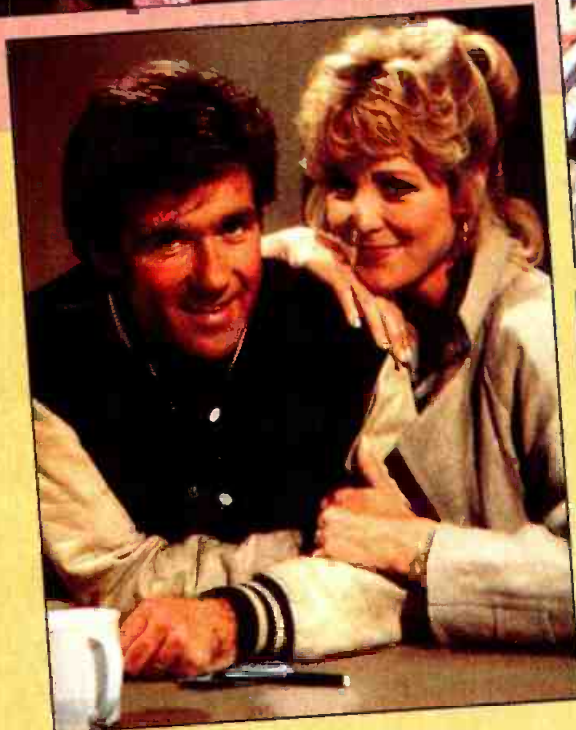
Bird lore

Acting on soundings taken by State Department and Comsat teams that have visited Intelsat members around world, U.S. has decided to provide additional data that Intelsat's executive organ has requested in connection with its consultation with U.S. and Cuba on PanAmerican Satellite Corp.'s proposed separate system. New data, to be supplied before start of global system's board of governors meeting on Thursday, will involve what one U.S. official described as "speculative" economic information on bird's six Ku-band transponders that are designed to link U.S. and Europe. While executive organ has insisted economic information on six (as well as on five others that would link U.S. and Peru, which has already been furnished) is essential to consultation process, U.S. has maintained developing it would be virtually impossible; it noted that use of those transponders has not yet even been authorized by FCC, let alone earmarked for sale or lease. However, U.S. teams were told in their visits to 28 Intelsat members and regional groups that U.S. would improve "atmosphere" for its position at board meeting if it provided requested information.

As result, U.S. is hopeful that board at meeting beginning this week will agree to complete consultation process and request submission of results of consultation at its December meeting.



There has never,
ever, been another show like it!



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



Scrambling markup

The House Judiciary Subcommittee is expected to mark up the so-called superstation scrambling bill this week or next. But even if it reports out the bill, it appears Congress has neither the time nor the will to pass the bill before it adjourns next month, given mounting opposition from the broadcasting industry.

The bill (H.R. 5126) enjoys the support of the cable and motion pictures industries, but it has been vigorously opposed by the Association of Independent Television Stations. And, according to one source, the National Association of Broadcasters and the broadcast networks, newly sensitized to the issue by the announcement of Satellite Broadcast Networks last week (see story, page 42), are now mobilizing to insure the bill doesn't move.

The bill, which was introduced by Representative Mike Synar (D-Okla.), would amend existing copyright law to enable the satellite distributors of cable superstations—Tempo Enterprises (WTBS-TV Atlanta), United Video (WGN-TV Chicago) and Eastern Microwave (WOR-TV New York)—to scramble the superstations' satellite signals and to sell them to dish owners. More spe-

cific, the bill extends the distributors' exemption from copyright liability as "passive carriers" to cover scrambling of the signals and establishes a compulsory copyright license for the distributors permitting them to sell the signals. As now written, the license requires the distributors to pay 12 cents a month for each home satellite subscriber.

INTV has opposed the bill from the start. It doesn't like cable's compulsory license, and doesn't want to see the concept propagated with the establishment of a home satellite license. The programming costs of independent stations are "skyrocketing," said INTV President Preston Padden in a letter to each member of the copyright subcommittee last week. "H.R. 5126 would add insult to this financial injury by granting yet another party—the superstation carrier—a compulsory license to exhibit in our markets the very same programming which our stations have purchased on an exclusive basis in the open market," he said. "Worse yet, the only 'need' for this legislation is to pacify the cable industry's relentless pressure on superstation carriers to scramble their retransmissions in order to diminish competition from backyard dish owners."

In the letter, INTV also expressed concern that the subcommittee may adopt an amendment on behalf of the three broadcast networks that would specifically prohibit carriers from turning network affiliates into superstations. "It is inconceivable to us that Congress would recognize and respect the exclusive programming licenses of network affiliates while ignoring those of independent stations," Padden said. "In short, there is no public policy basis for distinguishing between network programs and independent programs."

Door-to-door programming

Amway Corp., which has been using its considerable talents in direct marketing to sell home earth stations for the past year, now wants to bring them to bear on the software side of the market ("Closed Circuit," Aug. 4).

The Ada, Mich.-based corporation has signed an exclusive 15-year contract with SelecTV Entertainment Corp., giving Amway the right to sell SelecTV to dish owners starting Nov. 1. SelecTV is a 24-hour-a-day movie service, distributed to subscribers primarily over STV, MDS and SMATV outlets.

Amway plans to make SelecTV the cornerstone of a package of services for the dish owner. It doesn't have the rights to any other service, but it has been talking with cable programmers about securing some.

At the SPACE/STTI trade show for the home satellite industry in Nashville last week, SelecTV announced that it would scramble the service beginning Oct. 1 using M/A-Com's Videocipher II system, which is the de facto standard for scrambling satellite signals meant for cable headends, home dishes or both.

According to Rick Newburger, senior vice president, strategic planning, SelecTV will market the service directly to consumers until Amway's contract kicks in on Nov. 1. SelecTV's offer: \$7.95 a month for those who commit to take the service for all of 1987. It is also offering dish owners who make the year-long commitment prior to Oct. 1—the day scrambling begins—the chance to subscribe for the last three months of 1986 for \$3.98 per month.

To strike its deal with SelecTV, Amway first had to buy out Viewers First National. VFN, which was formed by a number of dish distributors and dealers last year, had secured the home satellite rights to SelecTV in hopes of making it the core of the program package for dish owners, but, according to Newburger, "was essentially stonewalled" by the cable programmers from whom it sought rights. If VFN exists today, it's only in name.

SelecTV has been undergoing some corporate changes over the past few months. Through a stock swap, SelecTV Entertainment took control of King of Video, a Las Vegas home video distributor. SelecTV of California, the Los Angeles STV operators that serves as the principal outlet for the programming service, remains the majority stockholder in SelecTV Entertainment. SelecTV of California is, in turn, a subsidiary of Clarion Co., a prominent Japanese consumer electronics manufacturer.

Amway, which reported total sales of \$1.2 billion, intends to sell its program package as a complement to its home earth stations. It has been selling dishes since August 1985, and plans the introduction of a new system with a 10-foot dish this October. The retail price: \$3,000.

Superscramble

Tempo Enterprises, the satellite distributor of superstation WTBS-TV Atlanta, has announced that it will begin the fixed-key scrambling of the superstation's satellite feed on Nov. 1 and shift into addressable scrambling on Jan. 1, 1987. Like other cable programmers, Tempo will be using M/A-Com's Videocipher II scrambling system.

The fixed-key scrambling will prevent all backyard dish owners except those who own a Videocipher II home descrambler from receiving the superstation. And addressable scrambling will prevent all but those who have a descrambler and are authorized by Tempo to receive it.

Tempo hopes to sell subscriptions enabling dish owners to continue to receive the superstation after it is scrambled, but, before it can do so, it must wait for Congress to amend the copyright law to allow it. Legislation has been introduced in the House (H.R. 5126), but it has come up against stiff opposition, notably from the Association of Independent Television Stations, and its prospects for passage in the waning days of the 99th Congress are not bright (see above).

Nonetheless, Tempo Chairman and Chief

Why Accu-Weather?

Because

You'll never know how accurate your weather forecasts can be ... until you have Accu-Weather.



619 W. College Ave.
State College, PA
16801

814-234-9601

The Leading Weather Service

CAPTURED



WARRIARRR



BHODI LI



BUGARR

**By Programmers throughout the universe,
including stations from these major broadcast groups:**

TRIBUNE
GRANT
COX
CHASE

GANNETT
FAMILY GROUP
LORIMAR-TELEPICTURES

OUTLET
MEDIA CENTRAL
FAMILY MEDIA
ODYSSEY

The Photon Warriors would like to thank our earthling friends for answering our call. But the danger is not over. Cities from coast to coast now sleep peacefully under the protection of Photon Warriors. But there are still markets in peril. Only you can save your community. Bring the Photon Warriors to your station! Protect those you love! Even now, we are preparing for our ultimate cosmic battle beginning in September.

With your help, we know we cannot lose.

PHOTON

THE ULTIMATE SHOW ON PLANET EARTH

***Panasonic® brings you M-II.
The broadcast recording system our
competition can't seem to duplicate.***



Now you can shoot, edit and broadcast with 1" quality—on 1/2" cassettes.

When it comes to broadcast systems, it appears our competition has been erased. Because no other format can match the spectacular performance of M-II from Panasonic.

With M-II's metal particle tape system, you can use the same compact 90- or pocket-size 20-minute cassette from ENG/EFP right through editing to on-air broadcast. With 4.5MHz bandwidth (-3dB), 50dB S/N and burst signal insertion for phase alignment and jitter correction, M-II is the single solution to all your broadcast needs.

In fact, each unit in the M-II line offers some pretty uncommon common features like four audio tracks (two linear and two FM), an integral longitudinal and vertical interval time code/time date generator with presettable user bits and Dolby®-C noise reduction. And M-II products utilize a standard edit control interface, so you can upgrade gradually if you like.

AU-650 Studio VCR. This compact, rack-mountable VCR has all the advantages and functions of conventional recorders with

the benefit of the M-II format. The AU-650 provides video and audio performance as good as—if not better than—that of 1" VTRs. In a 1/2" cassette format that lends itself to station automation. It records and plays either 90- or 20-minute cassettes, and provides smooth action, variable slow motion as well as freeze frame. And the AU-650 can perform frame-accurate automatic editing with multi-generation transparency. There's also an internal TBC to assure on-air quality playback.

AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/EFP users, while providing picture quality comparable to 1"—all on either a 90- or 20-minute cassette. This small, ruggedly designed unit is equipped with confidence field color playback, automatic backspace editing, TBC/DOC connection, search function and warning indicators that alert the operator should recording problems arise and the AU-500 accommodates NTSC composite or various component input signals.

The AU-400 Camera Recorder. This lightweight, compact camera recorder provides ENG users with more than 20 minutes of recording, and a picture quality that rivals that of 1" VTRs. The AU-400 also features B/W video confidence playback through the camera's viewfinder, a chroma confidence indicator and audio confidence output through a speaker.

There's even an automatic backspace editing function and warning indicators. And the AU-400's rugged construction provides excellent resistance to dust and moisture.

M-II, it's the only broadcast system of its type in the industry. And it's available now. Two of the best reasons to go with M-II from Panasonic.

To get the complete picture, call or write Panasonic Broadcast Systems Company, One Panasonic Way, Secaucus, NJ 07094. (201) 348-7671.

MII
THE NEW STANDARD
FOR BROADCAST.

Panasonic
Broadcast Systems

Executive Officer Ed Taylor said the company is committed to serving the home satellite market. "It is our goal to serve all viewers who wish to receive WTBS as economically as possible," he said. "A marketing plan outlining price schedules and option packages will be announced later this year which will specify rates for TVRO owners."

Tempo said it was informing all of its cable affiliates of its scrambling plans last week. During September, it said, it will be selling descramblers to affiliates for \$385 plus \$42 for shipping and handling. After Oct. 1, however, it said, it will no longer sell the gear and affiliates will have to go to M/A-Com or to independent distributors.

"All of our transmitting equipment has been delivered, thoroughly tested and is now in place," said Selman Kremer, Tempo executive vice president of operations, in a prepared statement. "Since we transmit one of the most popular cable programing services available, we have been most careful to wait for the industry to become familiar with the procedures and equipment related to scrambling. We believe that time has come, so we are now ready to proceed with our own plans for scrambling."

Showtime exclusivity

In the latest example of pay cable's quest for exclusive or quasi-exclusive film rights, Showtime/The Movie Channel has reached an agreement with Turner Broadcasting System for exclusive national pay television rights to five MGM films, bringing Showtime/TMC's total of exclusive films to 200, according to Showtime/TMC spokeswoman Rosemary Amendola.

Films in the MGM deal are "Year of the Dragon" and "9½ Weeks," both with Mickey Rourke; "Marie: A True Story," with Sissy Spacek; "Wise Guys," with Danny DeVito and Joe Piscopo, and "Red Sonja," with Brigitte Nielsen and Arnold Schwarzenegger. "Year of the Dragon" will premiere in October, with the other titles appearing later in the fall and in early 1987. Showtime/TMC would not say how much it paid for the package. Amendola added that Showtime/TMC is negotiating with other companies for exclusive rights.

According to Fred Schneider, Showtime/TMC's senior vice president, program acquisition, program enterprises: "Acquiring these five films, added to the other exclusive product recently obtained from major

motion picture studios and independent production companies, helps us reinforce our plan to air at least one exclusive film per week through 1990."

(Among the companies with whom Showtime/TMC now has exclusive film agreements: The Cannon Group, De Laurentiis Entertainment Group, Touchstone Films, Atlantic Releasing and a five-year contract with Paramount Pictures. Under the last, signed in 1984, Showtime/TMC will receive between 12 and 15 films a year, Amendola said.)

Showtime/TMC has turned down offers from MGM/UA Communications (formerly United Artists Corp.), Warner Bros. and Lorimar-Telepictures to license films on a non-exclusive basis; all three programmers have signed agreements with Home Box Office ("Cablecastings," Sept. 1).

SDI stands for star peace

Showtime/The Movie Channel is as much a satellite broadcaster as it is a cable programmer.

And lingering doubt about that was laid to rest last week at the SPACE/STTI trade show for the home satellite industry in Nashville. At the show, it unveiled a new subsidiary to exploit the home satellite market, Satellite Direct Inc. (SDI). It announced the formation of a 10-member HTVRO Industry Advisory Board representing dish distributors and dealers to work with SDI in advising dish dealers on how to market home satellite hardware and software. And, finally, it said it would offer a package of basic cable services at a price comparable or less than what a typical cable system would charge for them.

The advisory committee will meet twice a year during major SPACE/STTI shows and will be headed by Showtime/TMC's Walter Lynn, director of strategic planning, who heads the programmer's satellite dealer incentive program.

According to Stephan Schulte, vice president, direct broadcast development, Showtime/TMC, the industry advisory board was "created to maintain a constant flow of information between our company and the HTVRO marketplace, and to facilitate a forum of open discussion on key issues concerning that marketplace. The valuable insights we hope to gain from the unique perspectives each member will bring to the table will enable us to conduct our Satellite Direct business in the most effective and

mutually satisfying way possible."

In addition to Showtime and TMC, SDI hopes eventually to offer dish owners a package of about 10 basic services for about \$10 a month. SDI can already sell Turner Broadcasting System's CNN and CNN Headline News and it plans to sell ABC's ESPN and the Viacom Networks Group's MTV, VH-1, Nickelodeon and Nick-at-Nite once they are scrambled.

"The packaging of these networks will further simplify the ordering process for home TVRO consumers, enabling them to subscribe to a wide selection of popular programing services with just one phone call," said Schulte. "As more and more consumers become aware of the accessibility of a variety of satellite programing choices, we are confident that the TVRO equipment business will bounce back and thrive once again."

San Francisco BET

Black Entertainment Television has signed an agreement with Viacom Cablevision of San Francisco to make the BET network available to an additional 100,000 customers next fall. With the addition of the San Francisco system, BET will be available on seven of Viacom's systems nationwide, serving 334,000 cabled homes and representing more than 700,000 homes passed, said HBO, which owns an equity interest in BET and does marketing for the network.

Oh no!

Showtime will air a half-hour live special, *Mr. Bill's Real Life Adventures*, as part of its *Comedy Spotlight* series Sept. 11 at 10 p.m. NYT. Based on the animated character of early *Saturday Night Live* programs, Showtime's special will use live actors, including Peter Scolari (of *Newhart* and *Bosom Buddies*) to illustrate Mr. Bill's misadventures with his family and neighbors, the Sluggos. Shelley Duvall, creator and producer of Showtime's *Faerie Tale Theatre*, is executive producer of *Mr. Bill*.

FCC rules on Comband

Cable system and multipoint distribution service operators seeking to use GE's Comband transmission system, which the company says can transmit two video carriers over a single 6 mhz channel without perceptible degradation, must file formal applications prior to its installation, the FCC has determined.

In a declaratory ruling and order released Aug. 26, the commission rejected GE's February 1986 request that no formal modification application or prior authorization should be required to replace a transmitter with a type-accepted Comband transmitter of equal power. It also said MDS licensees or permittees must file a formal application prior to the substitution and that for pending applications, substitution of a Comband transmitter would be considered a "substantial modification" of the engineering proposal and would be subject to public notice.

Cable programmer HBO had expressed concerns in filings with the commission over the technical integrity of its signals in a Comband system, and MDS common carrier Microband took issue with GE claims that no new or increased interference to adjacent-channel MDS and ITFS operations would result from use of Comband.

HELP!! — Your TV Stereo —
Wegener sub-carriers for TV audio are BEST —
Just add to your existing equipment.

U2 The established leader in satellite stereo

**EVERYTHING IN
 SATELLITE AUDIO
 (317) 962-8596**

ALLIED
Satellite Equipment

IN JUST
THREE WEEKS

BIONIC POWER!!!

**ALREADY CLEARED
IN 70%
OF THE U.S.**



The Bionic Six—the super-animated, advertiser-supported series that's got all the thrills, the adventure, the bionic power to keep kids turned on without turning their parents off.

The action starts Spring 1987 as a twice-a-week weekend half-hour series. Then, in the Fall of 1987, the action heats up when the series becomes a Monday–Friday strip. Then in 1989, stations have it free—at absolutely no cost. It's a super deal that can't be beat!

**BIONIC
SIX**™

**They'll give you
a strength you
never knew you had.**

Produced by TMS Entertainment

MCA TV

Station clearances: (212) 605-2786.
Advertiser sales: (212) 605-2720/(312) 337-1100.

©1986 LJN Toys Inc. All rights reserved.
©1986 Universal City Studios Inc. All rights reserved.

Business Briefly

RADIO ONLY

George A. Hormel □ Mary Kitchen hash will be spotlighted in four-week flight to begin this week in 10 to 12 markets. Commercials will be positioned in daytime periods. Target: women, 18 and older. Agency: BBDO, Minneapolis.

Northville Gasoline Corp. □ Advertiser signed New York Mets catcher Gary Carter as spokesman in radio campaign that began Aug. 15 for several weeks and will resume on Sept. 15 until end of baseball season. Carter spots will run on 31 stations on Long Island and in Westchester county, both New York, and distribution is expected to expand to New Jersey and Connecticut. Commercials will run in all dayparts. Target: adults, 21-54. Agency: Creative Directors Advertising, New York.

Detroit Cellular □ Company, which advertises on year-round basis, is launching two- or three-week effort over four weeks this week in about six markets. Commercials will appear in all dayparts. Target: adults, 21-54. Agency:

Demaine, Vickers, Alexandria, Va.

UGI Gas Co. □ Utility will stage "preference for gas" effort from early September through early November in four Pennsylvania markets, including Harrisburg and York. Commercials will be scheduled in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: Earle Palmer Brown/Philadelphia.

TV ONLY

Tri-State Acura Dealers Network □ Association representing dealerships of Integra and Legend automobile models has launched campaign on major TV stations in New York, New Jersey and Connecticut for three weeks ending in late September. Flights will resume after hiatus of several weeks. New division of American Honda Corp. has annual billings of \$3 million to \$5 million. Commercials will be placed in news, sports and prime segments and will seek to reach basically upscale male audience. Target: men, 25-49. Agency: Ketchum Advertising/New York.

RADIO & TV

Stanley Steamer □ Fall campaign will begin for carpet cleaning service in late September for about seven weeks in television and three in radio. All time periods will be used for commercials. Target: women, 25-64. Agency: Meldrum & Fewsmith, Cleveland.

Labatt Importers □ Company is testing Schooner Beer from Canada in seven markets on East and West Coasts in campaign continuing to end of year. Commercials will be placed in all time periods. Target: men, 21 and older. Agency: Hill, Holliday, Connors, Cosmopolos, Boston.

Rep Report

WISH-TV Indianapolis: To Petry Television from Katz Television American.

□

CKLW-AM-FM Detroit: To Republic Radio from Masla Radio.

□

KLSI(FM) Kansas City, Mo., and WOUR(AM)-WFXC(FM) Raleigh-Durham, N.C.: To Eastman Radio from Select Radio.

□

KEYF-AM-FM Spokane and KEYW-FM Pasco-Tri Cities, both Washington, and WJAZ(AM) Albany, Ga.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

KYKY(FM) St. Louis, KOLE(AM)-KKMY(FM) Port Arthur, Tex., and WWL(AM)-WYYD(FM) Amherst, Va.: To Eastman Radio from Hillier, Newmark, Wechsler & Howard.

□

KLEO(AM)-KZSN(FM) Wichita, Kan.: To Eastman Radio from Weiss & Powell.

□

WZSH-FM Rochester, N.Y.: To Hillier, Newmark, Wechsler & Howard from Market Four.

□

KHIT(FM) Bremerton, Wash.: To Hillier, Newmark, Wechsler & Howard from Weiss & Powell.

□

WBIU(AM) Denham Springs, La.: To Eastman Radio (no previous rep).

□

KCDA(FM) Coeur D'Alene, Idaho: To Hillier, Newmark, Wechsler & Howard from Tacher Co.

□

WVAM(AM)-WPRR(FM) Altoona, Pa.: To Commercial Media Sales (regional rep).

SULLIVAN SOLVES.



By finding and recruiting outstanding executives who are exactly right.

Right for their assignments. Right for their responsibilities. Right for the specific business styles and environments of their new companies.

A Sullivan search is based on over twenty years of experience in communications. It is thorough, careful, and totally discreet.

From group presidents to general managers, many of the most successful executives in the broadcasting and cable television industries today were found and recruited by Joe Sullivan & Associates.

For a confidential discussion of your executive requirements, call Joe Sullivan today.

JOE SULLIVAN & ASSOCIATES, INC.
EXECUTIVE SEARCH AND RECRUITMENT

340 W. 57 St., New York, NY 10019 (212) 765-3330

The person you describe is the person we'll deliver.

Why WHTZ chose a rep instead of a conglomerate.

By Dean Thacker, Vice President & General Manager,



Jerry Schubert (left), President, Eastman Radio, with Dean Thacker

As the most listened-to station in America, Z-100 has created a lot of excitement in the New York marketplace. And Malrite knew from the start that we'd need a rep that could communicate that impact—a rep that could sell beyond the “numbers.”

Eastman Radio sells Z-100 by pitching what we're worth, not just our cost. They sell the true value of our station, beyond the numbers in a ratings book.

Eastman tells the whole story.

Now don't get us wrong. WHTZ has plenty of numbers, and we're proud of our consistency in Arbitron and Birch. But there's more to our success than numbers alone.

Z-100 is known for across-the-board strength in all dayparts, from the Morning Zoo through the evening hours. For the multiple demo nature of the job we do for our advertisers. For our tremendous, exclusive cume story, and track record of great results.

These are stories worth telling, and Eastman makes sure they're told. As a result, the graph of our national revenue shares has far out-stepped that of our audience share.

In the summer of 1984, WHTZ and Eastman rose to the number 1 national billing position among all New York stations. Z-100 was on top again for 7 out of 12 months (the last 5 in a row) and number 1 overall at year end in 1985.

Eastman has a style all its own.

We believe a radio station can't get the attention it deserves being sold “supermarket-style” by a conglomerate.

Eastman sells the momentum and impact of what we do at Z-100 like no conglomerate can. They've worked right alongside WHTZ through every exciting day of our growth from “worst to first.” And they've kept our national sales steadily growing. In our book, they're the best.



EASTMAN RADIO

AdVantage

On their own. Separate blanket licenses for rights to music used in network television commercials may be budget item advertisers have to consider in light of unfolding events. NBC is drafting letter to Association of National Advertisers advising that network would not reconsider decision requiring advertisers to obtain own performance rights for music used in their spots. New policy would be applied to all commercials starting production after Sept. 1. Network will pick up music-rights tab for spots produced or in production before that date for period of one year. For years, all three TV networks, have, as courtesy, taken care of that licensing for clients who spend billions on network time purchases each year. But NBC took look at practice several months ago and figured it could save about \$25 million annually by ending courtesy. ABC is also evaluating practice, with eye toward making possible change in its policy. CBS said it contemplates no change in its policy of picking up rights tab.

Battery battle. Commercials for Eastman Kodak's new Supralife alkaline batteries spotlight strength of Supralife in comparison with "ordinary batteries." Campaign kicked off last week on major television networks, several radio networks and on selected cable networks. Target audience is adults, 18-49. Agency: J. Walter Thompson/New York.

Big-spending legalities. Television advertising for legal services rose by 25% in first half of 1986 to \$21.85 million, according to Television Bureau of Advertising. Based on data supplied by Broadcast Advertisers Reports, TVB said multimarket Jacoby & Meyers and Hyatt Legal Services captured first and second in spending derby with almost \$2.5 million and \$2.2 million, respectively, in first six months of 1986. Other high-spending legal firms were Samuel E. Spital of San Diego with TV expenditures of \$455,000; David Singer of West Palm Beach, Fla., \$272,000; James G. Sokolove of Boston and Providence, R.I., \$253,000, and John S. Riley & Associates, Los Angeles, \$243,000. Analysis by TVB of BAR monitoring in top 75 markets shows that 150 attorneys advertised on TV in 1980, to more than 470 by second quarter of 1986.

Clio says si. Clio Inc., which presents annual awards for TV, radio and other forms of advertising, announced it will recognize excellence in Spanish-language advertising. Next year's Clios will include three new awards for Spanish advertising in radio, TV and print.

Forecast



Turn weather predictions into higher ratings and revenue with an Audichron telephone weather announcement system. Your audience will love this detailed, up-to-the-minute local weather forecast they can call anytime, day or night.

You'll love the increased ratings potential and the ability to tie-in sponsorship without using valuable air time.

The system is accessed via telephone by our full time staff of degreed meteorologists who track the weather specifically for your area. The equipment is state of the art digital for the highest quality voice reproduction.

Call or write Ed Martin at (404) 455-4890 to learn more about improving your ratings...and your revenue.

Audichron will have you singing in the rain!

Higher Ratings!

audichron 3620 Clearview Parkway, Atlanta, Georgia 30340
(404) 455-4890 TWX 810 575-0176

Broadcasting Publications Inc.

Founder and Editor:
Sol Taishoff (1904-1982)

Lawrence B. Taishoff, *president*
Donald V. West, *vice president*
David N. Whitcombe, *vice president*
Jerome H. Heckman, *secretary*
Philippe E. Boucher, *assistant treasurer*

The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

Lawrence B. Taishoff, *publisher*

Editorial

Donald V. West, *managing editor*
Leonard Zeidenberg, *chief correspondent*
Mark K. Miller, *senior news editor*
Kira Greene, *assistant to the managing editor*
Harry Jessell, *associate editor*
Doug Halonen, *Matt Stump, Kim McAvoy*
John Egerton, *assistant editors*
A. Adam Glenn (*technology*)
Scott Fitzpatrick, *Jeanne Omohundro*,
staff writers
Anthony Sanders, *systems manager*
Randall M. Sukow, *research assistant*

Todd F. Bowie, *production*

Senior Editorial Consultant

Edwin H. James (Washington)

Editorial Consultant

Rocco Famighetti (New York)

Broadcasting ■ Cablecasting

Yearbook

David Seyler, *manager*
Joseph A. Esser, *associate editor*
Lucia E. Cobo, *assistant manager*

Advertising

Washington

Robert (Skip) Tash, *Southern sales manager*
Doris Kelly, *sales service manager*
Meg Robertie, *classified advertising*

New York

David Berlyn, *senior sales manager*
Ruth Windsor, David Frankel,
sales managers

Hollywood

Tim Thometz, *sales manager*

Circulation

Kwentin K. Keenan, *circulation manager*
Patricia Waldron, *data entry manager*
Sandra Jenkins, Debra De Zarn,
Joseph Kolthoff

Production

Harry Stevens, *production manager*
Rick Higgs, *production assistant*

Administration

David N. Whitcombe, *vice president/operations*
Philippe E. Boucher, *controller*
Albert Anderson,
Irving C. Miller, *financial consultant*

Corporate Relations

Patricia A. Vance, *director*

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2630

Stephen McClellan, *associate editor*

Vincent M. Ditingo, *senior editor*; radio

Geoff Foisie, *assistant editor*

Susan Dillon, Scott Barrett, *staff writers*

June Butler, Karen Maynard,
advertising assistants

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Tim Thometz, *Western sales manager*

Sandra Klausner, *editorial-advertising assistant*

International Advertising Representatives

Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)6226 Telex: 18406 harke nl. ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525 Telex: 895 2387 answer g ashcraft. ■ Japan: Masayuki Hanhara, Yukan Media Inc., 53-3-1 chome, Tsurukawa, Machida City, Tokyo. 194 01 Japan. Phone: (0427) 35-3531.

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.

SURVIVAL RADIO

It really *is* a jungle out there. And in that jungle.

Otari's MTR-10 audio machine gives you the ammunition you need to stay alive—like three speeds, micro-processor control, a built-in cue speaker, and an optional ten-memory autolocator.



The MTR-10's "creative arsenal" helps you keep pace in the tough, competitive world of broadcast.

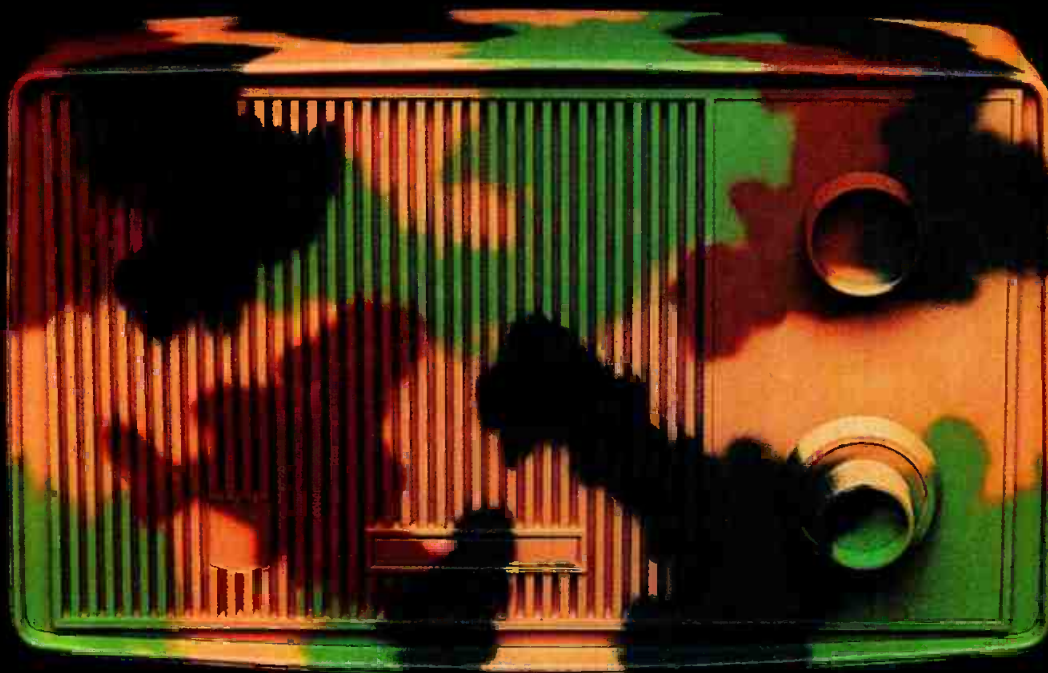
Whether you're doing spots, editing, or working "live", this rugged machine provides the features you'll need for the recording tasks of tomorrow. As one of our customer's put it, "Everything I even *think* I want to do, I *can* do on this machine."

Now add Otari's legendary reliability and customer support, and your chances of survival become even more certain.

Has a good business decision ever been easier to make? From Otari: The Technology You Can Trust.

Contact your nearest Otari dealer for a demonstration, or call Otari Corporation, 2 Davis Drive, Belmont, CA 94002 (415) 592-8311 Telex: 9103764890

OTARI



THEY'VE TAKEN COMMAND OF THE RATINGS...
NOW THE ADVENTURE REALLY HEATS UP
WITH AN EXPLOSIVE NEW MINISERIES!

30 New Episodes Start Sept. 15

GI JOE

A REAL AMERICAN HERO®



GI Joe® is a registered trademark of Hasbro, Inc. All Rights Reserved.
© 1986 Hasbro, Inc. / © 1986 Sunbow Productions, Inc.



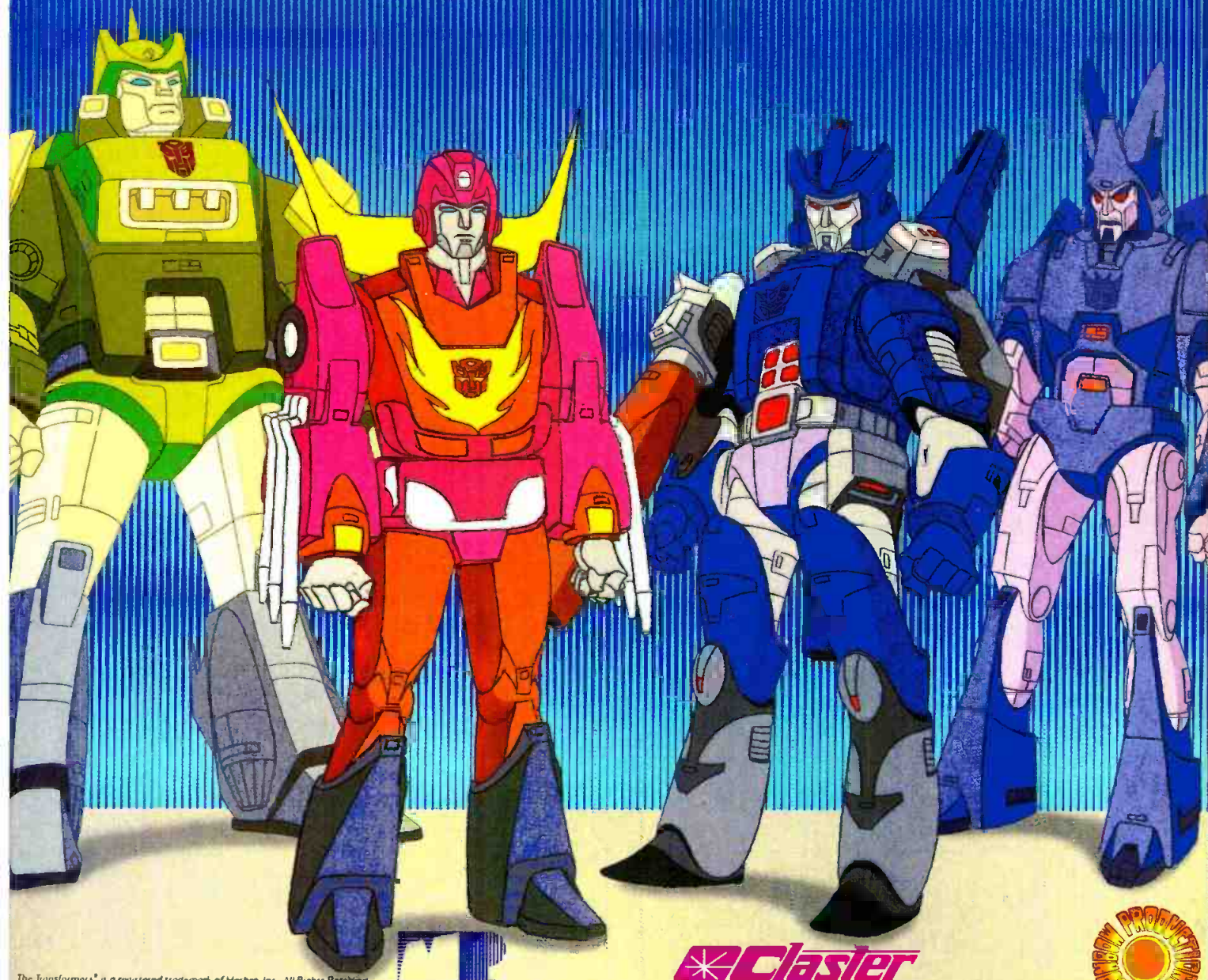
© 1986. A subsidiary of Tribune Broadcasting Co.



THEY'VE SET YOUR RATINGS ON FIRE...
NOW 30 NEW EPISODES
MAKE THEM EVEN HOTTER!
It all starts with a sizzling new miniseries Sept. 15!

THE TRANSFORMERS

MORE THAN MEETS THE EYE!



HAIL TO THE MEDIUM

By Ronald Reagan

A presidential perspective on radio

It's been 54 years since I did my first radio broadcast, a play-by-play report of Iowa football on WOC in Davenport. Radio has always been part of my life. I can still remember how exciting it was when I first scratched a crystal with a wire and heard a faint voice saying, "This is KDKA Pittsburgh, KDKA Pittsburgh."

Radio has come a long way, and today it is playing a significant role here at the White House. Every Saturday at 12:06 p.m. Eastern Time, I broadcast a five-minute radio address to the nation. And almost always, I do it live. That five-minute broadcast enables me to talk directly to the American people wherever they are, whatever they are doing, in their car or their kitchen or their workshop. Wherever I am and whatever I am doing, everything stops for my live radio report to the people. And I must admit, even after all these years, I still get a thrill out of sitting down at the microphone. There is something special about radio, and something exciting about a live broadcast.

Radio forces the listener to be part of the creative process. It's the listener's imagination, taking its cue from the broadcaster, that makes the program real. In a live broadcast, immediacy emphasizes the message. I do my Saturday broadcast live because it permits me to talk directly to people, and they know it. There is nothing between us—no editors, no reporters, no third parties of any kind. Live radio is a spontaneous, fresh event.

Radio programming doesn't stand still; innovation remains the name of the game. When that old saint of a Scot, Peter MacArthur, then the program director of WHO Des Moines, Iowa, gave me my break and hired

me as a sportscaster, our horizons were incredibly limited by today's standards. In this day and age, radio talk shows invite listeners to phone in their opinions and have their say on the air. No one could do that when Franklin D. Roosevelt was President. My Saturday broadcast is ready-made for that format, if the station managers choose to use it that way. It could give talk show listeners the feeling that they are involved in a discussion in which all of us are contributing our views. After all, isn't that what we broadcasters want to do—encourage listeners to think about ideas, talk about them, and then act upon their convictions? One can only wonder what call-in listeners would have said about FDR's fireside chats.

Some journalists have suggested recently that the radio address should make news every week. More often than not the address does make headlines, but that was never my intent. I initiated the White House radio series on April 3, 1982, because I believed there was so much conflict and confusion coming out of Washington it was hard for people to know what was really happening.

Ronald Wilson Reagan is the 40th President of the United States—and one of radio's own. He began his career as a sportscaster for WOC(AM) Davenport, Iowa, and WHO(AM) Des Moines, Iowa, in 1932, and before his election in 1980 was featured in a daily radio series, syndicated to a national audience. High office has not lessened the President's ardor for the aural medium, as he demonstrates anew in this "Monday Memo," prepared exclusively for BROADCASTING.

There were the usual leaks, partisan statements and competing claims of the special interests. Americans were not getting the whole story, or getting it straight—just bits and pieces from the latest headline or the last 30-second news report they caught. I thought a weekly radio address would give me an opportunity to explain my decisions and help clarify the picture. Communicating my convictions on major issues, such as reforming our out-of-date tax code or giving aid to the freedom fighters in Nicaragua, is more important to me.

But there was another reason to do a radio show. Every once in a while, radio reporters complain that everything we do at the White House is tuned for TV. Radio has been good to me, and I wanted to give radio a little edge in breaking some news first—and doing it live.

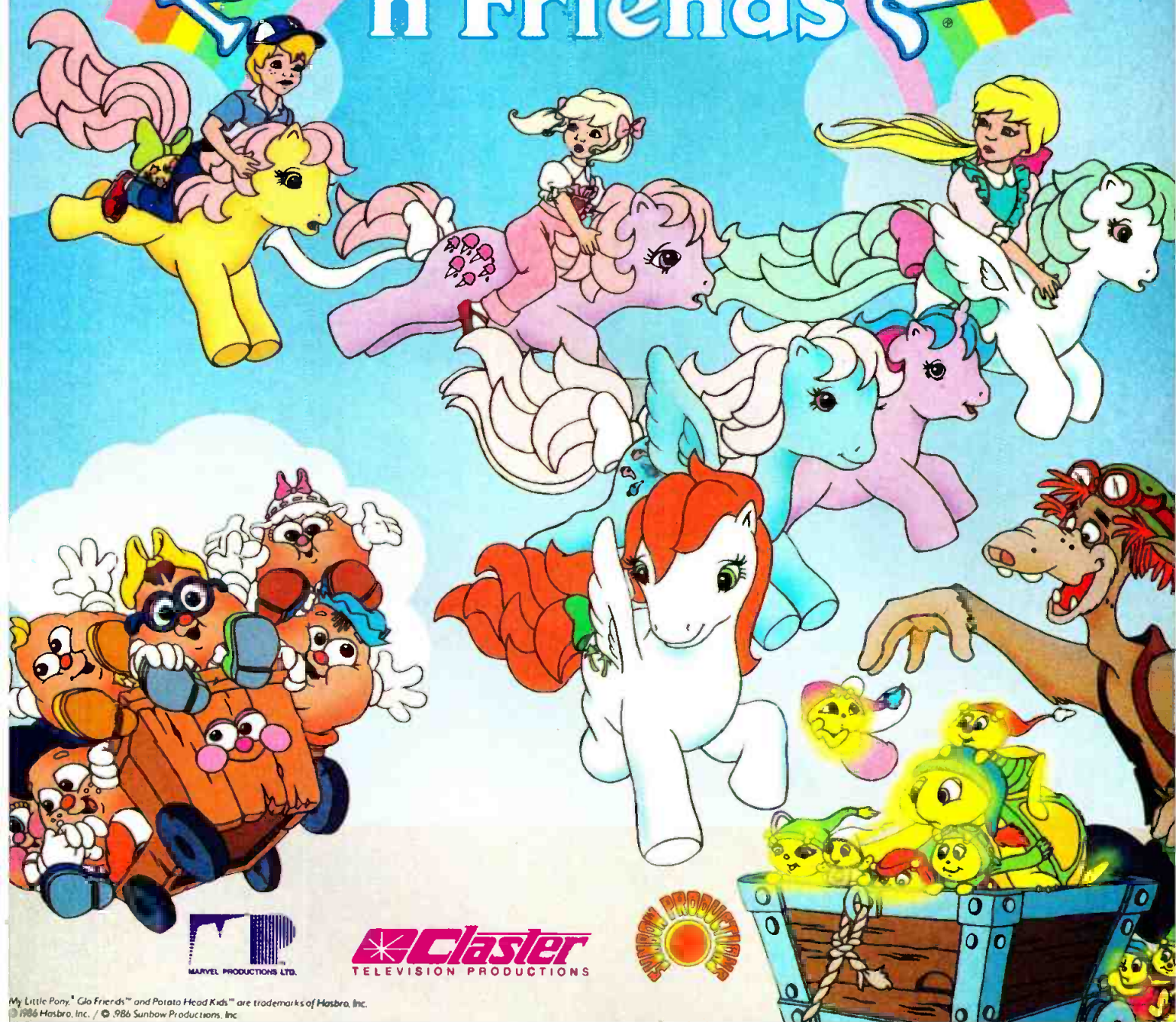
In that first broadcast in the White House series, I said our economic program "hasn't really started yet" because reduced budget spending and the first real tax cut would not come until July of that year. Today, thanks to our spending cuts and tax cuts, over 111 million Americans are at work, more than ever before in our history. Our country is growing, and there is a spirit of goodwill and optimism alive in the land. I like to think my radio broadcasts have helped reinforce the positive trends in government policy and public attitudes.

Radio is part of me and I have stayed in tune with its growth. Radio is an effective, efficient medium that has adapted to changes in society and technology. I am part of radio's history and I want to be part of its future. After all, a young fellow like me has to keep his name before the public. 



MORE MAGICAL THAN EVER...
WITH A WHOLE NEW SET OF FRIENDS!

My Little Pony n Friends



Datebook

This week

Sept. 8—Deadline for entries in 29th annual *International Film & TV Festival of New York*. Information: (914) 238-4481.

Sept. 8-9—*Central Educational Network* third annual "CEN On-Site Screening." Opening address by Bruce Christensen, president, Public Broadcasting Service. Event features CEN National Programming Affairs Seminar, on Sept. 9. Hyatt-on-Capitol Square hotel, Columbus, Ohio. Information: Martha Chavez, (312) 545-7500.

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

Sept. 9—*Television Bureau of Advertising* second annual group head meeting. Waldorf-Astoria, New York. Information: (212) 486-1111.

Sept. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. White Plains hotel, White Plains, N.Y. Information: (212) 751-7770.

Sept. 9—*Hollywood Radio and Television Society* fall preview luncheon featuring network entertainment presidents B. Donald Grant, CBS; Brandon Stoddard, ABC; and Brandon Tartikoff, NBC. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

Sept. 9—*New York Women in Cable* meeting on home shopping channels. HBO Media Center, New York. Information: Sherri London. (212) 661-4500.

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.

■ Indicates new entry

MEL BROOKS COULD EVEN MAKE A GENERAL MANAGER SMILE.



© 1986 FOX/LORBER ASSOCIATES, INC. ALL RIGHTS RESERVED

Great stars, great performances,
great shows, now under
The Fox/Lorber Umbrella.
Call us at (212) 686-6777



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

Sept. 10—*American Women in Radio and Television, Washington chapter*, meeting, "International Reporting: Over Here, Over There." Speaker: Jan McDaniel, Washington bureau chief, Chronicle Broadcasting. National Association of Broadcasters, Washington. Information: Lea MacNider, (202) 823-2800.

Sept. 10—*New Jersey Broadcasters Association* sales seminar. Quality Inn, North Brunswick, N.J.

Sept. 10—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 10-12—*National Religious Broadcasters* South-eastern regional convention. Heritage Village USA, Charlotte, N.C. Information: (804) 528-2000.

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, Ja-

Major Meetings

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: (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. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

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

Feb. 19-21, 1987—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

sored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

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 Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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 Regency, New Orleans; and April 9-12, 1989, Loews Anatole, Dallas.

April 29-May 3, 1987—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

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.

May 31-June 2, 1987—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 9-11, 1987—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

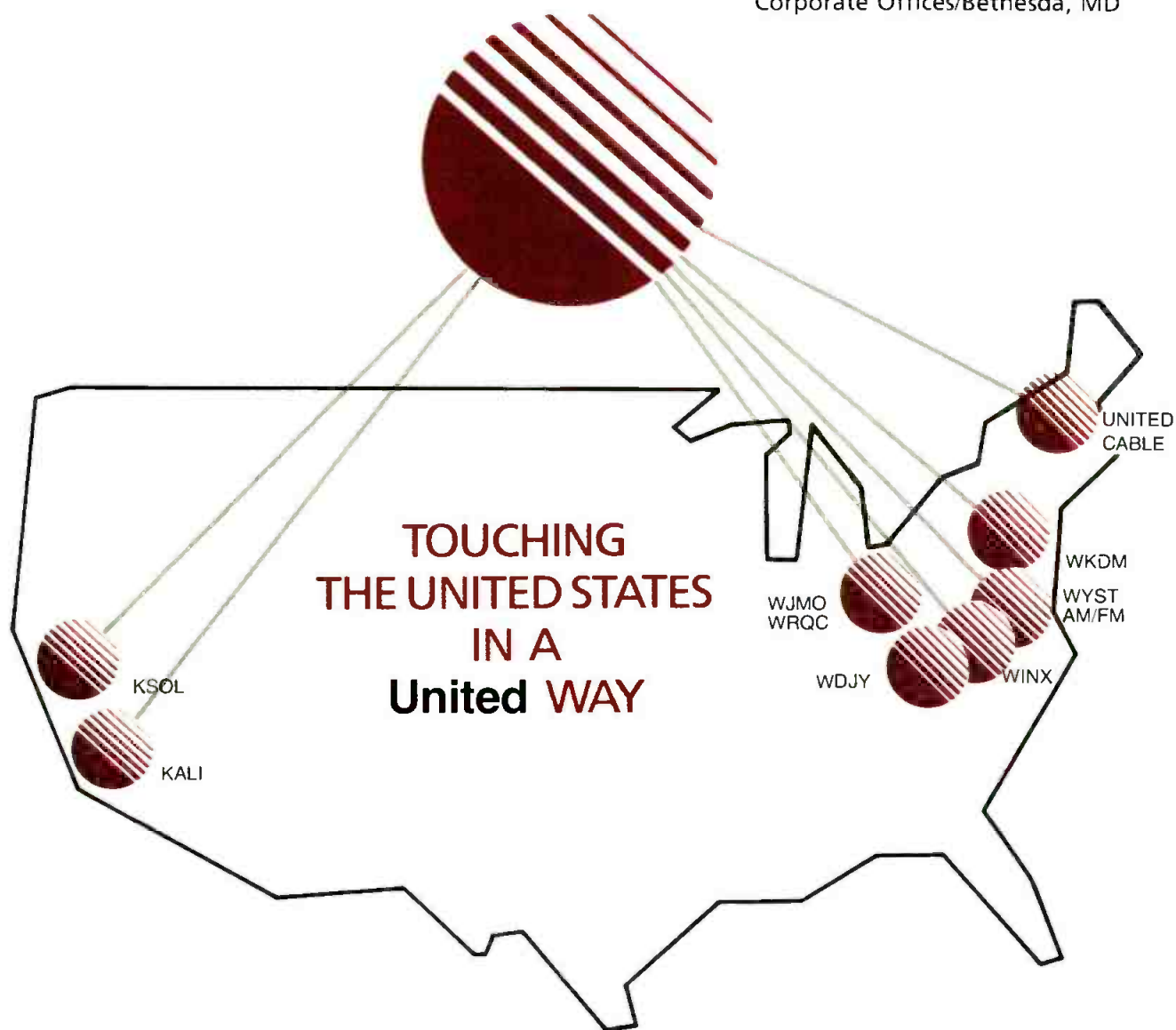
June 11-17, 1987—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

Aug. 16-19, 1987—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

Sept. 1-4, 1987—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

United Broadcasting Company

Corporate Offices/Bethesda, MD



Stations	Location	Format
KALI	Los Angeles	Contemporary Spanish
KSOL-FM	San Francisco	Urban Contemporary
WJMO	Cleveland	Urban Contemporary
WRQC-FM	Cleveland	CHR
WKDM	New York	Contemporary Spanish
WINX	Rockville, MD	Adult Contemporary
WDJY-FM	Washington, DC	Urban Contemporary
WYST	Baltimore	Oldies
WYST-FM	Baltimore	Adult Contemporary
UNITED CABLE of New Hampshire	Manchester, NH	CATV
G.O. Enterprises	Bradford, VT	CATV

United Broadcasting Company's radio and cable properties span the country from the Pacific coast to the Atlantic seaboard, serving hundreds of thousands of people. Through programming, United Broadcasting Company demonstrates a commitment to serving the diverse cultural communities in eight of our nation's largest cities. Whether the format is adult contemporary, urban contemporary or spanish contemporary, each United Broadcasting Company station successfully provides its audience with news and information, a dedication to the community through public affairs programming and promotions, and quality music. Each station is a true example of United's standard of service:

A United commitment to excellence
A United commitment to success

Represented Nationally by Major Market Radio

WJMO/WRQC-FM Cleveland Heights, KALI San Gabriel, KSOL-FM San Mateo

cobs, Kenyon & Eckhardt, and Arthur Nielsen Jr., chairman, A.C. Nielsen Co. Hyatt Lake Tahoe Resort, Incline Village, Nev. Information: (213) 657-3711.

Sept. 11—*American Women in Radio and Television, Southern California chapter*, and *TV Guide* magazine luncheon, featuring look at new television season. Sheraton Premiere hotel, Los Angeles. Information: Nancy Logan, (213) 276-0676.

Sept. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Valley Forge Hilton, King of Prussia (Philadelphia), Pa. Information: (212) 751-7770.

Sept. 11—*Women in Cable, Chicago chapter*, dinner meeting. Ambassador West hotel, Chicago.

Sept. 11-13—*Public Radio in Mid America*. Charleston Place, Charleston, S.C. Information: (504) 286-7000.

Sept. 11-14—*International Institute of Communications* 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 Airport hotel, Los Angeles. Information: (818) 246-2200.

Sept. 14-16—*Rocky Mountain Public Radio* annual fall meeting. Radisson Suite hotel, Tucson, Ariz. Information: (303) 351-2915.

Sept. 14-16—*Nevada Broadcasters Association* annual meeting. Hyatt Lake Tahoe, Lake Tahoe, Nev.

Also in September

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—"The Future of Animation," panel discussion sponsored by *International Animated Film Association*, Bank of America Center, San Francisco. Information: (415) 386-1004.

Sept. 17—Third annual *Walter Kaitz Foundation* awards dinner, honoring Bill Daniels, Daniels & Associates, Denver. Plaza hotel, New York.

Sept. 17—*National Academy of Cable Programing* luncheon, to discuss "dynamics of today's television hierarchy and the programing marketplace." Panelists include Thomas Burchill, Lifetime; Terrence Elkes, Viacom; John Malone, TCI; Fred Pierce, former president, ABC, and Marvin Kaslow, Bristol-Myers, Waldorf-Astoria, New York. Information: Michael Capes, (212) 719-8942.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles. Information: (212) 751-7770.

Sept. 17—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Rob-

ert MacNeil, executive editor and co-anchor, *MacNeill Lehrer NewsHour*. Copacabana, New York.

Sept. 17—*Academy of Television Arts and Sciences* forum luncheon. Speaker: CBS's Dan Rather. Century Plaza, Los Angeles. Information: (818) 953-7575.

Sept. 17-18—Conference for journalists, "Politics 1986: A Democratic or Republican Year?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Sept. 17-19—*Magnavox* mobile training seminar for cable. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

Sept. 17-19—*Television Bureau of Advertising* sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 18—"The State of the Media Worldwide," conference sponsored by *World Press Institute*. Macalester College, St. Paul. Information: (612) 696-6360.

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

Sept. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn-Airport, Portland, Ore.

Sept. 18—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Topic: "An Advance Look at the Fall Elections." Among panelists: Hal Bruno, political editor, ABC News. Blackie's House of Beef, Washington.

Sept. 18—42d annual *Permanent Charities Committee* campaign luncheon. Committee is fund raising organization of entertainment industries. Beverly Hilton hotel, Los Angeles. Information: (213) 652-4680.

Sept. 18-19—36th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Washington hotel, Washington. Information: John Kean, (202) 659-3707.

Sept. 18-19—*Alaska Broadcasters Association* annual convention. Hotel Captain Cook, Anchorage.

Sept. 18-20—*American Women in Radio and Televi-*

Errata

KYXY(FM) San Diego was formerly represented by **Torbet Radio**, not Eastman Radio as reported in "Rep Report" Sept. 1.

□

In Aug. 25 story on radio sales outlook, **Radio Advertising Bureau President Bill Stakelin** predicted slow growth in spot market over next "few years," not "10 years," as reported.

WHY BE A LITTLE FISH IN A BIG POND?

AUTOMOTIVE EXPENDITURES HAVE MORE HORSEPOWER IN TUSCALOOSA.

Automotive expenditures are revved up and racing away in Tuscaloosa — up 36.1% in five years and outpacing Alabama by a country mile. Overall Increase in Households sped up 25.3% in five years, outperforming the state, region and entire United States. So if you're in automotive sales, your sales will go further, faster in Tuscaloosa.

WCFT-TV DOMINATES THE MARKET.

We have the facts, figures and programming to help you dominate this revved-up market, too.

BE A BIG FISH.



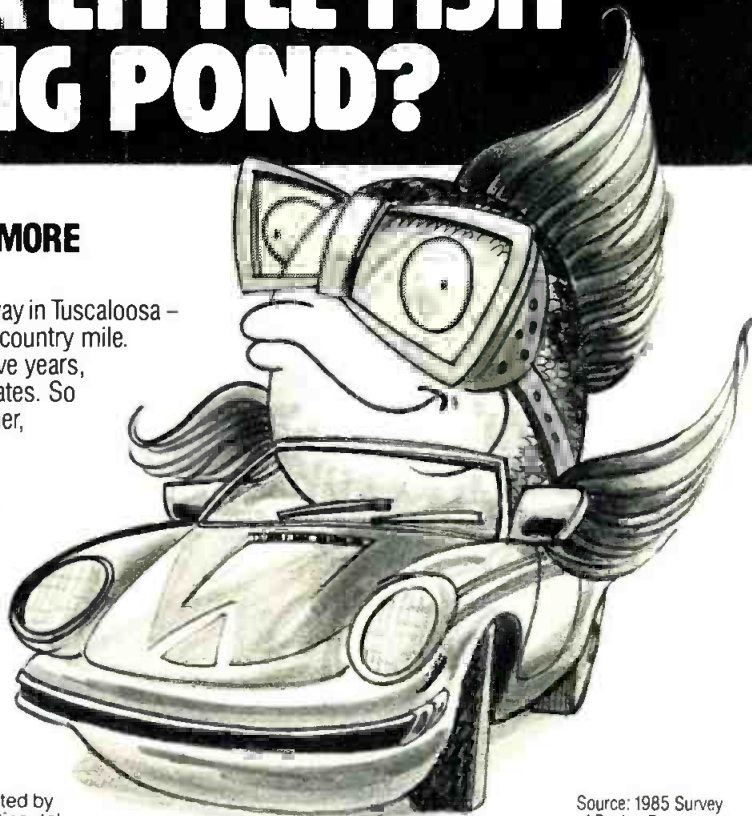
BEAM COMMUNICATIONS



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



Represented by
Katz Continental



Source: 1985 Survey
of Buying Power



YOU CAN INCREASE YOUR RADIO STATION'S PRODUCTIVITY BY

getting the
right information to the
right people at the
right time with the

MITRON 1 COMPUTER SYSTEM.

MITRON 1 will allow a radio station of any size, whether AM, FM or both, to organize and manage large amounts of information. The station manager is able to examine the status of a station's financial, sales, or traffic operations on a real-time basis resulting in better planning and decision making.

- Quick and easy order entry
- Automatic log generation in minutes
- Horizontal and vertical spot rotation
- Availability reports for an unlimited range of future dates
- Multiple and special event formats
- Station and sales analyses and projections
- Full financial accounting system
- Menu-driven operating instructions
- Timely and accurate reports
- Password security

The **MITRON 1** computer system, developed specifically for radio stations, makes available instant traffic, sales and accounting information to improve inventory handling. The system allows for quick, easy, accurate handling of daily operations involving general ledger, accounts payable, balance sheets and profit/loss statements. It's user friendly, making the system easy to use.

MITRON 1 is an effective management information system designed for radio stations that want to increase productivity without increasing overhead.

Let us explain how **MITRON 1** can help you improve the flow of information within your station.

MITRON 1 can be leased or purchased. Call 205 979-6700.

*Visit the MITRON exhibit
at the NAB/NRBA Radio
'86 Convention, Booth 341,
New Orleans, Louisiana
on September 11-13, 1986.*

MITRON
Systems Corporation

300 Vestavia Office Park
Birmingham, Alabama 35216



Freeze.

Introducing the fastest, easiest way to get quality prints and slides from video.

Now you can capture the moment, freeze it, and frame it. All with the touch of a button.

With the new FreezeFrame Video Image Recorder from Polaroid.

FreezeFrame produces sharp, instant color prints and color or black and white 35mm slides from virtually any video source. And it delivers a finished picture that is far superior in quality and resolu-

tion to direct screen photography or thermal video image recorders.

If you use video, you need FreezeFrame.

FreezeFrame has hundreds of uses for anyone who uses video in their profession. It can be used in broadcast, production and advertising to proof, edit, storyboard or reference. It can be used to pull a

print off a just-breaking news story, or for color correcting a proof. It can even help in film-to-video transferring. Medical professionals can use FreezeFrame for diagnostic

recording, patient referral or teaching. And it's the easiest way to get slides or prints for presentations or training.

FreezeFrame can improve your image.

FreezeFrame



System includes Video Image Recorder, control console, and print film camera/adapter. 35mm camera/adapter optional.



Frame.

connects easily to video cameras, professional VCR's, laser disc players and computer graphics systems.

You can preview and even improve the video image because FreezeFrame has a full range of image enhancing controls including tint, contrast, color, sharpness, brightness and raster fill. And if you're shooting prints, FreezeFrame uses a new color print film specially developed for use with video imaging.

New FreezeFrame from

Polaroid. It's fast, easy, and at \$1,899*, very affordable.

To find out how FreezeFrame can help you, call toll-free 800-225-1618, 9 a.m. to 6 p.m. Eastern Time.

Or fill out and return the coupon. We'll give you the full picture and show you just how easy it can be to capture the moment on FreezeFrame.

 **Polaroid**

For more information, mail this coupon to Polaroid Corp., Dept. 671, P.O. Box 5011, Clifton, NJ 07015.

☐ Please send more information.

☐ I'd like a demonstration.

BR 9/8

Name

Title

Organization

Address

City

State Zip

Telephone

Video Source

Application

sion South Central area conference. Intercontinental hotel, New Orleans. Information: (202) 429-5102.

Sept. 18-20—*American Women in Radio and Television* Western area conference. Westward Look Resort, Tucson, Ariz. Information: (202) 429-5102.

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 Associ-*

ation, 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.

Sept. 21—38th annual prime time Emmy Awards, telecast 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. Speakers include Cathy Reynolds, National League of Cities; Brian Lamb, C-SPAN; Irving Kahn, Broadband Communications, and Gene Webb, Management Information Systems. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 22-23—*Public Telecommunications Financial Management Association* Workshop I, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management. Dupont Plaza ho-

tel, Washington.

Sept. 22-24—*Magnavox* mobile training seminar. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

Sept. 22-25—Seventh annual Nebraska Videodisk Symposium, "Making It Work," sponsored by *Nebraska Videodisk Design/Production Group, University of Nebraska-Lincoln*. UN, Lincoln, Neb. Information: (402) 472-3611.

Sept. 23—*International Radio and Television Society* newsmaker luncheon, featuring Frederick Joseph, chief executive officer, Drexel Burnham Lambert. 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—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Columbus Marriott East, Columbus, Ohio. Information: (212) 751-7770.

Sept. 23-25—Great Lakes Cable Expo. "Cable at Your Service," sponsored by *cable TV associations of Illinois, Indiana, Michigan and Ohio*. Keynote speaker: Jim Mooney, president, National Cable Television Association. Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

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

■ **Sept. 24**—*Ohio Association of Broadcasters* small market meeting. Holiday Inn, Wapakoneta.

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

Sept. 24—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring George Kaufman, chairman of the board, and Michael Bannahum, president, Kaufman Astoria Studios. New York. Copacabana, New York.

Sept. 24—*Ohio Association of Broadcasters* small-market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 24—*National Association of Broadcasters* task force on radio allocations. NAB headquarters, Washington.

Sept. 24-25—*National Association of Broadcasters* radio membership blitz for Mississippi and Alabama. NAB headquarters, Washington.

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

Sept. 25—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Marriott Airport hotel, Kansas City, Mo. Information: (212) 751-7770.

Sept. 25-26—*Public Telecommunications Financial Management Association* Workshop II, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management. San Francisco Airport Hilton, San Francisco.

Sept. 25-27—*American Women in Radio and Television* Northeast area conference. Marriott Thruway, Rochester, N.Y. Information: (202) 429-5102.

Sept. 25-27—*National Religious Broadcasters* South central regional convention. Bellevue Baptist Church, Memphis. Information: (901) 725-9512.

Sept. 25-28—*Georgia Association of Broadcasters* second sales university. Athens, Ga.

Sept. 26-27—*North Dakota Broadcasters Association* convention. Doublewood Inn, Fargo, N.D.

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. 28-30—*Nebraska Broadcasters Association* annual convention. Cornhusker hotel, Lincoln, Neb.

Sept. 29-Oct. 3—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29-Oct. 4—*Canadian International Animation Festival*. Hamilton Place Theater and Hamilton Art Gallery, Hamilton, Ontario. Information: (416) 367-0088.

WE WORRY, SO THAT YOU WON'T HAVE TO.

We have strong opinions about the way communications towers should be built.

Some people think that quality standards can be somewhat flexible.

We don't agree.

Some people think that "off-the-shelf" designs, with minor adjustments, are sufficient to meet most requirements.

We don't agree.

Some people think that short cuts in fabrication are justified when the end product seems "good enough".

We don't agree.

For TV, CATV, "Class C" FM, AM and microwave towers, call STAINLESS. We worry about quality... so you won't have to.

The Tower People

Stainless, inc.

North Wales, PA 19454 U.S.A.
Phone: (215) 699-4871
TWX: 510-661-8097



C0186

ORBIS
Proudly Presents

PACIFIC INTERNATIONAL TELEVISION NETWORK



6 EXCEPTIONAL ACTION-ADVENTURE FILMS FOR BARTER!



The Adventures of the
**WILDERNESS
FAMILY**



**Across The
Great Divide**



**WILDERNESS
FAMILY 2**
PART



*Sacred
Ground*



**Challenge
to be
Free**



**Mountain
Family
Robinson**

- High Grossing Theatricals • First Time in Syndication
- Exciting All-Family Action Entertainment • Full Promotional Support



A universal force in family entertainment
production and distribution.



DISTRIBUTED BY:

**ORBIS
COMMUNICATIONS™**

432 Park Avenue South, New York, NY 10016 (212) 685-6699

© 1986 Orbis Communications Inc. All Rights Reserved.

Landmark?

EDITOR: The Aug. 4 Classified Advertising section of BROADCASTING was a historic issue for me. I wonder how many others noted why.

It was the first time in the more than 40 years of reading the weekly publication that there was no "Help Wanted-Announcers (Radio)" section. The announcer: the final link to the listener; to the advertiser.

It has been getting close to this in recent months with only a few advertisements appearing, but to my knowledge, this is the first time in at least four decades, 500 issues, that no broadcaster in the U.S. was in need of an on-the-air performer, announcer, DJ, entertainer, MC, record host, narrator, whatever term might be used to best define the job in question.

All this, mind you, at a time of a record number of AM, FM, UHF, VHF, cable, satellite, network and syndication firms. It does seem incongruous. Have tape and technology gone so far as to make "people" unnecessary?

If I were a young person in college or high school, preparing myself for a career in broadcasting, I would very seriously reconsider and rethink my prospects for a future in our business.—*Millard D. Hansen Jr., WBBM(AM) Chicago.*

Singing a different tune

EDITOR: As a professional Broadcast Music Inc. songwriter, I take exception to the attempt of Mr. Henley and the All-Industry Radio Music License Committee to chisel bottom line expenses, by reducing royalties, in order to raise radio station profits ("Fifth Estater," Aug. 25). If it were not for songwriters, most stations would be playing dead air. Try to sell that. The majority of us earn precious little as it is and have to hold separate jobs to support our craft.

I suggest the AIRMLC, instead of learning more about music licensing costs, learn more about the costs and sacrifices involved

in song writing, and not try to undermine the product and its producers. After all, what we create is what draws listeners, and what draws listeners is what creates profits.—*Glen King, professor, Los Angeles Valley College, Van Nuys, Calif.*

Expanding on bandwidth

EDITOR: It is my opinion that a magazine devoted to a business founded on technology should cover technical topics with clarity and precision.

This comment is inspired by the ambiguous phrasing of the "AM bandwidth limitations recommended" story on page 40 of the Aug. 18 issue. It fails to distinguish between audio response "bandwidth" and occupied radio-frequency (RF) spectrum bandwidth, no doubt to the confusion of many readers. I feel the article should have stipulated that the "bandwidth" numbers refer to maximum audio frequencies, thereby avoiding possible confusion in the reader's mind with the occupied RF spectrum width.

AM broadcast, being double-sideband transmission, occupies an RF spectrum bandwidth that is twice the highest modulating audio frequency. Thus a 15 khz audio modulating signal consumes 30 khz of RF spectrum—15 khz above the carrier frequency, and 15 khz below. The article speaks of "...the full 15 khz bandwidth allowed by FCC rules..." without clearly qualifying this "bandwidth" as the highest modulating frequency, and not the RF spectrum, with which the term bandwidth is more commonly used and which in this case is 30 khz.

Incidentally, there are still many who believe that because AM channel assignments are spaced 10 khz apart in the RF spectrum, AM broadcast transmission must be restricted to a maximum modulating audio of 5 khz. This is not true; so far as I know, it never has been. As your article points out, FCC regulations recognize and define 15 khz "bandwidth" emission limits (15 khz above and 15 khz below the RF carrier frequency), and I

know of stations that were transmitting audio to 12 khz and beyond as far back as the 1940's. Of course virtually no one has heard such exalted audio frequencies make it all the way through an AM receiver since the TRF sets of the 1920's were superseded by the ubiquitous superhet.

In my opinion, permissible AM bandwidth should not be restricted, although consistent standards and limits for pre-emphasis certainly are needed. Wide-range AM reception of strong, local signals is entirely feasible, and it should not be compromised for those who may benefit from a new generation of broad-band receivers—which well might incorporate a reincarnation of the old idea of selectable broad or narrow bandwidth, the latter for better rejection of noise and alternate channel interference when receiving conditions are less than ideal.—*R.H. Coddington, Richmond, Va.*

Differentiation

EDITOR: Robert Shear, the director of the New York State Division of Alcoholism, is an intelligent and charming man. He has been a successful guest on my station twice; we look forward to his next appearance. His letter to BROADCASTING, however (Aug. 18), makes the error characteristic of most bureaucrats and representatives of volunteer organizations. Whether or not he is successful in linking his interest in alcohol with the effort to develop an antidrug media blitz isn't the point. Nice try on Bob Shear's part, even though BROADCASTING had reported in the same issue that "NAB...has acted as the umbrella organization for the broadcasting industry's campaign against alcohol abuse...."

The planned media blitz isn't an ad campaign, "largest ever," or otherwise. It's a public service campaign, and the American Association of Advertising Agencies and the Ad Council will be asking for free public service time. However, broadcasters will provide it whether to a media-industry partnership, the 4As, the Ad Council or to our own National Association of Broadcasters. But for goodness' sake, let's start explaining to these groups—and most especially government agencies—the differences between public service and advertising.

Perhaps it is my own cynical bent watching the administration rushing to catch up with Democrats lest they take possession of drug use as a campaign issue. As a citizen, I'd prefer that government turned its attention to the courts. Were crack dealers seriously sentenced rather than out on the streets before the arresting officers, broadcasters would not be asked to help fool the American public into believing that addicts will give up their habits because of announcements—even patriotically motivated freebies.—*Jerome Gillman, president and general manager, WDSI(FM) Woodstock, N.Y.*

Sillerman-Magee

Creative investors
and financiers to the communications industry.

Sillerman-Magee Communications Management Corporation

150 East 58th Street, New York, New York 10155
212-980-4455

These Stations Have the...

PLATINUM 193 EDGE.

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
SAN JOSE
BOSTON
DETROIT
WASHINGTON D.C.
DALLAS-FT. WORTH
CLEVELAND
HOUSTON
PITTSBURGH
ATLANTA
SEATTLE
TAMPA
MIAMI
MINNEAPOLIS
ST. LOUIS
DENVER
BALTIMORE
INDIANAPOLIS
HARTFORD-NEW HAVEN
PORTLAND, OREGON
ORLANDO
CINCINNATI
MILWAUKEE

WABC
KTTV
WPWR
WGBS
KOFY
KICU
WXNE
WXON
WFTY
KDFI
WCLQ
KTHT
WPTT
WATL
KCPQ
WXLT
WBFS
KTMA
KDNL
KDVR
WBFF
WTTV
WTNH
KPDX
WMOD
WIII
WCGV

NEW ORLEANS
BUFFALO
GREENVILLE-SP-ASHE
COLUMBUS, OHIO
OKLAHOMA CITY
BIRMINGHAM
RALEIGH-DURHAM
SALT LAKE CITY
GRAND RAPIDS
PROVIDENCE
HARRISBURG/YORK
SAN ANTONIO
NORFOLK-PORTSMOUTH
ALBANY
TULSA
LITTLE ROCK
FLINT-SAGINAW
SHREVEPORT
MOBILE-PENSACOLA
WICHITA-HUTCHINSON
TOLEDO
FRESNO
JACKSONVILLE
ALBUQUERQUE
SYRACUSE
GREEN BAY
ROANOKE-LYNCHBURG
CEDAR RAPIDS

WNOL
WUTV
WAXA
WTTE
KAUT
WDBB
WKFT
KOOG
WXMI
WSTG
WPMT
KABB
WYAH
WUSV
KGCT
KJTM
WSMH
KMSS
WPMI
KSAS
WUPW
KAIL
WNFT
KGSW
WSTM
WGBA
WJPR
KDUB

SPOKANE
LEXINGTON
JOHNSTOWN-ALTOONA
CHATTANOOGA
TUCSON
SPRINGFIELD, MO
TRI-CITIES
HUNTSVILLE
LINCOLN-HASTINGS
EVANSVILLE
FT. WAYNE
LAS VEGAS
COLORADO SPRINGS
PEORIA
LANSING
FARGO
CHARLESTON, SC
SAVANNAH
WAUSAU
MACON
ODESSA-MIDLAND
CASPER-RIVERTON
JACKSON, TN
BOWLING GREEN
ANCHORAGE
VINEYARD
WENATCHEE

KAYU
WDKY
WFAT
WDSI
KDTU
KDEB
WETO
WTRT
KBGT
WTVW
WFFT
KRLR
KXRM
WYZZ
WIHT
KVRR
WTAT
WTGS
WAEO
WMAZ
KPEJ
KXWY
WJWT
WGRB
KTBV
WCVX
KCWT



**ORBIS
COMMUNICATIONS**

432 Park Avenue South, New York, NY 10016 (212) 685-6699

1986 Orbis Communications, Inc. All Rights Reserved

Fleet National Bank.

For financing that's right on your wavelength.

There are quite a few companies around the country that offer financing to broadcasters. But none is more attuned to broadcasters' needs than Fleet National Bank.

One big reason is that we've been providing the communications industry with effective financing for more than 20 years.

And we've developed a group of financing specialists dedicated to the industry. Which means we understand cash flow in broadcasting and the special value it can create for you.

So, unlike many other financial institutions, we can put together programs

specifically designed to match your needs. And provide the resources to make the programs work.

More than that, you'll work with people who are sensitive to your needs. We're committed to your long-term growth. We'll not only help you solve problems, we'll help you take full advantage of your opportunities.

After all, our success depends on your success.

If you'd like to find out more, contact Colin J. Clapton, Vice President of our Communications Group, Fleet National Bank, 111 Westminster Street, Providence, RI 02903, phone (401) 278-6267.

We'll put you on the wavelength of better business.




Fleet National Bank
THE BUSINESS RESOURCE™

Broadcasting Sep 8

Vol. 111 No. 10

TOP OF THE WEEK



The top 10 stations in the top 50 markets

The broad-based adult contemporary sound, which includes variations of the "soft" contemporary approach to the format, is by far the most widely programed sound among the top 10 radio stations in the top 50 markets again this year.

That's according to BROADCASTING's annual survey based on Arbitron spring 1986 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m. to midnight), which surveyed listeners from April 3 through June 25. The second most popular sound in the survey is contemporary hit followed by easy listening, country and album-oriented-rock.

In the top 50 market survey, the AC format is being programed by more than 110 stations, two of which finished first in the top 10 markets: WBZ(AM) Boston and KVIL-FM Dallas.

Although a handful of stations have abandoned contemporary hit radio (CHR) in recent months, the format has not lost its punch in the top 50 markets and finished a strong second to adult contemporary with 80 top 10 stations airing the format. CHR, which remains dominant in New York (WHTZ[F]), is being aired by at least two top 10 stations in 30 top markets (excluding markets where stations are duplicated.)

Reports of album rock's death two years ago seem to have been greatly exaggerated, according to the latest ratings. The format is enjoying a wave of popularity, primarily because of the sound's new

attraction for the more adult 25-44 age group, with many AOR outlets adding a large measure of "classic rock" songs (primarily album rock hits of the late 1960's and early 1970's) to their playlist. In the top 10 markets, AOR finished first in Philadelphia (WMMR[F]). For markets 11 through 50, AOR landed either in first place or second place on 15 occasions.

Easy listening overtook country as the third most-listened-to format among the top 500 stations. In the top 25 markets alone, stations programing easy listening took the top spot four times and second-place honors seven times.

The country music format, which, according to the Radio Information Center in New York, is the most widely programed sound among all commercial radio stations in 1986—adult contemporary was second—(BROADCASTING, July 28), was fourth among the top 500 stations. As it did last year, country performed better in markets 26-50, where it finished either first or second six times, than in the top 25 markets, where it landed in one of those two positions only once: KNIX-FM Phoenix.

Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service. The format listings, which generally reflect the spring rating period, were compiled from various sources.

Following are the top 10 stations in the top 50 markets:

1. New York

1. WHTZ(FM)	contemp. hit	186,800
2. WRKS(FM)	urban contemp.	167,000
3. WPLJ(FM)	contemp. hit	159,400
4. WINS(AM)	news	125,700
5. WOR(AM)	talk	122,600
6. WPAT(FM)	easy listening	117,000
7. WBLS(FM)	urban contemp.	115,600
8. WLTW(FM)	soft contemp.	114,500
9. WNEW-FM	AOR	105,400
10. WCBS(FM)	oldies	9,900

2. Los Angeles

1. KABC(AM)	talk	109,600
2. KPWR(FM)	urban contemp.	93,200
3. KIIIS(FM)	contemp. hit	91,900

3. Chicago

4. KJOL(FM)	easy listening	80,900
5. KBIG(FM)	easy listening	66,500
6. KOST(FM)	soft contemp.	65,500
7. KROQ(FM)	contemp. hit	59,100
8. KFWB(AM)	news	57,300
9. KRTH(FM)	oldies	53,900
10. KLOS(FM)	AOR	53,300

4. San Francisco

1. WGN(AM)	MOR/talk	136,500
2. WGGI(FM)	urban contemp.	86,100
3. WBBM(AM)	news	68,500
4. WLOO(FM)	easy listening	65,600
5. WBMX(FM)	urban contemp.	63,000
6. WLUP(FM)	AOR	55,100
7. WLAK(FM)	soft contemp.	46,100

8. WCLR(FM)	adult contemp.	42,600
9. WKQX(FM)	adult contemp.	39,600
10. WBBM(FM)	contemp. hit	38,800

4. San Francisco

1. KGO(AM)	talk	60,100
2. KCBS(AM)	news/talk	57,200
3. KNBR(AM)	adult contemp.	40,800
4. KSOL(FM)	urban contemp.	37,200
5. KABL-FM	easy listening	30,800
6. KMEL(FM)	contemp. hit	25,100
7. KYUU(FM)	adult contemp.	24,500
8. KBLX(FM)	pop/jazz	24,400
9. KFOG(FM)	classic rock	23,400
10. KSAN(FM)	country	23,100

5. Philadelphia

1. WMMR(FM)	AOR	85,400
2. WEAZ(FM)	easy listening	63,100
3. WUSL(FM)	urban contemp.	53,900
4. KYW(AM)	news	53,300
5. WMGK(FM)	soft contemp.	38,100
6. WCAU(AM)	news/talk	36,800
7. WSNi(FM)	adult contemp.	36,300
8. WPEN(AM)	nostalgia	34,800
9. WCAU(FM)	contemp. hit	34,600
10. WDAS-FM	black contemp.	31,400

6. Detroit

1. WJR(AM)	MOR/talk	66,800
2. WJLB(FM)	urban contemp.	53,100
3. WWJ (AM)	news	42,100
4. WCZY(FM)	contemp. hit	39,100
5. WJOI(FM)	easy listening	36,300
6. WRIF(FM)	AOR	35,700
7. CKLW(AM)	nostalgia	33,600
7. WHYT(FM)	contemp. hit	33,600
9. WLLZ(FM)	AOR	27,300
10. WNIC-FM	adult contemp.	25,300

7. Boston

1. WBZ(AM)	adult contemp.	54,000
2. WBCN(FM)	AOR	45,000
3. WHDH(AM)	adult contemp.	40,100
4. WXKS-FM	contemp. hit	39,100
5. WRKO(AM)	talk	34,800
6. WJIB(FM)	easy listening	31,000
7. WSSH(FM)	soft contemp.	27,400
8. WZLX(FM)	classic hits	23,800
9. WEEI(AM)	news	22,600
10. WROR(FM)	adult contemp.	19,400

8. Houston-Galveston

1. KKQB-FM	contemp. hit	44,200
2. KMJQ(FM)	black contemp.	42,900
3. KIKK-FM	country	39,800
4. KFMK(FM)	adult contemp.	35,300
5. KODA(FM)	easy listening	33,300
6. KTRH(AM)	news	30,800
7. KILT-FM	country	30,600
8. KRBE(FM)	adult contemp.	27,300
9. KSRR(FM)	AOR	25,700
10. KQUE(FM)	nostalgia	24,700

9. Washington

1. WKYS(FM)	urban contemp.	39,800
2. WGAY(FM)	easy listening	38,100
3. WMAL(AM)	MOR/talk	35,700
4. WMZQ(FM)	country	35,300
5. WHUR(FM)	black contemp.	31,700
6. WCXR(FM)	classic rock	27,600
7. WAWA(FM)	contemp. hit	24,700
8. WWDC-FM	AOR	22,800
9. WTOP(AM)	news	22,600
10. WDJY(FM)	urban contemp.	20,400

10. Dallas-Fort Worth

1. KVIL-FM	adult contemp.	45,900
2. KKDA-FM	urban contemp.	44,200
3. KPLX(FM)	country	38,100
4. WBAP(AM)	country	36,100
5. KRLD(AM)	news	33,000
6. KMEZ(FM)	easy listening	32,700
7. KSCS(FM)	country	29,900
8. KEGL(FM)	contemp. hit	26,900
9. KTXQ(FM)	AOR	26,100
10. KQZY(FM)	soft contemp.	19,700

11. Miami-Fort Lauderdale-Hollywood

1. WLYF(FM)	easy listening	43,600
2. WSHE(FM)	AOR	30,100
3. WQBA(AM)	Spanish	28,200
4. WHYI(FM)	contemp. hit	27,000
5. WHQT(FM)	urban contemp.	24,600
6. WJQY(FM)	easy listening	22,800
7. WNWS(AM)	news/talk	20,500
8. WCMQ(FM)	Spanish	19,600
9. WAXY(FM)	oldies	19,500
10. WEDR(FM)	urban contemp.	18,600

12. Nassau-Suffolk, N.Y.

1. WHTZ(FM)	contemp. hit	31,400
2. WBLI(FM)	classic hits	24,000
3. WALK-A-F	adult contemp.	23,200
4. WPLJ(FM)	contemp. hit	22,900
5. WBAB-FM	contemp. hit	19,400
6. WLTW(FM)	soft contemp.	17,300
7. WCBQ(AM)	news	15,000
7. WNBC(AM)	adult contemp.	15,000
9. WCBQ-FM	oldies	14,800
10. WNEW-FM	AOR	13,900

13. Pittsburgh

1. KDKA(AM)	MOR/talk	58,800
2. WSHH(FM)	easy listening	37,800
3. WBZZ(FM)	contemp./oldies	31,000
4. WDVE(FM)	AOR	27,600
5. WAMO-FM	urban contemp.	26,300
6. WWSW(FM)	adult contemp.	19,000
7. WHTX(FM)	adult contemp.	16,800
8. WTKN(AM)	talk	16,000
9. WMYG(FM)	adult contemp.	14,300
10. WJAS(AM)	nostalgia	13,200

14. Atlanta

1. WPCB(FM)	easy listening	33,900
2. WKLS-FM	AOR	33,800
3. WQXI-FM	contemp. hit	33,400
4. WVEE-FM	urban contemp.	31,500
5. WYAY(FM)	country	22,600
6. WZGC(FM)	contemp. hit	22,500
7. WSB(AM)	adult contemp.	20,900
8. WFOX(FM)	contemp./oldies	20,700
9. WSB-FM	adult contemp.	19,600
10. WKHX-FM	country	19,300

15. St. Louis

1. KMOX(AM)	variety	77,700
2. KSHE(FM)	AOR	41,700
3. KEZK(FM)	easy listening	22,600
4. KMJM(FM)	urban contemp.	19,200
5. WIL-FM	country	16,700
6. KYKY(FM)	adult contemp.	16,500
7. KHTR(FM)	contemp. hit	14,100
8. KSD-FM	adult contemp.	12,800
9. WMRY(FM)	eclectic rock	12,100
10. KWK-FM	contemp. hit	11,900

16. Baltimore

1. WLIF(FM)	easy listening	37,900
2. WXYV(FM)	urban contemp.	28,700
3. WBSB(FM)	contemp. hit	27,100
4. WBAL(AM)	adult contemp.	25,800
5. WPOC(FM)	country	24,600
6. WIYY(FM)	AOR	23,800
7. WFBR(AM)	contemp./talk	17,100
8. WMKR(FM)	contemp. hit	13,200
9. WCAO(AM)	country	12,400
10. WBGR(AM)	religious	10,900
10. WQSR(FM)	contemp./oldies	10,900

17. Seattle-Tacoma

1. KIRO(AM)	news/talk	34,500
2. KISW(FM)	AOR	24,100
3. KOMO(AM)	adult contemp.	18,800
4. KMPS-FM	country	16,500
5. KBRD(FM)	easy listening	16,100
5. KUBE(FM)	contemp. hit	16,100
7. KIXI(AM)	nostalgia	14,700
8. KSEA(FM)	easy listening	13,600
9. KPLZ(FM)	contemp. hit	12,800
10. KVI(AM)	oldies	11,200

18. Minneapolis-St. Paul

1. WCCO(AM)	variety	56,600
2. KQRS-A-F	AOR	31,500
3. KSTP-FM	adult contemp.	30,200
4. WLOL-FM	contemp. hit	24,800
5. KEEY-FM	country	21,600
6. KDWB-FM	contemp. hit	19,600
7. WAYL(FM)	easy listening	15,900
8. KJJO(FM)	classic rock	12,300
9. KTCZ-FM	AOR	12,100
10. KSTP-AM	news/talk	11,800

19. Anaheim-Santa Ana, Calif.

1. KIIS-FM	contemp. hit	24,200
2. KBIG(FM)	easy listening	19,900
3. KABC(AM)	talk	19,800
4. KJOI(FM)	easy listening	18,500
5. KROQ-FM	contemp. hit	17,300
6. KMPC(AM)	nostalgia	17,100
7. KLOS-FM	AOR	16,600
8. KRTH(FM)	oldies	14,300
9. KOST(FM)	soft contemp.	14,200
10. KNX(AM)	news	13,900

20. San Diego

1. KFMB(AM)	adult contemp.	26,500
2. KJQY(FM)	easy listening	24,200
3. KSDO-AM	news/talk	20,500
4. KFMB-FM	adult contemp.	20,100
5. XTRA-FM	classic rock	19,400
6. KGB-FM	AOR	19,300
7. XHRM(FM)	urban contemp.	14,300
8. KSDO-FM	contemp. hit	14,000
9. KSON-FM	country	11,600
10. KPQP(AM)	nostalgia	10,300

21. Cleveland

1. WMMS(FM)	contemp. hit	40,100
2. WQAL(FM)	easy listening	21,600
3. WMJL(FM)	contemp./oldies	21,100
4. WLTF(FM)	adult contemp.	20,400
5. WDOK(FM)	easy listening	19,800
6. WGCL(FM)	contemp. hit	16,400
7. WWWF(AM)	news/talk	14,900
8. WZAK(FM)	urban contemp.	14,600
9. WDMT(FM)	urban contemp.	14,400
10. WBBG(AM)	nostalgia	13,500

22. Tampa-St. Pete.-Clearwater, Fla.

1. WRBQ(FM)	contemp. hit	45,100
2. WWBA(FM)	easy listening	32,300
3. WQYK-FM	country	25,700
4. WUSA(FM)	adult contemp.	17,200
5. WYNF(FM)	AOR	15,700
6. WKRL(FM)	classic rock	15,100
7. WDAE(AM)	nostalgia	14,200
8. WFLA(AM)	news/talk	12,500
9. WGUL-FM	nostalgia	12,000
10. WPDS(FM)	adult contemp.	11,700

23. Denver-Boulder

1. KOSI(FM)	easy listening	25,500
2. KMJL(FM)	soft contemp.	18,600
3. KBCO-FM	AOR	18,400
4. KPKE-FM	contemp. hit	17,800
5. KBPI(FM)	contemp. hit	17,700
6. KOA (AM)	news/talk	15,300
7. KYGO(FM)	country	12,200
8. KEZW(AM)	nostalgia	11,900
9. KAZY(FM)	AOR	10,800
10. KRXY-FM	adult contemp.	10,500

24. Phoenix

1. KZZP-FM	contemp. hit	30,200
2. KNIX-FM	country	25,200
3. KTAR(AM)	news/talk	21,600
4. KUPD-FM	contemp. hit	19,500
5. KMEO(FM)	easy listening	18,200
6. KQYT(FM)	easy listening	15,700
7. KKLT(FM)	soft contemp.	12,700
8. KOY (AM)	contemp./talk	10,200
9. KOOL-FM	adult contemp.	9,800
10. KSLX(FM)	classic hits	9,200

25. Milwaukee-Racine

1. WTMJ(AM)	adult contemp.	33,100
2. WKTI(FM)	contemp. hit	21,300
3. WEZW(FM)	easy listening	20,100
4. WOKY(AM)	nostalgia	17,500
5. WKLH(FM)	classic hits	15,800
6. WQFM(FM)	AOR	15,300
7. WLUM(FM)	urban contemp.	10,600
8. WMIL(FM)	country	10,200
9. WMYX(FM)	contemp. hit	8,300
10. WBCS-FM	country	7,600

26. Providence-Warwick-Pawtucket, R.I.

1. WPRO-FM	contemp. hit	26,200
2. WLKW-FM	easy listening	24,200
3. WHJY(FM)	AOR	20,900
4. WWLI(FM)	contemp. hit	17,800
5. WHJJ(AM)	news/talk	15,900
6. WPRO-AM	adult contemp.	12,700
7. WBRU(FM)	AOR	10,000
8. WERI-FM	contemp. hit	9,800
9. WWAZ(AM)	nostalgia	9,100
10. WMYS(FM)	adult contemp.	7,200

27. Kansas City, Mo.

1. KMBZ(AM)	news/information	17,800
2. KYYS(FM)	AOR	15,900
3. WDAF(AM)	country	15,600
4. KFKF(FM)	country	14,500
5. KMBR(FM)	easy listening	14,300
6. KBEQ(FM)	contemp. hit	13,900
7. KLSI(FM)	adult contemp.	11,000
7. KUDL-FM	soft contemp.	11,000
9. KCFX(FM)	AOR	10,900
10. KCMO(AM)	news	9,000

28. San Jose, Calif.

1. KGO(AM)	talk	15,700
2. KBAY(FM)	easy listening	11,300
3. KCBS(AM)	news/talk	11,200
4. KWSS(FM)	contemp. hit	11,000
5. KOME(FM)	AOR	7,500
6. KNBR(AM)	adult contemp.	6,800
7. KYUU(FM)	adult contemp.	6,700
8. KSOL(FM)	urban contemp.	6,600
9. KBRG(FM)	Spanish	6,100
9. KSJO(FM)	AOR	6,100

29. Cincinnati

1. WEBN(FM)	AOR	20,600
2. WLW(AM)	adult contemp.	19,800
3. WUBE-FM	country	17,100
4. WKRC(FM)	contemp. hit	16,800
5. WWEZ(FM)	easy listening	16,400
6. WKRC(AM)	adult contemp.	12,700
7. WBLZ(FM)	urban contemp.	12,100
8. WCKY(AM)	news/talk	10,000
9. WRRM(FM)	soft contemp.	7,300
10. WSKS(FM)	AOR	7,000

30. Portland, Ore.

1. KXL-FM	easy listening	16,600
2. KKRZ-FM	contemp. hit	14,000
3. KGW(AM)	adult contemp.	13,400
4. KGON(FM)	AOR	12,900
5. KXL(AM)	easy listening	11,700
6. KINK(FM)	adult contemp.	11,400
7. KEX(AM)	adult contemp.	10,600
8. KUPL-FM	country	9,100
9. KMJK-FM	contemp. hit	8,500
10. KYTE(AM)	nostalgia	8,200

31. New Orleans

1. WYLD-FM	urban contemp.	29,600
2. WEZB(FM)	contemp. hit	20,200
3. WBYU(FM)	easy listening	15,700
4. WLTS(FM)	urban contemp.	13,700
5. WWL(AM)	news/talk/country	12,100
6. WQUE(FM)	adult contemp.	11,500
7. WNOE-FM	country	10,800
8. WRNO(FM)	contemp. hit	10,100
9. WAJY(FM)	soft contemp.	10,000
10. WBOK(AM)	urban contemp.	8,700

32. Sacramento, Calif.

1. KSFM(FM)	contemp. hit	24,100
2. KCTC(FM)	easy listening	19,000
3. KXOA-FM	adult contemp.	15,000
4. KRAK-FM	contemp. hit	14,400
4. KZAP(FM)	AOR	14,400
6. KWOD(FM)	contemp. hit	12,300
7. KFBK(AM)	news/talk	11,000
8. KRAK(AM)	country	8,100
9. KHYL(FM)	adult contemp.	6,300
10. KXOA(AM)	nostalgia	5,600

33. Columbus, Ohio

1. WLVQ(FM)	AOR	22,500
2. WSNY-FM	adult contemp.	20,100
3. WNCI(FM)	adult contemp.	15,800
4. WBNS-FM	easy listening	15,600
5. WXGT(FM)	contemp. hit	13,400
6. WTVN(AM)	oldies	10,500
7. WVKO(AM)	adult contemp.	7,700
8. WRMZ(FM)	adult contemp.	6,700
9. WMNI(AM)	country	5,700
10. WHOK(FM)	country	5,200

34. Norfolk-Virginia Beach-Nwpt. News, Va.

1. WNOR-FM	AOR	20,500
2. WOWI(FM)	urban contemp.	18,300
3. WCMS-FM	country	16,300
4. WFOG(FM)	easy listening	14,300
5. WNVZ(FM)	contemp. hit	13,400
6. WLTY(FM)	adult contemp.	11,100
7. WRSR(FM)	contemp. hit	9,300
8. WMYK(FM)	urban contemp.	9,200
8. WTAR(AM)	oldies	9,200
8. WWDE-FM	adult contemp.	9,200

35. Buffalo-Niagara Falls, N.Y.

1. WBUF(FM)	adult contemp.	19,300
2. WJYE(FM)	easy listening	17,900
3. WYRK(FM)	country	13,000
4. WBEN(AM)	adult contemp.	11,800
5. WPHD(FM)	contemp. hit	11,400
6. WBLK-FM	urban contemp.	10,900
7. WECK(AM)	nostalgia	10,200
8. WBEN-FM	contemp. hit	10,000
9. WGR(AM)	adult contemp.	9,700
10. WNYS(FM)	contemp. hit	8,600

36. Indianapolis

1. WIBC(AM)	adult contemp.	31,600
2. WFBQ(FM)	AOR	22,600
3. WFMS(FM)	country	16,700
4. WTLN(FM)	urban contemp.	15,300
5. WXTZ(FM)	easy listening	14,600
6. WENS(FM)	soft contemp.	13,600
7. WZPL(FM)	contemp. hit	12,100
8. WEAG(FM)	contemp. hit	7,900
9. WTUX(AM)	nostalgia	6,700
10. WTPI(FM)	adult contemp.	5,300

37. San Antonio, Tex.

1. KTFM(FM)	adult contemp.	18,300
2. KOXT(FM)	easy listening	16,600
3. KISS(FM)	AOR	15,800
4. KBUC-A-F	country	11,400
5. KCOR(AM)	Spanish	10,800
6. KAJA(FM)	country	10,000
7. KONO(AM)	adult contemp.	9,700
8. KITY(FM)	contemp. hit	9,500
9. KSMG(FM)	adult contemp.	8,700
10. KEDA(AM)	Spanish	7,900

38. Riverside-San Bernardino, Calif.

1. KDUO(FM)	easy listening	12,800
2. KGGI(FM)	contemp. hit	11,500
3. KFI(AM)	adult contemp.	8,300
4. KRTH(AM)	oldies	8,000
5. KIIS(FM)	contemp. hit	7,900
6. KLOS(FM)	AOR	7,200
7. KBIG(FM)	easy listening	6,800
8. KFXM(AM)	nostalgia	5,900
9. KOST(FM)	soft contemp.	5,600
10. KQLH(FM)	soft contemp.	5,100

39. Hartford-New Britain, Conn.

1. WTIC(AM)	MOR/talk	32,300
2. WTIC-FM	contemp. hit	25,700
3. WRCH-FM	easy listening	16,200
4. WCCC-FM	AOR	8,200
5. WKSS(FM)	contemp. hit	8,000
6. WHCN(FM)	AOR	7,900
7. WDRC(AM)	oldies	7,100
7. WIOF(FM)	adult contemp.	7,100
9. WDRC-FM	adult contemp.	5,200
10. WRCQ(AM)	nostalgia	5,100

40. Charlotte-Gastonia-Rock Hill, N.C.

1. WSOC-FM	country	17,800
2. WPEG(FM)	urban contemp.	15,400
3. WEZC(FM)	adult contemp.	13,200
4. WLWK(FM)	country	13,100
5. WROQ(FM)	contemp. hit	12,900
6. WBT(AM)	adult contemp.	10,300
7. WRFX(FM)	AOR	7,900
8. WBCY(FM)	contemp. hit	7,400
9. WZXI(FM)	soft contemp.	6,700
10. WWDN(FM)	urban contemp.	3,500

41. Rochester, N.Y.

1. WCMF(FM)	AOR	20,600
2. WVOR(FM)	adult contemp.	18,600
3. WPXY-FM	contemp. hit	13,900
4. WEZO(FM)	easy listening	11,700
5. WHAM(AM)	adult contemp.	10,400
6. WYLF(FM)	nostalgia	10,200
7. WZKC(FM)	country	7,900
8. WMJQ(FM)	contemp. hit	6,700
9. WDKX(FM)	urban contemp.	5,600
10. WNYR(AM)	country	4,000

42. Oklahoma City

1. KATT-FM	AOR	16,800
2. KXXY-FM	country	16,000
3. KEBC(FM)	country	10,700
4. KKNQ(FM)	adult contemp.	10,200
5. KZBS(FM)	adult contemp.	9,600
6. KJYO(FM)	contemp. hit	9,400
7. KTOK(AM)	news/talk	9,200
8. KLTE(FM)	adult contemp.	7,400
9. KMGL(FM)	soft contemp.	6,600
10. WKY(AM)	country	6,100

43. Salt Lake City-Ogden

1. KSL(AM)	MOR	14,900
2. KSFI(FM)	easy listening	12,400
3. KRSP-FM	AOR	10,200
4. KKAT(FM)	country	10,000
5. KCPX-FM	contemp. hit	8,900
6. KSOP-FM	country	6,300
7. KISN(FM)	adult contemp.	5,400
9. KLCY(FM)	adult contemp.	5,400
7. KALL(AM)	adult contemp.	5,300
10. KUTR(AM)	adult contemp.	4,700

44. Louisville, Ky.

1. WHAS(AM)	adult contemp.	22,800
2. WAMZ(FM)	country	20,300
3. WRKA(FM)	adult contemp.	11,900

4. WVEZ(FM)	easy listening	11,400
5. WDJX(FM)	adult contemp.	8,700
6. WQMF(FM)	AOR	8,600
7. WLRS(FM)	AOR	7,300
8. WJYL(FM)	adult contemp.	5,900
9. WLOU(AM)	black	4,900
10. WAWG(AM)	adult contemp.	4,600

45. Monmouth-Ocean counties, N.J.

1. WOR(AM)	talk	12,600
2. WNEW-FM	AOR	12,300
3. WOBM-FM	adult contemp.	10,200
4. WHTZ(FM)	contemp. hit	8,300
5. WPAT-FM	easy listening	7,100
6. WJLK-FM	contemp. hit	6,900
7. WADB(FM)	easy listening	6,000
8. WCBS-FM	oldies	5,900
8. WHLI(AM)	nostalgia	5,900
10. WRKS(FM)	urban contemp.	5,700

46. Dayton, Ohio

1. WHIO-FM	easy listening	17,000
2. WGTZ(FM)	contemp. hit	12,200
3. WHIO(AM)	easy listening	9,600
3. WTUE(FM)	AOR	9,600
5. WWSN(FM)	adult contemp.	8,400
6. WONE(AM)	country	6,900
7. WYMJ-FM	adult contemp.	6,700
8. WBLZ(FM)	adult contemp.	6,100
9. WDAO(AM)	black	5,000
10. WLW(AM)	adult contemp.	4,400
10. WSKS(FM)	AOR	4,400

47. Birmingham, Ala.

1. WZZK-A-F	country	20,500
2. WENN-FM	black	17,600
3. WMJJ(FM)	adult contemp.	16,000
4. WAPI-FM	contemp. hit	15,200
5. WKXX(FM)	contemp. hit	11,200
6. WATV(AM)	black	8,400
7. WAPI(AM)	nostalgia	6,700

8. WERC(AM)	news/talk	5,900
9. WAGG(AM)	gospel	4,400
10. WJLD(AM)	black	4,000

48. Nashville

1. WSM-FM	country	15,200
2. WKDF(FM)	AOR	15,000
3. WZEZ(FM)	easy listening	13,900
4. WYHY(FM)	adult contemp.	11,800
5. WQQK(FM)	urban contemp.	11,300
6. WLAC-FM	adult contemp.	10,300
7. WSIX-FM	country	5,800
8. WSM(AM)	country	5,000
9. WWKX(FM)	contemp. hit	4,000
10. WTMG(FM)	adult contemp.	3,700

49. Grnsboro-Wnstrn. Salem-High Pt., N.C.

1. WTQR(FM)	country	23,800
2. WKRR(FM)	classic rock	10,700
3. WOJY(FM)	easy listening	9,600
4. WJSJ(AM)	adult contemp.	9,500
5. WQMG(FM)	jazz	8,500
6. WMAG(FM)	contemp. hit	8,400
7. WKSJ(FM)	contemp. hit	8,100
8. WKZL(FM)	contemp. hit	7,500
9. WEAL(AM)	black	3,400
10. WSEZ(FM)	contemp. hit	3,200

50. Memphis

1. WHRK(FM)	urban contemp.	19,100
2. WMC-FM	adult contemp.	11,200
3. WEGR(FM)	adult contemp.	10,200
4. WRVR-FM	adult contemp.	10,100
5. WGKX(FM)	country	9,500
6. WDIA(AM)	black	8,100
7. WMC(AM)	country	8,000
8. KRNB(FM)	urban contemp.	7,400
8. WLOK(AM)	black	7,400
10. WEZI(FM)	easy listening	6,400

Shanks tapped for CBS-TV early-morning hot seat

Former ABC programing VP will develop new show for network's troubled time slot

Toward the end of a summer of discontent for CBS—with massive personnel layoffs, the cancellation of *The CBS Morning News* and concerns over the company's leadership—the CBS/Broadcast Group had a more positive announcement last week. It hired someone new in its latest effort to bolster the ailing morning time period.

Van Gordon Sauter, executive vice president of CBG and president of CBS News, announced last Wednesday (Sept. 3) that Bob Shanks, former ABC programing vice president and creator of ABC's *Good Morning, America* and *20/20*, had been named executive-in-charge of CBS-TV's new 7:30-9 a.m. morning program, which will debut next January. Shanks will "develop the concept and production team for this new broadcast," said Sauter, adding that Shanks brings to his new job "a long, successful history in television and a strong empathy for the audience of that daypart."

The 7:30-9 broadcast is part of CBS's



overall plan to replace *The CBS Morning News*, a continuing source of embarrassment for the network that will be canceled at the end of December (BROADCASTING, July 28). Preceding the 7:30 slot will be a 90-minute hard news broadcast at 6-7:30 a.m., produced by CBS News.

Shanks, 53, who will report to Sauter, begins his new position today (Sept. 8). Unlike his predecessor in the job of reformatting the morning broadcast, Susan Winson, who had a two-tiered contract with a renewal option after six months if her proposals were accepted by the network, Shanks will have what he called an "unprecedentedly long" contract with CBS. While not specific, he said that it was for "over a year, no outs and no stips," adding that "we either succeed or sink together on this one." Having a long-term contract was important to him, Shanks said, because it said that "CBS is in the fight" to make the program number one.

(Winson, who resigned as executive director of *Morning News* after the decision was made to take it away from the news division [BROADCASTING, Aug. 4], had a two-part contract with the network. The first part included her work developing a new

format for the morning news program from May through October. If her plan were approved by CBS, the network would renew her option and she would remain for about 18 more months as executive producer of the reformat program.)

While he declined to provide specific plans for the show's format, Shanks said last week that he had "a lot of very definite ideas of what the show will be." He would like to provide a program "that informs," that attracts an audience and entertains, that is "worthy of the CBS tradition. . . . It won't be *Wheel of Fortune*," he said, adding that it also won't be "a clone of the other two shows." There will be "givens" included in it, however, he said, such as news, weather, "x-amount of public service type information" and politics.

As for who will host the new broadcast, Shanks said he had "a very short list" of five or six people, with "three that are realistic" that CBS will be contacting this week. When asked about the possibility of bringing to *Good Morning, America* co-host David Hartman (whom Shanks hired for ABC, and

whose contract with that network expires in November), Shanks said he "can't say," but added that it was "interesting" that Hartman's contract will expire before Shanks's show will air.

Shanks, who owns a production company called Comco Productions Inc. with his wife, Ann, has worked in television for 25 years, including six years as an ABC programming vice president (1972-78), during which time he started *GMA* and *20/20*, for which he hired co-hosts Harold Hayes and Robert Hughes.

(The two were replaced after one program with Hugh Downs and later Barbara Walters was added. Shanks said he had wanted to hire Downs and Walters for the show initially.) Shanks left ABC after *20/20*'s first 13 episodes, when he received an offer to develop series and movies at Universal, he said.

Shanks was also a producer of *The Tonight Show* with Jack Paar, *The Merv Griffin Show* and *Candid Camera*, and created *Good Afternoon Detroit* for WXYZ-TV Detroit, and *The Morning Show* for WABC-TV New York,

both ABC-owned stations. Most recently, he has written and co-produced made-for-television movies, including two for CBS: *Drop-Out Father* with Dick Van Dyke and Mariette Hartley, and *He's Fired, She's Hired*, with Wayne Rogers and Karen Valentine.

Additionally, he wrote and co-produced a documentary for PBS called *A Day in the Country: Impressionism and the French Landscape*, starring Kirk Douglas, and the specials *Omnibus* for ABC and *Small World* for NBC.

Earlier this year, Shanks co-produced a "one-woman monodrama" based on Lillian Hellman's autobiographical writings, which played on Broadway as *Lillian*. He is a graduate of Indiana University, with a degree in theater and television.

The fact that there is less than four months to plan the new program doesn't bother Shanks, he said. He had only about six months to develop *20/20*, and that was too long, he said, adding that he didn't sign Hartman for *GMA* until four weeks before the show went on the air. □

AM broadcasters applaud clear channel agreement

Daytimers will be allowed to operate two more hours; full-timers on Mexican clears also can expand coverage

It took what seemed a long time to complete. But when U.S. and Mexican representatives on Aug. 28 finally signed the agreement permitting extended hours of operations by AM broadcasters on both sides of the border, the timing seemed appropriate. It came as the U.S.'s radio broadcasters were looking ahead to New Orleans and the start on Sept. 10 of the National Association of Broadcasters' Radio '86 Conference. Many AM broadcasters among the participants will have reason to congratulate one another.

Some 2,000 AM daytimers, whose post-sunset operation had been limited to 6 p.m., are now free to broadcast up to two hours past sunset. Of those, 320 on seven Mexican clear channels (540 khz, 730 khz, 800 khz, 900 khz, 1050 khz, 1220 khz and 1570 khz) have been transformed into full-time stations operating with power of up to 500 w. Mexican stations on the 25 U.S. clears are also free to operate full time. In all cases, the broadcasting in the new extended hours must be done according to restrictions designed to protect the signals of other stations, foreign and domestic. And while in some cases the authorized power appears slight, American broadcasters and FCC officials alike say broadcasting with relatively low power at night can give a station substantial coverage.

Barry Umansky, deputy general counsel of the National Association of Broadcasters, spoke for an association relieved and happy that an international agreement it had supported and helped nurture into being had finally been signed, almost a year after the two countries had reached an agreement in principle on it—and after several at least ten-

tative dates set for signing had come and gone without action. ("It's the Mexican way of doing business," said one State Department official who had been active in negotiating the pact.) "It's been a long time in coming, but it's one of the most important things ever to happen to AM daytimers," Umansky said. Among other things, the agreement means most daytimers will no longer be signing off before afternoon drive-time, winter or summer.

The treaty is another in a series of steps taken and proposed by the FCC—with the

NAB urging it on—that are designed to shore up AM broadcasting's generally shaky financial condition. A similar agreement with Canada in 1984 permitted more than 500 AM daytimers to become full-timers. The extended hours mean broadcasters have more time in which to provide programming and sell advertising. And clearly, AM broadcasters affected by the Mexican treaty were anxious to see it signed. "I had dozens of calls from daytimers over the past few months asking the status of the agreement," Umansky said. "Many have called to ex-

Survey derby

An equipment survey of all U.S. radio stations is being readied by Douglas I. Sheer Associates and DC & A Market Research, two New York firms that last spring completed a similar broadcast equipment survey among U.S. TV stations.

The manufacturer-sponsored radio survey will begin in December and plans are to distribute it next March, prior to the National Association of Broadcasters convention in Dallas. According to the companies, all 10,000 domestic AM and FM radio stations will be queried on their existing equipment, including transmission gear, towers, cart machines and other products, as well as purchases in 1986 and purchase plans for 1987.

The mail questionnaires will be supplemented by phone surveys, and DC & A's Des Chaskelson predicted a response of over 1,000. Stations responding to the survey will receive a precis of the final report, Douglas Sheer said, and sponsors will pay between \$2,000 and \$7,500 to participate in the survey.

The firms are also planning a second comprehensive television broadcast equipment survey for delivery before the 1987 NAB. The first survey, which had the sponsorship of 33 equipment manufacturers, received detailed responses from 338 stations last spring. For the second study, those stations that responded the first time will receive a new set of questions, while the remaining 827 stations will get the standard census form, the companies explained.

The TV survey breaks down broadcast budgets by ADI market size, station type and region, with questions on purchasing plans of equipment categories including videotape recorders, cameras, switchers, special effects gear, editors, transmitters and other products. Full sponsorship for the TV survey is \$9,500.

press thanks for the NAB's support of the agreement. It's happy news; the daytimers are ecstatic."

Few of the affected stations lost any time in going to the expanded hours. Jim Wychor, of KWOA-AM-FM Worthington, Minn., is a former president of the Daytime Broadcasters Association, which has been merged into the NAB, and is now on the NAB radio board. He said his AM (on 730 khz) began operating as a full-timer on the same day the treaty was signed. The station will devote much of its expanded hours—6 to 12 p.m., seven nights a week—to *TalkNet*, NBC radio's call-in program that offers advice on personal finance and relations. But the station will cut away in the fall and winter for live, play-by-play broadcasts of high school football and basketball and high school and college wrestling—a service that, like *TalkNet*, will be new to the communities KWOA serves. Beyond the direct benefits to be derived from the agreement, Wychor said, stations also will benefit through the "stabilization of year-round staffs and income" that



FCC Chairman Fowler

will become possible.

(Wychor is one of those broadcasters, incidentally, more than satisfied with the relatively low power on which his AM may operate at night. He said the 159 watts afford KWOA "an interference-free signal out to 60 miles.")

FCC Chairman Mark Fowler and NAB Radio Board Chairman Bev Brown, of KGAS(AM) Carthage, Tex., stressed the public service side of the equation. The affected stations will bring new service to an estimated 46 million listeners. But Fowler and

Brown said the extended hours will be of particular benefit to residents of rural areas who rely on radio for public service announcements in times of emergency—school closings in winter and the like. With fall approaching, Fowler said, "this couldn't have come at a better time." By staying on two hours after sunset, said Brown, "you can do a much better job for your listeners." He called the Mexican agreement "a great step forward for daytimers."

The affected stations were able to move swiftly in taking advantage of the extended hours when the agreement was signed because the commission had already adopted the necessary rule changes. The commission two years ago authorized daytimers to extend their hours to 6 p.m. or sunset, whichever was later, with specified power levels—and in most cases to extend their broadcast day to two hours after sunset when the Mexican agreement was signed. No additional application or commission action is necessary. Commission authorization to stations on Mexican clears was given last year, sub-

Donahue and Winfrey square off



On the eve of the debut of King World's *Oprah Winfrey Show* today (Sept. 8), *Donahue* distributor Multimedia said that in six of the top 25 markets, the two shows will be carried opposite each other in direct competition.

Among the markets where the two shows will run head-to-head, Los Angeles, where KNBC-TV will carry *Donahue* and KABC-TV will carry *Winfrey* at 3 p.m., is the largest. Phil Donahue will tape his show at KNBC-TV on Sept. 8-12, to help counter Winfrey's debut in the market. *Winfrey* is taped at WLS-TV Chicago.

Donahue, which will celebrate its 19th anniversary in November, has aired primarily during the morning in the more than 215 markets that carry it, but as of this fall it will be shown in early fringe in 25 markets covering 32% of the country, including New York where it is produced at WNBC-TV. Seven of the top 10 markets will carry it in early fringe. *Winfrey* has been cleared primarily for morning telecasts in more than 140 markets.

Because of time differences, this week's taping of *Donahue* in Los Angeles will mean that the rest of the country will get the show the day after it is produced. A previously unseen *Donahue*

episode, produced in New York, will air on Sept. 8 in the rest of the country, with the Los Angeles episodes airing on Sept. 9-15.

Winfrey's debut has been preceded by much publicity, especially in the consumer press, much of it due to her Oscar nomination for her role in "The Color Purple." David Sams, vice president of creative affairs at King World, attributed Winfrey's success to her personality. "We have carefully marketed her," he said, with a promotion budget of more than \$2 million. Winfrey has made personal appearances in 25-30 markets where her show will appear and has also held numerous satellite press conferences. Additionally King World has provided her stations with extensive on-air promotional spots, including one by David Steinberg.

Promotion for the debut of *Donahue* has not changed from past years, according to a spokesman. Multimedia Entertainment President Mike Weinblatt said that *Donahue*'s success in recent household and demographic ratings bodes well. Weinblatt added that Multimedia was happy with the show's move into early fringe.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Sept. 22  **World of TV Programing.** From the *A-Team* to the *Twilight Zone*, a status report on network, syndicated and cable programing.
- Oct. 27  **Broadcast Technology: State of the Art.** A comprehensive look at the technological trends and developments of the past year.
- Dec. 1  **Western Cable Show.** A preview of the cable industry's second largest trade show, held in Anaheim, Calif.
- Dec. 8  **Journalism: State of the Art.** A special report on the issues and events challenging journalists of the Fifth Estate.
- Dec. 29  **Pre-INTV.** An early look at what the independent television station industry can expect at its annual gathering. Plus: BROADCASTING's **annual yearend review**, looking back at the major communications events of 1986.
- Jan. 5  **INTV.** As the Association of Independent Television Stations convenes in Los Angeles, Jan. 7-11, we present a complete agenda and a preview of the exhibit floor.
- Jan. 12  **Getting ready...**
- Jan. 19  **Getting set...**
- Jan. 26  **NATPE.** Coverage of the U.S.'s largest programing bazaar, in New Orleans, Jan. 21-25.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in BROADCASTING Every Week

** Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

ject to completion of the bilateral agreement. And in May, the commission specified the power those stations would be authorized to use, up to a maximum of 500 w. All that the commission is asking of the stations that are now beginning full-time service to file a brief statement with the AM branch reporting that they have begun nighttime service and how they are conducting their nighttime operations. But the statement will "just be for the files," a staffer said. The stations need no further authorization for full-time operation.

So in New Orleans this week there should be lots of idea swapping on how daytimers can use all of their extra air time. And for the fortunate majority, the extra time made available when America's charge d'affaires in Mexico City, Morris Busby, and Mexico's Secretary of Communications and Transport, Daniel Dias Dias, signed the AM agreement is a function not only of the new technology, like variable output transmitters that permits stations to reduce power, as

needed. It's a function also of years and years of lobbying that finally paid off.

Armstrong awards go to CBC, CBS, RKO

The Canadian Broadcasting Corp., RKO, CBS and two independent program producers captured top honors in this year's Major Armstrong Awards, administered by the Armstrong Memorial Research Foundation at Columbia University, New York, for "excellence and originality" in radio broadcasting. The program ranged from medical malpractice to an examination of Canadian Indians. The first-place winners along with their respective categories were:

■ Music: Paul Lazarus, independent producer, New York for his *Anything Goes* series.

■ News: RKO's WKRS(FM) New York for a

segment from its *Inside Story* series called "Crack."

■ News documentary: CBS's KMOX(AM) St. Louis for a special program entitled *Medical Malpractice*.

■ Public or community service: CBC Radio, Toronto, for *Family Circle/Inner Spheres*.

■ Education: the Julian Crandall Hollick Independent Broadcasting Association, Inc., Littleton, Mass., for its special, *The Fall of Berlin: May 1945*.

■ Creative use of the medium: CBC Radio, Toronto, for *The Riel Commission: An Inquiry Into The Survival Of A People*. (The show examined the plight of the Canadian Indian.)

First-place winners are awarded bronze plaques.

Ten awards were given to runners-up and "honorable mention" programs. (All programs submitted to the Armstrong Foundation were aired in 1985 in either the U.S., Canada or Australia.) There were also three special awards made by the Armstrong Foundation: WGBH Massachusetts was honored for its "technical achievement in broadcasting," and Arch L. Madsen, president emeritus, Bonneville International Corp., Salt Lake City; and Norman Ross Jr. air personality for WFMT-FM Chicago, were cited for "outstanding service to the telecommunications industry."

The Major Armstrong Awards, initiated in 1954, are named after the late Major Edwin H. Armstrong, a Columbia Engineering School professor who is recognized as the inventor of frequency modulation. □

Taxes step up station trading market

Many insiders believe this summer marked the beginning of a new flurry of station-trading activity as sellers attempt to beat the new tax laws slated to go into effect next year. The expected changes in capital gains taxes from 20% to 28% to 34% depending on the tax bracket, tougher write-offs of equipment depreciation and the elimination of the investment tax credit by 1987 all suggest that an unusual amount of properties will change hands before Dec. 31. Some of the more recent activity:

■ The \$25-million-plus sales of WYK-FM St. Petersburg, Fla., and KRBE-AM-FM Houston, and the \$25-million sale of S&F Communications' remaining properties, WNVZ(FM) Norfolk, Va., and WMKR-FM Baltimore ("Changing Hands," page 98).

■ KIXL(AM)-KHFI-FM Austin, Tex.; WXAM(AM)-WQXY-FM Baton Rouge, La.; KLAZ(AM)-KZOU(FM) Little Rock, Ark., and KBFM-FM McAllen, Tex., have been put up for sale by Richard Oppenheimer's Capitol Cities Broadcasting Co. Oppenheimer, who is on the National Association of Broadcasters radio board, bought his first stations, in Austin, in 1980. The group is expected to bring \$35 million-\$40 million. Americom Media Brokers is handling the sale.

■ KFAB(AM)-KGOR(FM) Omaha are being sold to Henry Broadcasting for \$22 million. The stations, owned by Lee Enterprises, are being spun off because of Lee's recent \$89-million purchase of KMTV(TV) Omaha, along with KGUN-TV Tucson, Ariz., ("Changing Hands," Sept. 1). Lee Enterprises, which owns six TV's and 18 newspapers, is a publicly owned, Davenport, Iowa-based company headed by Lloyd Schermer. Henry Broadcasting, principally owned by Charlton H. Buckley, owns three AM's and four FM's, most recently acquiring KDON-AM-FM Salinas, Calif. Chapman Associates brokered the sale.

■ WAES(AM)-WROQ(FM) Charlotte, N.C., are being sold by Stuart and Sis Kaplan to CRB Broadcasting for \$13.5 million. The Kaplans will have no other broadcast interests but will retain a weekly newspaper in Charlotte. CRB, owned by Carter Burden, Ed Rogoff and Robert Connor, recently purchased former Affiliated Broadcasting stations, WFAS-AM-FM White Plains, N.Y. ("Changing Hands," July 14). This purchase will bring its total to five AM's and five FM's. Paine Webber is financing the deal, and Ted Hepburn is the broker.

■ Also sold last week was KIXS(AM)-KIIZ-FM Killeen, Tex. (Austin), by Grace Broadcasting to Duffy Broadcasting for \$12 million. Grace, based in Southfield, Mich., and principally owned by Harvey Grace, is now left with WNYR(AM)-WEZO(FM) Rochester, N.Y., in its broadcasting portfolio. Duffy, principally owned by Bob Duffy, Marty Greenburg and Pat Delaney, is based in Dallas and will own five AM's and six FM's. Bob Mahlman of The Mahlman Co. brokered the deal.

A reading of "Changing Hands," for the last few months will show a great increase in station sales in the \$5 million-\$10 million-plus range. After several years of shortages in available properties new buyers will be happy to see the tide changing, and with the ever increasing availability of Wall Street money, some small groups are expected to expand rapidly.

New company to market three affiliates to TVRO's

SBN to target backyard earth stations owners who get poor off-air network reception; three undisclosed signals to become superstations, in effect

Some time between now and November, three network-affiliated television stations (one of each network) may be transformed into superstations to provide network programming not to cable systems and their subscribers, but to hundreds of thousands of backyard dish owners deprived of clear off-the-air reception of one or more network affiliates.

Responsible for the metamorphosis: Satellite Broadcast Networks Inc., a privately financed, start-up company formed by four former Group W cable executives led by Kazie Metzger ("In Brief," Sept. 1).

SBN plans to put the signals of the three affiliates on a satellite, scramble the signals and charge dish owners \$49.95 a year to



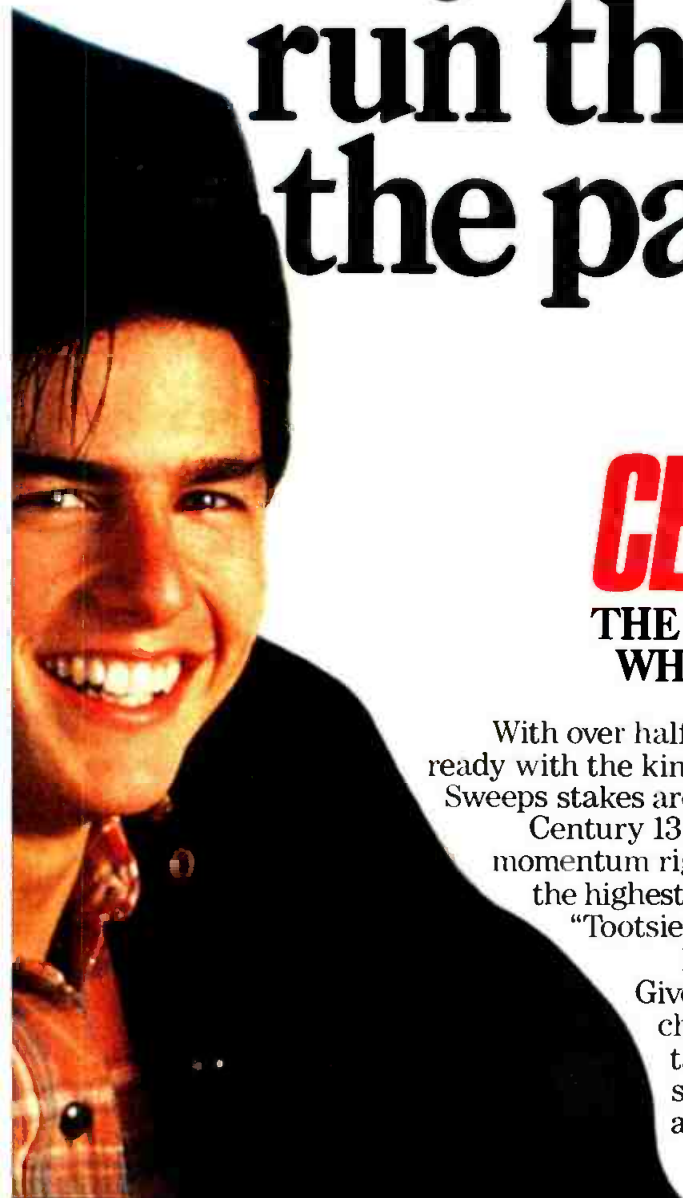
“Let’s party.”



All major theatrical releases.

★ **COMMANDO** ★ **ROMANCING THE STONE** ★
 ★ **BACHELOR PARTY** ★ **MR. MOM** ★ **ALL THE**
RIGHT MOVES ★ **REVENGE OF THE NERDS** ★
 ★ **BLAME IT ON RIO** ★ **HEART LIKE A WHEEL** ★
 ★ **MEL BROOKS' HISTORY OF THE WORLD—**
PART I ★ **RHINESTONE** ★ **TO BE OR NOT TO BE** ★
 ★ **WITHOUT A TRACE** ★ **TWO OF A KIND** ★

★ **JOHNNY DANGEROUSLY** ★ **THE MAN WITH**
ONE RED SHOE ★ **UNFAITHFULLY YOURS** ★
 ★ **GIVE MY REGARDS TO BROAD STREET** ★ **MAX**
DUGAN RETURNS ★ **THE BUDDY SYSTEM** ★ **THE**
STAR CHAMBER ★ **BUCKAROO BANZAI** ★ **THE**
AMATEUR ★ **THE OSTERMAN WEEKEND** ★
 ★ **TURK 182!** ★ **DREAMSCAPE** ★ **BAD MEDICINE** ★



When you buy big movies, you want to run them before the party's over.

CENTURY 13

**THE HITS YOU CAN RUN
WHILE THEY'RE HOT.**

With over half the titles cleared for '86-'87 airing, Century 13 is ready with the kinds of movies and stars that deliver when the Sweeps stakes are high.

Century 13 has that special appeal that carries box office momentum right into the home. ("Mr. Mom" already scored as the highest rated network theatrical film of last season—beating "Tootsie," "Rocky III," "Flashdance" and "48 Hours.")

Put Stallone and Schwarzenegger to work for you. Give your audience the appeal of Parton and the charisma of Cruise. Watch the Nerds get revenge, take a sexy jaunt to Rio, join a Bachelor's last fling, see a man who's a Mom, Romance a deadly Stone—and look out for a Commando gone wild.

But above all, don't wait.



THE BIG MOVIE COMPANY

receive the package. SBN has yet to identify the three, but, at a press conference at the SPACE/STTI home satellite industry trade show in Nashville last week, it said one would be in New York, one in Chicago and one in Atlanta. SBN hopes to roll out the service, which will be marketed as PrimeTime 24, in November.

According to Metzger, who was vice president of business development for Group W and is president of SBN, the company decided to pluck a signal from three different cities so that dish owners will be able to benefit from local news coverage from three different areas. And it decided to pick signals in the cities it did because two-thirds of all home earth stations are in the eastern half of the country, she said.

Half of the 1.5 million homes that now have C-band dishes either cannot receive one or more network affiliates off the air or cannot receive one or more with acceptable picture quality, Metzger said. Those homes, she said, describe the SBN market. How many will sign up for PrimeTime 24? "I don't know, but I hope it's sufficient to make it a profitable business," she said.

Metzger said SBN will notify all the stations before picking them up, but will not ask their permission to do so. What's more, she said, it will not wait for Congress to amend the copyright law. It doesn't have to, she said.

The House Copyright Subcommittee is currently considering a bill that would amend the copyright law to enable carriers of the cable superstations—Tempo Enterprises (WTBS-TV Atlanta), United Video (WGN-TV Chicago) and Eastern Microwave (WOR-TV New York)—to scramble the superstations' signals and to sell them to dish owners under a compulsory license. They would have to pay copyright fees—12 cents per subscriber per month—for the license.

Metzger said SBN has been advised by the Washington law firm of Hogan & Hartson that SBN may implement its plans under current copyright law. She said SBN will be making copyright payments, but declined to say how much and to whom.

When SBN's plans become fully and widely known, Metzger acknowledged, "there will be a lot of screaming and yelling" and the company is certain to receive a "lot of flak." But, she said, "when the dust settles, our legal approach will be shown to be appropriate and we will proceed."

It may be in the best interest of the networks to go along with SBN, Metzger said. The networks have come under increasing congressional pressure for planning to scramble their satellite feeds with nonstandard scrambling systems and not permitting dish owners to subscribe, she said. By making network programming available to all dish owners, she said, SBN will alleviate Congress's concerns and allow the networks to move ahead with their plans.

SBN notified the networks of its plans the day after making the announcement, and, as of last Thursday, there was some concern, but no "screaming and yelling." An NBC spokeswoman said, "It appears to us that the

proposal violates the rights of a lot of people and the existing [copyright] law." ABC and CBS said they would defer comment until they had time to study the venture. (All the network affiliates in New York and Chicago are owned by the networks.)

In Atlanta, none of the general managers of the three network affiliates was even aware of SBN's plans to put one of them on the satellite. "It's news to me," said Andrew S. Fisher, vice president-general manager, of Cox Communications' WSB-TV, an ABC affiliate.

After having SBN's plans outlined to him, Paul Raymon, vice president and general manager of Storer's WAGA-TV, and head of the CBS affiliate group's scrambling task force, said the SBN service, on its face, would seem to solve the networks' problem with Congress over scrambling. "But it's like taking a dent out of a beer can: in solv-

SATELLITE BROADCAST NETWORKS

BACKGROUND INFORMATION

- SATELLITE BROADCAST NETWORKS (SBN) is a new satellite programming company headquartered in New York City.
- PRIME TIME 24, a service of SBN, is a special three-channel package of ABC, CBS, and NBC superstations for the home satellite dish market. SBN will retransmit the off-air broadcast signals of three network affiliates originating from Chicago, Atlanta, and New York.
- PRIME TIME 24 will be launched in November, 1986.
- The retail price for PRIME TIME 24 is \$49.95 for one year.
- NATIONAL GATEWAY TELECOM, a wholly-owned subsidiary of Pacific Telecom, will provide uplink facilities for SBN.
- PRIME TIME 24 will be scrambled with M/A-COM VideoCipher II equipment. The VideoCipher II descrambler will be compatible with PRIME TIME 24 as well as with other scrambled satellite/cable services.
- PRIME TIME 24 will be promoted and sold directly to the consumer and will also be distributed through a network of authorized satellite dish dealers who will sell the service to new dish owners and current owners who purchase descramblers.

ing one problem you may be creating others," he said.

Beaming distant network affiliates into a market would infringe on the market exclusivity of the local affiliates, creating all sorts of ancillary problems, he said. During football season, for instance, he said, SBN would be transmitting up to three different games into a market in competition with the football broadcast of local stations or, possibly, in violation of a local football blackout.

Tom Rogers, an aide with the House Telecommunications Subcommittee, came away from a meeting with Metzger in Nashville with no clear idea about how SBN plans to implement its plans without modifying the copyright law. "If we felt that way, we would not have introduced the bill," he said.

Rogers said he thought SBN was a "very good idea" that would, as Metzger suggested, take the political heat off the networks for scrambling their satellite feeds. But, he said, the networks, sensitive to their affiliates' desire to preserve market exclusivity, would likely "run to the courts to enjoin" SBN from going forward.

National Gateway Telecom Inc., New York, has tentatively agreed to scramble the signals of SBN's three superstations and uplink them to three transponders on Galaxy III for retransmission to dish owners, Metzger said. Under the agreement, National Gateway will also arrange for the lease of the three transponders from Hughes Communications on SBN's behalf.

Metzger refused to discuss SBN's finances. She wouldn't say how much start-up capital the company had or expected to get, or how much money the company would spend to get under way. But it clearly is not an inexpensive undertaking. According to industry sources, it will cost SBN at least \$2 million a year just to lease the three transponders on Galaxy III. Its other principal expenses include National Gateway's services, marketing and copyright fees.

It may be awhile before dish owners begin flocking to SBN in large numbers. For the time being, dish owners will be able to continue to receive the programming of all three networks by intercepting distribution feeds on C-band satellites. Although all the networks plan to scramble their feeds, none has announced definite plans to do so. (NBC sends the bulk of its programming over a Ku-band satellite, but it maintains a C-band feed as a backup.)

SBN will be using the M/A-Com VideoCipher II scrambling system, which has become the de facto scrambling standard in the cable and home satellite industries, Metzger said. One result of scrambling is to limit the market for PrimeTime 24 to those dish owners that own a Videocipher II home descrambler, which costs about \$400. The industry's best guess is that fewer than 100,000 homes have descramblers.

But the paucity of home descramblers was no cause for concern by Metzger. SelecTV will become this fall the last of the mass-appeal pay television services to scramble, she said. After it scrambles, she said, dish owners will have more reason than ever to buy a descrambler, and the number of homes with descramblers "will increase very rapidly."

SBN plans to market PrimeTime 24 directly through a toll-free number and indirectly through distributors and dealers of home dishes and through packagers of programming for the home satellite market. In the upcoming weeks, she said, SBN will be talking with other cable programmers serving the home satellite market and with would-be packagers in an effort to work out some kind of cooperative agreement. Those talks may result in SBN or some other entity offering PrimeTime 24 with other services in a package, she said.

The other SBN executives: Ann Kirschner, executive vice president, sales and marketing (formerly director of new services, Group W Cable); Janet Foster, executive vice president, operations and programming (formerly vice president, programming, Group W Cable), and Todd Hardy, executive vice president, business and corporate affairs (formerly vice president, general counsel, Group W Cable). □

Radio '86 New Orleans

Management, Programing, Sales and Engineering



Christal Radio



Katz Radio



Republic Radio

Katz Radio Group. The best.

From the Desk of:
Charlie Colombo



RADIO '86 / CONVENTION NOTES...

✓ WRITE COMPLIMENTARY NOTES TO EDDIE FRITTS, DAVE PARNIGONI AND BILL STAKELIN FOR EXCELLENT CONVENTION AGENDA.

✓ MEET WITH VENDOR MARKETING DEPARTMENT ON 9/15 - PLAN NEW STRATEGIES FOR '87.
WELCOME DOROTHY LEONHARDT TO VENDOR GROUP...

✓ BE SURE THAT JOHN NAISBITT'S "MEGATRENDS" FUTURES FORECASTS ARE REVIEWED BY MANAGEMENT COMMITTEE.

✓ INTRODUCE RADIO THAT "WORKS" AT RADIO CONVENTION CLIENT COCKTAIL PARTY - THURSDAY, SEPTEMBER 11, WINDSOR COURT HOTEL, 5 PM.

✓ SEND "THANK YOU" TO JACK MCSORLEY AND PRICE COMMUNICATIONS; ALSO JOAN KESSLER, WBAP/KSCS FOR AGREEING TO WORK WITH US ON NATIONAL MARKETING GROUP - TO ATTRACT NEW ADVERTISERS TO SPOT RADIO.

✓ WELCOME METROPLEX'S WNLT / WHBO, TAMPA AND GENERAL MANAGER JON PINCH TO BLAIR. (CONGRATULATE SELECT RADIO FOR BRINGING WFLA/WPDH, TAMPA ON BOARD!)
GREAT MARKET, GREAT STATIONS...

✓ COMPLIMENT BOB LION FOR GREAT JOB OVERSEEING SUPERNET AND BLAIR RADIO NETWORK SALES TEAMS - ALL PARTICIPATING REPS ARE UP NICELY IN '86.

BLAIR RADIO. PERFORMANCE.

BLAIR RADIO
1290 AVENUE OF THE AMERICAS
NEW YORK, NY 10104 212-603-5000



RADIO
REPRESENTATION
DIVISION



When the radio masses assemble in New Orleans on Wednesday (Sept. 10) for the National Association of Broadcasters Radio '86 convention, they will bring a number of concerns with them, not the least of which is the future of AM radio. This year's meeting, which is expected to attract a record crowd of nearly 6,000 broadcasters, exhibitors, hospitality suite hosts and guests, will try to ease that concern by recapping the considerable groundwork that has been laid toward improving the languishing AM band.

A three-hour-plus forum, the longest workshop of the convention, has been scheduled for Thursday at 3:15 p.m. to address a number of AM issues. The first half of the session will review both the NAB's and FCC's efforts to improve the band, and will include highlights of the FCC's comprehensive AM improvement report. Also on hand will be Alfred Sikes, administrator of the National Telecommunications and Information Administration, who will discuss some of the various NTIA suggestions for improving the AM band's fidelity and sig-

nal quality.

The second half of the session will feature the unveiling of an NAB technical study on AM overmodulation and the National Radio System Committee's proposals on eliminating AM radio interference that includes a draft standard by the group's technical subcommittee concerning proposed standards for pre-emphasis (to what extent a station should boost the high frequencies of its signal before transmission) and de-emphasis (the corresponding decrease at the receiving end [BROADCASTING, July 28]) and a recommendation for AM stations to voluntarily limit their broadcast bandwidth to 10 khz (BROADCASTING, Aug. 18.) Charles Morgan, chairman of the NRSC and vice president, engineering, of Susquehanna Broadcasting, has said if these proposals are supported by the majority of broadcasters and receiver manufacturers, the move "could be the biggest thing that has happened to AM since before FM, from a technical or any aspect." (The National Radio Systems Committee is a joint broadcaster-receiver manufacturer group formed last fall by the NAB and the Electronics Industries Association.) There is also a panel on AM stereo scheduled for Saturday at 9:30 a.m.

Overall, technology will be a primary focus at this year's convention, with twice the number of technological-oriented sessions from 1985 in addition to several hands-on workshops. Setting the tone for this technology thrust will be a 30-minute audio/visual presentation by John Abel, NAB's executive vice president/operations, which is slated for the opening general session on Thursday morning. The presentation, "Gazing into the Crystal Ball: A Radio Manager's Technical Guide to the Future," will look at the impact of new technologies on radio over the next five to 10 years.

Among the findings, based on responses from 511 chief engineers, are:

- Forty-seven percent of large-market (top 25) and 20% of medium-market (population of at least 500,000) stations use cellular telephones, mostly for remotes and sales purposes. Abel sees more broadcasters using cellular technology in the near future because of its cost-effectiveness compared to telephone lines.

- Of all stations, 17.4% use compact disk players (7.7% for AM outlets and 31% for FM stations), most on a part-time basis.

- Of FM stations, 2.8% are equipped with FMX—a relatively new system that effectively extends the reach of an FM stereo signal up to three times—or to the same reach as the station's monophonic signal. Another 15% are projected to install FMX equipment in the next 12 months.

- Eighty-five percent of all stations have at least one satellite dish and 50% have two or more, mostly used for receiving network feeds.

Another major concern of broadcasters is the sluggish pace of national spot business this year. Presidents of some radio representative firms will gather on Thursday afternoon to discuss national sales. This year's rep panel session will take on added significance because it comes just six weeks after Jerry Feniger, managing director of the Sta-



New Orleans' Jackson Square

tion Representatives Association who will also serve as panel moderator, sent out a strongly worded letter to more than 500 ad agencies and media buying services threatening legal action against direct buying between stations and agencies. (SRA members Interop and CBS Radio Representatives were not signatories to the letter.)

The growing interest among broadcasters in the cost, methodology and effectiveness of the industry's two primary local audience measurement services—Arbitron, which is still considered the dominant company, and Birch Radio—will be the subject of a Saturday afternoon session. A minor controversy already surrounds the session with Arbitron wanting to conduct its presentation separately. "Because of the emotionalism tied to the subject matter, you can't have a real panel discussion," said an Arbitron spokeswoman. "The industry deserves the right to an open forum in which important issues can be discussed with the ratings services," said Birch Radio Chairman Tom Birch in a statement released last week.

Other key workshops include an early Saturday morning panel called "How The Tax Law Changes Effect Radio Broadcasters," a session on format experimentation, a network "leaders" discussion and a congressional panel on dealing with negative political advertisements. Bill Moyes, president of The Research Group, Seattle, will repeat his "MegaRates" presentation first given at the NAB convention in Dallas last April. And Radio Advertising Bureau President Bill Stakelin will lead a general overview on the state of sales. As in previous years, there will be a heavy emphasis on programming with 20 workshops and 10 format rooms.

New to the convention this year is a late afternoon "champagne party," hosted by radio syndicators. It replaces the previous syndicators' breakfast.

NAB President Eddie Fritts will deliver opening remarks at the Thursday general session. Fritts is expected to stress the role of radio stations as leaders in their communities, especially in the fight against substance abuse. Fritts is scheduled to be preceded by

NAB Radio Board Chairman Bev Brown of KGAS(AM) Carthage, Tex., who will give "official recognition" to the merger of the National Radio Broadcasters Association and the NAB with a short audio/visual presentation. (This is the first radio meeting since the merger earlier this year.) Also speaking on the merger will be Bill Clark of KABL-FM San Francisco, former NRBA board chairman and currently a member of the NAB's radio board.

Receiving this year's annual radio award is long-time Los Angeles radio personality Gary Owens (see "Fifth Estater," page 127). The award will be presented during a Friday (Sept. 12) luncheon by Gannett Radio President and Radio '86 Co-Chairman Joe Dorton. (The convention's other chairman is John F. Dille III of Federated Media, Elkhart, Ind., who is immediate past NAB radio board chairman.) Delivering the keynote address at the luncheon will be John Naisbitt, author of the best seller, "Megatrends." There will also be a tribute to the late WNEW(AM) New York personality, William B. Williams, by William O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and an NAB radio director.

According to David Parnigoni, NAB's senior vice president, radio, as of last Wednesday, paid pre-registration for the four-day event stood at 2,213. Parnigoni expects paid registration to eventually hit 2,700-2,800. There will be 118 exhibitors spread across 20,600 square feet of space in the New Orleans Convention Center and 95 companies will host hospitality suites at both the Marriott—the official convention hotel—and the Fairmont.

Among the networks planning remote broadcasts from New Orleans this week are Mutual for *The Dr. Toni Grant Show* and *The Larry King Show* and NBC Talknet for its nightly talk block of Bruce Williams and Sally Jessy Raphael. Rock singer Joe Cocker will entertain at the closing Saturday night dinner.

The agenda for the show begins on page 54, followed by a hospitality suite listing (page 60) and exhibitors guide (page 62).

WINNING.

It's an absolute necessity in the business of national radio representation. And we're winning important dollars and advertiser respect. For a select group of America's great radio stations.

We're Select Radio. The quality short list rep of choice, by choice.

For station people with big goals. And who hate the taste of crumbs.

We've got a powerful combination. Great stations managed by people who accept only victory. Sold to national advertisers by a winning team of experienced sales people, and backed by the resources of the Blair/Radio Representation Division.

Select Radio is winning maximum national radio dollars. For great stations with greater expectations of excellence.



***FOR AMERICA'S GREAT
RADIO STATIONS.***

SELECT RADIO REPRESENTATIVES
1290 AVENUE OF THE AMERICAS NEW YORK, NY 10104 212-603-6200

In the 50 major markets, quality radio arrives via RCA's radio network satellite.



Radio is a numbers game. And our Satcom satellite can help you win.

Consider these figures: RCA Americom's radio network satellite gives you access to as many as 15 stations in each of the top 20 markets. And at least 5 stations in each of the top 50.

More than 3,500 radio stations are tuned to RCA. Since we reach the biggest number of stations, we offer the best distribution coverage available—with digital for superior quality and analog single-channel-per-carrier for

maximum flexibility.

It should come as no surprise that most major programmers already distribute shows via RCA's radio network satellite. Our 29 services include the ABC, CBS, NBC, United Stations, Transtar and Wall Street Journal Radio Networks; Mutual Broadcasting System and Westwood One.

Quality and reliability keep those customers happy. Transmission is via 8.5-watt solid state amplifiers, *the most powerful of any broadcast radio satellite,*

and provides mono and stereo audio channels of up to 15 kHz. Availability is better than 99.99%, maybe the best in the business.

You can get information describing our radio program distribution services along with a *free* copy of our poster (a reprint of the illustration above) by calling our number, (609)987-4218, and asking for Elizabeth Rawson.



Thursday, Sept. 11

Opening session. 9-10:15 a.m. Exhibit hall C. Welcome by NAB President Eddie Fritts and Radio Board Chairman Bev Brown. *Gazing into the Crystal Ball: A Radio Manager's Technological Guide to the Future.* Panelists: FCC Commissioner Patricia Diaz Dennis, and NAB's Fritts, Brown and John Abel.

Six concurrent sessions. 11 a.m.-12:15 a.m. *Making AM Work... For Ratings... For Profits... For Both!* Room 44. Moderator: Jerry Lyman, RKO Radio. Panelists: John Lund, Lund Consultants; Ken Romero, KANE(AM) New Iberia, La.; Arthur Schreiber, KOB(AM) Albuquerque, N.M.; Bill Coffey, KUSA(AM) St. Louis.

Basic Financial Management for PD's. Rooms 7 and 9. Presenter: Charlie McNealy, Seidman & Seidman.

Selling Local Chains. Room 41. Presenters: Wayne Cornils, RAB; Joan Homa, WGMS-AM-FM Washington; Bob Dunn, WTC(AM) Hartford, Conn.

Programing Clinic by Programing Consultants. Room 10. Moderator: Stephen Trivers, Kalamusic. Panelists: Dwight Douglas, Burkhart, Abrams, Douglas, Elliot & Associates; E. Alvin Davis, E. Alvin Davis & Associates; Alan Burns, Alan Burns & Associates.

Programing for Social Change. Room 6. Moderator: Dwight Ellis, NAB. Panelists: Ernesto Perez, WFRG(FM) Atlanta; Frank Tavares, National Public Radio; Marita Rivero, WPFW(FM) Washington; Robert Williams, WXLA(AM) Lansing, Mich.

All About RF Regulations. Room 4. Moderator: Ralph Justus, NAB. Panelists: Robert Culver, Lohnes & Culver; James McKinney, FCC; Richard Tell, EPA; Barry Umansky, NAB.

Six concurrent sessions. 1:45-3 p.m. *MegaRate\$: Getting Top Dollar for Your Spots.* Rooms 41 and 42. Introduction: Bernadette McGuire, NAB. Presenter: Bill Moyes, The Research Group.

New Business Development. Room 43. Moderator: Wayne Cornils, RAB. Panelists: Eric Straus, WMCA(AM) New York; Todd Leiser, WSB(AM) Atlanta.

News and Personality on a Music Station. Room 10. Moderator: George Harris, Harris Communications. Panelists: Jhani Kaye, KFI(AM) Los Angeles; Jay Meyers, WBUF(AM) Buffalo, N.Y.; Herb Crow, WWSW-FM Pittsburgh; Randy Kabrich, WRBQ(AM) Tampa, Fla.

Communicating with GM's and PD's. Room 4. Moderator: Joseph Costello III, Gulf South Broadcasters. Panelists: Nick Ferrara, WBZZ(AM) Pittsburgh; Tony Booth, WLEE(AM) Richmond, Va.; James McKinney, FCC; Richard Rudman, KFWB(AM) Los Angeles.

Fame & Fortune: Making Advertising Pay. Room 44. Moderator: Otis Conner, The Otis Conner Cos. Panelists: Martin Lipkin, J. Walter Thompson; John Annarino, creative consultant; Tony Quinn, Film House; Jean Lange, Leo Burnett Co.

Spanish-Language Format Room. Room 6. Moderator: Carlos Aguirre, Radio Central. Panelists: Herb Levin, WSUA(AM) Miami; Ken Wolt, KTNQ(AM)-KLVE(FM) Los Angeles; Rene de la Rosa, KIQI(AM) San Francisco.

Five concurrent sessions. 3:15-4:30 p.m. *Strategic Marketing—The Foundation for Success.* Room 44. Moderator: Diane Sutter, WTKN(AM)-WWSW-FM Pittsburgh. Panelists: Larry Campbell, The Research Group; Erica Farber, Interp Marketing Systems.

Advanced Management for PD's. Room 41. Moderator: Bob Henaberry, Bob Henaberry Associates. Panelists: David Martin, Midcontinent Broadcasting; Alan Furst, Shane Media Services; Bob VanDerheyden, WMRK(AM) Boston.

Rep Roundtable. Room 12. Moderator: Jerry Feniger, Station Representatives Association.

Satellite Opportunities for Radio. Room 6. Moderator: Marcia de Sonne, NAB. Panelists: Hi Mayo, Snider Corp.; Thaddeus Hill, Sheridan Broadcasting; Mark Durenberger, Hubbard Broadcasting; Jeff Sudikoff, IDB Communications.

New Studio Technology. Room 4. Moderator: James Loupas, James Loupas Associates. Panelists: David Burns, Allied Broadcast Equipment; Mi-

chael May, Final Technology; Ron Schiller, Ron Schiller Associates; Ted Jacoby, For-A Corp.

AM Improvement Report. Rooms 5, 7 and 9. *Part I* 3:15-4:30 p.m. Moderator: Barry Umansky, NAB. Panelists: Al Sikes, NTIA; Michael Rau, NAB. *Part II* 4:30-6:30 p.m. Moderator: Charles Morgan, Susquehanna Broadcasting. Panelists: Bill Gilbert, Delco Electronics; Harrison Klein, Hammett & Edison; John Marino, Katz Broadcasting; James McKinney, FCC; Michael Rau, NAB.

Five concurrent sessions. 4:45-6 p.m. *Programing Research: How to and How Not to Use It.* Room 10. Moderator: Dick Springfield, The Research Group. Panelists: Ross Reagan, KMGC(FM) Dallas; Bob Neil, WYAY(FM) Atlanta; Tim Fox, WTKI(FM) Milwaukee.

Why Radio? National, Regional, Local. Room 44. Moderator: Bill Burton, Eastman Co. Panelists: Larry Spiegel, Tracey-Locke; Herb Maneloveg, Media Marketing Services.

Budgeting for a Better Bottom Line. Room 43. Moderator: Herb McCord, Greater Media. Panelists: Mark Fratrik, NAB; Martin Kirschen, Kirschen Broadcast Finance; Martin Sherry, WFOX(FM) Gainesville, Ga.

Scoring the Trade Charts and Tip Sheets. Room 12. Moderator: Nick Ferrara, WBZZ(AM) Pittsburgh. Panelists: Michael Ellis, *Billboard*; Joel Denver, *Radio & Records*; Ron Fell, *Gavin Report*; Tom Shovan, *Pulse of Broadcasting*; Betty Breneman, *Breneman Review*; Spence Berland, *Cash Box*; Barry Fiedel, *Hitmakers*; Lenny Beer, *Hits*.

CHR Format Room. Room 14. Moderator: Dan Vallie, EZ Communications. Panelists: Gary Berkowitz, WHYT(FM) Detroit; John Gorman, WMMS(FM) Cleveland; Jeff Pollack, Pollack & Associates; Dave Anthony, KDWB-AM-FM Minneapolis; Ron Stevens and Joy Grdnic, All-Star Radio.

Entertainment. 7-8:30 p.m. Grand ballroom. With Pete Fountain and Stevens & Grdnic.

Friday, Sept. 12

Five concurrent sessions. 7:30-8:45 a.m. *Traits of Effective Small Market Managers.* Moderator: Art Suberbielle, KANE(AM) New Iberia, La. Panelists: Larry Keene, WWOC(AM) Avalon, N.J.; Rick Parrish, KMUS(AM) Muskogee, Okla.; Nancy Waters, WCXT(FM) Hart, Mich.; Bob Zimmerman, WRSC(AM) State College, Pa.

More Stations, More Power, More Hours. Room 5. Moderator: Barry Umansky, NAB. Panelists: Harry Martin, Reddy, Begley & Martin; John Stewart, Crowell & Moring; Jack Whitley, Baker & Hostetter; William Potts, Haley, Bader & Potts.

From Programing to Management. Room 12. Moderator: Rick Sklar, Sklar Communications. Panelists: Johnny Andrews, KTAR(AM) Phoenix; Tex Meyer, WBZZ(AM) Pittsburgh; Dan Vallie, EZ Communications; Chris Gable, Harris Communications; Don Anthony, Talent Masters.

Sales Survival: Return to Basics. Room 4. Presenter: Jim Hooker, Jim Hooker & Associates.

How to Use a Smith Chart. Room 6. Steven Kramer, Sellmeyer & Kramer.

Six concurrent sessions. Room 41 and 42. *In-House Sales Training Programs.* Moderator: Martin Birnbach, Research International. Panelists: Mel Kallett, Dresser Industries; Anne Sadovsky, Anne Sadovsky & Associates.

FCC/Industry Town Meeting. Room 43. Introduction: Belva Brissett, NAB. Discussion leader: James McKinney, FCC.

Surviving in Tough Times. Room 44. Moderator: Paul Fiddick, Multimedia Radio. Panelists: Bill Selby, KMA(AM) Shenandoah, Iowa; Paul Cook, KQKI(AM) Morgan City, La.; Janet Evans, WBTH(AM) Williamson, W. Va.

New Format Experimentation. Room 10. Moderator: Walt Sabo, RKO. Panelists: Gary Owens, Gannett Broadcasting; Lee Abrams, Burkhart, Abrams, Douglas, Elliot & Associates; Harvey Gersin, Reymer & Gersin; Fred Jacobs, Media Strategy; Joshua Feigenbaum, MJI Broadcasting.

Using In-house Computers for Research. Room 5. Moderator: Richard Ducey, NAB. Panelists: James Fletcher, University of Georgia; Ken Ma-

WHEN YOUR CASH IS ON THE LINE.

It's no secret that national spot dollars have become tougher to come by. At Torbet Radio, we've made a habit of grabbing more than a fair share for our client stations. By selling creatively and aggressively—which is the only way to win in today's changing radio marketplace.

We know what you need and how to get it. Some folks, though, will guar-

antee the moon but give you just a song. We don't buy that act, and you shouldn't either. At Torbet Radio, we earn you maximum spot dollars with superior representation.

**TORBET RADIO
PROFESSIONALS
WIN MAXIMUM
NATIONAL DOLLARS**



Torbet Radio

TORBET



RADIO
REPRESENTATION

**IF It's
Important
To You**

**IT'S
ONLY**

**UNITED
STATIONS**

**Please join US in our hospitality suite # 3830
at the New Orleans Marriott.**

New York

Washington, D.C.

Chicago

Detroit

Dallas

Los Angeles

NATIONAL NEWS

WORLD NEWS

SPORTS NEWS

SPORTS COMMENTARY

DAILY SHOWS

WEEKLY SHOWS

ENTERTAINMENT SPECIALS

FEATURED ARTIST SPECIALS

SPECIAL SERIES

HOLIDAY SPECIALS

ADULT CONTEMPORARY

ALBUM ORIENTED ROCK

TOP 40

CONTEMPORARY HIT

BIG BAND

MIDDLE OF THE ROAD

JAZZ

COUNTRY

OLDIES

URBAN

**AMERICAN MUSIC MAGAZINE
STARRING RICK DEES**

**COUNTDOWN AMERICA
STARRING DICK CLARK**

COUNTRY SIX PACK

DICK CLARK'S ROCK, ROLL & REMEMBER

THE GREAT SOUNDS

HOT ROCKS

JOHN LANDER'S HIT MUSIC USA

MOTOR CITY BEAT

RICK DEES WEEKLY TOP 40

**ROCK WATCH: A COUNTDOWN TO
ECSTASY WITH OEDIPUS**

SOLID GOLD COUNTRY

**SOLID GOLD SATURDAY NIGHT
STARRING DICK BARTLEY**

**SOLID GOLD SCRAPBOOK
STARRING DICK BARTLEY**

THE TIM MCCARVER SHOW

SUMMER BEACH PARTY

SUMMER ENCORE

**WEEKLY COUNTRY MUSIC
COUNTDOWN**

US 1 NEWS

**US 1 SPECIAL EVENTS
NEWS COVERAGE**

US 1 SPORTS

US 2 NEWS

**US 2 SPECIAL EVENTS
NEWS COVERAGE**

US 2 SPORTS

ness, WJWC(AM) Johnson City, Tenn.; Hal Close, WKNE(AM) Keene, N.H.; Cynthia Stanley, NAB.

Urban/Black Format Room. Room 4. Moderator: Jim White, Satellite Music Network. Panelists: Jesse Fax, WHUR(FM) Washington; Andre Marcel, WDKX(FM) Rochester, N.Y.; Bobby O'Jay, WQIA(AM) Memphis; Dean Landsman, Landsman Media.

RAB general session. 11 a.m.-12:15 p.m. Rooms 41 and 42. With RAB President Bill Stakelin and RAB senior vice president Robert Galen.

Three concurrent sessions. 11 a.m.-12:15 p.m. **FM Antennas.** Room 6. Moderator: Benjamin Dawson, Hatfield and Dawson. Panelists: Marvin Crouch, Tennaplex Systems; Thomas Silliman, Electronics Research; Robert Surette, Shively Labs; Thomas Vaughan, Micro Communications.

Easy Listening Format Room. Room 4. Moderator: Bill Wertz, Fairfield Broadcasting. Panelists: Gil Boucher, KCTC(FM) Sacramento, Calif.; Jerry Lee, WEAZ(FM) Philadelphia; Ralph Sanabria, WPAT(FM) New York; Ed Winton, Winton Communications Group.

You Can Still Lose Your License. Room 5. Moderator: Jeff Baumann, NAB. Panelists: Roy Russo, Cohn & Marks; Richard Hildreth, Fletcher, Heald & Hildreth; James Popham, Hardy & Popham; M. Scott Johnson, Gardner, Carlton & Douglas.

Radio award luncheon. 12:15-2:30 p.m. Exhibit hall C. Toastmaster: NAB's Bev Brown. Inductees: radio personality Gary Owens. Keynote speaker: author John Naisbitt. NAB will also recognize Radio '86 Co-Chairmen John Dille III, Federated Media, and Joseph Dorton, Gannett Radio.

Six concurrent sessions. 2:45-4 p.m. **Traits of Effective Large Market Managers.** Room 5. Moderator: Martin Greenberg, Duffy Broadcasting. Panelists: Gary Edens, Edens Broadcasting; Jeff Smulyan, Emmis Broadcasting; Peter Ferrara, WBMW-FM Washington; Don Bouloukos, Capital Cities/ABC.

Living with Continuous Measurement. Room 10. Moderator: Lee Larsen, KOA(AM)-KOAQ(FM) Denver. Panelists: Dan Halyburton, KLIF(AM)-KPLX(FM) Dallas; John Laurer, WGST(AM)-WPCH(FM) Atlanta; Jhan Hiber, Jhan Hiber & Associates; Gerry Boehme, Katz Radio Research.

Small Market Programming. Room 43. Moderator: Tom Young, KVON(AM)-KVYN(FM) Napa, Calif. Panelists: George Cameron, WVMT(AM) Burlington, Vt.; Williams Sanders, KICD(AM)-KICD-FM Spencer, Iowa; Frank Gentry, KGVE(FM) Grove, Okla.; Tom Kelly, Harris Communications.

Challenging Sales: Midnight to Six; Sundays and Holidays Too. Room 44. Panelists: Rick Betzen, KIBL-AM-FM Beeville, Tex.; David Martin, Mid Continent Broadcasting.

FM Upgrades/FMX System. Room 6. Moderator: Robert du Treil, du Treil-Rackley. Panelists: John Allen, airspace consultant; Joseph Costello III, Gulf South Broadcasters; Richard Edwards, Guy Gannett Broadcasting; Emil Torick, CBS Technology Center.

In-house Guide to Perceptual Research. Room 4. Moderator: Bernadette McGuire, NAB. Panelists: Sandy Weinberg, Weinberg Associates; Ralph Rhodes, Balon Associates; Terry Danner, United Stations; Terry Patrick, The Research Group.

Syndication showcase and champagne party. 4-6 p.m. Exhibit entrance.

Saturday, Sept. 13

Radio computer fair. 8-10 a.m. Exhibit hall entrance.

Six concurrent sessions. 8-9:15 a.m. **Traits of Effective Medium Market Managers.** Room 10. Moderator: Edward Giller, WFBG-AM-FM Altoona, Pa. Panelists: Nancy Cooper, WEGO(AM) Concord, N.C.; William Hansen, WJOL(AM)-WLLI(FM) Joliet, Ill.; Andrew Langston, WDKX(FM) Rochester, N.Y.; Gene Millard, KFEQ(AM) St. Joseph, Mo.

Marketing Case Studies. Room 14. Moderator: Bernadette McGuire, NAB. Panelists: Jon Coleman, Coleman Research; Jhan Hiber, Jhan Hiber & Associates; Roger Wimmer, Surrey Consulting & Research; Rob Balon, Balon & Associates; Dick Springfield, The Research Group; Gary Jensen, Bolton Research Corp.

Audio Circuit Grounding. Room 6. Moderator: David Evans, Broadcast

Audio. Panelists: John F.X. Browne, John F.X. Browne & Associates; W. Richard Green, broadcast consultant; Scott Hochberg, Logitek.

Country Format Room. Room 4. Moderator: F.F. Mike Lynch, Great Empire Broadcasting. Panelists: Les Acree, WTOR(FM) Winston-Salem, N.C.; Larry Daniels, KNIX-AM-FM Phoenix; Jim Tice, WZZK(FM) Birmingham, Ala.; Charlie Cook, McVay Media; Joel Raab, Joel Raab & Associates.

How the Tax Law Changes Affect Radio Broadcasters. Room 44. Moderator: Mark Fratrik, NAB. Panelists: Jana DeSirgh, Baker & Hostetler; Tom Buono, Broadcast Investment Analysts; Rick Zitelman, Media Capital.

Classical/Fine Arts Format Room. Room 9. Moderator: Robert Conrad, WCLV(FM) Cleveland. Panelists: Paul Tear, WGMS-AM-FM Washington; Ed Davis, KDFC(FM) San Francisco; David Conant, WFLN-FM Philadelphia.

Six concurrent sessions. 9:30-10:45 p.m. **Show Prep.** Moderator: Wally Clark, Wally Clark Productions. Panelists: Gary Owens, KFI(AM) Los Angeles; Rick Dees, KHSX(FM) Los Angeles; Lee Arnold, WHN(AM) New York; Cajun Ken Cooper, WEZB(FM) New Orleans; Jeff Elliott and Jerry St. James, WFYR(FM) Chicago.

Developing an Effective Business Plan. Room 44. Introduction: Richard Ducey, NAB. Presenter: Craig Seymour, Small Business Development Center.

AM Stereo Broadcasting. Room 14. Moderator: Ron Frizzell, WLAM(AM) Lewiston, Me. Panelists: Robert Denny, WBT(AM) Charlotte, N.C.; Sidney Levett, WCKW(FM) La Place, La.; Bob McNeill, WRVA(AM) Richmond, Va.

Lobbying and Your Bottom Line. Room 4. Panelists: Representative Billy Tauzin (D-La.); Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La.; Tom McCoy, NAB.

Looking Out for Libel. Room 6. Moderator: Steve Bookshester, NAB. Panelists: Larry King, Mutual Broadcasting; Stephen Lemann, Monroe & Lemann; Chad Milton, Media Professional Insurance; David Olive, Donrey Media Group.

Oldies/Big Band Format Room. Room 9. Moderator: Ralph Sherman, Satellite Music Network. Panelists: Michael McVay, McVay Media; Dean Tyler, WPEN(AM) Philadelphia; John Shomby, KAAM(AM) Dallas.

Five concurrent sessions. 11 a.m.-12:15 p.m. **Sales Training and Consultants.** Room 43. Presenters: James Taszarek, Greenwood & Associates; Darrell Solberg, DDS Sales Training.

Directional Antenna Maintenance. Room 6. Moderator: Ronald Rackley, du Treil-Rackley Consulting Engineers. Panelists: William Brown, Bromo Communications; W. Richard Green, broadcast consultant; Karl Lahm, A.D. Ring & Associates; Benjamin Dawson, Hatfield & Dawson.

Negative Political Advertising. Room 10. Moderator: John Summers, NAB. Panelists: Representatives Wayne Dowdy (D-Miss.), Bob Livingston (R-La.) and Billy Tauzin (D-La.).

Radio: The Mind Convention. Room 5. Introduction: David Parnigoni, NAB. Part I 11-11:30 a.m. with Bev Brown, KGAS(AM) Carthage, Tex. Part II 11:30 a.m.-12:15 p.m. with Cajun Ken Cooper, WEZB(FM) New Orleans.

AOR Format Room. Room 4. Moderator: George Harris, Harris Communications. Panelists: Brian Taylor, WAPL-FM Appleton, Wis.; Tom Evans, WYYY(FM) Baltimore; Oedipus, WBCN(FM) Boston; Charlie Kendall, WNEW-FM New York.

Six concurrent sessions. 1:30-2:45 p.m. **Playing the PD Role Successfully.** Moderator: David Klemm, Klemm Media. Panelists: B.J. Hunter, KOOL(AM) Phoenix; Greg Dumas, KXOR(FM) Thibodaux, La.; Dick Rakovan, WFYR(FM) Chicago; Kipper McGee, WEZB(FM) New Orleans; Kent Burkhart, Burkhart, Abrams, Douglas, Elliott & Associates.

Creative Sales Compensation and Sales Incentives that Work. Room 44. Presenter: Norman Goldsmith, Radio Marketing Concepts.

Ratings and Radio. Room 10. Moderator: Robert Galen, RAB. Panelists: Rhody Bosley, Arbitron; Tom Birch, Birch Consumer Research.

Station Acquisition and Ownership: A Minority Perspective. Room 12. Moderator: John Oxendine, BROADCAST. Panelists: Chesley Maddox, AmeriTrust; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand; Paul Major, Westerville Broadcasting.

Preventing Lightning Interference. Room 6. Moderator: Robert Deitsch, Greater Media. Panelists: Roy Carpenter, Lightning Eliminators; Richard Edwards, Guy Gannett Broadcasting; Ronald Nott, Cortana Corp.; Alan Rebeck, Transector Systems; Dean Sargent, D.W. Sargent Broadcast Ser-

Marriott
Suite 2328
at NAB/Radio '86
New Orleans
Sept. 10-13

Q.

Who was exclusive broker May 19, 1986
in the transfer of KJOI-FM Los Angeles
for \$43,550,000 — **highest price for a
stand-alone FM?**

Who was exclusive broker ten weeks
later — July 8, 1986 — on agreement to
transfer WADO-AM New York for
\$20,000,000 — **highest price for a stand-
alone AM?**

*A. B. La Rue,
Media Brokers*

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST

500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST

9701 Wilshire Boulevard
Suite 700
Beverly Hills CA 90212
(213) 275-9266

SOUTH

11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

vice.

News/Talk Format Room. Room 4. Moderator: Ron Nessen, Mutual. Panelists: Eilene Marshall, The Research Group; Bruce Marr, Bruce Marr & Associates; Mel Miller, WRKO(AM) Boston; Joe Heslet, KMJ(AM) Fresno, Calif.

Six concurrent sessions. 3-4:15 p.m. *Creative Advertising and Marketing.* Room 5. Moderator: Pat Shaughnessy, TM Communications. Panelists: Terry Coveny, Abramson Associates; Jack McCoy, Unidyne Direct Mail; Curt Hahn, Film House, Nashville; Larry Crowley, Spotwise Productions.

Election '86: What Is Equal? What Is Fair? Room 10. Moderator: Thomas Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn. Panelists: Michael Berg, Miller & Young; Gerald McCartin, Arent, Fox, Kintner, Plotkin & Kahn.

Big Bucks—The Mature Market Has 'Em. Room 12. Moderator: Ted Dorf, WWRG(AM)-WGAY(FM) Washington. Panelists: Helen Harris, Helen Harris & Associates; Dean Landsman, Landsman Media; Maury Webster, The Webster Group.

Network Leaders Panel. Room 14. Moderator: Tom Barsanti, WVIC(AM) Hartford, Conn. Panelists: Aaron Daniels, Capital Cities/ABC; Richard Brescia, CBS Radio Networks; Norman Pattiz, Mutual/Westwood One; Randall Bongarten, NBC Radio; Bill Hogan, United Stations.

Design for Tomorrow's Radio Studio. Room 4. Moderator: Glynn Walden, KYW(AM) Philadelphia. Panelists: Russell Berger, The Joiner-Rose Group; Hugh Burney, WWL(AM) New Orleans; Paul Donahue, Gannett Radio; Gary Robinson, Bonneville International; John Connell, Media Touch Systems.

A/C Format Room. Room 6. Moderator: Mike Harvey, Transtar Radio Network. Panelists: Dave Dillon, WEZS(FM) Richmond, Va.; Jay Meyers,

WBUF(FM) Buffalo, N.Y.; Dave Nichols, WLAC(AM) Nashville; Mary Catherine Sneed, Mary Sneed & Associates.

Six concurrent sessions. 4:30-5:45 p.m. *AM Success Stories: What Works.* Room 44. Moderator: Art Vuolo, The RadioGuide People. Panelists: Gary Bruce, WHAS(AM) Louisville, Ky.; John Stevens, Surrey Consulting & Research; Randy Michaels, WWV(AM) Cincinnati.

Managing Without a Fulltime PD. Room 10. Moderator: Tom Young, KVON(AM)-KVIN(FM) Napa, Calif. Panelists: Mark Esjberg, WVMT(AM) Burlington, Vt.; Darrel Clarke, WTSN(AM) Hanover, N.H.; Dennis Mitchell, KFVN(AM) Las Vegas.

Station Acquisition Basics for the Swinging '80's. Room 41. Moderator: Norman Wain, Metroplex Communications. Panelists: Bishop Cheen, Paul Kagan & Associates; Ted Hepburn, Ted Hepburn Co.; Chesley Maddox, AmeriTrust; Kent Phillips, Communications Equity Associates.

There's More Than One Way to Make a Buck. Room 12. Moderator: James Wychor, KWOA-AM-FM Worthington, Minn. Panelists: Ted Jones, KEZQ(FM) Little Rock; John Goeman, KJAM(AM) Madison, S.D.; Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa; Gene Swanzy, American Diversified Corp.

Inventory Control. Room 6. Presenter: Bart Walsh, WKYS(AM) Washington.

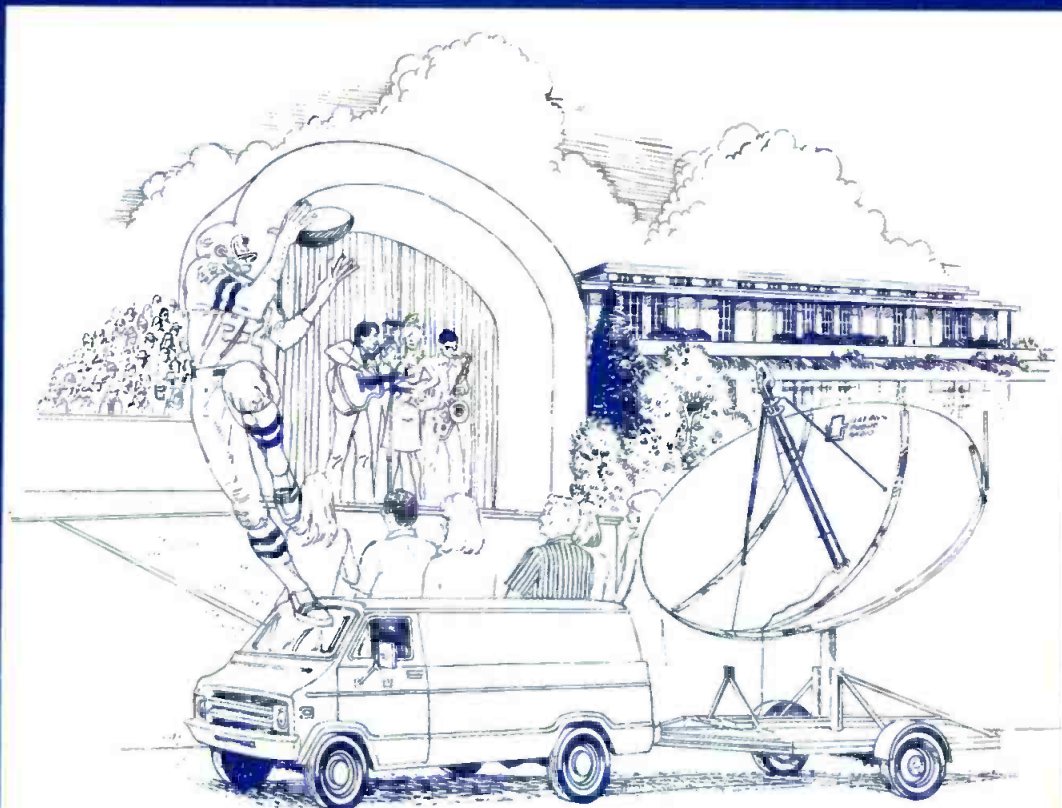
Advertising and Promotion Success Stories. Room 5. Moderator: John Morris, WHWH(AM) Princeton, N.J. Panelists: Howard Johnson, WZYQ(AM) Frederick, Md.; Margie Poole, Creative Services; Stewart Saginor, WELI(AM) New Haven, Conn.; Harvey Mednick, *Radio & Records*.

Closing extravaganza. 6:30-10 p.m. Grand ballroom. EMCEE: Mutual's Larry King. Entertainment by Joe Cocker.

Marriott hotel hospitality suite guide

ABC Radio Network	St. Charles suite	Fairwest/Johns Co.	805
Active Markets Network	1930	Film House	2430
Allied Broadcast Equipment	3228	FirstCom Broadcast Services	2330
American Comedy Network	3528	Firstmark Financial Corp.	1828
Americom Radio Brokers	2930		
Arbitron Ratings	3330	Gammon & Ninowski Media Investments	1430
Toby Arnold & Associates	3405	Greenwood Performance Systems	2505
Associated Press Broadcast Services	3430		
Beethoven Satellite Network/WFMT	2205	Bob Harper's Co.	1728
Birch Radio	1030	Harris Communications	2105
Blackburn & Co.	2030	Harte-Hanks Direct Marketing	1628
Bolton Research Corp.	3805	Jhan Hiber & Associates	2905
Bonneville Broadcasting System	1830	Hillier, Newmark, Wechsler & Howard	3105
Frank Boyle & Co.	2305		
Broadcast Investment Analysts	1928	IDB Communications Group	2628
Burkhart/Abrams/Douglas/Elliot & Assoc.	2928	Inside Radio/Radio Only	1528
Burns Media Consultants	2028		
CBS Radio Network	3630	JAM Creative Productions	2130
CBS Radio Programs	3630	Joint Communications/Jon Sinton Associates	1005
CBS RadioRadio	3630		
Century 21 Programing	1730	Kadison, Pfaelzer, Woodard, Quinn & Rossi	1705
Chapman Associates	1630	KalaMusic	3028
Churchill Productions	2828	Kalil & Co.	1605
Cohn & Marks	705		
Coleman Research	2128	H.B. LaRue, Media Brokers	2328
Comedy Radio	830	LBS Communications	Fairmont
Communications Brokers	1805		
Communications Equity Associates	2728	The Mahlman Co.	2705
The Otis Conner Companies	3705	Major Market Radio	2428
Copley Radio Network	2730	Masla Radio	2528
R.C. Crisler & Company	2630	McGavren Guild Radio	3826
		R.E. Meador & Associates, Media Brokers	1428
		Media General Broadcast Services	1228
DIR Broadcasting	1530	The Michelson Cos.	1702
Direct Marketing Products	Fairmont hotel	MJI Broadcasting	3030
Drake-Chenault Enterprises	2530	George Moore & Associates	1205
Durpetti & Associates	2830	Al Ham's "Music of Your Life"	3130
		Musicworks	1128
Edman Radio	3930	Mutual Broadcasting System/Westwood One	4022

Taking the show on the road?



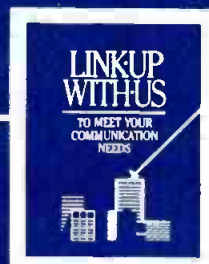
**Take along NPR Satellite Services
for special promotions, concerts and sports!**

**Whether you're a radio network, radio station or
program syndicator, link up with NPR for:**

**Transportable Uplink Service
Ad Hoc Networking
Backhauling From Domestic and Foreign Locations
Distribution on SATCOM 1R**

**"We were impressed with the very professional way the NPR
people handled the myriad details involved...and the results were
highly successful broadcasts."**

**—Paul Hurd, Vice President/Chief Engineer, WHDH, Boston, referring to
NPR portable uplink service provided during the Super Bowl**



Contact Satellite Services at 202/822-2626

Please join us at the RAB Convention at booth #713.

NBC Radio Network
Nightingale-Conant Corp.

Peters Productions

RADIOWARE

Stan Raymond & Associates
REM Communications Corp.
Cecil L. Richards
Robert Rounsaville & Associates

Salmon Systems
Satellite Music Network
Ron Schiller Associates
Shane Media Services
Barry Sherman & Associates

3730	Burt Sherwood	1405
3128	Strategic Radio Research	930
	Surrey Consulting & Research	728
730		
	TA Associates	2005
1502	TM Communications	3530
1028	TM/The Programing Consultants	3005
928	Transtar Radio Network	3230
3328		
3305	Unidyne Direct Mail Co.	1130
	United Stations Radio Networks	3830
1501		
1230	The Wall Street Journal Radio Network	3428
2805	Weiss & Powell	3205
828	The Jim West Co.	3130
2405	Westwood One/Mutual Broadcasting System	4022

On display on the exhibit floor

Accu-Weather 444
619 W. College Ave., State College, Pa. 16801

Air-ready graphics, color satellites, 3-D radar images, Accu-Data database, Advanced Map Plotting Systems. **Staff:** Dr. Joel Myers, Jim Burke, Jeff Bertram, Tom Jenkins, Jess Goodman.

Ad Team of Florida 709
15251 NE 18th Ave., Suite 9, N. Miami Beach, Fla. 33162

Advanced Broadcast Management 845
6283 Franconia Rd., Alexandria, Va. 22310

Alden Electronics 540
40 Washington St., Westboro, Mass. 01581
Model C2000R weather radar display system.

All Star Radio 612
3575 Cahuenga Blvd., Los Angeles 90068
Mel Blanc's Blankity Blancs*, Party Drop Ins, Comedy Drop Ins, Radio Hotline, The Comedy Supermarket, United Spots of America, Steve's Bank, From Studio B. **Staff:** Merrill Barr.

Alpha Electronics 242
1365 39th St., Brooklyn, N.Y. 11218

Arbitron Ratings Co. 206
312 Marshall Ave., Laurel, Md. 20707

Associated Press 124
1825 K St., NW, Washington 20006
AP Network News, Newpower 1200, Wide World Network, Music Country Radio network.

ATI 744
328 Maple Ave., Horsham, Pa. 19044
Vanguard series stereo consoles*, match maker and disc palcher, mike audio processor, turntable preamps, mike, line, power and DAs. **Staff:** Ed Mullin, Sam Wenzel.

Audichron Co. 134
3620 Clearview Pkwy., Atlanta 30340
Telephone announcement systems.

Auditronics 232
3750 Old Gerwell Rd., Memphis 38118

Avcom of Virginia 618
500 Southlake Blvd., Richmond, Va. 23236
Satellite communications test equip-

ment, PSA-35 portable spectrum analyzer, microwave signal generators, high performance SCPC, audio subcarrier, video satellite receivers.

Broadcast Audio Corp. 506
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Six mixer news/production console*, six-mixer extender, stereo audio consoles, monitor amplifiers, phono preamps, DAs. **Staff:** David Evans, John Fernandez, Ad-die Fernandez, Gary Magglore, Sonnie Maggiore.

Broadcast Electronics 318
4100 N. 24th St., Quincy, Ill. 62305

FM transmitters, stereo generators, SCA generators, C-Quam AM stereo exciters, modulation monitors, TV stereo generators, cartridge machines, audio consoles, turntables, tone arms, phono preamps, RF DAs.

Broadcast Music Inc. 732
320 W. 57th St., New York 10019

BPME 256
744 N. Curson Ave., Los Angeles 90046

Broadcast Supply West 132
7012 27th St., Tacoma, Wash. 98466

Interalia digital voice announcer system. **Staff:** Tim Schwieger, Irv Law.

Cablewave Systems 512
60 Dodge Ave., North Haven, Conn. 06473
FLC114-50J 1 1/2 inch O.D. low loss foam dielectric flexwell*, transmission line systems, air and foam dielectric flexwell, rigid line components, STL parabolic antennas, RF connectors, mounting hardware and pressurization equipment. **Staff:** William Meola, Margie Barneschi.

Capitol Magnetic Products 614
6902 Sunset Blvd., Hollywood 90028
Audiopak broadcast cartridges. **Staff:** G. Stafford, B. Jackson, J. Kempler, D. Dunlavy, D. Schleich, E. Khoury.

CBSI 324
Box 67, Reedsport, Ore. 97467
Traffic and program log programs. **Staff:** Steve Kenagy, Jerome Kenagy, Wes Lockard, Barb Simon, Ira Apple, Bob Lundstrom.

Century 21 Programing 608
4340 Belwood Pkwy., Dallas 75244

Music formats* on compact disks, music on cart, automated and live assist formats on tape, production library on compact disks, station ID jingles. **Staff:** Dave Scott, Richie Allen, Sam Taylor, Stuart McRae, Eddie Davis, John Miller.

Circuit Research Labs 400
2522 W. Geneva Dr., Tempe, Ariz. 85282

Clayton Webster Corp. 606
27 Carriage Ln., St. Louis 63108

CNA Insurance 357
333 S. Wabash, Chicago 60685

Columbine Systems 250
7 Jackson Bldg., Golden, Colo. 80401

Traffic system, music rotation system, fixed assets system, hardware and accessories.

Comark Communications 536
Box 229, Route 57, Southwick, Mass. 01077

Coaxial and RF components, coaxial rigid transmission line, RF transfer switches, RF patch panels, hybrid combiners with automatic switching, power dividers, directional couplers, combiner systems, FM circularly polarized antennas. **Staff:** John Molta, Gloria Molta.

Communication Graphics 518
Box 54110, Tulsa, Okla. 74155

Bumper stickers, window decals, graphics. **Staff:** Donna Albright, Richard Lawrence, Sandra Berkshire, Vicki Barefoot.

Conaway/Creative 147
633 Monroe Ave., Memphis 38013

Radio sales tools.

Concept Productions 725-27
1224 Coloma Way, Roseville, Calif. 95678

Live assist or automated programing.

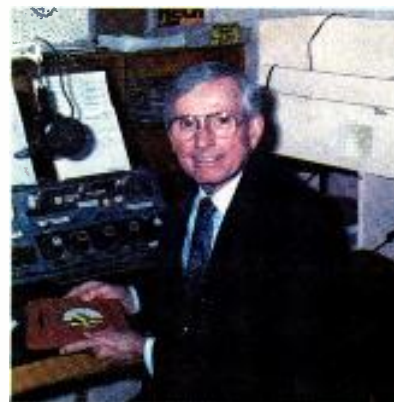
Concert Music Broadcasters 734
Terminal Tower, Cleveland 44113

Continental Electronics 444
4212 S. Buckner Blvd., Dallas 75227

FM transmitters—2.5 kw to 60 kw; AM transmitters—1 kw to 50 kw, 814B 4.3 kw FM transmitter* with 802A 50 w exciter.

Data Communications 100
3000 Directors Row, Memphis 38131
Bias RC radio system*, sales, traffic and

"OUR BEST RATING IN THREE YEARS"

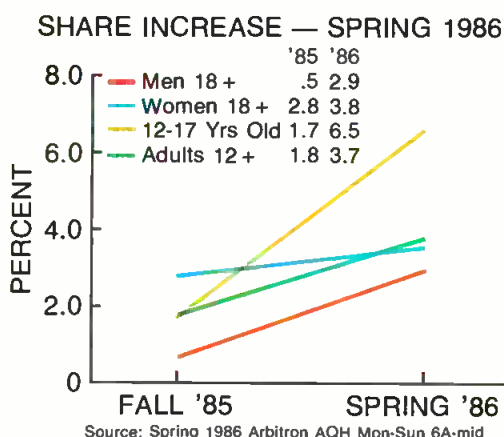


Zane Roden, President
WOKJ / WJMI, Jackson, MS

When the audience for WOKJ bottomed out to a 1.8 share in 1985, Zane Roden looked to Satellite Music Network to stop the station's nosedive . . . but . . . let Zane tell you how it happened . . .

"Years before the first man-made satellite was launched," Zane explains, "WOKJ was the 'Heart and Soul' of Jackson. Mississippi's first Black programmed station went on the air in 1954 programming Rhythm & Blues and Gospel. The station was an immediate success. As the market

grew from seven stations in 1954 to twenty-three today, including six Class C FM's, we saw our audience share erode . . . and bottom out in 1985 with a 1.8 share.



"Our knowledge of the market led us to believe that a Golden Soul format would be successful but we were simply unable to find the music we needed. When Satellite Music Network approached us with the idea of joining the network and programming Heart and Soul it appeared to be the solution to our problem.

"After four months on the network we are pleased with the music and execution of the format and excited about our Arbitron increase. We were halfway through the survey period before joining the network but in spite of our late start WOKJ got a 3.7 share, our best rating in three years. Keep up the good programming. Next year we are shooting for a perfect 10."

"... we are pleased with the music and execution of the format and excited about our Arbitron increase ..."



Satellite Music Network's Heart and soul can do the same for you. Find out how our 24-hour live programming can reduce operating costs, improve programming quality, increase ratings and assure greater sales. Call 800-527-4892 . . . in Texas call 214-991-9200.



Phil Scott, Chief Engineer; Michelle Walker, Newscaster; Roden; Charles Fletcher, Sales Manager; John Rawls, Program Director, Air Personality.



Dallas • New York • Chicago • Los Angeles • Detroit

billing system. **Staff:** Norfleet Turner, Dick Bruce, Doug Rother, Susan Whalen, Michael Hunter, Janet Heckman, Jamie McMahan, John Lay.

Datacount 418

Box 3078, Opelika, Ala. 36803

Traffic and billing systems.

Dataworld 753

4827 Rugby Ave., Suite 200, Bethesda, Md. 20814

Broadcast database for AM, FM, TV, LPTV and ITFS services. **Staff:** Jack Neff, Mabel Neff, Hank Brandenburg, Bob Kirchner, Larry Kessel.

Delta Electronics 515

5730 General Washington Dr., Alexandria, Va. 22312

RF instrumentation and switching products, impedance bridges, RF ammeters, coaxial transfer switches, power and modulation controllers, AM stereo exciters and modulation monitors, remote control systems. **Staff:** Joe Novak, Bob Bousman, Mike Hotchkiss, Tom Wright, Martin Carts.

Dielectric Communications 524

Tower Hill Rd., Raymond, Me. 04071

FM, CP, TV and panel antennas, coaxial transmission lines, combiners, diplexers,

multiplexers, RF loads, coaxial switches, patch panels, directional couplers, field instruction and installation.

Drake-Chenault Enterprises 706

8399 Topanga Canyon Blvd., Canoga Park, Calif. 91304

Eventide Inc. 440

One Alsan Way, Little Ferry, N.J. 07643

Telephone delay devices.

Fidelipac 406, 507

Box 808, Moorestown, N.J. 08057

Dynamax CTR100 series cartridge machines*, tape cartridges, racks and accessories, CTR30 three-deck recorder/reproducer*, ESD10 eraser/splice detector*. **Staff:** Arthur Constantine, Jack Ducart, Fred Buehler, Mike Sirkis, Roger Thanhauser.

Film House 401

24 Music Square West, Nashville 37203

Television commercial production house.

Staff: Curt Hahn, Tony Quin, Eric Hahn, Nina Rossman, Peter Natalie, Mike Watson.

FirstCom Broadcast Services 619

13747 Montfort Dr., Suite 220, Dallas 75240

Staff: Jim Long, Cecelia Garr, Ken Nelson, Fran Sax, Patt Morriss, Karen King.

Freeland Products 136

Route 7, Box 628, Covington, La. 70433

Harris Corp. 106

Box 4290, Quincy, Ill. 62305

Harrison Systems 719

Box 22964, Nashville 37202

Staff: Martin Burns.

HLC 543-545

6528 Sunset Blvd., Hollywood 90028

Broadcast jingles.

Holaday Industries 654

14825 Martin Dr., Eden Prairie, Minn. 55344

Howe Audio Productions 514

2300 Central Ave., Boulder, Colo. 80301

Series 10,000 low profile console*, other modular audio consoles, audio consoles, phase chasers. **Staff:** Jeff Michael, Terry Sweeney, Bill Laletin, Doug Sutherland.

IGM Communications 634-36

282 W. Kellogg Rd., Bellingham, Wash. 98226

IGM-EC, IGM-SC program automation systems. **Staff:** Jim Wells, Nick Solberg, Carl Peterson, Tom Ransom.

International Tapetronics/3M 121

2425 S. Main St., Box 241, Bloomington, Ill. 61702

Audio cartridge machines and accessories.

J&H Music Programing 241

Box 1697, Marco Island, Fla. 33937

Jefferson Pilot Data Systems 129

501 Archdale Dr., Charlotte, N.C. 28210

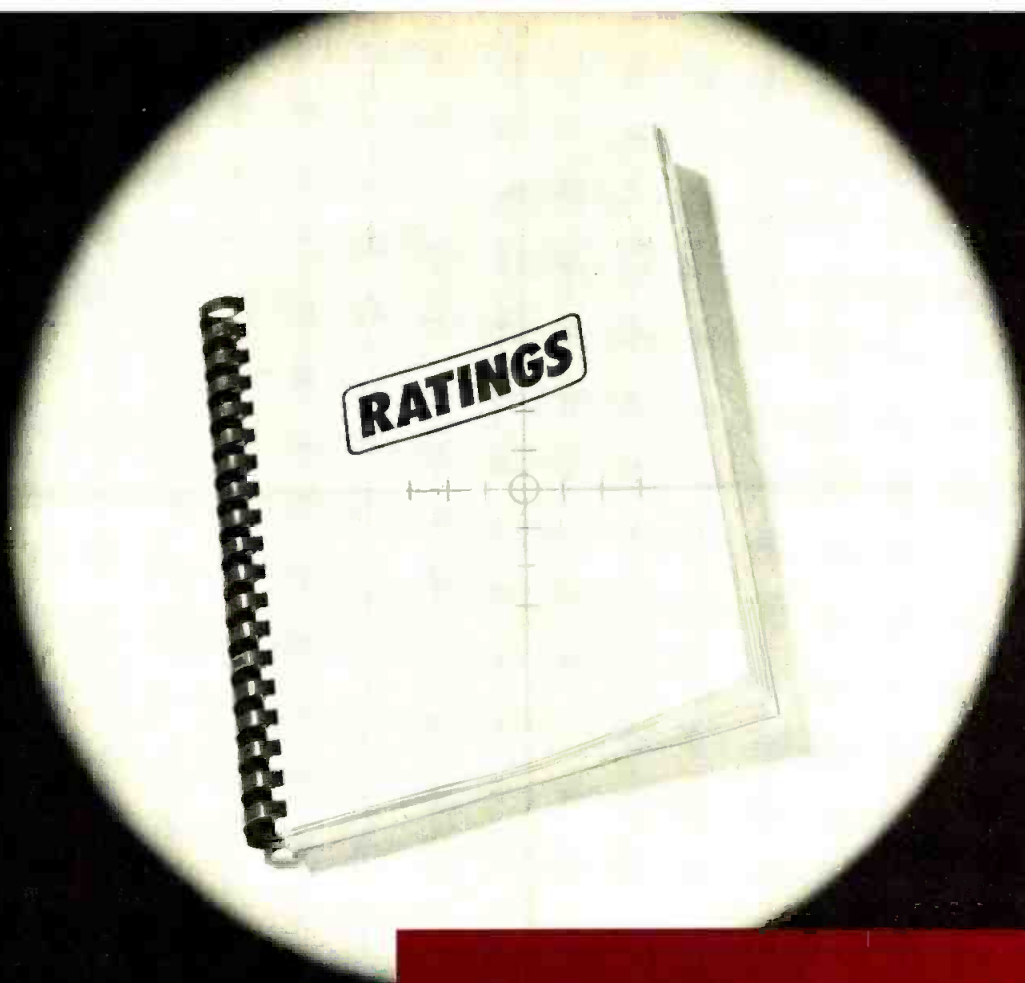
Broadcast computer software, sales/traffic and accounting systems, autoselect music rotation, electronic news process-



It reaches beyond sight. Into the imagination. 200 million listen every week. Three and a half hours every day. On the road, at work, on the jogging path, 96% of all Americans sing its tune, hear its message. That's the power of radio. Radio advertising sells. How do we know? We've been measuring and describing radio audiences so you can turn the power of radio into money—for over 21 years. Arbitron. We know the territory.

ARBITRON RATINGS

© 1986 ARBITRON RATINGS



AUDIO PROCESSING FOR POSITION.

You've set your goals. Defined your target demographics. Fine-tuned your playlist. Tweaked and adjusted every component of your format.

Now you're ready for Orban's improved XT2 Six-Band OPTIMOD-FM Audio Processing System. The surprisingly affordable new XT2 accessory chassis plugs into any 8100A OPTIMOD-FM. It retains all of the benefits of its XT predecessor, and adds two new user controls—**PRESENCE** and **BRILLIANCE**. Together with the XT2's **BASS EQ**, **DENSITY**, and **CLIPPING** controls, they let you precisely adjust bass and treble sound texture, program density, and program dynamics.

The result? **Power to accurately fine-tune the processing for your target audience and desired market position.**

The XT2 gives you smoothness, loudness, and the industry's most *consistent* sound quality. Plus another unique benefit: you don't have to compromise between *loud music* and *clean voice* when setting up the processor. **You can finally get both simultaneously!**

Best of all, the XT2 is an *all-Orban, all-OPTIMOD* system. That means that all parts work together harmoniously according to an overriding principle:

Processing best serves a station and its listeners by serving the music.

The new XT2's versatility can help you reach and hold your target market position. For more information, contact your Orban Broadcast dealer. Or call us direct.

Orban Associates Inc.

645 Bryant Street, San Francisco, CA 94107
(800) 227-4498 or (415) 957-1067 Telex 17-1480

orban

How the first name in radio became the last word in excellence.



Over the years, we've brought out the real beauty in radio.

We began with some basic beliefs.

Not rules carved in stone. But a few commitments held dear. Like the obligation to serve someone's needs. To strive for the absolute best. And never rest content.

As the originators of radio broadcasting in America, what we believe today is pretty much what we believed in 66 years ago.

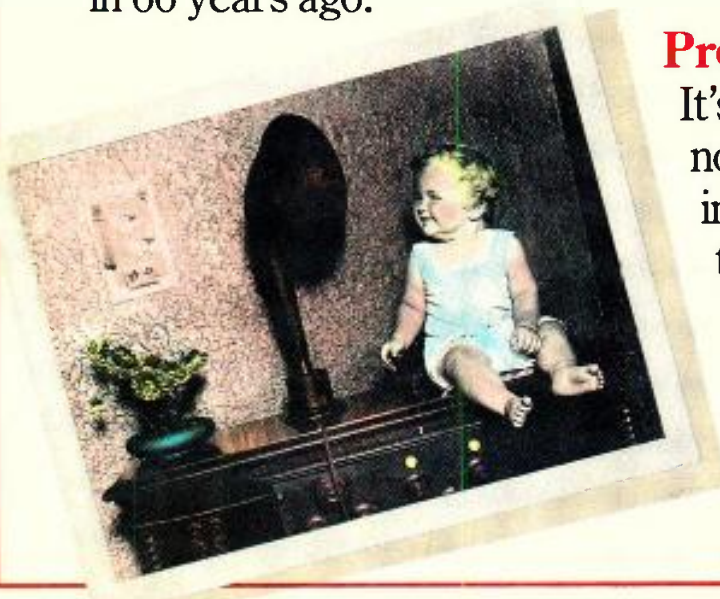


History is made on November 2, 1920, with America's first radio station, KDKA/Pittsburgh, broadcasting the Harding-Cox election returns.

Proceed humbly.

It's the public that owns the airwaves, not us. So we put profits and self-interest in their place—right behind the public interest. Which is why, for instance, we stopped broadcasting cigarette advertising before the law required it.

Even in its infancy, radio captured the imagination of a growing audience.





From all-news to sports... and relaxing music to full-service information formats, the Group W Radio Stations always stand out from the crowd.

risks. And we've stuck with those ideas we've really believed in. Like all-news radio. We kept it alive even though it failed to show a profit for ten consecutive years. Because we understand that willingness to persevere is often the greatest contribution to success.

Serve relentlessly.

We always give something back to our listeners. Not just information or entertainment. But a helping hand where needed. And sometimes a crusading voice. Like our *Call for Action* programs or *Regional Affairs Councils*, both of which help and enrich our listeners' lives.

Since getting radio started in 1920, we've built the strongest radio group in the nation. Top-rated, top-billing major market stations.



Today we own 13 major market radio stations whose continuing success one trade publication called, "probably unprecedented in broadcasting history..."

Act passionately.

We've always seen a rich and never-ending spectrum of possibilities for radio. Like being first to carry NFL Football exclusively in FM stereo. Or teaching young radio journalists for free.

Fail liberally.

We've taken some pretty bold



WINS Anchorwoman Eileen Douglas personifies the informed, contemporary sound of radio today.

When you think radio broadcasting, think Group W. We were the first name in radio. And today our station group is second to none.

GROUP
W
RADIO

WESTINGHOUSE BROADCASTING

ing, breakout ratings analysis, call-research, Sally TV sales assistant. **Staff:** Mike Jones, John McDonald, John Pearce, Dan Phillippi, Jim Butts, Holly Holmes, Jeff Griffin, Ernest Harwell, Barry Roach, DeeDee Dorroll.

Johnson Electronics 632
4301 Metric Dr., Box 4728, Winter Park, Fla. 32793

FM/SCA, TV-Pro, TV-Sap and cable, tuners, receivers for music voice and data reception, Pro/FM receiving antennas, audio amplifiers, mixers, test equipment, desk-top receivers, data units for multi-point data reception. **Staff:** Melvin Kelch, Douglas Pakos.

Kalamusic 651
4200 W. Main St., Kalamazoo, Mich. 49007
Live assist or automated formats.

Kavouras 707
6301 34th Ave., South, Minneapolis 55450

Kelo/Ready Radio 435
500 S. Phillips Ave., Sioux Falls, S.D. 57102

Leblanc & Dick Communications 437
14440 Cherry Ln., Suite 201, Laurel, Md. 20707

Staff: Jim Wilson, Ray Tattershall.

LPB Inc. 139
28 Bacton Hill Rd., Frazer, Pa. 19355
On-air consoles, AM transmitters, DAs, tone arms, studio furniture.

Media General
Broadcast Services 542-44
2714 Union Ave., Memphis 38112

Station ID's sales and production libraries, music formats, contests, promotions, advertiser jingles, media placement services.

Metro Traffic Control 456
4828 Loop Central Dr., Suite 800, Houston 77081

Daily traffic reports.

Miller, Kaplan, Arase & Co. 626
10911 Riverside Dr., N. Hollywood, Calif. 91602

Mitron Systems 341
2000 Century Pl., Columbia, Md. 21044
Billing, accounting and traffic system.

Mo'Money Associates 301
3838 N. Palafox St., Pensacola, Fla. 32505
Promotional products.

Motor Racing Network 650-52
1801 Speedway Blvd., Daytona Beach, Fla. 32015

Motorola 116
1216 Remington Rd., Schaumburg, Ill. 60195

AM stereo, C-Quam AM stereo exciters, modulation monitors, receivers, sale/promotional materials, technical evaluation.

Staff: Steve Kravitz, Don Wilson, Ray Schulenberg, Greg Buchwald, Frank Hil-

bert, Norm Parker, Oscar Kusisto, Chris Payne.

Music Director
Programing Services 127
Box 103, Indian Orchard, Mass. 01151

CHR Safest Oldies Research*, Record Research's 1985 Music Yearbook*, Country Gold Oldies library*, A/C Oldies library, CHR Oldies library, Good Music series, Christmas package, Basic Gold Pop Oldies. **Staff:** Budd Clain, Carl Drake, Noreen Bennett, Bill Schoenborn, Brenda Clain.

National Public Radio 713
2025 M. St., NW, Washington 20036
NPR Satellite Services.

Nautel 400
201 Target Industrial Cr., Bangor, Me. 04401
Solid state, modular amp/et series AM broadcast transmitters. **Staff:** Jorgen Jensen.

NBS/WRSA 251
Route 1, Box 497, Luceys Spring, Ala. 35754

NEC America 519
130 Martin Ln., Elk Grove Village, Ill. 60007
FBN-11K01S, DNE kw solid state FM transmitter*. **Staff:** Joseph Engle, T. Fujiyasu.

Network Production Music Library 450
11021 Via Frontera, San Diego 92127

Philips Television Systems 140-42
900 Corporate Dr., Mahwah, N.J. 07430
VHF-FM transmitters, low powered kw solid state transmitters.

Programing Plus 601
Box 90486, Pacific Beach, Calif. 92109
Rotator music library/rotation system. **Staff:** Jack Hayes, Ron Hayes, Julie Skaggs, Kevin Barrett.

Radio Advertising Bureau 557
304 Park Ave. South, New York 10010

Radio Computing Services 501
One Chase Rd., Suite 206, Scarsdale, N.Y. 10583
Music scheduling system.

Radio Group 521
133 E. 58th St., New York 10022

Radioactivity Promotions 541
3954 Peachtree Rd. NE, Suite 512, Atlanta 30319

RadioMail 243
512 Front St., Suite B, San Diego 92101
Direct mail producer and mailer.

Register Data Systems 532
Box 1246, Perry, Ga. 31069
Traffic and accounting system.

Rivera Broadcast Leasing 724
7400 Center Ave., Suite 102, Huntington Beach, Calif. 92647

RockCom 233-35
981 Keynote Cr., Suite 9, Brooklyn Heights, Ohio 44131

Information source and programing reference tool for various formats, access to data base of artists, titles, dates and re-

Visit us at Radio '86 Marriot Tower, Suite 2705



**Radio's blue-chip broker for
Major and Medium Markets.**

Bob Biernacki Bob Mahlman Josh Mayberry
New York: 914-779-7003
Lou Faust
California: 619-341-0855

When confidentiality, experience and integrity are important.

THE MAHLMAN COMPANY
One Stone Place, Bronxville, NY 10708
73-981 Highway 111, Palm Desert, CA 92260

NIGHT LIGHT

Light up your late night programming with Music Country Radio Network. Broadcast live every night from 10 p.m. til 6 a.m., ET, the spotlight's on the stars, as Charlie Douglas and the hottest nighttime crew in radio present exclusive celebrity interviews, live from Music City USA.

Call-in segments keep listeners coming back for the chance to talk directly to their favorite artists, and you'll see the results in brighter ratings. And MCRN offers the best in country music and information, plus the latest news, weather and sports.

Let us light up your nights. Call Jeff Lyman at (615) 885-6789 or Jim Williams at (202) 955-7214 and find out how to switch up to Music Country Radio Network.



lated facts. **Staff:** Norm Nite, Ken Zychowski, Ron Farber, Jim Minc.

RSN Promotions 613-15
302 N. Jackson, Suite 203, Milwaukee 53202

Sacred Heart Programs 622
3900 Westminster Pl., St. Louis 63108

Radio documentaries and short features.
Staff: Jerry Irvine, Nick Barr, Mike Ravenkamp.

Shively Labs 414
Box 389, 84 Harrison Rd., Bridgeton, Me. 04009
Half-inch wave spaced broadcast anten-

nas designed to reduce downward radiation*, vertically polarized FM broadcast antennas designed for educational band stations*, special ratio FM broadcast antennas*, other FM and TV antennas, rigid transmission line, branched and balanced FM combiners, TV combiners, RF patch panels, AM/FM and AM/LPTV isolators, harmonic filters, directional couplers, hybrid combiners, pressurization equipment, FCC directional pattern and omnidirectional pattern studies.
Staff: Paul Wescott, Charles Peabody, Robert Surette, Jonathan Clark, Corey Meyer, Carroll Cunningham, Wiley Cun-

ningham, Thom Johnson, Ernie Hartt, Bob Cauthen, Tom Butler, Mason Butler, Andy Booth, Larry Hall, Andy Lovell.

Leonard Sloan & Assoc. 336
109 Manufacturing, Dallas 75207

Sound Ideas 240
86 McGill St., Toronto M5B1H2
Sound effects library.

Sperry Corp. 718
Box 500, Box B218M, Blue Bell, Pa. 19424

Spotwise Productions 701
1170 Commonwealth Ave., Boston, Mass. 02134

Broadcast marketing, creative and production services, custom and syndicated TV commercials. **Staff:** Lawrence Crowley, Carol Gormally, Amy Kafka.

Strata Marketing 332-34
403 W. North Ave., Chicago 60610

Audience composition report, sales track program. **Staff:** Bruce Johnson, John Thompson, Debbie Novess.

Systemation Corp. 737
337 N. Water St., Decatur, Ill. 62523

Complete electronic radio station with full automation.

2b System Corp. 420
30105 Stephenson Hwy., Madison Heights, Mich. 48071

Plastic card promotions. **Staff:** Bruce Mansfield, Matt Mrowczynski.

Take a Trip America 237
3608 NW 58th St., Oklahoma City 73112

Tapecaster 232
3750 Old Getwell Rd., Memphis 38118

Tapscan 712
2100 Data Park Cr., Suite 202, Birmingham, Ala. 35244

Tennaplex Systems 133
452 Five Farms Ln., Timonium, Md. 21093
FM panel antennas, combiners. **Staff:** Marvin Crouch, Les Lear, Manfred Muenzel.

UPI 424
1400 Eye St., NW, Washington 20005

United States Army Reserve 755
2461 Eisenhower Ave., Alexandria, Va. 22331

U.S. Tape & Label 117
1561 Fairview, St. Louis 63132

Specialty printing company, pressure-sensitive labels, concert patches, cassette labels, address labels. **Staff:** Byron Crecelius, Jim Eiseman.

Vector Technology 500
203 Airport Rd., Doylestown, Pa. 18901

Directional antenna phasing equipment, antenna tuning units, diplexers, combiners, filters, traps, coils, contactors, jacks.

Weather Services Corp. 433
131A Great Rd., Bedford, Mass. 01730

Weather forecasting services, live or taped delayed. **Staff:** George Stamos, Joseph Zona.

You've seen a cow calf. But did you ever see a cow laugh?



In April 1984, five little Laughing Cows in red net bags went on the radio. What a gig! In less than 13 weeks sales of these celebrity cheeses increased dramatically.

When the Minis took their act on the road, they were an instant hit. In one year sales nearly doubled in LA and in

San Francisco. In Boston, Philly and Miami, Mini sales set new records.

With a modest budget Fromageries Bel President Frank Schnieders saw his cow jump over the moon.

Asked if he ever expected success like this, Frank said "No." But the fact is...

"I SAW IT ON THE RADIO."

To find out how radio can produce sales results for you, contact:
Radio Advertising Bureau, 304 Park Avenue South, New York, NY 10010

The 10th anniversary issue of *American Radio* features the reasons for its success: People like yourself.

Since the first edition in 1976, Duncan's *American Radio* has continued to grow each year. Today it is read and consulted by thousands of radio watchers throughout the country.

We at *American Radio* want to thank each and every one of you for the support and contributions you have made over the last 10 years. And in recognition of that support, we are dedicating the 10th anniversary issue to you, our customers.

And we are featuring something very special: 48 articles by radio watchers and experts like yourselves from around the U.S. Of course, the 10th anniversary edition of *American Radio* will include all the information that makes it the ideal sourcebook for local market radio data. But it will also have articles on such topics as urban radio, building a major market group, equity/venture financing, radio stocks/equities, and much more.

The 10th anniversary edition of *American Radio*: Don't miss it!

Tune in to the 10th anniversary issue of *American Radio*

- A 10-year statistical history of 172 Arbitron markets including station shares, major format changes, call letter changes, market review data and FM shares.
- National rankings for: leading groups (1977-1986), leading stations, format breakdowns and comments, radio reps and national FM share.

• Extensive commentary by Jim Duncan

• 48 articles by:

Mike Joseph	Burkhart, Abrams	John Lund
E. Alvin Davis	Randy Michaels	Paul Fiddick
Don Kelly	Stephen Trivers	John Dille
Dan Fabien	Johnny Andrews	Tom Church
Amos Brown	Jeff Smulyan	Rhody Bosley
Bob Conrad	Jeff Epstein	Steve Meuche
Herb Levin	Chesley Maddox	Danny Flamberg
Jim West	Barry Dickstein	Bob Bruton
Tom Cassetty	Cecil Richards	Tom Birch
Bill Sims	Chris Woodward	Ed Christian
Rich Bott	Bill McClenaghan	Roger Turner
Ed Shane	Randy Bongarten	Michael Wirth
Jim Hood	Paul Kagan	Jim Tazarek
Bill Burton	Susan Harrison	Ken Greenwood
Bill Sanders	Sam Sotiriou	Erwin Krasnow
Bernie Mann	Peter McLane	Randy Odeneal
		Walter Threadgill

ORDER FORM Complete Form and Mail to:

James Duncan, Jr., Duncan's American Radio

Box 2966, Kalamazoo, MI 49003

PRICE - 1 copy: \$95.00; 2+ copies: \$85.00 each.

Send me _____ copies of your "10th Anniversary Issue" at \$ _____ each = \$ _____

☐ Payment Enclosed ☐ Charge My Credit Card

☐ VISA ☐ MasterCard ☐ Send More Information

Card No. _____ Exp. Date _____

Name _____

Company _____

Address _____

City/State/Zip _____

This book will be available on or about Nov. 1, 1986.



American Radio. For Radio Watchers Everywhere.

Rubenstein at CPB: the first six months

Veteran commercial broadcaster brings a new approach to public medium

A more commercial approach to funding public broadcasting may be in store for that medium under the Corporation for Public Broadcasting's new president, Martin Rubenstein, a transplant from the private side of the dial. The former Mutual Broadcasting president and long-time ABC executive believes the system's funding problems can be alleviated by approaching potential funding sources in a different way.

"We have gone as supplicants with tin cups, rather than somebody who is coming in and saying, 'Mr. Corporation, for your enlightened self interest, have I got a deal for you,'" he says. "I think that we're not doing all that we can in marketing the audience that we have already, and I think that on a qualitative basis we have something that is very fine and very unique that the private sector, if we told them about it and if we marketed it properly, would be interested in."

According to Rubenstein, who was named president of CPB on Jan. 31, public



Rubenstein

broadcasting is facing a serious funding problem. A needs assessment study done in 1983 showed that by 1987 the public system would need \$1.5 billion in revenue from all

sources to provide optimum programming, yet it has just crossed the billion-dollar mark in 1986 dollars. (A 1985 study revised that estimate downward to \$1.2 billion.) "In order to meet our mandate we need a certain level of funding, and we're just not near that," Rubenstein says.

The \$1 million allocated by the CPB board in May for a new promotion and advertising initiative for FY 1987 will be used partly for qualitative research to determine how better to reach private sector corporations for funds, Rubenstein says. "I would like to see public broadcasting considered part of an overall marketing plan, the same as print or cable or outdoor or commercial broadcasting." Although a recent study conducted for the Public Broadcasting Service by New York-based Ruder, Finn & Rotman shows that underwriters don't expect the same results from commercial and noncommercial investments, Rubenstein responds: "I think it may be because of the way we have been presenting ourselves, packaging ourselves. I think that if you combine the traditional underwriting with the collateral activities and merchandising that a commercial underwriter could engage in, using this audience as a vehicle but also using some of the more traditional things that are done in commercial broadcasting, outside of the announcement on the air, we could open up a whole new area of financial resources."

That's not to say that Rubenstein believes CPB's role as a philanthropic, grants-making organization is being redefined. In the six months that he has been at the CPB helm, Rubenstein has worked to iron out the business affairs of the organization, instituting new policies in August to expedite deal-making and contracting, and restructuring the office of business affairs so that it now reports directly to him. Rubenstein describes the process as "streamlining," and says it was mandated by the board. Producers who must wait while CPB reviews and approves each stage of their programs have complained that CPB is trying to become a business partner rather than a distributor of federal funds. But Rubenstein says that the situation is exaggerated. "One of the favorite indoor sports of public broadcasting is CPB-bashing," he says.

Still, Rubenstein says, collegiality among public broadcasting organizations has increased of late: "We have been able to get a spirit of discussion, communication, with one another." There was a tendency to write memos instead of making phone calls, Rubenstein said. "When I started talking to people, they started talking back."

Congress and the FCC are responsive to the needs of public broadcasters, says Rubenstein. "I think they have to be reminded,

COMPREHENSIVE INSURANCE



National Association of Broadcasters

PROGRAMS SPECIFICALLY FOR BROADCASTERS

Contact: Peggy Lambert
or Penn Hoyt
1-800-368-5644

BOOTH #357

At Radio '86

STEREO MUSIC REALLY HUMS! BUT MONO? HO-HUM...

It's no secret why the first four letters of "monotonous" are . . . well, you know.

Mono music on AM is pretty *ho-hum* -- for audience and advertisers alike.

But Motorola C-QUAM® AM Stereo can put the excitement back in your signal. Help build listenership. Attract ad revenues. Get things really *humming* at your AM station! So why wait?

GO STEREO WITH CONFIDENCE ... GO MOTOROLA C-QUAM AM STEREO!

You're in good company when you choose C-QUAM AM Stereo.

- Over 425 stations broadcast in C-QUAM AM Stereo.
- More than 40 models of C-QUAM AM Stereo receivers are currently available.
- 4 manufacturers are committed to providing C-QUAM AM Stereo decoder IC's to receiver manufacturers.
- 5 manufacturers are committed to supplying C-QUAM AM Stereo broadcast equipment.
- 3 countries have made C-QUAM AM Stereo their national AM Stereo standard.

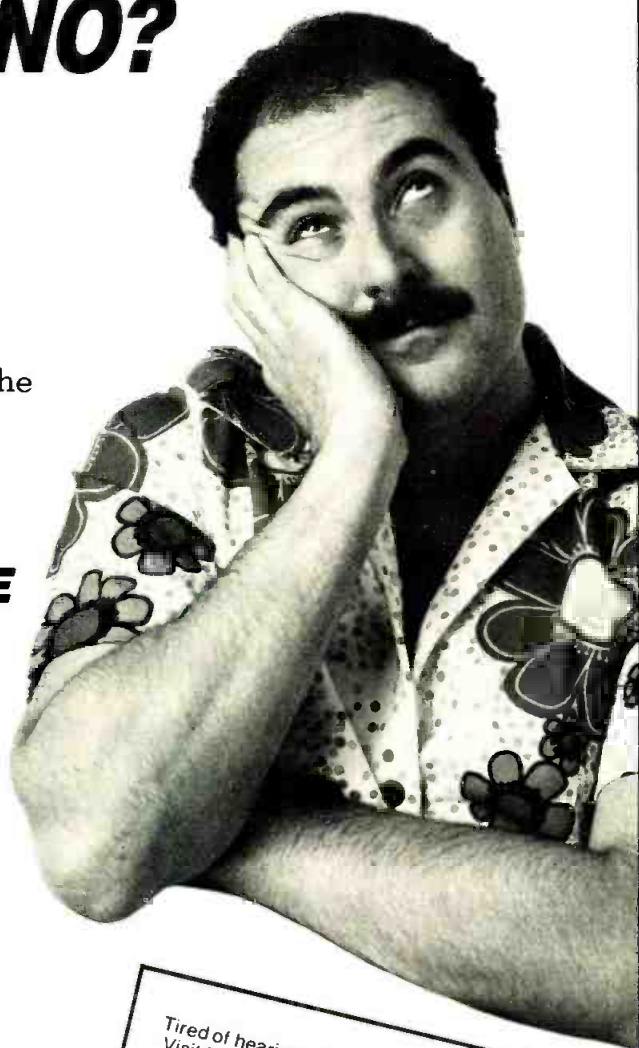
Best of all, millions of listeners--*millions*-- can enjoy C-QUAM AM Stereo every day!

MOTOROLA STAYS TUNED TO YOUR NEEDS.

With Motorola C-QUAM AM Stereo you can depend on:

- Expert installation and complete technical support.
- The C-QUAM HELPER HOTLINE, a direct line to our technical and marketing support group.
- Ongoing promotional and sales assistance to help maximize return on your C-QUAM AM Stereo investment.
- Motorola integrity and total dedication, from the inventors of C-QUAM AM Stereo.

For details on the Motorola C-QUAM AM Stereo system--particularly its worldwide support, growth and our current promotion--call our C-QUAM AM Stereo Sales/Marketing Center (collect) at 312-576-0554. Ask for Steve Kravitz.



MOTOROLA

SOUND QUALITY
YOUR LISTENERS
EXPECT

C-QUAM® IS A REGISTERED TRADEMARK OF MOTOROLA, INC.

On your way up?

The next logical step is CBSI.

We believe in "upward mobility." That's what we build into every CBSI system.

For radio stations of all sizes and formats, CBSI offers proven system packages designed to move you toward your goals of growth and profitability. We give you complete control over Traffic, Accounts Receivable, Co-op Billing, General Ledger/Accounts Payable, Sales Management, Concert Music Library, and more.

We adapt our system to your station and move with you, step by step, through initial training, continuing service and future enhancements.

CBSI business computer systems are built to out-perform all other systems on the market... and to do it within your station's budget. Satisfaction guaranteed.

If your station is on its way up, increase both mobility and profitability with CBSI systems. Place one phone call today, and we're with you... at every step.

References upon request.

**Please join us at
Radio 86,
The Management,
Sales and
Programming
Convention.
Booth #324.**

At every step
cbsi
Custom Business Systems, Inc.

Call CBSI 800-547-3930. Canada, Alaska & Hawaii
Call Collect 503-271-3681. In Oregon 800-648-8814.

P.O. Box 67, Reedsport, OR 97467.

CBSI is a registered trademark of Custom Business Systems, Inc.

but that isn't bad." Deregulation, on the whole, has helped public broadcasters, although there are "a lot of aspects of deregulation that have more applicability to the commercial side of broadcasting than the public side." Station trading and group ownership are not concerns of noncommercial broadcasters, but public licensees have benefitted from reductions in paperwork. Deregulation "has not gone far enough" in terms of First Amendment rights, however, he says. And "I don't think the must-carry rule that came out went far enough."

As for cooperation among commercial and noncommercial broadcasters, Rubenstein sees a variety of situations. During the discussions over must carry, "commercial broadcasters tried to cut a deal which excluded public broadcasting, and it failed," he says—a charge that is denied vehemently by the parties to the must-carry compromise. But "there's one broadcasting industry in this country. Commercial and public complement each other, and where we could work together, such as Project Literacy U.S., we are working together. There may be times that we conflict with them, and we'll be each advocating our own point of view."

Funding from the commercial industry hasn't reached its full potential, however. "I don't think commercial broadcasters are fulfilling what I know some of them would really want to do [to help public broadcasters]. I honestly believe that commercial broadcasters, some of them, would like to help public broadcasting, but they can't seem to make up their minds how to do it so that there's some real money involved."

Rubenstein made the transition from commercial to noncommercial broadcasting for the most part without the counsel of a chairman. (The term of the former CPB chairman, Sonia Landau, expired last March, along with the terms of four other members of the 10-person board, none of whom have been replaced.) Although the remaining board members have conducted business ranging from passing a budget to selecting a new vice president of corporate communications, Rubenstein feels "it's to the benefit of the system to have a full board. It would certainly be very helpful to me." Board members are prestigious individuals, appointed by the President and confirmed by the Senate, he says, and they have a variety of viewpoints to contribute to the running of the system.

For Rubenstein, the hardest part of moving from commercial to noncommercial broadcasting is "how much of a fish bowl public broadcasting is, with open board meetings, and so many other things that are done with, I feel, a little more difficulty than they need to be done. I understand why it's done, but it does not lend itself to some of the efficiencies I think would be possible if things would be done in a more conventional, businesslike manner." But his six-month, hands-on course has been invaluable: "I certainly know more about public broadcasting today than I did on Jan. 31st," he says. "Jan. 31st I was nothing but a consumer. Today I'm, I think, more knowledgeable in terms of the operation of the system."

"There was a time in my career that I would have, after six months, been very

People committed to excellence create the future.

Tom Adams
Dick Anderson
Douglas Anderson
Paul Anka
Dave Anthony
Cindy Adcock
Julie Adell
Jill Armstrong
Joe Bacarella
George Baier
John Bailey
Wynette Barnett
Roger Barkley
Bob Bauer
Stewart Beaton
Cynthia Beaumont
Karl Beck
Craig Bender
Linda Blatt
Gerri Blank
Steve Block
Scott Bolinger
Darryl Boysen
Teresa Brady
Larry Brenner
Doug Brown
Jeanette Campbell
Karen Clark
Larry Chambers
Mary Chavez
Dan Cochell
Larry Collins
Phil Conklin
John Cowan
Peter Cuett
Dean Curfman
Marcy Cyburt
Dick Daniels
Robert Darling
Danny Davis
John Davis
Rhonda Dawson
Johanna Dethlefsen
Nicole DiPaolo
Jean Dixon
Deb Dowling
Craig Edwards

Doug Erickson
David Ettinger
Philip Feser
Gary Fletcher
Deborah French
Mick Froid
Bob Gagne
Steven Gaskell
Eugene Gibbs
Kip Gilbert
Phil Gonzalez
Mark Goodrich
Kristie Gorman
Mike Gorniak
Michele Grannes
David Greene
Robert Griffith
Eileen Grosheider
Jim Gross
Charlie Hackett
Steve Hall
Kellie Hansbrough
Laurie Hanson-White
Art Harlow
Robert Harris
Jennifer Hart
Cheryl Havermann
Don Hawkins
Jennifer Helgeson
Eric Herman
Art Hernandez
Carl Hirsch
Phyllis Hirsch
Thomas Holleran
Dana Horner
Craig Hunt
Tom Hunterson
Linda Hutchinson
Michael Isabella
Dian Jackson
Tom Jackson
Dana Jacobowitz
John Jeffries
Scott Jenkins
Jim Johnson
Alan Kabel
Ron Kazda

Steve Keeney
Tom Kelly
George Kenyon
Dan Koti
Jamey Kramer
Sue Krautkramer
Peter Ladd
Tony LaMonica
Sandra Lamonica
Jessie Laubsch
Jerri Lawrence
Suzy LeClair
Bill Lee
Dawn Lehman
Elliot Lerner
Scott Link
Paula Locke
Ross Lusk
Robert Lyles
Bill Magee
Bob Mangen
Bill Manning
Jean Mares
Charlie Martin
Don Martin
Bob Marx
William Mathews
Sue Matos-Brown
Carol Mauder
Dina McCutcheon
Marge McDowell
Dave McWilliams
Kevin Mee
Dee Metzger
Lee Mitchell
Hal Moore
Lydia Morales
Nannette Morey
Karen Morlan
Sheryl Mosolgo
Phil Mueller
Michele Numerick
Chris O'Connor
Loralie Odgen
Doris Olea
John O'Leary
Kevin O'Malley

Kat Oxford
Gary Palmer
Ginny Parker
Jim Pemberton
Doug Podell
Taryn Irene Poole
Marsha Posey
David Powell
Leslie Quinn
Mary Rawlins
Burton Richardson
Linda Rosett
Jane Rozman
Thomas Ruemmele
Kathy Ruoff
Stu Sacks
Raquel Santana
Constance Schaffer
Ruth Schuette
Barbara Shaw
Annette Sileo
Robert Sillerman
Shawn Skramstad
Dalton Smith
Kevin Smith
Cindy Spicer
Terrie Springs
Claudine St. Claire
Jim Stoddard
Mike Sullivan
Sandra Thompson-Small
Lisa Throolin
Ron Tompkins
Buck Trombley
Bill Turkington
Howard Tytel
Karla Wampler
Frank Watschke
Wendy Williams
Steve Williams
Pat Wilson
Lynn Woods
Joan Zabriskie
Tracey Zambeck

LEGACY

BROADCASTING, INC.

6430 Sunset Blvd., Suite 700 / Los Angeles, CA 90028

KJOI (FM)
Los Angeles

KDWB (AM/FM) *
Minneapolis/St. Paul

KHOW (AM)
Denver

KPKE (FM)
Denver

WLLZ (FM)
Detroit

*KDWB (FM) Richfield/KDWB (AM) St. Paul

frustrated because everything wasn't done. But coming into public broadcasting, after six months, that I know as much as I know now, I feel pretty good about it, because this was an education for me. And while I was being educated I think we were also able to accomplish some things."

Rubenstein describes public broadcasting

as "an industry with a tremendous future." It will be 20 years old in 1987, and "we spent a good part of those two decades establishing procedures from nought." Commercial broadcasting, in its 60-plus-year history, "has gone through a lot of metamorphoses," he says. Perhaps public broadcasting "is about due for taking a good look at our-

selves, saying: 'Is everything that we're doing the correct thing? Do we have to have these procedures? Some of these things that slow us down, are they really necessary?'" Rubenstein sees a "new generation of managers" coming in. "As long as we remain open-minded, we can keep that which is good, and that which isn't, change." □

Tracking PAC's as elections approach

Second-quarter contributions to political candidates led by NCTA

Contributions from the Fifth Estate to congressional candidates continue to rise as the Nov. 4 midterm elections draw near. According to second-quarter reports filed with the Federal Election Commission, the key political action committees (PAC's) supported by the broadcasting, cable and motion picture industries distributed more than \$349,000 in campaign contributions. Leading the way in second-quarter disbursements (April 1 to July 15, 1986) was the National Cable Television Association's CablePAC with \$105,850 in contributions, followed by the American Family Corp.'s PAC which distributed \$76,775. American Family is a Columbus, Ga.-based firm with major insurance interests that also owns six television stations. NCTA was not alone in its contributions. Other cable industry PAC's were active over the second quarter including Turner Broadcasting (parent company of Cable News Network and superstation WTBS(TV)) which spent \$3,110 and Daniels & Associates's Danielspac with \$1,750.

For broadcasting, the National Association of Broadcasters' TARPAC (Television and Radio PAC) is the major political fund raiser and purveyor for the industry. TARPAC reported \$28,201 in disbursements to candidates. Disbursements from the Association of Independent Television Stations PAC were higher, at \$43,400. Several broadcast group operators such as American Family also have their own committees, including Jefferson-Pilot Corp., which reported \$9,750 given to candidates.

The Hollywood production community is a big source of campaign money. In addition to the contributions made by the Motion Picture Association of America's PAC

(\$15,158), most of Hollywood's major studios have their own PAC's. Among some of the contributions reported by Hollywood: MCA PAC, \$29,342; Gulf & Western, \$21,500; 20th Century Fox Film Corp., \$11,700, and Lorimar PAC, \$3,400. More money is distributed by other studio PAC's and through contributions by individuals in the production community.

For example, MCA gave \$1,000 to Representative Jim Jones (D-Okla.) who is challenging Senator Don Nickels (R-Okla.). It also gave, through its Universal City Studios, \$1,727 to Jones. Often individual PAC's are established for specific candidates by motion picture industry leaders. Producer Norman Lear is the sponsor of the Harriett Woods for Senate Exploratory Committee. Woods is the Democratic candidate seeking the Missouri Senate seat held by Thomas Eagleton (D-Mo.) who is retiring.

The Southern California Victory Fund is a PAC that distributes funds to a number of candidates including House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) who is running for the Senate. That group is affiliated with Southern California Freeze Voter PAC. It raised \$35,039 during the second quarter, although no funds were reported out.

Much of the Fifth Estate PAC money goes to members of the House and Senate Commerce Committees, which have jurisdiction over telecommunications policy, and House and Senate Judiciary Committees, which oversee copyright matters. Members on the Budget and Appropriations Committee and the House Ways and Means Committee often receive contributions.

Wirth's campaign war chest has already gone past a million. According to filings at the FEC (in addition to the second-quarter filing, Wirth's records included funds raised

during the Colorado primary [July 1 to July 23, 1986]), total receipts for the year to date were listed at roughly \$1.6 million of which \$1.4 million has been spent.

In addition to the PAC money, many Fifth Estate leaders, lobbyists and lawyers active in communications give to candidates. Among some of the individuals contributing to Wirth's Senate campaign: actor Ed Asner, \$250; James Robbins, Cox Cable Communications, \$300; Henry Gillespie, Turner Broadcasting, \$300; Thornton Bradshaw, RCA Corp., \$250; John Saeman, Daniels & Associates, \$1,000; Marvin Davis, Davis Oil, \$1,000; Trygve Myhren, ATC, \$500; Stuart Subotnik, Metromedia, \$500; Fred Vierra, United Cable, \$200; Thomas Marinovich, Daniels & Associates, \$500; Thomas Murphy, Capital Cities/ABC, \$1,000; Stephen Weiswasser, Capital Cities/ABC, \$250; Daniel Burke, Capital Cities/ABC, \$250; Michael Mallardi, Capital Cities/ABC, \$250; Jack Howard, Scripps Howard Broadcasting, \$250; Ronald Doerfler, Capital Cities/ABC, \$250; Leonard Goldenson, Capital Cities/ABC, \$250; Jerry Lindauer, Prime Cable, \$300; Donald Pels, LIN Broadcasting, \$250; producer Norman Lear, \$1,750; producer Stephen J. Cannell, \$500; Amos Hostetter, Continental Cablevision, \$1,000; Mel Harris, Paramount Pictures, \$500; James Bunker, M/A Com, \$1,000; Frank Drendel, M/A Com, \$1,000; Joseph Saloom, M/A Com, \$250; Frank Brand, M/A Com, \$500; Corporation for Public Broadcasting board member Sharon P. Rockefeller, \$700; Marc Nathanson, Falcon Communications, \$1,000, and Sidney Sheinberg, MCA, \$1,000.

Contributions to Wirth's campaign were also made by: MGM/UA PAC, \$1,000; Hollywood Womens PAC, \$500; Comsat PAC, \$1,000; Viacom, \$1,000; Warner Amex Cable PAC, \$1,500, and Alliance of Motion Picture Television Producers, \$500.

Also in the House, Representative Norman Lent (R-N.Y.), who is now ranking minority member on the House Energy and Commerce Committee, appears to have the financial support of the broadcasting and cable industries. Lent's reelection committee received \$500 from INTV, \$1,000 from NAB and \$3,000 from NCTA. Lent had raised \$182,203 by the close of the second quarter.

Representative Edward Markey (D-Mass.), who is in line to succeed Wirth as House Telecommunications Subcommittee chairman, reported total receipts (calendar year-to-date) of \$100,624. Among those contributing to Markey: Michael Bader, Haley, Bader & Potts, \$250; Jason Berman, Warner Communications, \$250; George

CONFIDENTIAL.

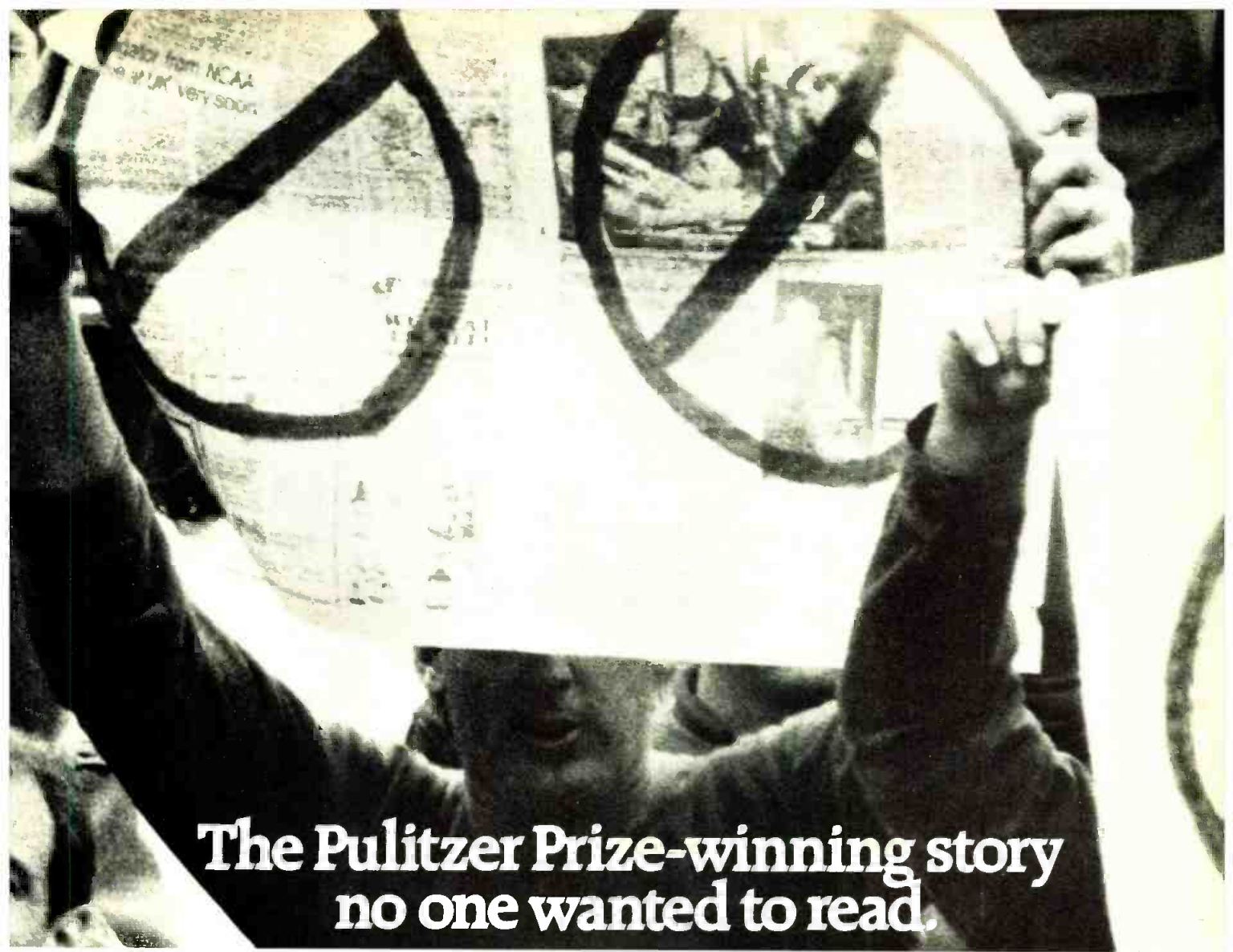
MILTON Q. FORD

& ASSOCIATES

Media Brokers/Appraisers
Radio, Television, Cable And Newspaper

5050 Poplar Avenue • Suite 1135 • Memphis, TN 38157
901/767-7980

Put our more than 40 years of broadcast experience including media ownership, operations and consulting to work for you, today.



The Pulitzer Prize-winning story no one wanted to read.

©1986 Knight-Ridder, Inc.

Breakfasts all over Kentucky were ruined that Sunday.

Right there, on the front page of Knight-Ridder's Lexington Herald-Leader, was a devastating article about a revered Kentucky institution, University of Kentucky basketball.

In stories as painful to report as to read, correspondents Jeffrey Marx and Michael York told in great detail how some Kentucky Wildcat basketball players had been paid to play.

After games, wealthy Wildcat boosters gave star players "hundred dollar handshakes." There were free meals and free clothes.

These are all serious violations of NCAA rules.

Many fans thought the payoffs were wrong, but the reaction of some was to blame the messenger – the

Herald-Leader. Angry fans led a "Trash the Herald-Leader" rally. Several hundred canceled subscriptions.

Marx and York also reported on athletes at other colleges.

A Chicago high school all-American was promised \$100,000 if he'd go to one of the Big Ten universities.

A Texas junior college player was offered \$50,000 to transfer to a four-year school.

Others said that offers of \$10,000 were common.

The series prompted an impassioned debate about under-the-table payments to players. The controversy led to reform. Paying cash to college players, once considered commonplace, even prestigious to some, lost its respectability.

In Kentucky, booster groups

were banned from locker rooms. Cars and speaking engagements had to be registered with the University.

Nationally, similar soul-searching and changes took place on many campuses.

Reporters Jeffrey Marx and Michael York worked for seven months and conducted more than 200 interviews to get this story. Their effort won the 1986 Pulitzer Prize for Investigative Reporting.

The editors of the Lexington Herald-Leader knew this would be both an important and a very unpopular series. Some news organizations wouldn't have risked reporting the story.

But the Lexington Herald-Leader is a Knight-Ridder newspaper.



KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 28 daily newspapers.

Duffy, Colonial Cablevision, \$200; Wallace Dunlap, Westinghouse Broadcasting, \$250; MPAA's Jack Valenti, \$250; Ray Moran, KJTV-TV Lubbock, Tex., \$1,000; James Lavenstein, KOKI-TV Tulsa, Okla., \$1,000; Robert Ross, Turner Broadcasting, \$250; Richard Wiley, Wiley, Rein & Fielding, \$250, and American Society of Composers, Authors and Publishers, \$500.

House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) is seeking reelection and has received \$76,725 in contributions for the second quarter of 1986 from, among others: Timothy A. Boggs, Warner Communications, \$400; James Lavenstein, KOKI-TV Tulsa, Okla., \$1,000; Edward P. Murphy, National Music Publishers Association, \$250; Albert Holtz, Meridian Communications, \$500; Charles Ferris, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, \$750; Ray Moran, KJTV-TV Lubbock, Tex., \$750; law firm of Blum, Nash & Railsback, \$800; Richard Hutcheson III, Impact Television Group, \$250; James P. Mooney, NCTA, \$500, and ASCAP, \$1,000.

On the Senate side, Senator Warren Rudman (R-N.H.), who chairs the appropriations subcommittee with jurisdiction over the FCC, is running for reelection. Rudman had raised \$510,314 by the end of the second quarter. Among his contributors: Ronald Davenport, Sheridan Broadcasting, \$250; Mrs. Mary M. Valenti, \$1,092; Laurence D. Gleason, DEG Entertainment Group, \$250; Arthur Price, MTM Productions, \$250; Sidney Sheinberg, MCA, \$300; actor-producer Henry Winkler, \$300; Robert Daly, Warner

Communications, \$500; Barry Diller, 20th Century Fox, \$300; Michael Eisner, Walt Disney, \$300; W.J. Host, Host Communications, \$500; David LaFrance, Microband Corp. of America, \$500; Michelle Laxalt, Laxalt Corp., \$500; Gary Nardino, Gary Nardino Productions, \$300; Kelly Smith, Embassy Television, \$250; Frank Wells, Walt Disney, \$300; Clive Runnells, Mid-Coast Cable Television, \$125; Mrs. Nancy Runnells, \$125; Mel Blumenthal, MTM Productions, \$100, and Timothy Boggs, Warner Communications, \$150.

Senator Ernest Hollings (D-S.C.), ranking minority member on the Senate Commerce Committee, received a total of \$1,743,223 in contributions since 1985. During the second quarter he raised \$384,437 from, among others: Lew Wasserman, MCA, \$1,000; MCA PAC, \$1,000; MGM/UA PAC, \$500; MPAA PAC, \$1,000; Walt Disney PAC, \$500; James Jolley, Multimedia Broadcasting, \$250; James McCourt, Pirelli Cable, \$500; Alexander Rosenzweig, Pirelli Cable, \$500; Douglas Smith, WYFF-TV Greenville, S.C., \$250; NCTA PAC, \$4,000; Pirelli Cable PAC, \$1,000, and Warner Communications PAC, \$1,000.

Below, BROADCASTING has compiled a list of some of the Fifth Estate PAC's with totals for each candidate for the second quarter (April 1 to July 15, 1986). The disbursement figure represents contributions to candidates and other PAC's and does not include other expenses. Incumbent Senate members up for re-election this year are in bold. Members' major committee assignments are identified by: CC-House or Senate Commerce Committees; TS-House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC-House or Senate Judiciary Committees; CS-House or

Senate Copyright Subcommittees; AC-House or Senate Appropriations Committees; BC-House or Senate Budget Committees, and WMC-House Ways and Means Committee.

American Family

Cash on hand at start of quarter: \$125,071. Total receipts: \$50,317. Disbursements: \$76,775. Cash on hand at close of quarter: \$98,615.

House

Bill Boner (D-Tenn.)	\$500
George Darden (D-Ga.)	\$250
Byron Dorgan (D-N.D.) WMC	\$500
John Duncan (R-Tenn.) WMC	\$1,000
Bobbi Fiedler (R-Calif.) BC	\$1,000
Wyche Fowler (D-Ga.)	\$5,000
Sam Gibbons (D-Fla.) WMC	\$3,000
Newt Gingrich (R-Ga.)	\$500
Joan Hastings (Republican candidate for Oklahoma House seat)	\$250
Charles Hatcher (D-Ga.)	\$250
W.G. Hefner (D-N.C.)	\$300
Joe Hoeffel (Democratic candidate opposing Pa. Republican Lawrence Coughlin)	\$5,000
Barbara Kennelly (D-Conn.) WMC	\$500
Norman Lent (R-N.Y.) CC	\$500
Marilyn Lloyd (D-Tenn.)	\$300
Buddy MacKay (D-Fla.) BC	\$250
Thomas Marchant (Republican primary candidate for South Carolina House seat)	\$250
Ron Marlenee (R-Mont.)	\$250
Tom McMillen (Democratic candidate for Maryland House seat)	\$250
George O'Brien (R-Ill.)	\$2,500
Stan Parrish (Republican primary candidate for Utah House seat)	\$5,000
James Quillen (R-Tenn.) RC	\$500
Nick Rahall (D-W.Va.)	\$250
Don Ritter (R-Pa.) TS	\$350
Tommy Robinson (D-Ark.)	\$5,000

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
BBDO International	Second	\$98,015	17	\$6,620	11	\$0.51
Comcast Corp.	Second	\$32,570	12	\$4,595	35	\$0.19
Gannett Co.	Second	\$716,177	29	\$77,189	8	\$0.96
Harris Corp.	Fourth	\$577,205	-5	\$16,919	5	\$0.42
	Year	\$2,216,636	-3	\$59,609	-26	\$1.48
Malrite Comm.	Second	\$28,909	30	\$634	-50	\$0.05
SFN Companies	Second	\$101,301	-21	\$1,976	NM	NM
Tele-Comm. Inc.	Second	\$161,624	12	\$51,641	NM	\$0.48
Tri-Star Pictures	Second	\$55,841	-44	\$6,738	35	\$0.28
United Cable	Year	\$195,766	16	\$8,901	-28	\$0.32

Second-quarter results of **BBDO International** include consolidation of Ingalls Associates, Boston-based agency. ■ **Comcast Corp.** said "cash generated from operations" increased 27% to \$11.1 million. ■ **Gannett** had five-fold increase in interest expense for second quarter, to \$20 million. Second-quarter broadcasting revenue was \$95.5 million. Company said on pro-forma basis (adjusting for recent acquisitions), broadcasting revenue rose 6% in second quarter and 11% in first half. Local TV revenue was up 15% in second quarter and 17% in first half, while national revenue was up 4% in quarter and 10% in half. Radio revenue was up 6% in both quarter and half. ■ **Malrite Communications** said cash flow from stations was \$7.5 million. ■ **SFN Companies** had net loss of \$3.8 million in previous year's second quarter. Company has no publicly traded common stock but has preferred shares listed on American Stock Exchange. ■ In previous year's second quarter **Tele-Communications Inc.** had net earnings of \$24,000. Most recent results include "gain on sale and exchange of assets," of \$88.3 million, compared to \$3.1 million in preceding second quarter. Company said "funds provided from operations before interest expense" was \$70 million, up 17%. ■ Operating profit for **Tri-Star Pictures** was up 9% to \$7.9 million. ■ **United Cable Television** said operating income increased 20% to \$81.9 million. Net income was affected by \$4.9-million loss from discontinued operations.

Does Your
Banker
Speak
Broadcast?

We do!

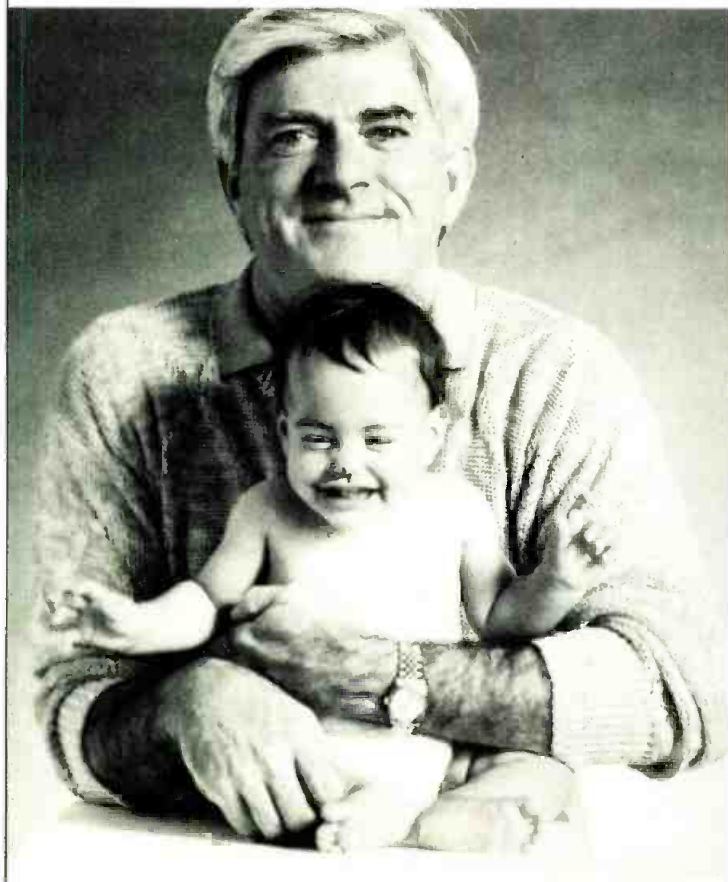
RIVIERA
BROADCAST
LEASING
Specializing in
Equipment
Leasing & Loans

See us in
BOOTH 724

Call (213) 468-8873

Regional offices located in major cities
throughout the United States. Please inquire.

#1 IN ITS TIME PERIOD
AUGUST 11 - 15
10 - 11PM NBC-TV



Phil Donahue Examines

THE HUMAN ANIMAL

*This extraordinary project
benefitted from the
outstanding efforts of
many people. Thank you.*

Jack Willis
Wendy Roth

Jane Abrams
Madeline Amgott
Joel Banow
Cameron Beck
Lauren Belfer
Jonathan Bell
Girish Bhargava
Ann Boggan
Merrill Brockway
Martin Carr
Martha Carrell
Audrey Chapman
Noam Chomsky, Ph.D.
Megan Cogswell
Dina Conte
Paul Cote
Irven Devore
Dorothy Dinnerstein, Ph.D.
Glenn Doman
Nancy Duffy
Irenaus Eibl-Eibesfeldt, Ph.D.
David Elkind, Ph.D.
Annette Geldzahler
Norman Geschwind
Roderic Gorney, M.D.
Stephen J. Gould, Ph.D.

Richard Haier, Ph.D.
Ethel Huber
Carroll Izard, Ph.D.
Walter P. Jacob
Virginia Johnson
Jerome Kagan, Ph.D.
Von Keairns
Douglas Kirby, Ph.D.
Michael Klick
Richard Knox
Melvin Konner, M.D., Ph.D.
Mary Lance
Michael Lewis, M.D., Ph.D.
Phil Lewis
Linda Lilienfeld
Frank Lopez
Sara Lukinson
Paul Maclean, M.D.
Ferd Manning
William Masters, M.D.
Matrix Video
Grant Maxwell
Carol Meyers
Rosemary Mitchell
John Money, M.D.
Ashley Montagu, Ph.D.
Steve Naifeh
James Oberman
Jana Panarites

Carole Pierson
Bob Pook
Donna Pope
Robert Reich, Ph.D.
June Machover Reinisch, Ph.D.
Domieena Renshaw, M.D.
Deborah Richardson
Robert Richter
Celeste Ries
Penny Rotheiser
David Royle
Arnold Scheibel, M.D.
Jeffrey Schor
David William Shucard
Sherman Silber
Dorothy Singer, Ph.D.
Jerome Singer, Ph.D.
Sid Sirulnick
Greg Smith
Jamie L. Smith
Veronika Soul
Benjamin Spock, M.D.

Paul Srp
Bill Stephan
Deborah Stith, M.D.
Jamie Stobie
Myra Strober, Ph.D.
Stephen Suomi, Ph.D.
Steven R. Talley
Telstar Editing, Inc.
Lionel Tiger
Edward Tronick, Ph.D.
Colin M. Turnbull
Pamela Mason Wagner
Burleigh Wartes
Bud Weil
Murry Weinstock
Richard J. Wells
Louis J. West, M.D.
Hank Whitemore
E.O. Wilson, Ph.D.
Jean Gaddy Wilson
Ann Woodward

With special thanks to Phil Donahue

 MULTIMEDIA
ENTERTAINMENT

The week went to CBS

CBS won the prime time race for the week ended Aug. 31 with a 12 rating and a 22 share, compared to NBC's 11.7/22 and ABC's 10.9/20. A year ago the standings were: NBC, 13.2/24, CBS, 12.5/23 and ABC, 11.1/20. In the network evening news race, the numbers for the week were: CBS, 11.1/23, ABC, 10.3/21 and NBC, 10/21. A year ago the standings for the networks were CBS, 10.9/23, ABC, 10.4/22 and NBC, 8.8/18.

HUT levels (homes using television) for the week averaged 54.1%,

compared to 54.6% a year ago. Nine of the top 10 programs were comedies, led by *Cosby*; the exception was fifth-ranked *Moonlighting*. Part one of the NBC special, *Spitting Image*, ranked 28th out of 63 shows with an average 12.2/24. ABC's *Monday Night Baseball* ranked 44th with an average 10.4/18, and CBS's prime time version of *The Price is Right* followed in 45th with a 10.1/18. CBS won Sunday and Monday; ABC took Tuesday and Friday, and NBC won Wednesday, Thursday and Saturday.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	25.4/45
2.	Family Ties	NBC	23.7/41
3.	Cheers	NBC	21.6/37
4.	Night Court	NBC	20.2/35
5.	Moonlighting	ABC	18.9/31
6.	Newhart	CBS	18.7/30
7.	Kate & Allie	CBS	18.2/30
8.	Growing Pains	ABC	18.0/30
9.	Who's the Boss?	ABC	17.0/30
10.	Golden Girls	NBC	16.8/32
11.	You Again	NBC	15.5/26
12.	Cagney & Lacey	CBS	15.4/27
13.	Murder, She Wrote	CBS	15.2/31
14.	20/20	ABC	14.7/28
15.	Gimme a Break	NBC	14.7/24
16.	Scarecrow & Mrs. King	CBS	14.2/25
17.	Amazing Stories	NBC	14.0/24
18.	60 Minutes	CBS	13.8/32
19.	Highway to Heaven	NBC	13.4/24
20.	Crazy Like a Fox	CBS	13.4/23
21.	Summer Girl	CBS	13.3/25

Rank □ Show □ Network □ Rating/Share

22.	Valerie	NBC	13.3/24
23.	Spenser: For Hire	ABC	13.3/24
24.	Mr. Belvedere	ABC	13.2/26
25.	Equalizer	CBS	12.9/23
26.	Webster	ABC	12.4/26
27.	A Time to Live	NBC	12.4/21
28.	Spitting Image	NBC	12.2/24
29.	Perfect Strangers	ABC	12.0/22
30.	The Cheap Detective	ABC	11.8/22
31.	Love Boat	ABC	11.8/22
32.	Magnum, P.I.	CBS	11.8/19
33.	227	NBC	11.5/23
34.	Hill Street Blues	NBC	11.5/22
35.	MacGyver	ABC	11.5/19
36.	Football, Houston-Dallas	CBS	11.4/25
37.	Arizona Ripper	NBC	11.2/19
38.	Getting Physical	CBS	10.9/21
39.	Trapper John, M.D.	CBS	10.8/20
40.	1986	NBC	10.8/19
41.	Mr. Sunshine	ABC	10.8/19
42.	Hotel	ABC	10.7/19

Rank □ Show □ Network □ Rating/Share

43.	Simon & Simon	CBS	10.6/18
44.	Monday Night Baseball	ABC	10.4/18
45.	Price Is Right	CBS	10.1/18
46.	D.C. Cop	CBS	10.1/18
47.	St. Elsewhere	NBC	10.0/18
48.	Facts of Life	NBC	9.8/21
49.	TV Bloopers & Prac. Jokes	NBC	9.7/19
50.	Twilight Zone	CBS	9.6/19
51.	Hunter	NBC	9.3/19
52.	Under the Rainbow	CBS	9.1/16
53.	Powers Play	CBS	8.9/19
54.	Deadly Lessons	ABC	8.8/18
55.	Football, L.A. Rams-Denver	NBC	8.5/17
56.	Case Busters	ABC	8.1/17
57.	Punky Brewster	NBC	7.4/17
58.	Silver Spoons	NBC	7.3/18
59.	Man with Bogart's Face	NBC	6.6/13
60.	Ripley's Believe It Or Not	ABC	6.5/11
61.	Diffrent Strokes	ABC	5.9/13
62.	Benson	ABC	5.3/11
63.	The Colbys	ABC	5.3/9

Dan Rostenkowski (D-Ill.) chairman, Ways and Means	\$5,000
Marty Russo (D-Ill.) BC, WMC	\$500
Richard Shelby (D-Ala.) (He is running for the Senate) CC	\$2,000
Fortney H. Stark (D-Calif.) WMC	\$1,000
Don Sundquist (R-Tenn.)	1,000
Pat Swindall (R-Ga.) CS	\$250
Lindsay Thomas (D-Ga.)	\$250
Guy Vander Jagt (R-Mich.) WMC, chairman of National Republican Congressional Committee	\$1,000
Doug Walgren (D-Pa.) CC	\$250
Vin Weber (R-Minn.)	\$350
Bob Whittaker (R-Kan.) CC	\$250

Senate

Jim Abdnor (R-S.D.) AC	\$3,500
James Broyhill (R-N.C.)	\$5,125
John H. Chafee (R-R.I.)	\$5,000
Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.])	\$5,000
Charles Grassley (R-Iowa) BC, JC	\$3,000
Chic Hecht (R-Utah)	\$500
Don Nickles (R-Okla.)	\$1,000
Larry Pressler (R-S.D.)	500
Malcolm Wallop (R-Wyo.)	\$2,000

Danielspac PAC (Daniels & Assoc.)

Cash on hand at start of quarter: \$13,478. Total receipts: \$3,064. Disbursements: \$1,750. Cash on hand at close of quarter: \$14,793.

House

Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	\$1,700
---	---------

Gulf + Western

Cash on hand at start of quarter: \$68,863. Total receipts: \$16,615. Disbursements: \$21,500. Cash on hand

at close of quarter: \$63,979

House

Beryl Anthony (D-Ark.) WMC	\$500
John Bryant (D-Tex.) TS	\$500
Thomas Carper (D-Del.)	\$500
Butler Derrick (D-S.C.) BC	\$1,000
John Dingell (D-Mich.) chairman, Energy and Commerce Committee	\$1,000
Vic Fazio (D-Calif.) AC, BC	\$1,500
Bill Frenzel (R-Minn.) WMC	\$500
Martin Frost (D-Tex.) BC	\$500
Sam Gibbons (D-Fla.) WMC	\$500
Bill Green (R-N.Y.) AC	\$500
Frank Guarini (D-N.J.) WMC	\$500
Raymond McGrath (R-N.Y.) WMC	\$500
George Miller (D-Calif.) BC	\$500
Peter Rodino (D-N.J.), chairman, Judiciary Committee	\$2,000
Marge Roukema (R-N.J.)	\$500
Bob Torricelli (D-N.J.)	\$500

Senate

Quentin Burdick (D-N.D.) AC	\$1,000
Alfonse D'Amato (R-N.Y.) AC	\$5,000
Christopher Dodd (D-Conn.)	\$1,000
Paula Hawkins (R-Fla.), chairman, Children, Family, Drugs & Alcoholism Subcommittee	\$1,000
Ernest Hollings (D-S.C.) AC, CmS	\$1,000
Steven Symms (R-Idaho) BC	\$1,000

Other

America's Leaders Fund (PAC established by Representative Dan Rostenkowski's [D-Ill.]	\$1,000
---	---------

INTV

Cash on hand at start of quarter: \$55,048. Total receipts: \$29,035. Disbursements: \$43,400. Cash on hand at close of quarter: \$40,683.

House

Howard Berman (D-Calif.) CS	\$200
-----------------------------	-------



radio-tv
BINGO

Complete "Ready to Air" Package

\$595 radio \$1250 tv

- OLDEST PROMOTION IN THE INDUSTRY Over 26 years ... 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE ... A complete promotional package providing sponsors the "extras" that command extra dollars.

- TREMENDOUS SPONSOR FOOT TRAFFIC ... Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS ... Sponsors and listeners demand it.
- INCREASE RATINGS ... A proven leader in all markets.

© Copyright 1982, J.R. Hampton



WORLD WIDE
BINGO, INC.

P.O. BOX 2311 • Littleton, CO 80161
Telephone (303) 795-3288

"Our Business Is Improving Yours"



BROADCAST FINANCIAL SERVICES

A Division of
INTEREP National Radio Sales, Inc.

INTEREP Broadcast Financial Services specializes in providing professional financial assistance to sellers, current owners and qualified buyers of broadcast properties (including first-time buyers with good track records).

Services include among others:

- ☐ New **equity** and **debt** financing.
- ☐ Debt **restructuring**;
- ☐ Professional, **customized presentations** for each market and station.

Vince Bellino will be at the Convention and can be reached at the hospitality suites of any of the INTEREP Companies.

**For more information call
Vince Bellino at (212) 916-0541**

INTEREP
Broadcast Financial Services
100 Park Avenue
New York, N.Y. 10017



BROADCAST FINANCIAL SERVICES

A Division of
INTEREP National Radio Sales, Inc.

THE FIRST TWELVE MONTHS' ACHIEVEMENTS

Purchase of KGOL-FM
(Lake Jackson)/Houston, Texas –
Assisted in securing **\$12,500,000** of
debt financing.

Purchase of WSCP-AM
(Pulaski)/Syracuse, New York –
Secured **\$200,000** of bank
financing.

Purchase of KFRE AM & FM
Fresno, California – Assisted in
securing **\$3,000,000** of debt and
equity financing.

Current Client
Assisted and/or secured directly,
commitments for **\$15,700,000** in
equity, mezzanine and senior debt
financing for an undisclosed
AM/FM combo acquisition.

Stay Tuned

A professional's guide to the intermedia week

Network TV □ **ABC Monday Night Football** (season premiere, Giants vs. Cowboys), Monday, 9 p.m.-conclusion. *The Winds of War* (part 2, "The Storm Breaks"), Tuesday; (part 3, "Cataclysm"), Wednesday, 8-11 p.m. both nights. *ABC Sports* (NFL football, Patriots vs. Jets), Thursday, 8 p.m.-conclusion. *The Winds of War* (part 4, "Of Love and War"), Friday, 8-11 p.m. *ABC Sports* (CFA college football, Michigan vs. Notre Dame), Saturday, 3-7 p.m. *The Winds of War* (part 5, "The Changing of the Guard"), Saturday; (part 6, "Into the Maelstrom"), Sunday, 8-11 p.m. both nights.

□ **CBS:** *The Wizard* (premiere, action-adventure series), Tuesday, 8-9 p.m. *CBS Tuesday Movie:* "Moscow on the Hudson" (network TV debut, stars Robin Williams, directed by Paul Mazursky), Tuesday, 9-11 p.m. *The Drug Knot* (CBS special about teen-age drug abuse, stars David Toma as himself), Wednesday, 8-9 p.m. *American Geisha* (mini-series, Pam Dawber stars) Thursday, 9-11 p.m. *CBS Special Movie:* "Deathtrap" (network TV debut, stars Michael Caine, Christopher Reeve and Dyan Cannon), Friday, 9-11:30 p.m. *CBS Sports: The Mercedes Mile on Fifth Avenue* (one-mile race, Mary Decker-Slaney, Maricica Puica of Romania and course record holder Sydney Maree will compete), Saturday, 2-2:30 p.m.; (*College football:* Ohio State Buckeyes vs. Washington Huskies), Saturday,

2:30-6 p.m. *CBS Special Movie:* "Raging Bull" (network premiere, stars Robert DeNiro), Saturday, 8:30-11 p.m. *The Last Days of Patton* (Chrysler Showcase presentation, stars George C. Scott, Murray Hamilton, Richard Dysart), Sunday, 8-11 p.m.

□ **NBC:** *Our House* (preview of new series), Thursday, 8:30-9:30 p.m. *Today At Night, Volume II* (live special, examines past, present and future of TV), Thursday, 10-11 p.m. *Fast Copy* (news features culled from national magazines), Friday, 10-11 p.m. *Easy Street* (preview of new series), Saturday, 9:30-10 p.m. *Miss America Pageant* (live), Saturday, 10 p.m.-midnight. *Our House* (pre-season debut in regular time slot), Sunday, 7-8 p.m.

□ **PBS:** *American Masters: Eugene O'Neill* (profile), Monday, 9-11:30 p.m. *Song of Survival* (documentary on Europeans held prisoner by Japanese in Southeast Asia), Wednesday, 8-9p.m.

Network radio □ **American Public Radio:** *Cincinnati May Festival* (Haydn's "The Creation"), Sunday (check local listings).

Museum of Broadcasting (1 East 53d Street, New York) *The Cage* original 1964 pilot for *Star Trek*, through Sept. 18. Also at MOB: *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, featuring all 40 installments of "Jet Fuel Formula," the first Rocky and Bullwinkle epic, through Sept. 18. Information: (212) 752-7684.

Frederick Boucher (D-Va.) CS	\$2,250
John Bryant (D-Tex.) TS	\$4,000
Dan Coates (R-Ind.) TS	\$500
Howard Coble (R-N.C.) CC, CS	\$500
William E. Dannemeyer (R-Calif.) CC, JC	\$300
Mike DeWine (R-Ohio) CS	\$1,000
Edward Feighan (D-Ohio) JC	\$250
Hamilton Fish (R-N.Y.) JC	\$500
Henry Hyde (R-Ill.) CS	\$1,000
Delbert Latta (R-Ohio) BC	\$200
Mickey Leland (D-Tex.) TS	\$1,100
Norman Lent (R-N.Y.) CC	\$1,000
Tom Loeffler (R-Tex.) AC, BC	\$150
Tom Luken (D-Ohio) TS	\$1,000
Romano Mazzoli (D-Ky.) CS	\$750
John McCain (R-Ariz.)	\$1,000
Carlos Moorhead (R-Calif.) TS, CS	\$500
Bruce Morrison (D-Conn.) CS	\$500
Bill Nelson (D-Fla.)	\$300
Howard Nielson (R-Utah) TS	\$500
Mike Oxley (R-Ohio) TS	\$750
James Quillen (R-Tenn.) RC	\$500
Bill Richardson (D-N.M.) CC	\$200
Matthew Rinaldo (R-N.J.) TS	\$1,000
Don Rittler (R-Pa.) TS	\$1,500
Patricia Schroeder (D-Colo.) CS	\$250
Charles Schumer (D-N.Y.) BC, JC	\$250
Phil Sharp (D-Ind.) CC	\$300
Al Swift (D-Wash.) TS	\$2,000
Pat Swindall (R-Ga.) CS	\$2,000
Tom Tauke (R-Iowa) TS	\$500
Billy Tauzin (D-La.) TS	\$1,000
Doug Walgren (D-Pa.) CC	\$250

Vin Weber (R-Minn.)	\$350
Bob Whittaker (R-Kan.) CC	\$250

Senate

Christopher Bond (Republican candidate for Missouri Senate seat)	\$1,000
Wendell Ford (D-Ky.) CmS	\$1,000
Ernest Hollings (D-S.C.) AC, CmS	\$4,000
Daniel Inouye (D-Hawaii) AC, CmS	\$1,000
Patrick Leahy (D-Vt.) AC, CS	\$1,000
Frank Murkowski (R-Alaska)	\$250
Dan Quayle (R-Ind.) BC	\$500

Jefferson-Pilot

Cash on hand at start of quarter: \$39,346. Total receipts: \$8,407. Disbursements: \$9,750. Cash on hand at close of quarter: \$38,003.

House

Bill Cobey (R-N.C.)	\$2,000
Alex McMillan (R-N.C.)	\$1,500
Steve Neal (D-N.C.)	\$2,000

Senate

James Broyhill (R-N.C.)	\$3,250
-------------------------	---------

Other

HI PAC (Health Insurance Association of America)	\$1,000
--	---------

Lorimar-Telepictures

Cash on hand at start of quarter: \$3,068. Total receipts: \$20,000. Disbursements: \$3,400. Cash on hand at close of quarter: \$19,668

House

Vic Fazio (D-Calif.) AC, BC	\$300
Peter Rodino (D-N.J.) chairman, Judiciary Committee	\$500
Marty Russo (D-Ill.) BC, WMC	\$600

Senate

Edward Kennedy (D-Mass.) CS	\$1,000
-----------------------------	---------

MCA PAC

Cash on hand at start of quarter: \$45,038. Total receipts: \$29,675. Disbursements: \$29,342. Cash on hand at close of quarter: \$45,372

House

Jim Bates (D-Calif.) TS	\$300
Howard Berman (D-Calif.) CS	\$600
Douglas Bosco (D-Calif.)	\$250
Barbara Boxer (D-Calif.) BC	\$300
Tony Coelho (D-Calif.), chairman, Democratic Congressional Campaign Committee	\$500
William E. Dannemeyer (R-Calif.) CC, JC	\$300
Tom Daschle (D-S.D.) (Daschle is running for the Senate)	\$500
Mike DeWine (R-Ohio) CS	\$500
Thomas Downey (D-N.Y.) BC, WMC	\$500
John Duncan (R-Tenn.) WMC	\$500
Vic Fazio (D-Calif.) AC, BC	\$1,500
Edward Feighan (D-Ohio) JC	\$250
Sam Gibbons (D-Fla.) WMC	\$1,000

Sillerman-Magee

The principals of Sillerman-Magee will be pleased to discuss an investment in your broadcasting opportunity at the NAB/NRBA in New Orleans.

Please call for an appointment.

Sillerman-Magee Communications Management Corporation
212-980-4455 ext. 370



**America's
Family Doctor Is On Call...
At Your Station**

Your Health, Your Life

with Dr. Art Ulene

...presents today's vital medical topics in a series of four, one-hour specials starting this fall.

Your viewers know Dr. Art Ulene —America's most respected and trusted physician. In more than 2000 television appearances, Dr. Ulene has given them answers to the medical and health problems they face everyday.

**Important upbeat
specials for top ratings.**

**A quality image for key
local sponsors.**

**OVER FORTY
STATIONS CLEARED!**

WABC—New York
KABC—Los Angeles
KRON—San Francisco
WBZ—Boston
KPRC—Houston
WPXI—Pittsburgh
WTVJ—Miami
KARE—Minneapolis

For barter details call:

Dan Robinson Broadcasting Associates, Inc., 212-772-6074

Presented by: Bristol-Myers Company Feeling Fine Productions

Satellite Footprints

Beyond blue sky. NASA Administrator James Fletcher gave broadcast news directors at the Radio-Television News Directors Association convention two weeks ago something to think about: "Some time during the working lives of many of you, there will be news bureaus on the moon and Mars," he predicted in a speech. "Some of you may even be competing to become their bureau chiefs. And others may be using the tag line—'reporting live from outer space.'"

Between now and then, Fletcher said, "a journalist will fly in space aboard the shuttle. At the same time, perhaps a news organization or a news consortium will decide to operate its own remote sensing satellite in the future," he said. "And, since...[a] space station will be giving us a permanent presence in space, you'll have to think about ways to be covering the activities there."

Fletcher's apparent purpose in firing the imaginations of the news directors was to enlist their support in opening a national debate on America's future in space. The space program has hit a "critical point," he said. "If we want our country to continue to lead in space through the 1990's and beyond, we need firm resolve in setting our future course in space. The space program can only be what the people want it to be, and now is the time to find out. We are ready for a national debate on where we should be going in space and how we will get there."

Given some of NASA's current initiatives and assuming the nation's willingness to support their full implementation, reporters on the moon within the next 30 or 40 years may not be far-fetched. According to Fletcher, NASA, with the cooperation of other countries, is moving forward with plans to build a space station in low-earth orbit by 1994. "The space station will be the cornerstone of our expanded efforts in commerce, industry and science through the end of this century and well beyond," he said.

At the same time, Fletcher said, NASA is developing new space vehicles to replace the space shuttles, which will be wearing out around the turn of the century. The current thinking is to build a lighter, less expensive second-generation space shuttle primarily to carry people into space and a "heavy-lift, unmanned" vehicle to ferry cargo to the space station and fill other needs, he said. The goal of the unmanned vehicle's designers is to "reduce the cost of access to space by 90%, a factor of 10," he said.

In the wake of the loss of the space shuttle Challenger last January, Fletcher said, NASA is working hard "to fix" flaws in the shuttle's solid-rocket boosters and hopes to have the shuttles flying again in early 1988. "We are endeavoring to accommodate all of our customers efficiently and effectively," he said. But, even assuming NASA receives money to build a fourth orbiter to replace the lost one, he said, the shuttle program will be unable to meet all the nation's payload-launching needs. "The nation will also need one-way rockets...to launch scientific, military and commercial payloads on schedule," he said.

Remote possibilities. Most news organizations have given little thought to getting together to launch their own remote-sensing satellite as Fletcher suggested (see above), but many are interested in using commercial remote-sensing birds now in orbit to get aerial photos of areas in the news. The interest was apparent at the RTNDA convention where several dozen news officials showed up at a session to hear the pitch of the two remote-sensing satellite operators, the U.S. EOSAT and the French Spot Image, which are competing to provide services to news organizations.

The interest of news organizations in remote-sensing satellites is evident in the RTNDAs current effort to persuade Congress to amend the Land Remote-Sensing Commercialization Act of 1984 to insure ready access to material from the satellites and to limit restrictions on the use of material due to "international obligations" and "national security."

New directions. IDB Communications, Culver City, Calif., which has made its mark in the satellite services business by providing backhaul and distribution of professional sports for radio, has taken a first step toward its goal of becoming a major player on the television side of the business.

Under a three-year contract it began handling last week the satellite distribution of the Prime Ticket Network, Inglewood, Calif., a regional sports and entertainment pay cable network service now reaching 1.3 million subscribers in California, Arizona, Hawaii and

Nevada. According to Peter Hartz, IDB's vice president of marketing, the contract is worth "several hundred thousand dollars a year" to IDB.

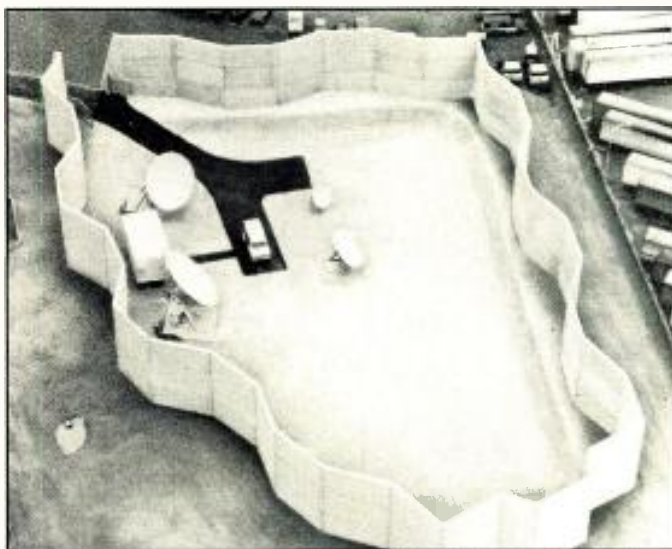
The contract calls on IDB to integrate the taped programming and the live remote feeds (received either by satellite or by microwave) that make up the service and to uplink them to Prime Ticket's transponder on Satcom I-R, Hartz said. (As a result of a contract with RCA to uplink signals for users of RCA's digital audio transmission service, IDB already has a 10-meter earth station pointed at Satcom I-R.) Under the contract, Hartz said, IDB is also making available to Prime Ticket its transportable Ku-band uplink to cover regional sporting events in Southern California beyond the reach of the microwave links.

This month, IDB is finishing construction of a technical operating center on its lot in Culver City, across the street from the MGM studio, Hartz said. While waiting for the center to be completed later this month, he said, IDB is using a mobile production trailer. The center will be co-located with IDB's multi-dish teleport, which includes two 10-meter C-band uplinks and two seven-meter Ku-band dishes.

The Prime Ticket business breaks new ground for IDB, Hartz said. "We are devoting a lot of energy into doing it right."

The cure for the RFI blues. WNSV-TV Columbus, Ohio, wanted to locate its C-band earth stations next to its studios for security and ease of maintenance, but, because that would mean putting the dishes in town, it feared the dishes would be subjected to terrestrial RFI—radio frequency interference.

The solution to the CBS affiliate's dilemma came from the Fanwall Corp. of Arlington, Va. Fanwall designed and built a 31-foot-high, 740-foot-long irregularly shaped wall outside the station's studios to



encompass the dishes and shield them from RFI.

The only alternative to the wall, said John Cooper, chief engineer of the station, "was to build a remote station 20 or 30 miles away in the country and put in a terrestrial microwave link to the studios."

The wall comprises 20-foot-by-nine-foot precast concrete panels, laid horizontally and stacked three high. The wall was built on a four-foot berm, bringing its total height to 31 feet.

According to Fanwall, the panels used in the WNSV-TV job have metallic membrane embedded in them, making them particularly suited for earth station shielding.

Presidential firsts. President Reagan participated in another incremental advance in the use of satellite technology. His live, satellite-delivered broadcast to the Knights of Columbus 104th annual convention in Chicago—and to virtually anyone else in the country with a receiving antenna pointing toward the GSTAR 1 satellite—was the first such broadcast from the Oval Office. The White House also tried out two-way audio technology—the President was able to hear laughs and applause that his speech generated in the Chicago Hilton hotel. That is also believed to be a first.

Considering newsroom computers?

94 million people (85% market share) get their daily network news from broadcasters who use the Basys computerized newsroom system.* Find out why.



Call for this free video.

See why the vast majority of broadcasters who investigate newsroom computer systems choose Basys: This free video shows you how Basys works, from the viewpoint of newsroom

professionals who use it every day.

To see what a difference Basys can make to *your* newsroom operations—*without* changing the way people on your team already do their jobs,

Call 1-800-847-0633 today (In CA: 1-800-332-2245) Dept. B20

See us at the RTNDA Show, Booth #559



BASYS, INC, 900 Stierlin Road, Mountain View, CA 94043

*Sources include Arbitron Daypart Audience Estimates Summary—May, 1985. This free video offer limited to qualified newsrooms.

Dan Glickman (D-Kan.) JC	\$500	George Miller (D-Calif.) BC, chairman, Select	Means	\$2,000
Frank Guarini (D-N.J.) WMC	\$500	Children, Youth and Families	Marty Russo (D-Ill.) BC, WMC	\$1,000
James R. Jones (D-Okla.) WMC	\$2,727.32	Bruce Morrison (D-Conn.) CS	Patricia Schroeder (D-Colo.) CS	\$500
Tom Lantos (D-N.Y.)	\$500	J.J. Pickle (D-Tex.)	Richard Shelby (D-Ala.) (Shelby is running for the	
Richard Lehman (D-Calif.)	\$300	Peter Rodino (D-N.J.) JC	Senate) CC	\$1,000
Mickey Leland (D-Tex.) TS	\$300	Dan Rostenkowski (D-Ill.) chairman, Ways and	Larry Smith (D-Fla.) JC	\$300

Syndication Marketplace

Group W Productions, in conjunction with Taft Communications, is developing *Salem's Children*, a half-hour gothic serial strip, for fall 1987. *Salem's Children* will follow the descendants of witches and warlocks in Salem, Mass., but will be geared more towards romance and mystery than horror. The show will have a regular cast, and will be produced by Martin Tahse and directed by Robert Thompson. Marketing plans for the show have not been determined. Group W will also bring to NATPE one of three first-run sitcoms currently under consideration, and, as previously announced, another first-run sitcom and a series of health specials produced in association with Bristol-Myers. The monthly health specials will be called *LifeQuest*. In January, *20 Years of Rock*, a two-hour pilot for a series, will air. The special will be a redevelopment of *Let the Good Times Rock*, which did not make it to its premiere this fall. Group W will also have a previously announced one-hour talk show strip hosted by Wil Shriner, and the animated strip *Bravestarr*. Group W may also revive *Fun for the Money*, a game show that did not make it to its debut this fall, as a mid-season replacement.

Embassy Communications has struck a distribution deal with George Harrison's Handmade Films for the distribution of five films—"Time Bandits," "The Long Good Friday," "Privates on Parade," "Bullshot Crummond" and "A Private Function." Leslie Z. Tobin, vice president, motion picture sales and acquisitions, said Embassy is



Time Bandits

currently negotiating for the distribution rights to two more Handmade Films that will be released this year. "We're happy to be in business with them," said Tobin of the Handmade deal, adding that the relatively low budgets of the pictures makes them particularly attractive to distribute. "Time Bandits," which cost only \$5 million to produce, made \$46 million in its theatrical release. Tobin is currently finalizing titles for Embassy's three film packages: "Embassy III," "Embassy IV" and "Embassy Night at the Movies." "Time Bandits" will become part of "Embassy III." The Handmade deal follows other recent deals with DEG and New Line Cinema.

MCA-TV reports that it has cleared its new animated strip, *Bionic Six*, in 70% of the country, including 23 of the top 25 markets. The show will premiere in April 1987, for use on Saturdays and Sundays, and will go to a strip by mid-September. During the first three quarters of years one and two, stations will get three-and-a-half minutes of advertising time, and MCA-TV will keep two-and-a-half. During the fourth quarter of the first two years, stations will get four minutes and MCA-TV will get two minutes. After that stations will get the series with no time withheld by MCA. *Bionic Six* is produced by MCA's TMS Entertainment, and has a production budget of \$25 million.

The Curran-Victor Co. has begun sales of the six-hour, first-run

mini-series, *Hemingway*, starring Stacey Keach, for its April 1988 airdate. Among initial clearances are WPXI-TV New York, KCOP-TV Los Angeles and WGN-TV Chicago. The mini-series is based on Carlos Baker's biography. *Hemingway* is a co-production of Daniel Wilson Productions Inc., New York, and Alcor Film GmbH, Munich. It will be shot on location in Paris, Spain, Venice, the Austrian Alps and Africa. Danny Wilson will produce. Sales are for cash plus barter, for four runs over five years. In the first runs, stations will get nine minutes per hour, and Curran-Victor will keep one minute. Runs three and four are for straight cash.

LBS Communications is distributing a pilot of a proposed new half-hour mystery series, *Max Haines Crime Flashback*, that air in January. Max Haines, a real crime reporter for *The Toronto Sun*, will appear as on-air host in the series. Story lines in the series will be based on actual crime stories re-search. A Canadian cast will star in the pilot. Barter distribution will give LBS two-and-a-half minutes and stations four minutes. LBS and Tribune Broadcasting have also renewed its half hour, *Tales From the Darkside*, for its third season, beginning Sept. 22 on 135 stations covering 90% of the country. Barter distribution gives stations three-and-a-half minutes and LBS three minutes.

Gaylord Production Co. has signed Jackie Kahane as executive producer of *Off the Wall*, the weekly latenight comedy series that premieres in 70% of the country on Sept. 15. *Off the Wall* is distributed by **Fries Entertainment**. Kahane is also executive producer of *The Nightowls*, a comedy currently in development.

ABR Entertainment reports that it has cleared *The New Crosswits* in 71 markets covering 62% of the country. *The New Crosswits* goes on the air on Sept. 8 in most markets. Three stations, following the lead of WNEP-TV Wilkes Barre, Pa., opted to carry the show in an early premiere beginning this summer—KRON-TV San Francisco, KGGM-TV Albuquerque, N.M., and WTVX-TV Fort Pierce, Fla. Sales are on a cash-plus-barter basis with ABR holding back one minute. Orbis is selling the national barter minute.

Western World Television/Samuel Communications is offering *The Bearwitness News*, a 65-episode half-hour strip combining animation, and live action footage, for a March 1987 debut. Two half-hour *Bearwitness News* specials will be seen this fall. HiMark International Teleproduction Corp. will produce the programs. Both the specials and the series star Ted E. Bear and are sold on a barter basis with three-and-a-half minutes of advertising for stations and two-and-a-half for WW/Samuel. Tom Smothers is the voice of Ted E. Bear. Bear also starred in *The Bear Who Slept Through Christmas*, now in its 12th year in syndication, and *The Great Bear Scare*. The latter has been seen by an international audience of 240 million according to the syndication.

TEN reports that it has cleared *Cosmos—A Special Edition*, a package of three two-hour programs hosted by Carl Sagan, in 80 markets covering 70% of the country. Sales include KCOP-TV Los Angeles, WPMR-TV Chicago, KTVU-TV San Francisco, WXNE-TV Boston, WKBD-TV Detroit, WTTG-TV Washington, KDFI-TV Dallas, WCLQ-TV Cleveland, KTHV-TV Alvin, Tex. (Houston), WPTT-TV Pittsburgh and WVUE-TV Atlanta. Barter sales give station 14 minutes, and TEN 10 minutes per two-hour episode.



Keach



FROM BREAKING RECORDS TO BREAKING OUT THE BUBBLY.

Congratulations Durpetti & Associates for an outstanding first year!

In just 12 short months, Durpetti & Associates has proven itself long on performance. Their commitment to excellence has generated record sales for many stations and billings in excess of 32 million dollars. No wonder the following client roster is so impressive.

WEKS AM/FM	WDLT-FM
WPMO AM/FM	WZEZ-FM
WBOS-FM	WPLR-FM
WBMX AM/FM	WYAT/WLTS
WZAK-FM	KLTE-FM

KRYS AM/FM
KAAM/KZPS
KNUS/KBPI
WDTX-FM
KFIG AM/FM
WTUX/WTLC
WOKJ/WJMI
KMBZ/KMBR
KXTZ-FM
KABS/KADL
KMPC/KUTE
WMXJ-FM
WBCS AM/FM
KTCJ/KTCZ

WHLY-FM
WBOP/WTX
KAMJ AM/FM
KYTE AM/FM
WKLX-FM
KGLD/KWK
KRAK AM/FM
KUTR/KLTQ
KSDO AM/FM
KLOK AM/FM
KKUS-FM
KVI/KPLZ
KSKS/KVLT
WHUR-FM
WHN/WQHT

DURPETTI & ASSOCIATES

A Commitment To Excellence

Stock Index

Symbol/Comp.	Closing		Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Aug 27	Wed	Aug 27					
BROADCASTING									
N (CCB) Capital Cities/ABC	265	1/2	268	1/8	- 2	5/8	- 0.97	26	4,270
N (CBS) CBS	140		143	5/8	- 3	5/8	- 2.52	26	3,282
O (CLCH) Clear Channel	13	1/4	13	1/4				19	38
O (INFTA) Infinity Broadcasting	12	1/4	12			1/4	2.08	64	128
O (JCOR) Jacor Commun.	7	1/4	7	5/8	-	3/8	- 4.91	41	41
O (LINB) LIN	52	3/4	52	1/2		1/4	.47	40	1,396
O (MALR) Malrite	12	1/2	12	1/2				15	104
O (MALRA) Malrite 'A'	12	7/8	12	3/4		1/8	.98	18	54
A (PR) Price Commun.	12	1/8	11	7/8		1/4	2.10		118
O (SCRIP) Scripps Howard	80		80					29	826
O (SUNN) SunGroup Inc.	2	5/8	2	1/2		1/8	5.00	26	4
N (TFB) Taft	117	3/8	118	7/8	- 1	1/2	- 1.26	96	1,064
O (TVXG) TVX Broadcast	9	1/2	10		-	1/2	- 5.00	39	55
O (UTVI) United Television	36		36					33	394
BROADCASTING WITH OTHER MAJOR INTERESTS									
N (BLC) A.H. Belo	55	3/8	56	1/8	-	3/4	- 1.33	28	636
A (AAR) Adams Russell	19	3/8	19	7/8	-	1/2	- 2.51	16	120
A (AFP) Affiliated Pubs	61	3/4	62	7/8	- 1	1/8	- 1.78	31	1,090
O (ASTV) Amer. Comm. & TV		1/8		1/8					9
N (AFL) American Family	36	1/4	35	7/8		3/8	1.04	24	1,449
O (ACCMA) Assoc. Commun.	26	3/8	27	1/2	- 1	1/8	- 4.09		251
O (BMAC) Bus. Men's Assur.	28		28	1/2	-	1/2	- 1.75	16	296
N (CCN) Chris-Craft	69	3/4	72		- 2	1/4	- 3.12	31	455
N (DNB) Dun & Bradstreet	114	5/8	114			5/8		54	27
O (DUCO) Durham Corp.	44	3/4	44	1/4		1/2	1.12	12	254
N (GCI) Gannett Co.	76	1/4	77	3/8	- 1	1/8	- 1.45	23	6,122
N (GY) GenCorp	76	3/8	77		-	5/8	- 0.81	18	1,706
N (GCN) General Cinema	43	3/8	44	1/4	-	7/8	- 1.97	17	1,579
O (GCOM) Gray Commun.	143		143					24	71
N (JP) Jefferson-Pilot	36	1/4	36	5/8	-	3/8	- 1.02	12	1,516
N (BJ) John Blair	28		29	1/2	- 1	1/2	- 5.08		226
O (JSON) Josephson Intl.	11	1/8	11	1/8					52
N (KRI) Knight-Ridder	51	1/4	51	5/8	-	3/8	- 0.72	23	2,877
N (LEE) Lee Enterprises	24	5/8	25	3/4	- 1	1/8	- 4.36	20	623
N (LC) Liberty	39	7/8	40	1/4	-	3/8	- 0.93	16	402
N (MHP) McGraw-Hill	59		60	1/4	- 1	1/4	- 2.07	20	2,974
A (MEGA) Media General	90	1/8	91	1/4	- 1	1/8	- 1.23	19	634
N (MDP) Meredith Corp.	74	1/2	73	5/8		7/8	1.18	15	705
O (MMEDC) Multimedia	42	1/4	44	1/4	- 2		- 4.51	-384	463
A (NYTA) New York Times	77	1/2	77	7/8	-	3/8	- 0.48	26	3,135
O (PARC) Park Commun.	30	1/4	31		-	3/4	- 2.41	28	417
N (ROC) Rollins Commun.	40		39	1/2		1/2	1.26	44	584
T (SKHQ) Selkirk	25	3/8	25	3/8				55	205
O (STAUF) Stauffer Commun.	140		145		- 5		- 3.44	23	140
A (TO) Tech/Ops Inc.	29	1/4	28	1/4		1	3.53	5	63
N (TMC) Times Mirror	66	5/8	67	5/8	- 1		- 1.47	19	4,294
O (TMCi) TM Communications	2	1/2	2	7/8	-	3/8	- 13.04	250	19
O (TPCC) TPC Commun.		3/8		7/16	-	1/16	- 14.28		4
N (TRB) Tribune	66	7/8	70		- 3	1/8	- 4.46	21	2,715
A (TBS) Turner Bcstg.	17	1/2	18		-	1/2	- 2.77	39	381
A (WPOB) Washington Post	153		152		1		.65	19	1,988
PROGRAMMING									
O (ALLT) All American TV	8	1/4	9	3/4	- 1	1/2	- 15.38		9
O (AMNT) American Nat. Ent	2	3/8	2	9/16	-	3/16	- 7.31	11	5
O (BRRS) Barris Indus.	18	1/2	21	3/8	- 2	7/8	- 13.45	30	164
O (BFTV) Birdfinder Corp.		3/4		3/4				-3	2
O (CMCO) C.O.M.B.	30		31		- 1		- 3.22	50	346
N (KO) Coca-Cola	36	5/8	38	1/4	- 1	5/8	- 4.24	19	14,136
N (DIS) Disney	42	5/8	44		- 1	3/8	- 3.12	29	5,514
N (DJ) Dow Jones & Co.	35	1/2	35	1/4		1/4	.70	25	3,434
O (FNNI) Financial News	14	7/8	13	3/8	1	1/2	11.21	247	164
O (FSTA) Four Star	4		4						3
A (FE) Fries Entertain.	6	7/8	6	7/8				13	35
N (GW) Gulf + Western	70	1/8	70	3/8	-	1/4	- 0.35	20	4,335
O (HRSI) Hal Roach	14	1/8	14	1/8					78
A (HHH) Heritage Entertain.	8	5/8	8	7/8	-	1/4	- 2.81	9	24
O (KING) King World	46	1/4	46	3/4	- 1/2		- 1.06	28	473
O (LAUR) Laurel Entertainment	5	7/8	5	7/8				22	14
A (LT) Lorimar-Telepictures	23	1/8	22	3/8		3/4	3.35	23	785
N (MCA) MCA	41	5/8	43	7/8	- 2	1/4	- 5.12	19	3,249
A (NWP) New World Pictures	15	3/8	14	1/4	- 1	1/8	- 7.89	29	163
N (OPC) Orion Pictures	13		13	5/8	-	5/8	- 4.58		124
O (MOVE) Peregrine Entertain.	17		18	3/4	- 1	3/4	- 9.33	31	51
N (PLA) Playboy Ent.	6	1/4	6	3/8	-	1/8	- 1.96		58
O (RVCC) Reeves Commun.	9	1/2	9	7/8	-	3/8	- 3.79		118
O (RPICA) Republic Pic. 'A'	11	7/8	12	1/2	-	5/8	- 5.00	84	34
O (RPICB) Republic Pic. 'B'	11	1/2	12		-	1/2	- 4.16	82	8
PROGRAMMING									
A (RHI) Robert Halmi	3	5/8	3	3/4	-	1/8	- 3.33	32	68
O (SMNI) Sat. Music Net.	9	1/8	10	1/2	- 1	3/8	- 13.09		62
N (MGM) United Artists	12	3/8	13		-	5/8	- 4.80		632
N (WCI) Warner Commun.	21	1/2	22	1/2	- 1		- 4.44	14	2,653
O (WWTW) Western World TV	2	3/8	2	5/8	-	1/4	- 9.52	14	3
O (WONE) Westwood One	33	1/2	32	3/4		3/4	2.29	52	273
SERVICE									
O (BSIM) Burnup & Sims	4		4					-7	63
O (CVSI) Compact Video	6		6	1/4	-	1/4	- 4.00	60	35
N (CQ) Comsat	35	5/8	33	7/8	1	3/4	5.16		645
O (OMCM) Doyle Dane B.	21	1/4	21	1/2	-	1/4	- 1.16	19	121
N (FCB) Foote Cone & B.	53	1/2	53	3/4	-	1/4	- 0.46	13	203
O (GREY) Grey Advertising	100		100					13	120
N (IPG) Interpublic Group	28	1/2	28	3/8		1/8	.44	16	621
N (JWT) JWT Group	31	5/8	31	3/4	-	1/8	- 0.39	13	286
A (MOV) Movielab	6	7/8	6	5/8		1/4	3.77		11
O (OGLI) Ogilvy Group	29	1/8	29	7/8	-	3/4	- 2.51	13	398
O (SACHY) Saatchi & Saatchi	33	1/8	33	1/8				15	1,713
O (TLMTB) Telemation	10		10	1/4	-	1/4	- 2.43	10	11
A (TPO) TEMPO Enterprises	12	1/8	12	3/8	-	1/4	- 2.02	31	69
A (UNV) Unitel Video	10	7/8	11	1/8	-	1/4	- 2.24		23
CABLE									
A (ATN) Acton Corp.	1	7/8	1	3/4		1/8	7.14	-1	11
A (CVC) Cablevision Sys. 'A'	19	1/2	19			1/2	2.63	-6	409
O (CRDF) Cardiff Commun.		115/16		115/16				5	4
N (CNT) Centel Corp.	64	1/4	64	1/8		1/8	.19	13	1,777
O (CCCOA) Century Commun.	13	3/4	13	1/4		1/2	3.77	275	266
O (CMCSA) Comcast	26	1/8	26	5/8	-	1/2	- 1.87	34	556
N (HCI) Heritage Commun.	22	3/4	23	3/4	- 1		- 4.21	84	509
O (JOIN) Jones Intercable	12	3/4	13	7/8	- 1	1/8	- 8.10	31	165
T (MHPQ) Maclean Hunter 'X'	19	1/4	19	1/4				26	709
O (RCCA) Rogers Cab.Amer.	13	5/8	13	3/4	-	1/8	- 0.90		70
T (RCINZ) Rogers Cable Sys.	16	1/4	17	1/2	-	1 1/4	- 7.14		381
O (TCAT) TCA Cable TV	19		20	1/8	-	1 1/8	- 5.59	32	205
O (TCOMA) Tele-Commun.	27	1/8	28	7/8	- 1	3/4	- 6.06	208	2,607
N (TL) Time Inc.	77	3/4	81	5/8	- 3	7/8	- 4.74	24	4,880
O (UACIA) United Art. Commun.	18		17	7/8		1/8	.69	85	739
N (UCT) United Cable TV	27	1/8	27	7/8	-	3/4	- 2.69	67	660
N (VIA) Viacom	29	1/8	30	3/8	-	1 1/4	- 4.11	28	997
N (WU) Western Union	3	7/8	4		-	1/8	- 3.12		94
ELECTRONICS/MANUFACTURING									
N (MMM) 3M	111	1/4	112	7/8	- 1	5/8	- 1.43	18	12,798
N (ALD) Allied-Signal	41		41	3/4	-	3/4	- 1.79	-9	7,229
O (AMTV) AM Cable TV	1	1/8	1	1/16		1/16	5.88	-1	4
N (ANX) Anixter Brothers	10	1/4	10	1/8		1/8	1.23	18	372
N (ARV) Arvin Industries	28	1/2	28	7/8	-	3/8	- 1.29	12	460
O (CCBL) C-Cor Electronics	7		7					-4	21
O (CATV) Cable TV Indus.	2	7/16	2	1/2	-	1/16	- 2.50	-12	7
A (CEC) Cetec	6	1/4	6	1/4				-10	12
A (CHY) Chyron	4	7/8	5		-	1/8	- 2.50	23	49
A (CXC) CMX Corp.	1	1/4	1	3/8	-	1/8	- 9.09		6
A (COH) Cohu	6	3/8	6	7/8	-	1/2	- 7.27	13	11
N (CAX) Conrac	15	3/8	15	1/2	-	1/8	- 0.80	13	101
N (EK) Eastman Kodak	55	7/8	57	3/8	- 1	1/2	- 2.61	47	12,622
O (ECIN) Elec. Mis. & Comm.	2	3/4	3		-	1/4	- 8.33		11
N (GRL) Gen. Instrument	21	1/8	21	5/8	-	1/2	- 2.31		684
N (GE) General Electric	76	1/4	77	7/8	- 1	5/8	- 2.08	14	34,768
O (GETE) Gettel Inc.	2		2					8	7
N (HRS) Harris Corp.	29	1/8	31		- 1	7/8	- 6.04	19	1,172
N (MAI) M/A Com. Inc.	15		15	1/2	-	1/2	- 3.22		652
O (MCDY) Microdyne	3	5/8	3	1/2		1/8	3.57	32	16
N (MOT) Motorola	42	7/8	42	1/4		5/8	1.47	50	5,475
N (NPH) N.A. Philips	39	3/4	40		-	1/4	- 0.62	16	1,150
N (OAK) Oak Industries	1	1/8	1	1/8				38	
A (PPI) Pico Products	2	1/8	2	1/8				7	
N (SFA) Sci-Atlanta	9	5/8	10		-	3/8	- 3.75	16	225
N (SNE) Sony Corp.	20	3/8	21	1/8	-	3/4	- 3.55	12	4,709
N (TEK) Tektronix									

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: Beginning this week, the Stock Index will list the ticker symbol (in parentheses) directly before each company name.

If Beethoven were a broadcast banker, he'd work at Old Stone.



What Beethoven brought to the world of music, Old Stone bankers bring to the world of broadcasting—creativity.

Our bankers work in concert with you to accomplish your goals. They have the experience and the imagination to help you acquire your first broadcast property or assist in the continuing expansion of your broadcast group.

And our bankers come up with answers to *your* financing needs. Not anyone else's. So, every answer is as unique as a Beethoven symphony.

If what you're hearing from your broadcast banker is striking a discordant note, call Old Stone. What you'll hear will be music to your ears.



OLD STONE

Commercial Banking Group
Communications Lending Unit

Old Stone Bank, A Federal Savings Bank
One Old Stone Square
Providence, RI 02903
(401) 278-2532

Fortney H. Stark (D-Calif.) WMC	\$500
Tom Tauke (R-Iowa) TS	\$500
William Thomas (R-Calif.) WMC	\$500
Bob Torricelli (D-N.J.)	\$500
Guy Vander Jagt (R-Mich.) WMC, chairman of National Republican Congressional Committee	\$150
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	\$1,000
Ron Wyden (D-Ore.) CC	\$500

Senate

Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.])	\$1,000
Charles Grassley (R-Iowa) BC, JC	\$1,000
Ernest Hollings (D-S.C.) AC, Cms	\$1,000
Harriet Woods (Democratic candidate for Missouri senate seat)	1,000

Motion Picture Assoc. of America

Cash on hand at start of quarter: \$4,905. Total receipts: \$13,000. Disbursements: \$15,158. Cash on hand at close of quarter: \$2,746.

House

Bill Alexander (D-Ark.) AC	\$500
Tom Daschle (D-S.D.)	\$500
Mike DeWine (R-Ohio) CS	\$500
Vic Fazio (D-Calif.) AC, BC	\$1,352
Jack Fields (R-Tex.) TS	\$250
Thomas Foglietta (D-Pa.)	\$300
Mickey Leland (D-Tex.) TS	\$300
Barbara Mikulski (D-Md.) CC	\$1,000
Peter Rodino (D-N.J.) JC	\$2,352
Marty Russo (D-Ill.) BC, WMC	\$2,000
Patricia Schroeder (D-Colo.) CS	\$636.80
Bob Torricelli (D-N.J.)	\$500
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	\$1,572

Senate

John Glenn (D-Ohio)	\$396
Charles Grassley (R-Iowa) BC, JC	\$1,000

Other

National Democratic Party	\$1,000
---------------------------	---------

NAB (TARPAC)

Cash on hand at start of quarter: \$54,105. Total receipts: \$20,724. Disbursements: \$28,201. Cash on hand at close of quarter: \$48,129.

House

Frederick Boucher (D-Va.) CS	\$2,500
John Bryant (D-Tex.) TS	\$500
Howard Coble (R-N.C.) CC, CS	\$250
Mike DeWine (R-Ohio) CS	\$500
Wayne Dowdy (D-Miss.) TS	\$500
Dennis E. Eckart (D-Ohio) CC	\$300
Stuart Epperson (R-N.C.)	\$500
Edward Feighan (D-Ohio) JC	\$250
Jack Fields (R-Tex.) TS	\$500
Mickey Leland (D-Tex.) TS	\$500
Peter Rodino (D-N.J.) chairman, Judiciary Committee	\$500
Hamilton Fish (R-N.Y.) JC	\$500
James J. Florio (D-N.J.) CC	\$250
Norman Lent (R-N.Y.) CC	\$1,000
Carlos Moorhead (R-Calif.) TS, CS	\$750
David Obey (D-Wis.) AC	\$500
Don Ritter (R-Pa.) TS	\$350
Phil Sharp (D-Ind.) CC	\$300
Jim Slaterry (D-Kan.) BC, TS	\$1,000
Larry Smith (D-Fla.) JC	\$900

Pat Swindall (R-Ga.) CS	\$250
Ed Towns (D-N.Y.)	\$250
Doug Walgren (D-Pa.) CC	\$250
Frank Wolf (R-Va.) AC	\$500
Ron Wyden (D-Ore.) CC	\$250

Senate

Christopher Bond (Republican candidate for Missouri senate seat)	\$1,000
John Danforth (R-Mo.) BC, CC	\$1,000
Slade Gorton, (R-Wash.) BC, Cms	\$1,000
Patrick Leahy (D-Vt.) AC, CS	\$500
Steven Symms (R-Idaho) BC	\$1,000
John Warner (R-Va.)	\$4,000

Other

Democratic Congressional Campaign Committee	\$5,000
---	---------

NCTA

Cash on hand at start of quarter: \$100,799. Total receipts: \$23,345. Disbursements: \$105,850. Cash on hand at close of quarter: \$18,295.

House

Robert Badham (R-Calif.)	\$100
Jim Bates (D-Calif.) TS	\$500
Howard Berman (D-Calif.) CS	\$1,000
Tom Bliley (R-Va.) TS	\$4,000
Julian Bond (candidate for Georgia House seat)	\$250
Frederick Boucher, (D-Va.) CS	\$1,000
John Bryant (D-Tex.) TS	\$1,000
Dan Coats (R-Ind.) TS	\$3,000
Howard Coble (R-N.C.) CC, CS	\$1,000
Cardiss Collins (D-Ill.) TS	\$500
Tom Daschle (D-S.D.) (He is running for the Senate)	\$4,000
Mike DeWine (R-Ohio) CS	\$1,000
Byron Dorgan (D-N.D.) WMC	\$500
Robert Dornan (R-Calif.)	\$100
Wayne Dowdy (D-Miss.) TS	\$3,000
Dennis E. Eckart (D-Ohio) CC	\$2,000
Vic Fazio (D-Calif.) AC, BC	\$2,250
Jack Fields (R-Tex.) TS	\$3,000
Hamilton Fish (R-N.Y.) JC	\$1,000
James J. Florio (D-N.J.) CC	\$3,000
Thomas Foley (D-Wash.)	\$500
Dan Glickman (D-Kan.) JC	\$1,000
Henry Hyde (R-Ill.) CS	\$500
John Kasich (R-Ohio)	\$250
Norman Lent (R-N.Y.) CC	\$3,000
Tom Luken (D-Ohio) TS	\$2,000
Edward Madigan (R-Ill.) CC	1,000
Romano Mazzoli (D-Ky.) CS	\$500
Barbara Mikulski (D-Md.) CC	\$900
Norman Mineta (D-Calif.)	\$250
Joe Moakley (D-Mass.)	\$1,000
Carlos Moorhead (R-Calif.) TS, CS	\$1,000
Bruce Morrison (D-Conn.) CS	\$500
John Murtha (D-Pa.) AC	\$500
Howard Nielson (R-Utah) TS	\$1,000
James Quillen (R-Tenn.) RC	\$3,000
Bill Richardson (D-N.M.) CC	\$1,250
Matthew Rinaldo (R-N.J.) TS	\$2,000
Don Ritter (R-Pa.) TS	\$2,000
Don Schaefer (R-Colo.) CC	\$500
James Scheuer (D-N.Y.) TS	\$1,000
Charles Schumer (D-N.Y.) JC	\$500
F. James Sensenbrenner (R-Wis.) JC	\$1,000
Phil Sharp (D-Ind.) CC	\$1,000
Richard Shelby (D-Ala.) (He is running for the Senate) CC	\$3,000
Gerry Sikorski (D-Minn.) CC	\$1,000
Jim Slaterry (D-Kan.) BC, TS	\$2,000
Larry Smith (D-Fla.) JC	\$300
Neal Smith (D-Iowa) AC	\$500
Pat Swindall (R-Ga.) CS	\$1,000
Tom Tauke (R-Iowa) TS	\$1,000
Doug Walgren (D-Pa.) CC	\$500
Henry Waxman (D-Calif.) TS	\$2,000
Bob Whittaker (R-Kan.) CC	\$1,000
Ron Wyden (D-Ore.) CC	\$1,000

Senate

Christopher Bond (Republican candidate for Missouri senate seat)	\$1,000
James Broyhill (R-N.C.)	\$2,000
Alan Cranston (D-Calif.)	\$1,000
Dennis DeConcini (D-Ariz.) CS	\$1,000
Christopher Dodd (D-Conn.)	\$1,000
Wendell Ford (D-Ky.) Cms	\$1,000
Jake Garn (R-Utah) AC	\$1,000
John Glenn (D-Ohio)	\$1,000
Charles Grassley (R-Iowa) BC, JC	\$2,000
Ernest Hollings (D-S.C.) AC, Cms	\$4,000
Daniel Inouye (D-Hawaii) AC, Cms	\$200
Robert Kasten (R-Wis.) AC, BC, CC	\$3,000
Patrick Leahy (D-Vt.) AC, CS	\$4,000
Mack Mattingly (R-Ga.) AC	\$1,000
Don Nickles (R-Okla.)	\$1,000
Dan Quayle (R-Ind.) BC	\$3,000
Arlen Specter (R-Pa.) AC, JC	\$3,000
Steven Symms (R-Idaho) BC	\$2,000

Other

Chairman's Council (Democratic Congressional Campaign Committee)	\$1,000
Valley Education Fund (PAC established by Representative Tony Coelho [D-Calif.])	\$1,000

Turner Broadcasting

Cash on hand at start of quarter: \$154. Total receipts: \$5,422. Disbursements: \$3,110. Cash on hand at close of quarter: \$2,466.

House

Julian Bond (Democratic candidate for Georgia House seat)	\$500
Jim Bates (D-Calif.) TS	\$300
Newt Gingrich (R-Ga.)	\$500
Charles Hatcher (D-Ga.)	\$250
Norman Lent (R-N.Y.) CC	\$500
Carlos Moorhead (R-Calif.) TS, CS	\$250
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	\$300

Senate

Arlen Specter (R-Pa.) AC, JC	\$500
------------------------------	-------

20th Century Fox Film Corp.

Cash on hand at start of quarter: \$18,220. Total receipts: \$10,234. Disbursements: \$11,700. Cash on hand at close of quarter: \$16,754.

House

Vic Fazio (D-Calif.) AC, BC	\$1,000
Peter Rodino (D-N.J.) JC	\$2,000
Marty Russo (D-Ill.) BC, WMC	\$1,000
Patricia Schroeder (D-Colo.) CS	\$500
Larry Smith (D-Fla.) JC	\$300
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	\$1,500

Other

Chicago Campaign Committee (PAC established by Representative Dan Rostenkowski [D-Ill.])	\$2,000
MPAA PAC	\$3,000

NewCity Communications, Inc.

has acquired

Katz Broadcasting Company, Inc.

*The undersigned acted as financial advisor to
NewCity Communications in this transaction.*

MORGAN STANLEY & CO.
Incorporated

August 9, 1986

This announcement appears as a matter of record only.

NewCity Communications, Inc.

\$35,000,000
Subordinated Discount Notes Due 1996

*The undersigned arranged for
the private placement of the Notes.*

MORGAN STANLEY & CO.
Incorporated

August 9, 1986

HDTV project rescheduled

Over-the-air tests of terrestrial high-definition television transmission, planned jointly by the National Association of Broadcasters and the Association of Maximum Service Telecasters, are expected to commence in November, according to project coordinator Ben Crutchfield of the NAB.

Bench testing of the HDTV equipment should begin next month, Crutchfield said, with public demonstrations of the technology for government officials and representatives of industry organizations to begin in November or December. The demonstrations are aimed at showing regulators and industry leaders the feasibility of broadcasting HDTV terrestrially, in this case using two UHF channels, and the desirability of maintaining sufficient television spectrum for such services to be authorized someday.

The project, set in motion last spring and originally scheduled to be under way early next fall, was delayed in part because of the difficulty of locating certain HDTV equipment necessary to complete the transmission system, Crutchfield explained.

The experimental broadcasts will use the Japanese-developed MUSE bandwidth compression technology in transmitting a low power, 8.1 mhz HDTV AM vestigial sideband signal from an auxiliary broadcast tower provided by Washington's WUSA-TV. NAB has requested FCC authorization to broadcast on channels 58 and 59 and expects to receive commission permission soon. The groups will also test the feasibility of FM HDTV transmission on the 12 ghz DBS band, repeating experiments conducted in the past by Japan's national broadcaster, NHK.

NHK is supplying much of the equipment for the tests, including the MUSE 1,125-line transmission systems, with the latest version of its encode-decode technology, Crutchfield said. Other manufacturers participating in the effort are Information Transmission Systems of McMurray, Pa., which is modifying the vestigial sideband AM transmitter used in the test, and Micro Communications of Manchester, N.H., which is designing the system's directional antenna. Sony Corp. has loaned an 1,125-line HDTV camera, videotape recorder and accessories, and the system has been assigned to a producer and camera crew at Washington noncommercial WETA-TV to begin shooting footage that can be used in the tests.

In related news, NAB has also selected the second site for its improved AM antenna project. The effort, expected to get under way next fall, will examine two new AM antenna designs, broadcasting from low power transmitters, to test their ability to cancel interference-causing skywave signals while increasing groundwave signals.

Washington's Howard University will provide a site in Beltsville, Md., on which project coordinator Ogden Prestholdt of Washington engineering consultants A.D. Ring & Associates will erect an antenna design us-

ing a combination of vertical, horizontal and diagonal antenna elements. On a leased site selected earlier, 30 miles west of Washington in Virginia, a second design using a number of short vertical radiators and a round electric screen will be tested by Richard Biby of Communications Engineering Services of Arlington, Va.

Sony CCD's on street

Sony has completed the first shipments of its new tubeless CCD Betacam, with large orders going to group broadcasters Post-Newsweek and LIN Broadcasting.

At WPLG(TV) Miami, most of its 13 CCD cameras have been in use since July, and Don Hain, chief engineer of the Post-Newsweek facility, called their quality "gorgeous." According to Hain, the cameras "handle overloads, like shooting into the sun better than anything we've got," although he acknowledged there was a vertical streaking problem with very heavy overloads.

One of the cameras' best performances, Hain said, came during a nighttime prostitution news piece during which the units were used to shoot with available light on dimly lit street corners. Their sensitivity during the shoot was "extremely good," he said.

The station, which has used the CCD unit mainly in one-person camera crews for news applications, expects the cameras to require significantly less maintenance than conventional tube cameras, although Hain expressed concern about the "significant" turnaround likely in the near future if any of the units had to be replaced.

Two dozen of the CCD cameras were also delivered in recent weeks to LIN Broadcasting stations KXAS-TV Fort Worth, and WOTV(TV) Grand Rapids, Mich. Ronald Graiff, LIN vice president of engineering, said WOTV had not yet had enough experience with the units to evaluate them, and KXAS-TV was only scheduled to put the units into full operation last Friday, Sept. 5.

The first network use of the CCD camera came earlier this summer, when ABC-TV used the technology as part of its coverage of the July 4 Liberty Weekend celebration in New York ("Closed Circuit," July 7). The camera was mounted on the side of a network helicopter to provide shots of the tall

ships and, in a test of its low-light, bright-source capabilities, the extensive fireworks display over New York harbor.

According to Sony, ABC cameraman Ken Sanborn said the camera performed "flawlessly and delivered outstanding pictures of the fireworks display. With any other camera, capturing the extraordinarily bright display at night would have proved most difficult."

Quantel, SSL merge

Audio mixer manufacturer Solid State Logic has merged with the parent company of digital video equipment maker Quantel in a stock swap that could ultimately bring SSL founder and Chairman Colin Sanders more than \$45 million in stocks.

According to Geoffrey Rampton, SSL financial director, the stock deal calls for Sanders, who owned 99.7% of the privately held SSL, to exchange his holdings in the 17-year-old company for approximately 8.85 million shares in Quantel's publicly held parent, the British UEI Group. The UEI stock is currently valued at 28.8 million pounds (approximately \$43 million).

SSL, which last year had approximately \$27 million in sales, mainly to the recording studio market, as well as to television broadcasters, is based in Great Britain, with U.S. headquarters in Detroit. Quantel, also based in England, is the largest member of the UEI Group, which in the year ending last January had sales exceeding \$140 million.

The merger agreement calls for an additional transfer of 2.5 million shares of UEI stock to Sanders if SSL brings in a pretax profit of more than 4.5 million pounds (\$6.7 million) before January 1989 (SSL's pretax profit in the year ending March 1986 was 3.3 million pounds [\$4.9 million]). Sanders agreed for the next four years to hold onto a "substantial" portion of the UEI shares, roughly 80%, Rampton said.

The combined group will have a market capitalization of more than 180 million pounds (\$268 million), according to SSL. Assuming Sanders obtains the additional 2.5 million UEI shares, noted Rampton, he will become the second largest shareholder, controlling just under 18%.

UEI Chairman Peter Michael, in a prepared statement, said the merger was intended to "advance the development of entirely digital audio/video production systems." Both companies have been heavily involved in digital research: Quantel in the development of its family of digital video imaging systems, and SSL in its more recent research on a digital audio system using a proprietary 24-bit digital processor capable of handling more than one billion instructions per second, along with a computer-assisted console software development system and disk-based digital audio storage and editing capabilities.

Sanders and Rampton of SSL, whose customers include NBC-TV, ABC-TV and BBC, will both join UEI's board of directors, while UEI Chairman Michael and Quantel Manag-



ABC-TV's helicopter mount

Emmis Broadcasting Corporation

*has acquired
selected assets of*

Doubleday Broadcasting, Inc.

*The undersigned acted as financial advisor to
Emmis Broadcasting Corporation in this transaction.*

MORGAN STANLEY & CO.
Incorporated

August 14, 1986

This announcement appears as a matter of record only.

Emmis Broadcasting Corporation

\$34,200,000
Senior Zero Coupon Notes Due 1991

*The undersigned arranged for
the private placement of the Notes.*

MORGAN STANLEY & CO.
Incorporated

August 14, 1986

ing Director Richard Taylor will join SSL's board. No other organizational changes relating to the merger have been announced. UEI reported, however, that prior to the merger agreement, it combined the television camera division of its Link Systems industrial group with Quantel into a single broadcast division based at Quantel headquarters in England.

How hot is it?

Engineering firm Comsearch is offering testing and support services for broadcast station compliance with new FCC rules governing human exposure to radio frequency

radiation. The Reston, Va.-based firm will also test for compliance with state and local laws, and for use with zoning and land-use proceedings. A combination of on-site testing and calculation will be used to certify compliance with the FCC and other exposure rules, the company said.

Gearing up

A new master control on-air switcher will be available this fall from **3M**. The model 324 switcher provides 32 audio-video inputs, stereo audio with four modes and balance control, allows the operator to perform keys, dissolves and cuts, and features two matte

generators and an edge generator, according to the St. Paul, Minn.-based company. The \$30,000-\$43,000 unit also has an event stack processor option that provides for 99 preset events accessible with one keystroke.

□

Former employees of **GEC McMichael** have formed a new company, **Vistek Electronics**, and have purchased design and manufacturing rights for broadcast monochrome and color monitors no longer manufactured by GEC McMichael. The English firm will also manufacture and market a BBC-developed clock and logo generator.



N R A D I O



Kicking off. Mutual Broadcasting began its 1986 season of 60 professional and college football games with the *College Kick-Off Classic* (Ohio State vs. Alabama) on Aug. 27 from the Meadowlands in East Rutherford, N.J. Before the game, Mutual held a tailgate party for advertising executives. On hand were (l-r): Larry Michael, Mutual's manager of sports operations; Tony Roberts, Mutual's play-by-play announcer; Peter Bloom, Mutual's vice president/Eastern sales manager; Eileer Hughes, DMB&B Advertising; Sherri Roth, DMB&B; Art Kriemelman, co-president, Mutual; Jo Prestianni, Busch Media Group, and Fran Curci, Mutual's color announcer for college games.

Credit application

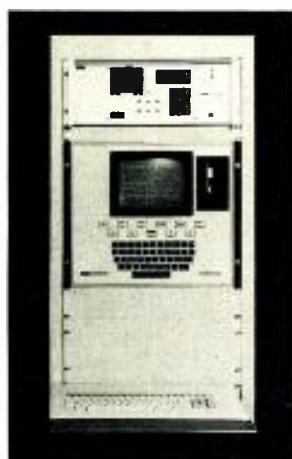
Birch Radio, Coral Springs, Fla., took a major step last week in advancing its acceptance among the broadcast and advertising community by applying for accreditation to the Electronic Media Ratings Council. EMRC accreditation insures that rating services comply with the council's minimum standards for electronic media ratings research and made full disclosures of methodological procedures.

In other Birch news, the company is moving to new, \$1.5-million research and administration facilities in Coral Springs today (Sept. 8).

In addition to executive offices, the new complex, which will house 150 employees, contains data processing and production facilities as well as a new interviewing center. (The company also has a watts-line interviewing unit in San Antonio, Tex., and maintains a main watts center in Sarasota, Fla.)

Both moves were facilitated by the financial support from Birch's new business partner, VNU, which is a Dutch publishing and media concern that owns 30% of the company ("Closed Circuit," July 7.)

Birch Radio, which was formed in 1978, has also established its first research technical advisory group. The group will provide Birch senior management with advice and counsel on issues affecting Birch Radio's products. Charter council members include: Karen Dixon-Ware, media manager, McDonald's; Bruce Goerlich, vice president/corporate media research, D'Arcy, Masius, Benton & Bowles; William McClenaghan, vice president/research services, ABC Radio; Karen McKenzie, associate director, media information and systems, McCann-Erickson; Steve Singer, senior vice president/director of media research ser-



SATMASTER™
THE BEST LITTLE
SATELLITE PROGRAMMER
ON EARTH

DIGISOUND™
DIGITAL AUDIO STORAGE
TOGETHER...

The 1st "cartless"
satellite automation
system!

Have the sound of the
future...today!

Call Dave Collins
312-295-2606

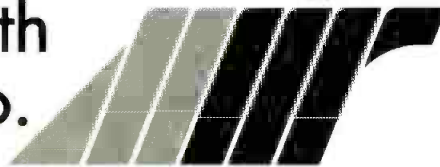
MEI ELECTRONICS INC. • MICROPROBE

910 Sherwood Drive, Unit 19 • Lake Bluff, Illinois 60044

©1986 MEI Electronics, Inc.

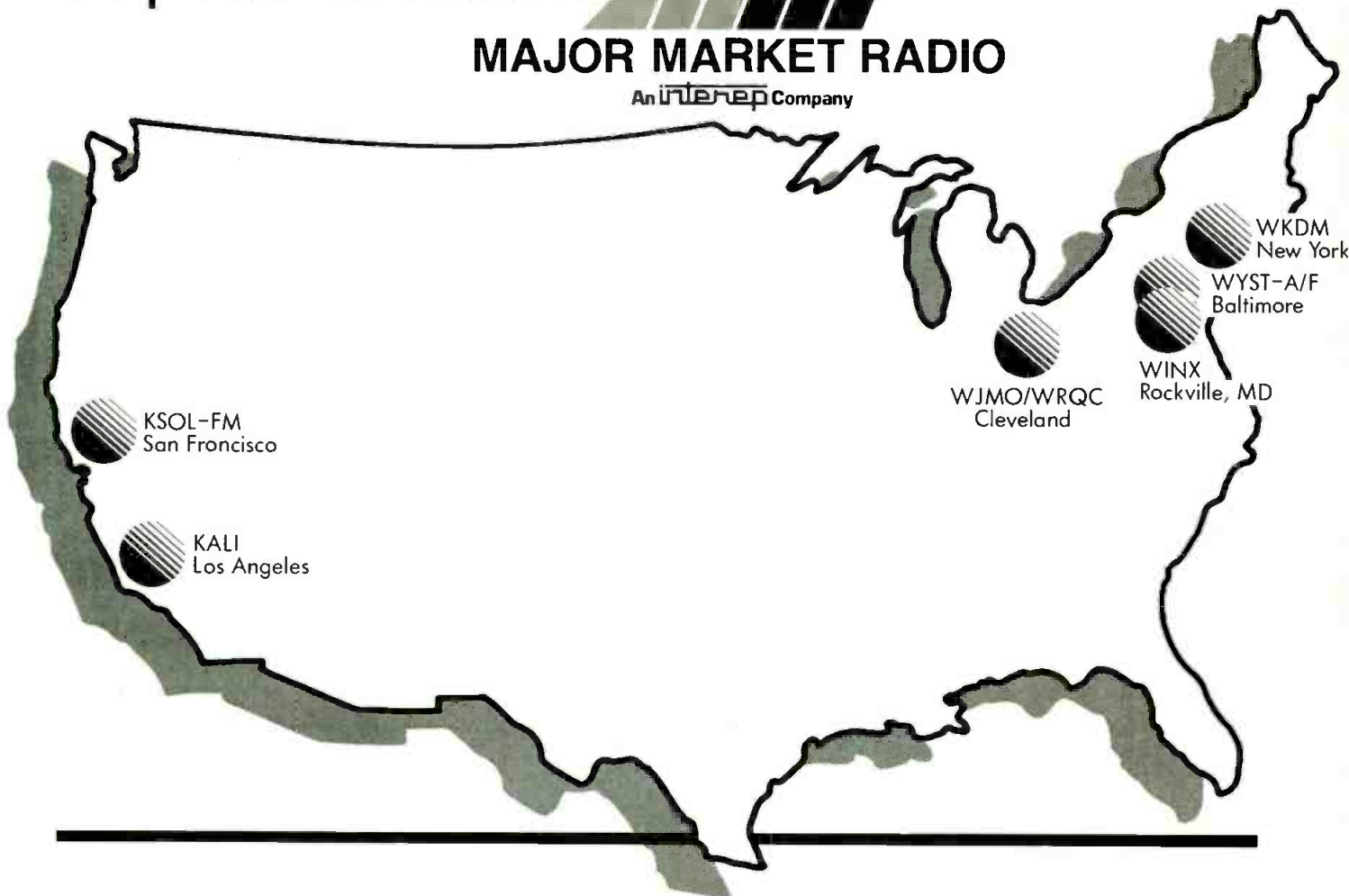
REACHING THE NATION IN A UNITED WAY.

In keeping with our commitment to excellence and success, the United Broadcasting Company is proud to announce an exciting new national sales partnership with Major Market Radio.



MAJOR MARKET RADIO

An **interrep** Company



vices, BBDO, New York, and Hugh Zielske, vice president/corporate director of media research, Foote Cone and Belding.

Free effectiveness study

In an attempt to attract more dollars to the sluggish national spot arena, CBS Radio Representatives will soon offer advertisers—particularly infrequent or new radio users—a "customized" research study for measuring the effectiveness of spot buys placed with CBS.

"We are prepared to offer this special package to a single advertiser in a product or service category for schedules placed and aired between the third quarter of this year and first quarter 1987," said company president Ed Kiernan. "They [the advertisers] select the markets, the stations and the way they'd like to have their message measured. We construct the schedules and participate with the client in a research study depending on individual needs. . . . The research allocation will be based on advertising dollars placed with CBS Radio Representatives' stations and will not be included in the client's media costs," Kiernan said.

To qualify for CBS's new spot incentive package, advertisers must meet one of the following criteria: introduce a new campaign, product or service or use a new creative strategy; divert advertising funds from other media to spot radio, or increase present levels of spot radio expenditures.

CBS Radio Representatives represents 47 stations in 25 markets including the 18 CBS-owned stations.

United countdown

The United Stations Programing Network will unveil two new long-form weekly shows in October: *Rock Watch: A Countdown to Ecstasy with Oedipus* and *Motor City Beat*.

Rock Watch, scheduled to begin airing over the Oct. 3 weekend, will feature Infinity's AOR WBCN(FM) Boston personality Oedipus in a countdown of the top 30 album-rock tracks. The program will also contain music news updates and interviews with the artists. (*Rick Dees' Weekly Top 40* show, currently being sold and distributed by United Stations, will switch to DIR Broadcasting in January ["Riding Gain," Sept. 1].)

Also slated to debut next month is a new, three-hour weekly broadcast featuring a number of Detroit-based artists from the 1960's to the present. According to the United Stations, the show will focus on a particular artist or topic each week. Among the acts to be presented are the Supremes, the Marvelettes, the Temptations, the Four Tops, Lionel Richie, Stevie Wonder and Smokey Robinson. The program is designed for a variety of formats. A host has not yet been announced. Both series are being offered to stations on a barter basis.

Additionally, the United Stations is planning a daily menu of special program vignettes on the top names in country music during October, which the music industry has designated "country music month." Each five-minute program will feature brief comments from the artists on their music and careers along with music excerpts from their most popular hits. United's "Country

Music Month Salute" will be hosted by WXTU(FM) Philadelphia personality Buzz Bowman, who also serves as host for United's "Country Six Pack" series.

Satellite metal

Twenty-four hours of satellite-delivered "heavy metal" rock made its debut last week when the Dallas-based Satellite Music Network launched its new "Z-Rock" format over WZRC(FM) Des Plaines (Chicago), Ill., on Monday, Sept. 1. The station switched from adult contemporary and the old calls of WYEN. The new format, targeted for the 12-to-24-year-old audience, will shortly make its debut in six more markets, according to a company spokeswoman. "Z-Rock" brings to seven the number of 24-hour formats now being offered by SMN.

Playback

Ron Culter Productions, Los Angeles, is preparing a weekly, three-hour urban contemporary music/interview program hosted by dual-city disk jockey, Tom Joyner. (Joyner does the morning shift at KKDA-FM Dallas and flies to Chicago for the afternoon slot at WGCI-FM Chicago.) The show, titled *On The Move Starring Tom Joyner*, is expected to debut in late January 1987. According to company President Ron Culter, the new series, which will also contain a number of entertainment features, will either be distributed by Culter Productions or a major network.

□

Mutual Broadcasting will air *Ricky Skaggs Satellite News Conference and Album Party*, a 90-minute special highlighting Skaggs's new album, *Love's Gonna Get Ya*, on Sept. 21 at 10:30 p.m. NYT. The broadcast, hosted by WHN(AM) New York personality Lee Arnold, will originate from the studios of Westwood One, Mutual's parent company, in Culver City, Calif. Listeners will be able to call the program via a toll-free 800 number.

R&B retrospective

Harlem Hit Parade, a 26-part radio series documenting the history of rhythm and blues, is being readied for an early December launch. Although the series is being offered to both commercial and noncommercial stations, the latter will have the right of first refusal in any given market. The series will be delivered to stations over NPR's satellite and on tape through the Long Horn Radio Network in Austin, Tex. For commercial stations, the cost is \$150 per 13 installments. Each installment of the series, which will be hosted by singer/actress Ruth Brown, will run just under one hour. *Harlem Hit Parade* is written and produced in New York by Karen Jefferson and Felix Hernandez with funding from the Corporation for Public Broadcasting through National Public Radio's Satellite Program Development Fund. For information: (718) 745-4273.

Lingual radio

A 24-hour, satellite-delivered multilingual programming service is being planned and organized by Sagamore Satellite Systems, whose principals are Emil Antonoff, a trust-

THESE 2 ITC CART MACHINES ARE IDENTICAL



DELTA I STEREO



DELTA I STEREO

THIS ONE CAME FROM ALLIED

- It was delivered promptly
- The service and follow thru were more than expected
- It was priced right

THIS ONE DID NOT

(International Tapetronics Corporation/3M)

ATLANTA, GA
(404) 964-1464
LOS ANGELES, CA
(818) 843-5052
SEATTLE, WA
(206) 838-2705

DALLAS, TX
(214) 423-8667
CHICAGO, IL
(312) 794-0224
RICHMOND, IN
(317) 962-8596

ALLIED
Broadcast Equipment

P.O. Box 1487 • Richmond, IN 47375

June, 1986

OLYMPIC

BROADCASTING CORPORATION

(Seattle, WA)

JAMES D. IRELAND, CHAIRMAN AND CEO
IVAN E. BRAIKER, PRESIDENT AND COO

has obtained an

\$18,000,000

TERM LOAN

Financing was provided by

BarclaysAmerican/Business Credit, Inc.

AND

Heller Financial, Inc.

**Barclays
American**

A subsidiary of
Barclays Bank



BarclaysAmerican/Business Credit, Inc.

Special Industries Office

111 Founders Plaza

East Hartford, CT 06108

1-800-243-LOAN



Heller Financial

Heller Financial, Inc.

105 West Adams Street

Chicago, Illinois 60603

1-800-621-2139

ee of WNWK(FM) New York (licensed to New York, N.J.), and Elliott Mandl, financial vice president of the station. The advertiser-supported service will be offered to commercial radio stations on a barter basis via Satcom I-R (transponder 21).

"Our program service will literally be a linguistic mosaic of many languages [including Spanish, Italian, Greek, and French] spoken on a daily basis in North America,"

said Mandl. The new ethnic service will also include reggae music program segments. Stations are free to choose any language segment they wish, a company spokesman said.

Sagamore will initially service broadcasters in the U.S. But, according to the spokesman, the company will also explore barter deals with commercial broadcasters in Canada, Mexico and the Caribbean.

Changing Hands

PROPOSED

WQYK-FM St. Petersburg, Fla. □ Sold by Lake Huron Broadcasting Corp. to Infinity Broadcasting for \$27 million. **Seller** is owned by William J. Edwards and Howard Wolfe. It is also selling KRBE-AM-FM Houston, Tex. (see below) and will have no other broadcast interests ("In Brief," Sept. 1). **Buyer** is publicly owned, New York-based group of four AM's and six FM's, majority owned by Michael Weiner and Gerald Carus. WQYK-FM is on 99.5 mhz with 100 kw and antenna 550 feet above average terrain. *Broker: Wertheim & Co.*

KRBE-AM-FM Houston, Tex. □ Sold by Lake Huron Broadcasting Corp. to Susquehanna Broadcasting Co. for \$25 million. **Seller** is also selling WQYK-FM St. Petersburg, Fla. (see above). **Buyer** is York, Pa.-based group of six AM's and nine FM's principally owned by Louis J. Appell and family. KRBE(AM) is on 1070 khz with 10 kw day

and 5 kw night. KRBE-FM is on 104.1 mhz with 100 kw and antenna 1,920 feet above average terrain. *Broker: Wertheim & Co.*

WNVZ(FM) Norfolk, Va., and WMKR-FM Baltimore □ Sold by S&F Communications to Capitol Broadcasting Co. for \$25 million. **Seller** is owned by Stephen Seymour and Stuart Frankel. It purchased Abell Communications group in March 1985. These are last stations in group. **Buyer** is Raleigh, N.C.-based group of two AM's, six FM's and one TV, principally owned by James F. Goodmon. Two weeks ago it sold KISS(FM) San Antonio, Tex. ("Changing Hands," Sept. 1). WNVZ is on 104.5 mhz with 50 kw and antenna 500 feet above average terrain. WKMR-FM is on 106.5 mhz with 50 kw and antenna 749 feet above average terrain.

WLVH(FM) Hartford, Conn. □ Sold by WLVH Inc. to Sage Hispanic Broadcasting Corp. for \$4.5 million. **Seller** is principally owned by Jose Grimalt, who also has interest in WKSQ(AM) Newark, N.J., and KSKQ(AM) Los

Angeles. **Buyer**, based in Stamford, Conn., is owned by Leonard I. Fassler, Gerald A. Poch, Gerald M. LeBow and 16 others. It owns seven AM's and six FM's. WLVH is on 93.7 mhz with 21 kw and antenna 780 feet above average terrain.

KIQX(FM) Durango, Colo. □ Sold by Mountain States Broadcasting Investments Corp. to Four Corners Communications Co. for \$1.35 million. **Seller** is owned by L. Dan Lacy, who has no other broadcast interests. **Buyer** is owned by Harold L. Green, his wife, Carolyn, Allen H. Brill, Paul R. Greenburg, Warren J. Kessler and Elliot Meisel. Green was executive vice president of Wagontrain Communications, owner of Drake-Chenault Consultants, TM Programming and group owner of three AM's and three FM's. Others are attorneys with offices in New York and Los Angeles. Greenburg has interest in *Oakland (Calif.) Tribune*. KIQX is on 101.3 mhz with 99 kw and antenna 390 feet above average terrain. *Broker: Chapman Associates.*

WIS(AM) Columbia, S.C. □ Sold by Cosmos Broadcasting Inc. to Ridgely Communications Inc. for \$2 million. **Seller** is Greenville, S.C.-based group of six TV's principally owned by Frances M. Hipp and family. **Buyer** is owned by Robert Kramer and family. Kramer is Baltimore-based consulting engineer. It is also buying co-located WCEZ(FM) (see below). WIS was first station in Cosmos group, signing on in June 1930. It is on 560 khz full time with 5 kw. *Broker: Chapman Associates.*

WCEZ(FM) Columbia, S.C. □ Sold by Lime-tree Bay Broadcasting Inc. to Ridgely Communications Inc. for \$2 million. **Seller** is owned by Stuart Freeman and family, who also own WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C. **Buyer** is also buying co-located WIS(AM) (see above). WCEZ is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

KEZG(FM) Green Valley, Ariz. □ Sold by Canoa Broadcasting Corp. to Southwestern Wireless Communications Inc. for \$1.6 million, comprising \$500,000 cash and remainder note. **Seller** is owned by Gary L. Triano and Frank R. Barreca. It has no other broadcast interests. **Buyer** is principally owned by Robert D. Greenlee, who has interest in KBCO-AM-FM Boulder, Colo. KEZG is on 92.1 mhz with 3 kw and antenna 175 feet above average terrain.

WVOI(AM) Toledo, Ohio □ Sold by Jacor Communications Inc. to McDowell Communications Inc. for \$600,000. **Seller** is publicly owned, Cincinnati-based group of seven AM's and seven FM's headed by Terry Jacobs. **Buyer** is owned by Kenneth L. McDowell, former owner of WCIN(AM) Cincinnati. WVOI is on 1520 khz full time with 1 kw.

KJAV(FM) Alamo, Tex. □ Sold by Lonnie M. Horton to Paulino Bernal for \$475,000. **Seller** has no other broadcast interests. **Buyer** owns KMFM(FM) Premont, Tex. KJAV is on 104.9 mhz with 3 kw and antenna 360 feet above average terrain.

For other proposed and approved sales see "For the Record," page 110.

ROCKY MOUNTAIN AM/FM

Class C and fulltime at only 8 times cash flow. Excellent physical set-up, all real estate included. Diversified expanding economy, perfect for family living. Major university town. Terms.

\$1,000,000

MID-ATLANTIC AM/FM

Class B and fulltime AM in underradioed market with increasingly prosperous economy. Very profitable. Terms.

\$2,000,000

Visit us at Marriott Suite #2030. For full details.

BLACKBURN & COMPANY INCORPORATED

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036
1100 Connecticut Ave., NW
(202) 331-9270

ATLANTA, GA 30361
400 Colony Square
(404) 892-4655

CHICAGO, IL 60601
333 N. Michigan Ave.
(312) 346-6460

BEVERLY HILLS, CA 90212
9465 Wilshire Blvd.
(213) 274-8151

9/8/86

TCI loses Jefferson City appeal

Court turns down MSO's argument that First Amendment gave it right to stay after city revoked franchise, awards competitor up to \$35.8 million

The trend of court cases that cable industry representatives have cited as establishing cable operators' claim to First Amendment rights on a par with those enjoyed by the print press appears to have been slowed, if not reversed. The most recent evidence of that is the decision of a three-judge panel of the U.S. Court of Appeals for the Eighth Circuit two weeks ago rejecting Tele-Communications Inc.'s argument that it has a First Amendment right to remain in the Jefferson City, Mo., cable television market—which it has served since 1973—with or without a franchise from the city.

For TCI—the nation's largest cable operator—the most significant effect of the court's decision was its affirmation of a district court jury's verdict that could require TCI to pay up to \$35.8 million to Central Telecommunications Inc., a competitor for the cable franchise in Jefferson City. The jury held—and the appeals court panel agreed—that TCI had violated federal antitrust laws in its efforts to deny Central access to the market, and state civil damage laws in interfering with Central's expectation of winning the franchise (BROADCASTING, Sept. 1).

But for the cable industry generally, another aspect of the case is more significant. It marks what Central's attorney, Lawrence Ward, of Kansas City, Mo., believes was the first time a claim that a particular city constitutes "a natural monopoly" for cable television had been litigated to a conclusion before a judge and jury. And the jury's conclusion that such a natural monopoly exists in Jefferson City was upheld by the appeals court panel. Cable systems are uneasy when they are said to enjoy natural monopolies; they fear that status opens the door to more government regulation than would otherwise be the case.

The Jefferson City battle is not yet concluded, however. TCI President John Malone said the company will appeal. He said the company believes the verdict "is unfair because of error committed at the trial." TCI could either ask the full bench of the eighth circuit to rehear the case or petition the Supreme Court for review.

The eighth circuit court's decision comes three months after the Supreme Court, in *Preferred Communications Inc.*, held that the activities of cable television systems clearly "implicate First Amendment interests"—but sent that case, which involves many of the same issues as those raised in the *Central Telecommunications Inc.* proceeding, back to a district court to weigh cable's First Amendment rights against the

interests of the cities to be served (BROADCASTING, June 9). The high court thus qualified a decision of the U.S. Court of Appeals for the Ninth Circuit that appeared to have held that cable systems enjoy virtually unlimited access to the telephone poles and conduits in cities they choose to serve.

And now that ninth circuit appeals court appears to be having second thoughts. A week before the decision in *Central Telecommunications*, in another case in which a cable system is seeking to provide service without a franchise, a panel of the ninth circuit said nothing in the *Preferred* decision "requires that a municipality open doors to all cable television comers, regardless of size, shape, quality, qualifications or threat to the ultimate capacity of the system."

For its part, the eighth circuit panel says it recognizes "there are profound First Amendment implications inherent in the regulation of cable operators." But it rejected TCI's contention that it has a First Amendment right to continue to operate the city's cable television system regardless of whether it

has a franchise—and that as a result, Central could not have been damaged when it lost the exclusive franchise. The panel said it was considering the "natural monopoly" question only in terms of the competing technologies offered by TCI and Central. The newcomer was offering cable subscribers more services than TCI was providing with an "outmoded limited-channel system," and at less cost.

And the panel concluded Central had "a protectable interest" under federal antitrust or state civil-damage laws "because it proved, to the satisfaction of the jury and the trial judge, that the 'natural monopoly' characteristics of the Jefferson City cable market justified the city in offering a de facto exclusive franchise in order to create competition for its cable television market." The panel found "substantial support in the record" for those findings. It cited an exhibit offered by Central which concluded that Jefferson City could not support sustained house-to-house competition between two cable companies.

The panel also noted that TCI had "gained

NRBA Convention Headquarters

**NEW ORLEANS MARRIOTT
SUITE 3328**

Cecil L. Richards / Bruce A. Houston / Lee M. Hague

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

its monopoly through an earlier grant of a de facto exclusive franchise" and added that unless the city opened up competition for the market, TCI would remain "entrenched in its monopoly position." Then, noting that Central has its own First Amendment interest in offering cable service and observing that Central's system would provide a greater variety of programming than does TCI's system, the panel said: "It is difficult for us to see how, on this record, TCI's position enhances First Amendment values."

TCI did little to enhance its own reputation in its effort to retain its monopoly position in Jefferson City. For it engaged in what the panel described as "a campaign, accompanied by numerous unethical and illegal acts, to coerce the city to grant it the exclusive franchise."

TCI had become involved in the city in 1973, when it began managing the cable system owned by Athena Cablevision Corp. In 1978, it acquired Athena's assets, and was awarded a three-year exclusive franchise. But when the city, in 1981, invited bids from cable companies interested in serving the city on the expiration of TCI's franchise, only two companies—Central and Teltran—responded. TCI declined to participate; it said it had a First Amendment right to continue to provide cable television service and that the city, as a result, had no right to award an exclusive franchise to another company. The franchise at issue was nominally termed "nonexclusive" but was, as a practical matter, the panel noted, "exclusive."

The panel listed a number of the activities

in which, it said, TCI or its representatives then engaged in an effort to hang on to the franchise. Among them: TCI's vice president and national director of franchising, Paul Alden, made what the city's cable consultant said were threats against the lives of himself and his family; Alden threatened Teltran with trouble in Columbia, Mo., where it operated a cable system; Teltran later dropped out of the contest for the Jefferson City franchise, citing the "distasteful environment" in the city; after the city council, in January 1982, voted provisionally to grant the franchise to Central, TCI withheld the franchise fees of more than \$60,000 it owed the city; and it "coerced the city into holding private negotiations" on a franchise for TCI in violation of the terms under which bids were sought and the state's sunshine law.

Still, a majority of the city council apparently was determined to reach an agreement with Central. And on April 20, 1982, the council awarded Central the franchise by a 6-4 vote. But the mayor, who according to the panel's history of events, was among the officials who had met privately with TCI on a franchise for the MSO, vetoed the ordinance. The council then became deadlocked, 5-5, over a motion to award the franchise to TCI. The mayor broke the tie by casting his vote for TCI.

TCI had argued that its activities were protected under case law known as the *Noerr-Pennington* doctrine, which derives from the right, under the First Amendment, to petition the government. It exempts from

antitrust liability activities that are designed to gain favorable governmental action, even when the underlying motive is anticompetitive. But the trial judge, in instructions that the appeals court panel upheld as proper, told the jury that *Noerr-Pennington* protects all "genuine" lobbying efforts but does not protect "threats, intimidation, coercion or other unlawful acts" which were "not genuine efforts to influence public officials."

The panel also found to be reasonable the amount of damages awarded by the jury. Those amounted to \$32.4 million—after tripling, as is customary—on the antitrust charge, and a total of \$35.8 million on the tortious interference claim. Central may choose either the \$32.4-million or the \$35.8-million award. □

Changes in application procedures draw comment at FCC

Most support move to limit number of LPTV and translator applications that can be filed; high marks also given for proposal to allow displaced licensees to get first crack at new channels without facing competition

FCC proposals to limit the number of new low-power television and translator applications filed at any one time—and to permit such licensees displaced by land-mobile or full-power television services to switch to new channels without having to face competing applicants—drew support in comments last week.

But certain commenters suggested modifications. And others argued that the commission should again consider giving TV translators processing priority.

The National Association of Broadcasters recommended that the FCC limit entities to filing five applications for each application window that is opened. NAB also supported an FCC proposal to require more detailed information on the identities of parties in application forms. "If such a modification were not adopted, a cap on the number of applications per entity would become meaningless, as applications could file many applications under several different company names," NAB said.

NAB also gave its support to the FCC proposal to permit displaced LPTV and translator stations to specify operations on new channels. "Forcing a television translator station which becomes displaced by a land-mobile radio service or by reason of interference to a full-power television station to go completely off the air only serves to diminish the amount of television service available to the public," NAB said.

Hubbard Broadcasting Inc. said the FCC's proposal for displaced LPTV's and translators was fully consistent with the commission's stated goal of encouraging the most of overall TV service to the public. "With respect to TV translators operating on chan-

After You've Heard All That Other Jazz In New Orleans Come See Us.

There's plenty to see and do in New Orleans — The Jazz Capital. But no visit to this year's Radio Convention is complete until you've seen Rounsaville at our Hospitality Suite in the New Orleans Marriott, September 10-13.

Executive Vice President Mary Bush and Vice President Arnold Kaufman will be on hand to welcome you. And perhaps show you how we can orchestrate the best possible price for your property or conduct a search in a market you've been eyeing.

So whether you're buying or selling, see the broker that makes all that other jazz sound flat.

**ROUNSAVILLE HOSPITALITY SUITE,
New Orleans Marriott, Suite 3305, Sept 10-13.**

Robert W. Rounsaville & Associates
MEDIA BROKERS AND CONSULTANTS

ATLANTA, GA 30355 P.O. Box 11898 (404) 261-3000/1-800-531-1500
ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426/1-800-328-3500

nels 70-83, Hubbard recommends that such stations be permitted to seek modification to a lower channel at any time, without requiring an interference showing," Hubbard said. "With the reallocation of 70-83 to the land-mobile service, such translators could be displaced at any time. By permitting such translator licensees to seek modification at any time, the commission would minimize the disruption associated with the channel changes and maximize the probability that the translators operating on channels 70-83 will be able to continue their vital service to the public."

Park Communications Inc. said the proposal to limit the number of applications filed at any one time by restricting windows to certain geographic areas or by limiting the number of applications any entity may file could place existing licensees at a disadvantage. "A filing window restricted to a particular state coupled with a numerical limitation on applications could effectively limit Park's opportunity to obtain a television translator station for each of its Virginia television stations," Park said. "Similarly, a regional filing window and a numerical limitation on applications could limit its ability to expand the coverage area of its stations located in the Southeast. Park, therefore, recommends that the commission, in adopting geographic or numerical limitations on the filing window procedures, recognize the particular circumstances of existing broadcast station licensees, particularly group owners, who may seek a television translator to improve existing service."

A group of six low-power licensees, including Spanish International Communications Corp., said the FCC's proposal for displaced licensees didn't go far enough. "As a practical matter, a displaced LPTV licensee will, in most cases, remain subject to the lottery, because mutually exclusive applications will be pending for most available channels," the group said. "A displaced licensee subject to competing applications is entitled to a comparative hearing, and the public interest will be further served by according the licensee a preference akin to a 'renewal' or 'improvement' expectancy. Finally, to give this procedure practical effect, the 'cut-off' rules should be waived so that, upon displacement, an existing low power television licensee can apply for an unused channel."

WPIX(TV) New York urged the FCC to modify its proposal to provide relief to translator stations previously required to move by land mobile. "When a translator is operating pursuant to an STA [special temporary authority] as a result of land-mobile interference and can demonstrate that there is no other available channel on which to operate, WPIX submits that the translator should be given permanent operating authority on the channel for which it holds the STA," WPIX said.

Freedom Communications Inc., H&C Communications Inc. and Ponderosa Television Inc. covered similar terrain. "The translator licensees urge in particular that the commission clearly provide that its new rules also will apply to pending applications to modify the facilities of TV translators now holding special temporary authoriza-

tions," they said.

Pulitzer Broadcasting Co. recommended that displaced VHF translators and LPTV's proposing to operate on UHF channels be permitted to operate "with the greatest power allowable without causing interference."

The Georgia Public Telecommunications Commission thought the proposal for displaced translators and LPTV's should be limited to intraband channel changes. "In the alternative, GPTC urges the commission not to use a lottery where an existing licensee is seeking to change its channel to provide service, but rather select the permittee through the use of comparative hearings in which the translator record of service can be fully evaluated," it said.

The Connecticut Educational Telecommunications Corp., KQED Inc., Northeast New York Public Telecommunications Council Inc. and the State of Wisconsin Educational Communications Board, however, said the FCC should accept translator applications in a nationwide window. "It would be manifestly unfair, if not unlawful, for the commission to preclude the filing of an application by one party while, at the same time, permitting the filing of what would be a mutually exclusive application by some other party," they said. "Even setting aside the problem of preclusion, the approach suggested by the commission would result in continuing delay for those potential applicants in the parts of the country or for particular channels that have been waiting for years to file applications for new educational TV translators or for modifications to

currently authorized translators."

The Association of Maximum Service Telecasters said the FCC "should act promptly to redesignate television translators as a separate class of service with priority for processing purposes."

CBS said the FCC should give "high priority to developing other proposals that might have a more dramatic effect [than the commission's own], including revisiting the question of a processing priority for television translator applicants that propose to extend the signal of network affiliates to homes that cannot now receive the network service." □

Battle of Richmond

Park's WTVR-TV hit with competing application by local group

A group of investors going by the name of Richmond Community Television has filed a competing application for the facilities of Park Communications Inc.'s WTVR-TV (ch. 6) Richmond, Va.

Spokesmen for the competing applicant declined to reveal why, or indeed, whether, they believe WTVR-TV is particularly vulnerable. But in a press release, the group charged that WTVR-TV was the subject of allegations of racial discrimination in the late 1970's and had been picketed "recently" by the Southern Christian Leadership Conference for allegedly discriminating against mi-

The effective link between buyer and seller.

We're no new kid on the block. 26 years of combined experience—providing professional service to Buyers and Sellers in negotiating broadcast transactions.

Norman Fischer

Bill Prikryl

"And we will be here tomorrow to serve you."

NF&A

Norman Fischer & Associates, Inc.

Media Brokerage Appraisals Management Consultants
1209 Parkway Austin, Texas 78703 (512) 476-9457

Washington Watch

Member alert. National Association of Broadcasters sent legislative alert urging members to seek support in Senate for amendment of FCC appropriations bill. NAB said language in bill directing FCC to "reconsider" its fairness doctrine inquiry (BROADCASTING, Aug. 18) would jeopardize broadcasters' constitutional challenge of doctrine in U.S. Court of Appeals. Court will hear arguments in case on Sept. 30, and appropriations bill is expected to move some time this month. "The pivotal initial question before the court is whether the FCC's August 1985 fairness report was a final order," said NAB. "If not final, this appeal of the fairness doctrine will not stand." NAB contends that if Congress adopts language, opponents in court appeal will have ammunition needed to argue that FCC's fairness report is not final order. "If your senator believes the FCC really should consider alternative means to administer and enforce the fairness doctrine, we have no objections to that instruction in the bill," NAB's alert said. "But we would want the instruction amended slightly to preclude our court opponents from using that instruction to their advantage." NAB asked its members to contact their senators before Sept. 8 when Congress returns from its August recess.

□

Texas TV. In initial decision, FCC Administrative Law Judge Walter Miller has granted application of Johnson Broadcasting Inc. for new TV on channel 51 in Katy, Tex., denying mutually exclusive applications of Horizon Community Broadcasters, Victory Media and Louise Brunson. Johnson Broadcasting, which is owned by Douglas R. Johnson, prevailed on integration grounds. Johnson is vice president and general manager of WXON(TV) Detroit, which is owned by his father, Aben Johnson.

□

Renewal denied. In initial decision, FCC Administrative Law Judge Walter Miller has denied renewal of Catocin Broadcasting Corp. of New York for daytime WBUZ(AM) Fredonia, N.Y. Judge found, among other things, that Henry Serafin, station's owner, had repeatedly failed to make station file available during normal working hours, failed to ascertain needs of community and repeatedly misrepresented ascertainment portion of 1981 renewal application. Judge also found that Serafin had discriminated against black woman, failed to conduct contests as announced and "proved himself to be both a cheat and a liar." Dunkirk-Fredonia League of Women Voters, Chautauqua County Rural Ministry Inc. and Dunkirk branch of NAACP had opposed renewal.

□

CAB resolution. Canadian Association of Broadcasters is developing plans for voluntary code prohibiting television programming that contains "excessive and gratuitous violence." CAB announced plans during meeting with National Association of Broadcasters executive committee and Mexican broadcasters (BROADCASTING, Aug. 25).

□

Tracking program. National Association of Broadcasters has created minority broadcast student tracking program to assist minority students in preparation for careers in broadcasting. Program will be overseen by NAB's minority and special services department which has selected more than 100 students from 30 colleges and universities to participate in program. NAB will provide guidance and help in finding summer internships as well as employment upon graduation.

□

Endowment info. National Endowment for the Humanities has released its 1986 "Overview of Endowment Programs," booklet listing deadlines for applying for federal organization's grants in scholarship, research, education and public programs in humanities. Booklet also gives background on endowment and contains updated staff directory, list of state humanities councils and list of free NEH publications.

minority employees. The group also alleged that Park had "refused" to permit Central Virginia Educational Television, licensee of non-commercial WCVE-TV Richmond, to use WTVR-TV's tower to locate the antenna for a new noncommercial FM station, thereby preventing the FCC from granting Central Virginia's application.

In the same statement, L.F. Loree, managing general partner of the competing applicant and vice president of Jarvis Corp., a Richmond-based telephone interconnect business, also said the partnership believed that Richmond deserved a TV station whose owners lived and worked there and were familiar with the community's needs.

Richmond Community Television's two remaining general partners are Adrienne Hines, executive director of the Arts Council of Richmond, and Clarence Townes Jr., president of Richmond Renaissance, which is also active in the arts. It reportedly has \$1 million in its war chest.

Among its limited partners is Union Theological Seminary of Virginia, which has proposed the sale of its WRFK-FM Richmond for \$4.1 million to an entity that is planning to discontinue its classical music/National Public Radio format (BROADCASTING, Aug. 25). Union Theological, which is investing \$80,000 in Richmond Community TV has indicated it will not consummate its sale until another home is found for its format.

Central Virginia Educational Television's proposed new noncommercial FM would not provide adequate interference protection to WTVR-TV. In an FCC filing, Central Virginia charged that WTVR-TV wasn't taking adequate steps to help it resolve the interference problem, which the noncommercial applicant said would permit it to preserve WRFK-FM's classical/NPR format (BROADCASTING, Aug. 25). Central Virginia also asked that the FCC designate its own application for comparative hearing with the renewal application for WTVR-TV.

Roy Park, chairman and chief executive officer of Park Communications, and Richard Pegram, executive vice president and general manager of WTVR-TV, said they were confident that the station's license would be renewed. "It is difficult for us to understand the logic of the applicant's [Richmond Community's] press release, which claims they seek the license in order to improve service," they said in a statement. "WTVR-TV has just been honored by the Virginia Association of Broadcasters as having the best television news operation in the Commonwealth of Virginia and conducting the commonwealth's best television anti-drunk [driving] campaign. The station has also been recognized for the outstanding quality of its news by the Associated Press Broadcasters Association and by the Radio-Television News Directors Association of Virginia, Washington, D.C., Maryland and Delaware. Just last month, the Virginia Heart Association gave WTVR-TV its Community Service of the Year Award. We understand that in a hearing on this application, WTVR-TV's past programming service, which includes not only our outstanding news operation but extensive public service announcements, will be considered of great importance by the FCC."

□

We'll write the book on your station.

We'll even prepare a sales presentation book to help you sell your station. Call Bruce Cranston at (303) 321-7550, 2930 East Third Avenue, Denver, CO 80206

BROADCAST BROKERS.
**DANIELS
& ASSOCIATES**

Satellite gear shines in Salt Lake City

Satellite equipment, from trucks to transponder services, is plentiful at RTNDA; other exhibits: computer systems, news graphics and news and information program services

Satellite newsgathering companies dominated the exhibit floor at the Radio-Television News Directors Association Conference in Salt Lake City (BROADCASTING, Sept. 1), with a contingent as large as that for any trade show in the industry. Attendees witnessed the latest refinements of Ku-band technology, with advanced offerings from at least two dozen vendors ranging from Ku-band transponder services to portable Ku-band newsgathering trucks.

While satellite news vehicles and services attracted some of the largest crowds at the show, the Aug. 27-29 exhibition also gathered vendors of news and information program services (see page 108) as well as manufacturers of newsroom computer systems and recording and graphics gear.

This year's exhibit continued the growth of the past several years, with 165 companies spreading out over 50,000 square feet inside and 8,000 outside Salt Lake City's Salt Palace, compared with the 130 companies which filled 34,000 square feet inside and 2,500 outside at last year's show in Nashville. With further expansion anticipated at next year's show in Orlando, Fla., show organizer Eddie Barker has pledged to keep floor costs to exhibitors at the current \$12 per square foot.

In the satellite news vehicle field, some of the advancements said to be evident on the exhibit floor, and expected to become even more apparent in the next several years, are ever smaller and more portable satellite operations, also becoming less expensive for greater availability to medium- and small-market stations.

"Satellite newsgathering is in its infancy," said RTNDA TV program chairman Bill Goodman, news director at KPRC-TV Houston, an NBC affiliate with membership in satellite news cooperative, Conus Communications. "We're only seeing the first generation. We're already seeing trucks smaller and the portapacks, first shown at NAB, which can operate out of automobiles." He added: "But there is still frustration among smaller markets about affordability."

Sharing Goodman's view was Will Dishong, executive producer of news at Cox Communications' WSB-TV Atlanta, which is considering its own satellite news truck purchase. "There were some engineering advances. Things are more compact; there's a better utilization of space," Dishong noted, although he said he views most of the vehicles as still too large and added that little was shown at RTNDA that had not appeared at

NAB's equipment exhibition last April in Dallas.

Others, however, saw fewer overall advances in the vehicle technology. "The trucks today are the same as one or two years ago, except there are more vendors," said Mel Martin, vice president and news director at Post-Newsweek's WJXT(TV) Jacksonville, Fla., of the Florida News Network satellite news cooperative. "There are some new user-friendly things, but some are given, like you need a certain size antenna," he added. "Four or five years from now there will be real changes in the hardware."

Among the new satellite wares on display was the Networker, a new satellite truck from Centro. The 22-foot Ford E-350 chassis, shown in the outdoor exhibits, features a 2.3 meter, rotatable feed horn antenna which folds onto the vehicle's roof to limit overall height to 11 feet. A nonoperational cutaway version of the truck was on display at the company's indoor exhibit to allow attendees closer examination of its antenna support structure and suspension system.

Dalsat, which designed some of the earli-

est satellite newsgathering trucks for use by the Florida News Network stations, was showing its new SNV-8, a 24-foot vehicle also based on the Ford E-350 chassis, with equipment including 2.3 meter antenna and 300 watt amplifier.

Hubbard Communications' Hubcom, supplier of Ku-band trucks to Conus Communications member stations and others, had several of its vehicles on display, including a custom SNG-LB, a modified Ford E-350 chassis designed for shipping by air, with a 2.3 meter antenna and overall height under eight feet. The company had its SNG-220, used by many Conus stations, on display outdoors with Iveco-chassis vehicles on loan from KUTV(TV) Salt Lake City and NBC-owned KNBC-TV Los Angeles.

Harris Corp. joined forces with vehicle manufacturer Gray Communications at the exhibit for an extensive display of Ku-band technology, including a 24-foot Ford Cargo 6000 news truck with a SatCom 2.4 meter antenna and Harris video exciter, receiver and portable flyaway portable uplink. The companies were also drawing attention to



Full service financial counseling to
the broadcast industry.

Radio '86 Convention Residence
Marriott Suite 2630
Open evenings and by appointment

R.C. CRISLER & COMPANY

580 WALNUT STREET CINCINNATI, OHIO 45202 (513) 381-7775

Richard C. Crisler, Clyde Haehnle, Alex Howard,
Larry Wood, John Babcock, Carl S. Ward, Graham Quaal.
Special Consultant: The Ward L. Quaal Company.

Harris's Model 710 Commset Communications subsystem, designed for use by NBC affiliate trucks. Harris last week announced a \$2-million contract from NBC to outfit its Skypath and Skycom satellite control center in New York with the system.

Microdyne was displaying an automatic satellite acquisition system for use by trucks to tune their uplinks to the satellite. The technology was first introduced last spring, but was approved in August by GTE for its News Express satellite network service (see below).

BAF displayed its own transportable uplink, a digital orderwire system for coordination of remote uplink transmissions, plus satellite time offerings on GTE's GSTAR I. The company was also showing a new rigid waveguide system to improve antenna gain.

Satellite Transmission Systems (STS), a subsidiary of California Microwave, was previewing the RF electronics package selected to be used by ABC for its Absat affiliate truck offer, and other vendors with a presence at the show included vehicle makers Broadcast Microwave Services and Wolf Coach, truck rental company Calhoun Satellite Communications, and Midwest, with its Model S-23 satellite news truck on loan from WBNS-TV Columbus, Ohio.

Satellite service companies offering transponder capacity for news exchanges and feeds drew attentive visitors at the gathering, particularly GTE Spacenet, which outlined its News Express satellite news service to stations looking at the satellite news offerings of ABC, CBS and CNN, which will use



GTE's GSTAR II satellite (BROADCASTING, Aug. 25). GTE also explained the DAMA (demand assigned multiple access) communications technology it will provide to News Express users. The DAMA system was developed by Skyswitch, U.S. subsidiary of a Canadian telecommunications firm, Mitel.

Comsat, which no longer is attempting to sell its own satellite truck, is still offering

Skybridge transponder service on the SBS satellite recently vacated by NBC, and is also using DAMA communications technology.

Activity on the exhibit floor was not limited to the satellite field; newsroom computer vendors are also aggressively competing for what they view as a rapidly growing world market for their products. While manufacturers acknowledge there are only a small percentage of automated newsrooms domestically (150-175 systems currently in operation, by one estimate), that could quickly change.

Within the next five years, argued Basys President David Lyon, virtually every U.S. broadcast station will have a newsroom computer. Basys itself has gone a long way toward spreading the technology, he said, its newest customer announced at the convention being ITN's main rival in Britain, the BBC, which begins to take delivery on its 100-plus-terminal system in October.

Basys has also supplied newsroom systems to NBC, ABC, CNN, the U.K.'s Independent News Network (which bought the company in 1984) and Granada TV, the RAI national television and radio networks in Italy, and broadcasters in Australian, New Zealand and Finland. Jefferson-Pilot Data Systems now also sells Basys computers domestically under its own label.

Competitor Dynatech Newstar has had a busy year of its own, recently announcing record sales of its computerized newsroom systems, with systems going to TV and radio stations in Boston, Washington, Detroit, Portland, San Diego, as well as El Paso, Tex., and Morgantown, W. Va. Canadian broadcasters have also taken to the company's offerings, with the largest recent deal being a Newstar purchase by group owner Selkirk Broadcasting. Dynatech also presented new software offering, including a database processor system for use in script archiving and new producer software.

Such archiving applications, according to

SANDLER CAPITAL MANAGEMENT

is pleased to announce

BARRY LEWIS
has joined the firm as a
General Partner

Harvey Sandler
General Partner

Barry Lewis
General Partner

**SANDLER
CAPITAL
MANAGEMENT**

P.O. BOX 74 HEWLETT NEW YORK 11557 (718) 347-2503

Basys's Lyon, will be the next "big leap" for current computerized newsroom technology, along with advances which will apply automation to other news operations, such as on-air systems. Links to the TV station control room, with news producers taking on expanded operational functions, are likely to be an outgrowth of these developments, Lyons said.

Automation systems that bring these concepts to radio operations are already being marketed, with one exhibitor, Media Touch, showing its Touchstone IBM PC-based

broadcast integration and control system (the computerized control station is currently in operation at WEEI[AM] Boston).

Rivalries in the video camera-recording area were in evidence at the show, with Panasonic enlarging its presence from last year's exhibit to highlight the new MII family of half-inch, metal tape record and edit products, and Sony using the gathering's second largest display to show half-inch Betacam and Betacart in news applications. Ampex also made its first formal return to the camcorder field with its display of Ampex-la-

beled Sony Betacam camcorders, including its new tubeless CCD camera.

New from graphics equipment companies present was Eclipse, a three-dimensional optical digital effects system with curved effects, from Chyron's Digital Services Corp.; from Thomson-CSF Broadcast was a new IBM PC-compatible software package that links the company's Vidifont Vidivote election reporting system to Associated Press wire service, and from start-up Graphic News Network, came a new weekly updated news graphic service.

State Department says 'Nyet' to NBC

Government refuses network's plan to broadcast of U.S. and Soviet officials

Reagan administration representatives have frequently complained that while spokesmen for the Soviet Union are seen frequently on American television, U.S. officials are rarely invited to speak over radio and television in the Soviet Union. Indeed, in February 1985, U.S. Information Agency director Charles Z. Wick challenged the Soviets to cooperate in a "constructive dialogue" in which U.S. and Soviet officials would address each other's countries by television (BROADCASTING, Feb. 18, 1985). So far, that proposal has borne little fruit.

But now, the Soviets can blame the U.S. for the lack of a public dialogue. The State Department has disclosed that a proposal initiated by NBC, and accepted by a Soviet network had been rejected by the Reagan administration. Charles Redman, deputy spokesman for the State Department, said: "The problem with the proposal was one of timing."

Redman noted that the two countries are engaged in preparations for the meeting later this month of Secretary of State George Shultz and Soviet Foreign Minister Eduard Shevardnadze. He said the U.S. believes it would be "inappropriate for cabinet officers to engage in one-on-one, on-the-record debate about issues before us" while those preparatory talks are underway. "Negotiations, to be successful, must be confidential."

Under the proposal, Shultz and Shevardnadze would have appeared on two of the programs in a series of five that would have been seen on *Vremya (Time)*, an evening program popular in the Soviet Union, as well as on NBC's *Today* show, in August. Admiral William Crowe, chairman of the joint chiefs of staff, Max Kampelman, the U.S. arms control negotiator, and physicist Edward Teller were also listed as possible participants in the series.

Word of the project—and its rejection by the U.S.—surfaced in Moscow, where the Soviets made points in the two countries' public relations contest. Georgi Arbatov, a specialist in U.S. affairs, said in a press briefing on Aug. 27 that the U.S. was guilty of a "conspiracy of silence" in blocking Soviet suggestions for improving relations between the two countries.

NBC News President Lawrence Grossman said last week that, as part of the net-

work's planning for a possible summit meeting later this year, Gordon Manning, the division's vice president for editorial projects, visited Moscow in June to suggest a series of five "minidebates" involving top U.S. and Soviet officials. The Soviets responded quickly and affirmatively. And top U.S. officials reportedly were equally enthusiastic. According to one report, Defense Secretary Caspar Weinberger wanted to preempt Crowe.

Redman, in briefing reporters on the issue, noted that the U.S. has consistently promoted dialogue between representatives of the two countries but that the Soviets had shown little interest. He added that the cultural exchange agreement signed at the Geneva summit in November should help increase contacts between citizens of the two

countries.

That agreement has produced some results. In December, U.S. and Soviet doctors in Washington and Moscow exchanged information on their specialty—cardiology—in a two-hour program carried on USIA's Worldnet. And on New Year's Day, President Reagan and Soviet leader Mikhail Gorbachev exchanged videotaped greetings on television networks in each other's countries.

How does the USIA—which first broached such an idea—feel about the U.S. being responsible for scuttling the possibility of a series of joint appearances by U.S. and Soviet officials that would be seen in the U.S. and the USSR? A spokesperson said the USIA was leaving all comment to the State Department. □

September, 1986

This announcement
appears as a matter of record only

Approximately 70% of the
outstanding shares of
Common Stock of

TELEMATION

have been acquired by

PRICE

**COMMUNICATIONS
CORPORATION**

The undersigned initiated this transaction



Harvey Sandler
General Partner

Barry Lewis
General Partner

P.O. BOX 74 HEWLETT NEW YORK 11557 (718) 347-2503

Even Murrow. The reverberation of former CBS News President Fred Friendly's remarks on high network anchor salaries made at the Radio-Television News Directors Association conference in Salt Lake City on Aug. 29 (BROADCASTING, Sept. 1) continued in New York last week. Friendly, now Edward R. Murrow Professor Emeritus of Columbia University Graduate School of Journalism, said during his acceptance of RTNDA's Paul White Award that "the insatiable drive for revenue is not just limited to ownership. I am equally concerned, in fact embarrassed, by the financial appetites of the anchor stars and their agents who play one network against another to force the annual salaries for some broadcast journalists up to one million—even two million dollars. All this," Friendly continued, "while producers, correspondents and camera operators are being laid off or early retired." Friendly suggested that "Brokaw, Rather, Jennings, Walters, Wallace and the others... ought to volunteer a cut in pay to provide the salaries of able colleagues who are desperately needed to keep network news the national asset which their mandate requires." Friendly added: "For those skeptics who may whisper, 'How come Murrow never did that,' let me assure you that he did."

One taking exception to Friendly's remarks was Don Hewitt, executive producer of CBS's *60 Minutes*. In a Sept. 2 memorandum to anchors mentioned by Friendly as well as the network news presidents, Hewitt said that "Fred Friendly, who is utterly incapable of saying anything without invoking the name Murrow, something he does almost as often as Jerry Falwell invokes the name of God, has now done it once too often and unbelievably on the *only* subject on which Ed Murrow was open to criticism...MONEY! [his emphasis]."

"Mr. Friendly conveniently neglected to inform his audience that back in the 1950's Mr. Murrow went to his agent (oh, yes, Murrow had an agent) and told him he couldn't live as high on the hog as he wanted to on a journalist's salary and made it clear that he was ready to doff his Saville Row homburg for a song and dance man's straw hat if that's what it took to make big money. Maybe Friendly," Hewitt said, "has forgotten the outrageous things he once said about Murrow's get-rich-quick role as the emcee of a prime time entertainment show called *Person to Person* (the original *Life Styles of the Rich and Famous*) but there are still some of us around who haven't forgotten. Nor have we forgotten as Friendly apparently has (or won't acknowledge) that Ed Murrow broke the big bucks barrier for broadcast journalists long before Barbara Walters ever dreamed of her million dollars," Hewitt said. "Had Mr. Murrow plowed the profits from *Person to Person* (once described as low Murrow) back into *See It Now* (once described as high Murrow) Friendly might have had a point. Murrow didn't and Friendly hasn't," Hewitt said, adding, "He would have had a point, however, if he had said: 'Isn't it wonderful that the networks no longer require their journalists to do what Murrow had to do to get their just deserts.'"

NATAS picks its 1985 news winners

From 631 entries, 120 nominations were made in such areas as news stories, background analysis, investigative reporting and interviews, informational, cultural and historical programs. From those came the 51 winners of the 1985 National Academy of Television Arts and Sciences news and documentary Emmys (BROADCASTING, Sept. 1), presented at a black tie dinner Aug. 27 in New York. A list of the winners follows.

Outstanding coverage of a single breaking news story (program) □ "Mexican Earthquake," *Evening News with Dan Rather*. CBS; Lane Venardos, executive producer; David Browning, Steve Jacobs, Tom Bettag, senior producers; Cathy Olian, producer; Dan Rather, reporter-correspondent.

"Crash of Delta," *Nightline*. ABC; Richard N. Kaplan, executive producer; William Moore, Robert Jordan, senior producers; Robert LeDonne, Steve Lewis, Tara Sonenshine, Heather Vincent, Kyle Gibson, producers; James Walker, Ted Koppel, reporters-correspondents.

"Columbian Volcano," *Nightline*. ABC; Richard Kaplan, executive producer; William Moore, Robert Jordan, senior producers; Sergio Guerrero, Monica Harari Schnee, producers; Ted Koppel, reporter-correspondent.

Outstanding coverage of a single breaking news story (segment) □ "In the Fire's Path," 20/20, ABC; David Ross, producer; Ken Kashiwara, reporter-correspondent.

"A Bank Fails," *Evening News with Dan Rather*. CBS; Lane Venardos, executive producer; Linda Mason, senior producer; Lance Hellin, producer; Jane Bryant Quinn, reporter-correspondent.

"Trojan Horse," *Evening News with Dan Rather*. CBS; Michael Gavshon, producer; Allan Pizzey, reporter-correspondent.

Outstanding background-analysis of a single current story (program) □ "In South Africa," *Nightline*. ABC; Richard Kaplan, executive producer; William Moore, Robert Jordan, Betsy West, senior producers; Lionel Chapman, Terry Irving, Steve Lewis, Tara Sonenshine, producers; Kenneth Walker, Jeff Greenfield, reporters-correspondents.

"Acid Rain-New Bad News," *Nova*. PBS; John Angier, producer-reporter.

"Men Who Molest," *Frontline*. PBS; David Fanning, Mary Lynn Earls, executive producers; Rachel V. Lyon, producer; Bobbie Birleff, reporter-correspondent.

Outstanding background-analysis of a single current story (segment) □ "Schizophrenia," *60 Minutes*. CBS; Allan Maraynes, producer; Ed Bradley, reporter-correspondent.

"Farm Suicide," *MacNeill/Lehrer Report*. PBS; Les Crystal, executive producer; Mike Joseloff, Jon Meyersohn, Joe Quinlan, producers; Kwame Holman, Marie MacLean, reporters-correspondents.

"Vietnam Remembered," *World News Tonight*. ABC; Sally Holm, producer; Richard Threlkeld, reporter-correspondent.

"Ronald Reagan-The Movie," *60 Minutes*. CBS; Suzanne St Pierre, producer; Morley Safer, reporter-correspondent.

Outstanding investigative journalism (program) □ "Retreat from Beirut," *Frontline*. PBS; David Fanning, executive producer; Sherry Jones, senior producer; Nancy Sloss, producer; William Greider, reporter-correspondent.

Outstanding investigative journalism (segment) □ "Mob Gas," *Nightly News*. NBC; Brian Ross, Ira Silverman, producers; Brian Ross, reporter-correspondent.

"International Christian Aid Investigation," *World News Tonight*. ABC; Charles Stuart, senior producer; Tom Yellin, producer; Karen Burnes, reporter-correspondent.

"Military Medicine," *Nightly News*. NBC; Chuck Collins, producer; Mark Nykanen, reporter-correspondent.

Outstanding interview-interviewer(s) (program) □ "The Times of Harvey Milk," PBS; David Loxton, executive producer; Robert Epstein, Richard Schmiechen, producers-interviewers.

Outstanding interview-interviewer(s) (segment) □ "Liz Carpenter: A Conversation with Bill Moyers," *Sunday Morning*. CBS; Lindsay Miller, producer; Bill Moyers, interviewer.

Outstanding coverage of continuing news story (program) □ "Aids: Chapter One," *Nova*. PBS; Paula S. Apse, executive producer; Thea Chalow, Betsy Anderson, producers.

Outstanding coverage of continuing news story (segment) □ "Children in Poverty," *World News Tonight*. ABC; Richard O'Regan, Susan Aasen, producers; Karen Burnes, reporter-correspondent.

U. S. MEDIA, INC.

has acquired the assets of

KIXX-AM/KTCL-FM
Fort Collins, Colorado

and

KRAI-AM/FM
Craig, Colorado

from

ALF LANDON STATIONS

for

\$3,300,000

Our Associate David LaFrance initiated the transaction and assisted in negotiations.



David G. LaFrance, CHAPMAN ASSOCIATES, Inc.
1650 Glen Moor Drive, Lakewood, CO 80215 (303) 234-0405

Big names. Nancy Reagan and CBS anchor Dan Rather will be the first two speakers at the Academy of Television Arts & Sciences Forum luncheons during the 1986-87 season. The new season begins on Sept. 17 with the Rather speech at the Century Plaza hotel in Los Angeles. Nancy Reagan will speak on drug abuse before the Hollywood entertainment community on Oct. 31 at a "major Los Angeles area hotel as ATAS launches a vigorous antidrug campaign," the academy said.

spendent.

"Africa: Struggle for Survival," *Evening News with Dan Rather*, CBS. Martin Koughan, producer. Bill Moyers, reporter-correspondent

"Vietnam Now" *Evening News with Dan Rather*, CBS. Lane Venardos, executive producer. Linda Mason, senior producer. Bob Anderson, producer. Bob Simon, reporter-correspondent

Special classification for outstanding program achievement (program) □ *The Skin Horse*, PBS, Ricki Green, executive producer. Nigel Evans, Sue Ducat, producers



Milk

The Times of Harvey Milk, PBS. David Loxton, executive producer. Robert Epstein, Richard Schmiechen, producers.

Special classification for outstanding program achievement (segment) □ "Paul Host," *America Today*, PBS, Jim Douglas, Joan Steffend, producers and reporters-correspondents

"Bicycle Messengers," *Evening News*, CBS. Bernard Birnbaum, senior producer. Cathy Lewis, producer. Charles Kurall, reporter-correspondent

Outstanding informational, cultural or historical programming (program) □ "My Heart, Your Heart," *MacNeil-Lehrer Report*, PBS. Lawrence Pomeroy, producer. Jim Lehrer, reporter-correspondent

"Hiroshima Remembered," PBS. Laurie Toth, producer. Gail Harris, reporter-correspondent

"The Lifer and the Lady," *Frontline*, PBS. John Kastner, producer

"A Class Divided," *Frontline*, PBS. David Fanning, executive producer. William Peters, producer. Charlie Cobb, reporter-correspondent

Outstanding informational, cultural or historical programming (segment) □ "Music Man," *American Almanac*, NBC. Linda Elman, producer. Lucky Severson, reporter-correspondent.

"The Beeb," *60 Minutes*, CBS. John Tiffin, producer. Morley Safer, reporter-correspondent

"Julia," *60 Minutes*, CBS. Don Hewitt, executive producer. Philip Scheffler, senior producer. Marti Galovic Palmer, producer

Outstanding individual achievement in news and documentary programming—writers □ Perry Wolff, Elena Mannes, "Whose America is it?," *CBS Reports*, CBS

Nelson E. Breen, David Altshuler, Arnost Lustig, *The Precious Legacy*, PBS

Marshall Frady, Judy Crichton, John Fielding, Christopher Isham, Phil Lewis, Steve Singer, Andrew Schlesinger, Peter Bull, "The Fire Unleashed," *News C'loop*, ABC

Directors □ Elena Mannes, "Whose America is it?," *CBS Reports*, CBS

Paul Wagner, Marjorie Hunt, *The Stone Carvers*, PBS.

Harry Rasky *Homage to Chagall—the Colours of Love*, PBS.

Cinematographers □ Belinda Wright, Stanley Breeden, "Land of the Tiger," *National Geographic* special, PBS.

Electronic camerapersons—videographers □ Michael Watson, "Desert Winter Calving, Colorado Gold," *America Today*,

PBS

Isadore Bleckman, "Bicycle Messengers," *Evening News with Dan Rather*, CBS

Sound □ Joan Franklin, Alan Berliner, sound editors: Albee Gordon, "The Slave Ships of the Sulu Sea," 20/20, ABC.

Belinda Wright, "Land of the Tiger," *National Geographic* special, PBS.

Film editors □ Annamaria Szanto, *The Precious Legacy*, PBS

Deborah Hoffman, Robert Epstein, *The Times of Harvey Milk*, PBS

Tape editors □ Jess Bushyhead, videotape editor, "The Music Man," *American Almanac*, NBC.

Jess Bushyhead, videotape editor, "The Year 1985 in Review," *Today Show*, NBC

Title sequences □ John Ridgeway, art director; Craig Rice, Teri Freedman, Ron Clark, Harry Marks, *Entertainment This Week*, syndicated

Music composers □ Lyn Murray, Scott Harper, "Miraculous Machines," *National Geographic* special, PBS.

News services served up at RTNDA gathering

While a parking lot full of satellite news-gathering vehicles and other equipment exhibits dominated the Radio-Television News Directors Association in Salt Lake City (Aug. 26-29), a number of new services were also on display.

■ Visnews International (U.S.A.), introduced Passport Services, which include access to camera crews, editing and production facilities, documentary footage, standards conversion and satellite distribution, provid-

FIRSTMARK MAKES IT HAPPEN!

As brokers and financiers to the broadcast and cable television industries, Firstmark Financial is making it happen today.

We'll guide you through acquisitions, refinancing, construction, or capital improvements with the experience and the money you need.

Talk to Mike Lewis, Bill Kennedy or Ed Brubeck. Make it happen for you.

Broker/Financier to the telecommunications industry.

Firstmark Financial

Firstmark Financial Corp. Communications Finance Div.
110 E. Washington Street Indianapolis, IN 46204
(317) 262-5858

For a confidential discussion of your needs, contact Mike Lewis, Bill Kennedy or Ed Brubeck at the New Orleans Marriott during Radio '86.

ing "more local television stations global reach," said Ed Heltzer, vice president of sales and marketing for Visnews U.S.A. The services are available ad hoc or by contract as needed.

■ N.I.W.S. (Lorimar-Telepictures' syndicated video News and Information Weekly Service) announced Med*Source, a medical syndicated news service produced by Medstar Communications Inc. The service, sent weekly to stations, will include "enough raw material to produce medical stories on three different issues focusing on real people in crisis, what the promise of medical research holds, the realities of treatment and the vital signs of a healthy life style," N.I.W.S. said.

■ Additionally, N.I.W.S. has formed a co-venture with Gannett Broadcasting Co.'s KARE-TV Minneapolis and WUSA-TV Washington to produce and distribute investigative reports produced by syndicated news reporter Steve Wilson. Serving as investigative correspondent, Wilson will be based at KARE-TV and supported by a three-person investigative team and a staff including a producer, a writer-researcher and photographer. Wilson will also have access to the facilities and news support staff at WUSA-TV Washington.

■ Associated Press Broadcast Services said it was doubling the circuit capacity of its APTV service (its news wire service for television stations and news-talk radio stations) and installing new equipment "that uses AP's latest technology." AP said it is doubling its delivery capacity by providing APTV subscribers with a second 1,200-word-a-minute circuit. One circuit will de-

Women's update. ABC News correspondent Lynn Sherr, who addressed the Radio-Television News Directors Association conference almost six years ago, returned to that gathering of news directors Aug. 29 to report, among other things, that there has been some "change—real change" in the status of women in TV news during the intervening years. Sherr said that ABC News now has a Women's Advisory Board, which holds regular meetings with the Capital Cities/ABC executives. The group's "biggest accomplishment—some would say victory—is pay equity," she said, adding that "as a result of pressure from the women's group, management did a salary study which confirmed that among our network news producers, all the men were bunched at the top and the women at the bottom. Based on averages in each grade," she said, "they raised the salaries of more than 50 producers—about four-fifths of whom are women." The raises were from \$4,000 to \$11,000, she said, adding: "That is progress." Still on the women group's agenda are, among other things, remaining questions of salary inequities and sexual harassment.

Sherr, in response to a question on aging and remaining on the air, said: "I think the prospects are just splendid. I also look forward to a series of articles on the prospects for older men on TV news."

Additionally, Sherr discussed coverage of the space shuttle disaster. She said that "the pressure" must be kept on "to get reporters into space. Not because it will be fun or a grand adventure or good publicity. But because space is a place, and where people and machines go, reporters must go too."

liver national news and sports; the other will deliver state and regional news and sports. In addition, AP will install Okidata M-92

printers and remotely programable micro-processors at APTV stations that don't already have them, AP said.

Taking care of business

Active members of the Radio-Television News Directors Association passed 10 resolutions and tabled two at the Salt Lake City conference. Among the former: a resolution calling on Congress to "reject the bill language of the Senate Appropriations Committee pertaining to the fairness doctrine or

to modify that provision so as to insure that it does not affect the current judicial review of the FCC's Report on the fairness doctrine"; a resolution condemning the government of South Africa's "efforts to restrict and censor the coverage of legitimate news, and for harassing and intimidating reporters, photographers and other journalists"; a resolution congratulating the U.S. Senate on its "decision to open the chambers to full radio and television coverage," and two separate resolutions calling for permission for broadcast journalists to have "full and complete access" to federal courts with their audio and video equipment, as well as to trial and appeal proceedings in states and U.S. territories.

Resolutions that were tabled concerned a condemnation of the use of two-way radio traffic to "broadcast erroneous and fictitious reports" and a resolution concerning simulated newscasts for political campaigns and commercials.

In addition, the RTNDA board approved a constitutional change that would establish a paid chief operating officer, called the president, and an elected chief executive officer, called the chairman of the board. Active RTNDA members will begin voting by a mail ballot on the proposed change Sept. 16.

Sunday news. Plans continue for a two-hour Sunday version of NPR's *Weekend Edition*, the news show that began airing Saturdays in November 1985. An NPR spokeswoman said funds have been secured to assure a March 1987 start. The Sunday version could begin as early as January 1987, the spokeswoman said, if an additional \$100,000 can be raised. The NPR board will make a decision on the start date on Oct. 1, at the beginning of the organization's new fiscal year.

WE'RE THE QUIET ONES

4

BROKERS

OF GEORGE MOORE & ASSOCIATES, INC.

... may have the answer to your Radio ownership problem.

Buying or selling, it will pay you to check with George, Jim, Charlie or Dave for ideas that could resolve your future. You are cordially invited to ...

Suite 1205 — Marriott Hotel

George **MOORE** & Associates, Inc.

12900 PRESTON RD., STE. 1040
DALLAS, TEXAS 75230
(214) 661-8970

ROUTE 1 - BOX 173
KENNETT, MISSOURI 63857
(314) 888-3224

August 14, 1986

Scientific American, Inc.

has been acquired by

Verlagsgruppe Georg von Holtzbrinck GmbH

The undersigned acted as financial advisor to
Scientific American, Inc. in this transaction
and assisted in the negotiations.

Salomon Brothers Inc

One New York Plaza, New York, New York 10004
Atlanta, Boston, Chicago, Dallas, London (affiliate)
Los Angeles, San Francisco, Tokyo (affiliate), Zurich
Member of Major Securities and Commodities Exchanges.

For the Record

As compiled by BROADCASTING, Aug. 28 through Sept. 2, 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

■ **WLPR(FM)** Mobile, Ala. (96.1 mhz; 40 kw; HAAT: 420 ft.)—Seeks assignment of license from Sound Broadcasting Corp. to TM Communications Inc. for \$2,550,000. Seller is principally owned by Nicholas C. Panayiotou, president. It has no other broadcast interests. Buyer is based in Dallas and is headed by Patrick Shaughnessy, president. It also owns KHAT-AM-FM Lincoln, Neb. Publicly owned TM Communications produces radio and TV jingles, videos and multimedia shows and licenses commercial use of music. It is also buying KNSS(FM) Carson City, Nev. ("Changing Hands," Sept. 1). Filed Aug. 25.

■ **KEZG(FM)** Green Valley, Ariz. (92.1 mhz; 3 kw; HAAT: 175 ft.)—Seeks assignment of license from Canoa Broadcasting Corp. to Southwestern Wireless Communications Inc. for \$1.6 million, comprising \$500,000 cash and remainder note. Seller is owned by Gary L. Triano and Frank R. Barreca. It has no other broadcast interests. Buyer is principally owned by Robert D. Greenlee, who has interest in KBCO-AM-FM Boulder, Colo. Filed Aug. 21.

■ **WLVH(FM)** Hartford, Conn. (93.7 mhz; 21 kw; HAAT: 780 ft.)—Seeks assignment of license from WLVH Inc. to Sage Hispanic Broadcasting Corp. for \$4.5 million. Seller is principally owned by Jose Grimalt, who also has interest in WKSQ(AM) Newark, N.J., and KSKQ(AM) Los Angeles. Buyer is owned by Leonard I. Fassler, Gerald A. Poch, Gerald M. LeBow and 16 others. It owns seven AM's and six FM's. Filed Aug. 21.

■ **New AM, Miami**—Seeks assignment of license from Susquehanna Broadcasting Co. to Interamerican Community Church Inc. for \$17,500. Seller is York, Pa.-based group of six AM's and nine FM's principally owned by Louis J. Appell and family. Buyer is nonprofit group headed by Adib Eden. It has no other broadcast interests. Filed May 5.

■ **KAWQ(FM)** Wamego, Kan. (95.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Cheryl A. Stalard to Wild-Kat Radio for \$150,000. Seller has no other broadcast interests. Buyer is owned by Marita Elliot, Barney Graham, his wife, Carol, and Sam Elliot. Elliot also has interest in KULY(AM) Ulysses and KHUQ(FM) Hugoton, both Kansas. He also has interest in cable system serving Ulysses. Filed Aug. 22.

■ **WACN(AM)** Franklin, Ky. (830 khz; 250 w-D)—Seeks assignment of license from Charles M. Anderson to Global Village Media Inc. for \$20,000. Seller is app. for new FM's in Corydon, Ind., and Karns, Kan. Buyer is owned by Dan

Ware, president and four others. It has no other broadcast interests. Filed Aug. 22.

■ **WBDN(AM)** Escanaba, Mich. (600 khz; 1 kw-D)—Seeks assignment of license from Richard C. Raymond to MW Northcom Inc. for \$215,000. Seller has no other broadcast interests. Buyer is owned by Charles D. Medford, Philip Fisher, William Walker and nine others. It owns WITL-AM-FM Lansing, WKHQ-AM-FM Charlevoix and WGLQ(FM) Escanaba, all Michigan. Filed Aug. 22.

■ **WCLQ-TV** Cleveland, Ohio (ch. 69; ERP vis. 2,000 kw. aur. 200; HAAT: 1,160 ft.)—Seeks assignment of license from Channel Communications of Ohio Inc. to Silver King Broadcasting of Ohio Inc. for \$15 million. Seller is subsidiary of NASCO Inc., sporting goods manufacturer and distributor based in Springfield, Tenn. It is principally owned by Bill F. Cook. It also owns KPLC-TV Lake Charles, La., and KAIT-TV Jonesboro, Ark. Buyer is publicly owned. Clearwater, Fla.-based group of six TV's and producer of home shopping programs. It is headed by Roy Speer, president. This is sixth television acquisition in as many weeks. Filed Aug. 25.

■ **WVOI(AM)** Toledo, Ohio (1520 khz; 1 kw-U)—Seeks assignment of license from Jacor Communications Inc. to McDowell Communications Inc. for \$600,000. Seller is publicly owned group of five AM's and five FM's headed by Terry Jacobs. Buyer is owned by Kenneth L. McDowell, who has no other broadcast interests. He is former owner of WCIN(AM) Cincinnati. Filed Aug. 22.

■ **KYSE(FM)** Frederick, Okla. (91.5 mhz; 100 kw; HAAT: 390 ft.)—Seeks assignment of license from Southwest Christian Media Inc. to Criswell Center for Biblical Studies for \$1. Seller is nonprofit corporation headed by Richard M. Hazel, president. It has no other broadcast interests. Buyer is owned by Edward J. Drake and 11 others. It owns KCBI-FM Dallas, and international broadcast station KCBI(AM) Dallas. It also owns KAGN(FM) Abilene, KBUB(FM) Brownwood and KTDN(FM) Palestine, all Texas. Filed Aug. 22.

■ **KSLM(AM)-KXYQ(FM)** Salem, Ore. (1390 khz; 5 kw-D; 1 kw-N; FM: 105.1 mhz; 100 kw; HAAT: 1,047 ft.)—Seeks transfer of control of Ronette Communications from Carl Como Tutera and Ronald Samuels to The Daytona Group for assumption of liabilities. Sellers have no other broadcast interests. Buyer is owned by sellers and Norman S. Drubner, who also owns WNLC(AM)-WTYD(FM) New London, Conn.; WPAP(FM) Panama City, and WNFI-FM Palatka, both Florida. Filed Aug. 22.

■ **KJAV(FM)** Alamo, Tex. (104.9 mhz; 3 kw; HAAT: 360 ft.)—Seeks assignment of license from Lonnie M. Horton to Paulino Bernal for \$475,000. Seller has no other broadcast interests. Buyer owns KMFM(FM) Premont, Tex. Filed Aug. 25.

New Stations

AM's

■ **Columbia, Miss.**—John M. Pembroke seeks 1200 khz; 500 w-D. Address: 1816 Pleasant Ave., Jackson, Miss. 39203. Principal owns KJOP(AM) Lemoore, Calif., and is app. for new AM in Canton, Miss. Filed Aug. 25.

■ **Cibola, Tex.**—Raquel Mendoza seeks 830 khz; 250 w-U. Address: Box 18003, San Antonio, Tex. 78218. Principal has no other broadcast interests. Filed Aug. 27.

FM's

■ **Russellville, Ark.**—Arkansas Tech University seeks 91.9 mhz; 100 w; HAAT: minus 91.8 ft. Address: Hwy 7, North, 72801. Principal is educational institution headed by Larry Mabry, chairman. Filed Aug. 15.

■ **Selbyville, Del.**—M Corps Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 951 Atlanta Circle, Seaford, Del. 19973. Principal is owned by Keith A. Mayo and his wife, Chih Ping. It has no other broadcast interests. Filed Aug. 21.

■ **Solana, Fla.**—105.3 Ltd. seeks 105.3 mhz; 3 kw;

Professionalism, Integrity, Confidence "The Ingredients For Successful Results (quietly)"



James A. Gammon



Donald R. Bussell



Richard T. Wartell



Marc O. Hand



Al Perry



Jack F. Satterfield

For successful results
when buying, selling or
financing a broadcast property,
you need to meet the 
team of experienced professionals
at our NAB/NRBA Hospitality Suite
New Orleans Marriott Suite 1430.



Gammon & Ninowski
Media Investments, Inc.

Providing confidential brokerage, investment, corporate financial and broadcast consulting services exclusively to the communications industry with offices located in:

Washington, DC James A. Gammon (202) 862-2020
Washington, DC Donald R. Bussell (202) 862-2020
Philadelphia, PA Jack F. Satterfield (215) 525-8767

Denver, CO Marc O. Hand (303) 534-3513
Denver, CO Al Perry (303) 239-6670
Kansas City Richard T. Wartell (913) 681-2901

Member: National Association of Media Brokers (NAMB), NAB, INTV

CAREER MAKERS



If you have a career or want one in television, radio, or print journalism — you need this information.

Here is an opportunity for you to meet the movers and shakers in the communications business. Executives, professionals and students from around the country will gather at the most dynamic and productive media conference in America. Why is this conference so different? Because it provides a unique opportunity for you to meet the real decision-makers in the broadcasting and newspaper business. Talk one to one with your peers as well as chief executives.



**3th Annual
National Black
Media Coalition
Conference**

**Conquering
Attitudes, Pressures
and Politics**

**October 22-25
Shoreham Hotel
Washington, DC**



Find out:

- ☐ How to get around barriers that hinder your professional advancement
- ☐ How to finance and build a broadcast station
- ☐ How to be a team player
- ☐ About employment opportunities in radio and TV
- ☐ How to be a success in sales
- ☐ How to survive as an account executive
- ☐ How to increase your station's net profit
- ☐ How to cope with success and job stress
- ☐ How to be sensitive to community needs without decreasing your station's profit and more!

For an exciting experience that you won't forget. Join us in the most successful problem-solving, hands-on, networking conference you will ever attend!



Call or Write:
The National Black Media Coalition
38 New York Avenue, N.E.
Washington, DC 20002
(202) 387-8155

HAAT: 328 ft. Address: 110 Herald Court, Punta Gorda, Fla. 33950. Principal is owned by Darie D. Hamilton. It has no other broadcast interests. Filed Aug. 26.

■ Solana, Fla.—Frederick I. Shaffer III seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 346 Woodlawn Dr., Lawrence, Kan. 66044. Principal has no other broadcast interests. Filed Aug. 25.

■ Solana, Fla.—Central Radio Communications Inc. seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 5433 Lescott Lane, Orlando, Fla. 32811. Principal is owned by Rayfield Crum and George Hochman. It has no other broadcast interests. Filed Aug. 25.

■ Twin Falls, Idaho—Calvary Chapel of Twin Falls Inc. seeks 89.5 mhz; 3 kw; HAAT: 3,690 ft. Address: Box 271, 241 Main Ave. West, 83303. Principal is nonprofit corporation headed by Mike Kestter. Filed Aug. 22.

■ Knox, Ind.—Knox Educational Broadcasting Foundation seeks 89.3 mhz; 376 w; HAAT: 203.3 ft. Address: Box 115, 46534. Principal is nonprofit corporation headed by Tim Carlton. Filed Aug. 25.

■ *Pittsburg, Kan.—Pittsburg State University seeks 88.1 mhz; 72 kw; HAAT: 498.5 ft. Address: 1701 South Broad-

way, 66762. Principal is educational institution headed by Donald W. Wilson. Filed Aug. 14.

■ Sturtevant, Wis.—James C. Anderson seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: 8142 Winchester, Chicago 60620. Principal has no other broadcast interests. Filed Aug. 21.

TV's

■ Rio Grande City, Tex.—Robert Gonzalez seeks ch. 40; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 163 ft. Address: 614 S. 12th St., McAllen, Tex. 78501. Principal has no other broadcast interests. Filed Aug. 19.

■ Victoria, Tex.—Turner Broadcasting and Communications seeks ch. 31; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,142 ft. Address: 1718 Martin Luther King Blvd., Tyler, Tex. 75702. Principal is owned by Linda Turner, who has no other broadcast interests. Filed Aug. 15.

■ Chippewa Falls, Wis.—Family Group III seeks ch. 48; ERP vis. 640 kw; aur. 64 kw; HAAT: 334.8 ft. Address: 1145 Pine St., Green Bay, Wis. 54301. Principal is owned by Ian N. (Sandy) Wheeler, who owns Tampa, Fla.-based group of two AM's, two FM's and three TV's. Filed Aug. 20.

Facilities Changes

Applications

AM's

Tendered

■ WBYG (930 khz) Sandwich, Ill.—Seeks mod. of CP to increase power to 1.45 kw and make changes in ant. pattern. App. Aug. 29.

■ WORC (1310 khz) Worcester, Mass.—Seeks CP to operate experimental synchronous station at Worcester simultaneously with primary WORC facility at Dudley, Mass., on same freq., 1310 khz. with 500 w. App. Sept. 2.

■ WADE (1210 khz) Wadesboro, N.C.—Seeks CP to add night service with 1 kw; change day power to 500 w; change freq. to 1340 khz. and make changes in ant. sys. App. Aug. 26.

■ KTCR (1530 khz) Wagoner, Okla.—Seeks CP to increase power to 5 kw and install DA-D. App. Sept. 2.

■ WPLW (1590 khz) Carnegie, Pa.—Seeks CP to increase power to 5 kw. App. Aug. 26.

Accepted

■ WPNX (1460 khz) Phenix City, Ala.—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 2.

■ KCAL (1410 khz) Redlands, Calif.—Seeks MP to change TL. App. Aug. 26.

■ WROY (1460 khz) Carmi, Ill.—Seeks CP to make changes in ant. sys. App. Sept. 2.

■ WACN (830 khz) Franklin, Ky.—Seeks MP to change TL. App. Sept. 2.

■ KFJZ (870 khz) Fort Worth—Seeks CP to reduce day power to 500 w. App. Sept. 2.

■ WQWM (1050 khz) Kaukauna, Wis.—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 2.

FM's

Tendered

■ *WMCX (88.9 mhz) West Long Branch, N.J.—Seeks CP

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION HEIGHT STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
28441 HIGHRISE RD. STE 201
ROLLING HILLS ESTATES CA 90274
(213) 377-3449

301-731-5677 Complete
Broadcast Facility
Design & Installation
Larson
systems Ltd.
1515 Annapolis Road Suite 811
Baltimore, Maryland 20786

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Maffei, Larson & Johnson, Inc.
(703) 841-0282

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jeffry Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

**Stephen Raleigh
Broadcast Services**
Full Service Technical Consulting
Specialists in Audio & RF Systems
Facility Design & Installation
P.O. Box 3403, Princeton, N.J. 08540
(609) 799-4357

RADIOSTAT ©ATN1986
The Answer For The Buyer Or
The Seller Of Broadcast Property!
* Know more About Your Station Than The Buyer Or Seller
* Relationship of Major Clients To The Property
* New Audience Measurement Techniques
RADIOSTAT ©ATN1986
AMERICAN TELESURVEY NETWORK, INC.
807 COURT ST. * MARYVILLE, TN. 37801
CONTACT: Ted DeLaCort 615.982.0404

FCC ON-LINE DATABASE
dataworld[®]
Allocation Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave. Suite 200
Bethesda, MD 20814
(301) 652-8822 1-800-368-5754

Complete Listing Of:
**UNUSED
CALL LETTERS**
Call Letter Systems
P. O. Box 13789
Jackson, MS 39236-3789
(601) 981-3222

Completely Current - No Maritime Calls
**AVAILABLE
CALL LETTERS**
WITH FULL APPLICATION KIT
RADIO INFORMATION CENTER
575 Lexington Avenue, New York, NY 10022
(212) 371-4828

**UNUSED
CALL LETTERS
CALL**
dataworld[®]
1-800-368-5754

**BROADCAST FINANCIAL
SERVICES DIVISION**
INTEREP
Specializing in Financial
Consulting Services including:
• Equity/Debt Financing
• Debt Restructuring
• Customized Presentations
Vince Bellino
Vice President
(212) 910-0541

DON'T BE A STRANGER
To Broadcasters 191781* Readers
Display your Professional or Service
Card here. It will be seen by station and
cable TV system owners and decision
makers
*1982 Readership Survey showing 52
readers per copy

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
TV 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.

Professional Cards

A.D. RING & ASSOCIATES, P.C.
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCE

SAIC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 569-7704
MEMBER AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCE

SILLIMAN AND SILLIMAN
8701 Georgia Ave., #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD. 20904
301 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCCE

**JULES COHEN
& ASSOCIATES, P.C.**
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 2727 Bath, Ohio 44210
(216) 659-4440

**VIR JAMES
CONSULTING ENGINEERS**
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave., #0219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW HANNEL PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCCE

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
MATTHEW J. VLISSIDES, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101(703) 356-9765
Member AFCCE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers
AM FM TV LPTV CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCCE

**SHERMAN & BEVERAGE
ASSOCIATES INCORPORATED**
CONSULTING &
FIELD SERVICES
P.O. Box 770
WILLIAMSTOWN, NEW JERSEY
(609) 728-2300 08094

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
BROADCAST ENGINEERING CONSULTANTS
SUITE 15 123 CREEK ROAD
MOUNT HOLLY, N.J. 08060
(609) 722-0007

**LAWRENCE L. MORTON
ASSOCIATES**
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
LAWRENCE L. MORTON, E.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
ANTENNA BROADCASTING FOR AM STEREO
(714) 859-6015

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
APPLICATIONS • FIELD ENGINEERING
P.O. Box 841 McKinney, TX 75069
214-542-2056 214-548-8244
Member AFCCE

PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
812-535-3831

Teletech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact KENNETH W. HOEHN 23400 Mich. Ave.
(313) 562-6873 Dearborn MI 48124

D.B. COMMUNICATIONS, INC.
Broadcast/RCC/cellular/satellite
Telecommunications Consultants
4401 East West Highway, Suite 404
Bethesda, Maryland 20814
(Located in Washington, D.C. Area)
(301) 654-0777
contact: Darrell E. Bauguess

RICHARD L. BIBY, P.E.
COMMUNICATIONS ENGINEERING
SERVICES, P.C.
1600 Wilson Boulevard, #1003
Arlington, Virginia 22209
(703) 522-5722
Member AFCCE

**JOHN J. DAVIS
& ASSOCIATES**
CONSULTING ENGINEERS
P.O. BOX 128
SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCCE

DON'T BE A STRANGER
To Broadcasting's 191 781* Readers
Display your Professional or Service
Card here! It will be seen by station and
cable TV system owners and decision
makers
*1982 Readership Survey showing 52
readers per copy

EDM & ASSOCIATES, INC.
B/cast-AM-FM-TV-LPTV-ITFS-Translator
Frequency Searches & Rule Making
C/Carrier-Cellular, Satellites
MMDS, P/P Microwave
1234 Mass. Ave., N.W., Suite 1006
Washington, D.C. 20005 Phone (202) 639-8880
Member AFCCE

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

LECHMAN & JOHNSON
Telecommunications Consultants
Applications • Field Engineering
2033 M Street, N.W. Suite 702
Washington DC 20036
(202) 775-0057

to change ERP to .5 kw. App. Aug. 26.

■ *KOHM (89.1 mhz) Lubbock, Tex.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 445.75 ft., and make changes in ant. sys. App. Aug. 29.

Accepted

■ *WEGL (91.1 mhz) Auburn, Ala.—Seeks mod. of CP to change tower height to 161.94 ft. App. Aug. 26.

■ KVMA (107.9 mhz) Magnolia, Ark.—Seeks CP to make changes in ant. sys. App. Aug. 29.

■ WTYD (100.9 mhz) New London, Conn.—Seeks CP to change HAAT to 3.28 ft. App. Aug. 26.

■ *WMCU (89.7 mhz) Miami—Seeks CP to change HAAT to 980.72 ft. App. Sept. 2.

■ KFMW (107.9 mhz) Waterloo, Iowa—Seeks CP to change ERP to 76.54 kw and make changes in ant. sys. App. Aug. 26.

■ KYEZ (93.7 mhz) Salina, Kan.—Seeks CP to install aux. sys. App. Aug. 26.

■ WAAW (103.7 mhz) Murray, Ky.—Seeks CP to change TL and change HAAT to 660.59 ft. App. Sept. 2.

■ KNAN (106.1 mhz) Monroe, La.—Seeks CP to change TL and change HAAT to 984 ft. App. Aug. 26.

■ WHFM (93.1 mhz) Springfield, Mass.—Seeks CP to change ERP to 12 kw. App. Aug. 29.

■ WSUL (98.3 mhz) Monticello, N.Y.—Seeks CP to change ERP to 2.5 kw. App. Sept. 2.

■ WAKS-FM (103.9 mhz) Fuquay-Varina, N.C.—Seeks CP to change TL; change ERP to 1.32 kw, and change HAAT to 493.31 ft. App. Sept. 2.

■ WDMT (107.9 mhz) Cleveland—Seeks mod. of CP to change ERP to 15.85 kw and install DA. App. Sept. 2.

■ WNPQ (95.9 mhz) New Philadelphia, Ohio—Seeks CP to change ERP to 2 kw. App. Sept. 2.

■ KQQK (106.5 mhz) Galveston, Tex.—Seeks mod. of CP to change HAAT to 699.3 ft. App. Aug. 26.

■ WKZG (107.1 mhz) Keyser, W. Va.—Seeks mod. of CP to change TL; change ERP to .525 kw, and change HAAT to 782.61 ft. App. Aug. 26.

TV's

Accepted

■ *KVIE (ch. 6) Sacramento, Calif.—Seeks MP to change HAAT to 1.861 ft. App. Aug. 29.

■ WNPL (ch. 46) Naples, Fla.—Seeks MP to change HAAT to 1.198 ft. and change TL. App. Aug. 26.

■ WBNA (ch. 21) Louisville, Ky.—Seeks MP to change HAAT to 696 ft. App. Aug. 29.

■ WTLJ (ch. 54) Muskegon, Mich.—Seeks MP to move SL outside community of lic. App. Aug. 26.

Actions

AM's

■ WPSO (1500 khz) New Port Ritchey, Fla.—Granted app. to change SL to 8606 Little Road, New Port Ritchey. Action Aug. 25.

■ WTSJ (1050 khz) Cincinnati—Granted app. to move SL to 800 Compton Road, Cincinnati. Action Aug. 25.

■ KLDY (680 khz) Lacey, Wash.—Returned app. to add

night service with 1 kw; change freq. to 670 khz; install DA-N, and make changes in ant. sys. Action Aug. 22.

FM's

■ WLAY-FM (105.5 mhz) Muscle Shoals, Ala.—Granted app. to change ERP to .53 kw; change HAAT to 743 ft., and change TL. Action Aug. 21.

■ KTWN (107.1 mhz) Texarkana, Ark.—Granted app. to change ERP to 1.4 kw and change HAAT to 478.88 ft. Action Aug. 25.

■ *KCSN (88.5 mhz) Northridge, Calif.—Granted app. to change TL; change ERP to .052 kw; change HAAT to 2,128.72 ft., and make changes in ant. sys. Action Aug. 25.

■ KYA (93.3 mhz) San Francisco—Granted app. to install aux. sys. Action Aug. 22.

■ *WJIS (88.5 mhz) Bradenton, Fla.—Granted app. to move SL outside community of lic. Action Aug. 20.

■ *WKTZ-FM (90.9 mhz) Jacksonville, Fla.—Granted app. to change ERP to 50 kw and change HAAT to 462.48 ft. Action Aug. 22.

■ WFUZ (93.7 mhz) Ocala, Fla.—Returned app. to change TL and change HAAT to 1,346.77 ft. Action Aug. 20.

■ WBUS (96.7 mhz) Newnan, Ga.—Granted app. to install aux. sys. Action Aug. 22.

■ KFUD-FM (99.1 mhz) Clayton, Mo.—Returned app. to change TL and change HAAT to 1,026.64 ft. Action Aug. 20.

■ KPRS (103.3 mhz) Kansas City, Mo.—Granted app. to change TL and change HAAT to 994.82 ft. Action Aug. 22.

■ *WPAR (88.1 mhz) Claremont, N.C.—Granted app. to move SL outside community of lic. Action Aug. 20.

■ WFXC (107.1 mhz) Durham, N.C.—Granted app. to change TL; change ERP to 1.19 kw, and change HAAT to 505.12 ft. Action Aug. 22.

■ WQSM (98.1 mhz) Fayetteville, N.C.—Dismissed app. to change TL and change HAAT to 981 ft. Action Aug. 15.

■ KLTE (101.9 mhz) Oklahoma City—Granted app. to change TL and change HAAT to 1,083.3 ft. Action Aug. 22.

■ WWZW (95.3 mhz) Bellefonte, Pa.—Granted app. to move SL outside community of lic. Action Aug. 20.

■ WLKW-FM (101.5 mhz) Providence, R.I.—Dismissed app. to move SL outside community of lic. Action Aug. 14.

■ WCNA (98.3 mhz) Clearwater, S.C.—Returned app. to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. Action Aug. 19.

■ *KCFS (90.1 mhz) Sioux Falls, S.D.—Granted app. to change freq. to 100.1 and change ERP to 3 kw. Action Aug. 22.

■ WQKZ-FM (96.7 mhz) Bolivar, Tenn.—Granted app. to move SL. Action Aug. 20.

■ *WTJU (91.3 mhz) Charlottesville, Va.—Granted app. to change TL; change ERP to 1.5 kw; change HAAT to 305.04 ft., and make changes in ant. sys. Action Aug. 25.

■ *KJVH (89.5 mhz) Longview, Wash.—Granted app. to change ERP to .1 kw. Action Aug. 22.

TV's

■ KTNL (ch. 13) Sitka, Alaska—Dismissed app. to change HAAT to minus 749 ft. Action Aug. 21.

■ WLFL-TV (ch. 22) Raleigh, N.C.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 2,000 ft., and change TL. Action Aug. 19.

■ WUXA (ch. 30) Portsmouth, Ohio—Granted app. to change ERP to vis. 1,100 kw, aur. 110 kw; change HAAT to 1,168 ft., and change TL. Action Aug. 21.

■ WGGN-TV (ch. 52) Sandusky, Ohio—Granted app. to change ERP to vis. 1,482 kw, aur. 148.2 kw and change HAAT to 774.3 ft. Action Aug. 19.

Call Letters

Applications

Call	Sought by
Existing FM's	
KBOX-FM	KXCC-FM Golden Coast Broadcasting Inc., Lompoc, Calif.
KTAO	KVNM Taos Communications Corp., Taos, N.M.
WNCX	WGCL Metropolis Broadcasting Group Inc., Cleveland
WQJY	WISQ Goetz Broadcasting Corp., West Salem, Wis.

Grants

Call	Assigned to
New AM's	
KJRI	Janus Radio, Waimea, Hawaii
WPRJ	Come Together Ministries, Mount Pleasant, Mich.
WEMK	South Jones Broadcasters Corp., Ellisville, Miss.
New FM	
WFCC-FM	Joseph A. Ryan, Chatman, Mass.
New TV's	
WTBH	Tice Television Co., Tice, Fla.
KFVE	Ka'i Kena Lani TV Corp., Honolulu
WBDS	Sara I Dunn Limited, Wiggins, Miss.

Existing AM's

WWGT	WMER Porter Communications Systems Inc., Westbrook, Me.
WHTT	WNYS KISS Limited Partnership, Buffalo, N.Y.
WHUM	WPVA WPRV Inc., Colonial Heights, Va.
Existing FM's	
KKAY-FM	KSMI-FM Lafurche Valley Enterprises Inc., Donaldsonville, La.
WWGT-FM	WWGT Porter Communications Systems Inc., Portland, Me.
KCPW	KBKC Pacific and Southern Co., Kansas City, Mo.
WHTT-FM	WNYS-FM KISS Limited Partnership, Buffalo, N.Y.
WNYQ	WERV River Valley Broadcasting Co., Rotterdam, N.Y.
KZFX	KGOL John Brown Broadcasting Inc., Lake Jackson, Tex.
WKBH-FM	WKDL Riverview Communications Inc., Holmen, Wis.

Existing TV's

WNAC-TV	WSTG-TV Sudbrink Broadcasting of New England Inc., Providence, R.I.
KETK-TV	KTRG Texas American Broadcasting Ltd., Jacksonville, Tex.
WJFW-TV	WAEQ-TV Northland Television Inc., Rhinelander, Wis.

Sillerman-Magee

Investors in over 200 million dollars
of radio and television stations in the last twelve months.

Sillerman-Magee Communications Management Corporation
150 East 58th Street, New York, New York 10155
212-980-4455

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Promotion manager. Perennial full-service leader, 57 WSYR. Match the community with marketing, advertising and station promotions. Creative individual with the ability to motivate others. Must be self-motivated, reliable, and organized with excellent follow through ability. This is much more than just contest position. No phone calls please. Resume, cover letter and brief description of your strengths to Elizabeth Brown, Promotion Manager, 2 Clinton Square, Syracuse, NY 13202. EOE.

General manager: WAZL/WWSH Hazelton, PA. Aggressive broadcast group for general manager or top sales manager to continue growth and success of leaders in market. Sales oriented, likes to get involved in community projects, ability to motivate staff. Salary and attractive performance incentives. Replies in strict confidence. Send resume, salary, history to: Ronald Aughinbaugh, WAZL/WWSH, Hazelton National Bank Building, Hazelton, PA 18201.

Local sales manager. If you are presently in sales management in a small or medium market and are ready to move up to Baton Rouge! You need to talk to us today! We have a newly created position of local sales manager offering excellent income, great working conditions & a considerable perk package. Call today and ask for general sales manager. 504-292-9556. WKJN-FM is an EOE.

Program director for Nationwide Communications' WGAR FM/AM. One of America's biggest and best broadcast groups needs major market skills for this country powerhouse combo. Tape and resume to: Bill Weller, General Manager, WGAR FM/AM, 9446 Broadview Road, Cleveland, OH 44147. NCI is an equal opportunity employer.

CRB Broadcasting Corporation. Rapidly expanding New York City based company now accepting applications for the positions of General Manager and Sales Manager for both current and future acquisition. CRB owns and operates stations in Allentown, PA; Wilmington, DE; Huntington, WV. and soon to be White Plains, NY, with more on the way. Send resume, salary history, management philosophy and references to: Edward Rogoff, President, CRB Broadcasting Corp., 630 5th Ave., Room 2930, New York, NY 10111. No phone inquiries please. EOE, MF.

Assistant general manager: programing community support WFUV-FM. Fordham University's 50,000 watt, 24 hour station in New York City, seeks public broadcaster with an appropriate college degree and three years of experience in program development and community support. Duties include working with large student and volunteer staff, acquiring grant and underwriting support for existing and new programs, building support from ethnic communities served by the station and developing programing using resources at Fordham University. Send resume and salary requirements to Dr. Ralph M. Jennings, General Manager, WFUV, Fordham University, Bronx, New York 10458. Deadline September 26. AA/EOE/MF/H/V.

General manager. West Texas medium market AM/FM combo seeks challenge oriented manager with proven track record. Salary & benefits commensurate with experience. Send resume with complete salary history to Box J-46. EEO, M/F.

General manager needed for top rated mid-Wisconsin AM/FM combo. Fast growing group needs top notch leader for this recently acquired property. Best facilities in market. Prefer sales-oriented experience and hands-on mgt. skills. Send resume to: c/o Shrinky Weitzman & Eisen 1120 Connecticut Ave NW, Suite 270, Washington, DC 20036.

General manager. Small market in New York's beautiful Finger Lakes area. Salary. Commission. Bonus for achieving goals. Earn ownership through performance. Must have sales leadership abilities and actively participate in community life. EOE. Write Box J-55

Sales oriented GM. SC medium market combo. Must be entrepreneurial. Excellent participation opportunity with progressive group. Contact Taylor Monfort at Westlin Canal Place during NAB Radio 86. EOE.

GM for AM-FM operation in mid-west small market. Excellent compensation for good qualifications. Don't miss this opportunity. 618-384-2301 day/evening.

Growing Carolina group large and small markets. Seeking managers and sales managers. Good salary, excellent incentives. EOE. Don Curtis, Box 17964, Raleigh NC 27619. 919-848-1777.

General manager needed for AM-FM combo in a city of 17,000 people plus 7,000 college students in the Midwest. Good market with excellent tax situation. Send resume and references to Raymond A. Lamb, PO Box 2866, Fargo, ND 58108.

HELP WANTED SALES

Aggressive salesperson wanted for AM/FM combo in growing midwest market. Illinois. Established list. If you're experienced, Great! If not, you'll learn from us. Send resume to: Attn: J. McCullough, WLPO/WAJK, P.O. Box 215, La Salle, IL 61301. EOE, M/F.

GSM/SM (California daytimer - SF area) to sell, recruit, train sales staff, to implement promotions, merchandising community programs. Salary commensurate. Box H-95.

Southern New England medium market leader needs one hitter to complete staff. Right super salesperson will work into sales manager position. Pick up "on air" list and new accounts. Your income and lifestyle will grow with our major new group. EOE., M/F. Box J-8.

Katz Broadcasting is looking for an account executive who makes things happen. Is the customer number one with you? Do you strive to be the best? Do you enjoy taking challenges? Are you able to set priorities and develop strategies for your activities? If so, radio station K95FM can offer you an exciting opportunity. We are a rapidly growing, Tulsa, Oklahoma radio station, offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, and a chance to join a company with a record of success and a sense of purpose. If you feel you have the talent... act now! Call Laura Burkland 800-228-2271.

Katz Broadcasting is an equal opportunity employer.

A great opportunity to excel with one of the fastest growing chains in the Southeast! Caravelle Broadcast Group is expanding its sales department with aggressive qualified, experienced personnel. If you're looking to move to one of the greatest cities in the South, send resume to Bob Snowdon, GM WDXZ/WKCN, Box 1364, Mt Pleasant SC 29464 or call 803-881-1400.

Aggressive experienced salesperson wanted for FM in growing midwest. market. Minimum 3 years, gas, benefits, very fast growing market. Send resume to: Marty Wielgos, WLJE, 2755 Sager Road, Valparaiso, IN 46383.

We need the best of a rare breed: successful salespeople who hate commuting, crime, pollution and the anonymity of larger cities. Among our redwoods, mountains, and rocky coastlines: you can walk down clean, Victorian streets where people still greet each other; be on a first name basis with government officials of a growth area, and actually see your ideas implemented. We are young, dedicated, professionals building a positive communications "empire." We believe "successful people find a way; failures find excuses." If you're ready, your first step is to convince me why we should talk. Send your best presentation to Scott Marcus, Drawer 1139, Arcata, CA 95521. Do what it takes.

General sales manager: streetwise, success oriented leader for AM/FM combo in Richmond, VA. Ability to train and motivate a must. Should know how to pre-plan and set goals. Prove it in first letter. Salary, override and profit sharing. Send resume and letter with salary requirements to WKHK, 2119 East Franklin Street, Richmond, VA 23219. EOE.

Florida (Central) 5kw AM with no FM's selling in this 150,000+ population market. Close to Orlando, Tampa & both coasts. Beautiful area, mostly water. Position can be yours if you can prove to new owner you can sell, and GSM opening if you can motivate others to sell. Only format of its kind in market. Big incentives. Box J-10.

Radio network sales. Experienced sales executive(s) needed for repping new midsize network of syndicated features to both stations & national advertisers. Good base & commission. Send letter, resume to: Sales, P.O. Box 9140, Santa Fe, NM 87504., or schedule meeting at New Orleans Convention by calling 505-984-9202.

HELP WANTED ANNOUNCERS

Work in major market atmosphere without the problems of living in major market, KSYZ is looking for a production director. 1/4 track experience helpful. Possible airshift. Top-rated 100kw CHR. T & R: Mark Baumert, KSYZ-FM. 3280 Woodridge Blvd., Grand Island, NE 68801.

HELP WANTED TECHNICAL

Chief engineer. Directional 10kw/AM & 57kw FM combo looking for CE who knows his stuff. Send qualifications to Sandy Neri. Box 309, Johnstown, PA 15907.

HELP WANTED NEWS

News director. Award winning all news station with news staff of 25 seeks a journalist/administrator to supervise operations. Reporting/editing experience and excellent news judgement essential; familiarity with all-news operation helpful. Successful applicant will have strong interpersonal skills, ability to manage budget, and insight into the potential of all-news radio. A rare opportunity to head a major news operation. Resume, references, salary history to Margaret Russ, WEBR Newsradio, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Assistant news director: for 50kw public radio station at major university 65 miles west of Chicago, serving Rockford market. UPI national winner with strong news commitment. Anchors news magazine 5-8 a.m., produces in-depth reports/features. Requires B.A. or equivalent, demonstrated journalism, announcing, production skills. \$15,528. excellent benefits. resume, references, audition tape must be received by September 22, 1986. Contact Michael Lazar, General Manager, WNUI-FM Northern Illinois University, DeKalb, IL 60115

Morning Edition host/producer. Sacramento, California. Top rated NPR affiliate seeks host for local segments of KXPR's Morning Edition including writing and voicing newscast/feature segments, cover local and state governmental affairs to produce actualities, voicers and features for use on Morning Edition. Minimum 3 years full-time experience as on-air talent for morning news program or combination of 3 years as on-air talent and reporter/producer for news program. Bachelors degree in journalism, communications or related field. Daily board shift, 4:30 AM TO 8:00 AM, Monday through Friday. Operation of all broadcast related equipment. KXPR is licensed to California State University, Sacramento and serves Sacramento and eight surrounding counties. Above national average salary and excellent employer paid benefits plan. Deadline September 15th or until position is filled. KXPR is an EOE/AA employer. Women and minorities are encouraged to apply. Send non-returtable cassette capable of newscast and feature production (no more than 5 minutes each), or live ME aircheck, cover letter, resume and 3 references with phone numbers to: Morning Edition Search, KXPR/Hornet Foundation, California State University, Sacramento, 6000 J Street, Sacramento, CA 95819.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced PD California daytimer - SF area), excelling on air, copy, production, promotion, music/audience research, community involved programs. Salary commensurate. Box H-96.

KKYX, San Antonio seeking program director with either country or full service A/C management background. Resumes & tapes to Bill Rohde, Vice President, General Manager, 8401 Datapoint Drive, Suite 9000, San Antonio, TX 78229. No phone calls please. Swanson Broadcasting, EOE.

SITUATIONS WANTED MANAGEMENT

Experienced top 100 market GM seeking new GM challenge. Sale of current station necessitates change. 13 years industry experience. Specializing in sales training, motivation, bottom line profitability, administrative proficiency. Increased billing 28% with current employer. Looking for stable, results oriented groups or individuals with the will to win. Long term association desired. 100% relocatable. All responses answered quickly and personally. Box J-52.

Husband-wife team desires FM radio management or sales. Proven success in management air, sales, and writing copy. Prefer Southwest or Midwest. Ted Branch, P.O. Box 1181, Leesburg FL 32749. Phone: 904-326-9536.

Station manager of medium market AM/FM combo seeks GM position in small/medium Mid-Atlantic, or Ohio market. Hard working pro with 11 years experience in all phases of broadcasting. Promotional genius, outstanding motivator, strong supervisory experience. More importantly, bottom line conscious. Call 316-688-0940.

SITUATIONS WANTED SALES

Radio-TV-Cable sales manager, employed, major market, seeks upward move. Well qualified. 415-731-0395.

SITUATIONS WANTED ANNOUNCERS

Entertaining air personality, conversational style with excellent production and copywriting skills. Extensive phone use. Four years experience. Small to medium market. Charlie Kaye 216-248-2472.

Small-medium market stations. Sound like major. 25 years network vet retired but "staying in touch," will voice your IDs, images, sat breaks & production. One dollar per second. Call 309-347-1527.

SITUATIONS WANTED TECHNICAL

First Phone Combo. Small market, any format, 10 years AM- —sales later. Ph. 703-523-0121/317-888-3618. Leave message for Chuck.

SITUATIONS WANTED NEWS

Currently living in N.Y.C. and employed with management co. Eager to break into radio news. Some experience, hard worker, have car. money no object. Call for tape and resume including, street work, and writing samples with cover letter Robert Brown business number 212-867-7020.

#1-rated anchor, top 30's market, seeks to relocate. Excellent track record. Stable. Box H-70.

Network foreign correspondent returning to USA seeks daily commentary slot with network, station or syndicator, New York City. Upbeat, conversational pieces on politics, society and business. Can double as newscaster (did network hourlies/features and all-news anchoring before going abroad.) Box H-79.

Cream of the crop sportscaster prepared to plow bigger fields. Sport-smart, glib, colorful, credible; play-by-play incredible! Track record impeccable. Hear it or weep. Barry, 802-885-9428.

Sports director, ready for medium market, ready to relocate. PBP minor league baseball, junior college basketball, playoff football. Enthusiastic, hard-working. David: 618-627-2844.

Recent college graduate seeking radio/television on-air position-- reporter, commentator, anchor. Have experience in same. Have worked in Chicago and Champaign, IL. Tapes available. Call Steve Goldfish 312-675-2313.

Sports director, ready for medium market, ready to relocate. PBP Minor League Baseball, junior college basketball, playoff football. Enthusiastic, hardworking. David 618-627-2844.

All-news anchor/reporter, top 15 market, wants top challenge: fast, accurate, concise, conversational; Master's/Syracuse. Box J-45.

Newsman looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, professional. Prefer Midwest. 309-833-3129.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Let's talk! Did your major market station bill five million last year? If not and if you're open minded about doing inexpensive, local "talk" this could be the most profitable call you'll ever make! 815-645-8012.

AC-oriented PD; Creative interests include music specials, spec spots, SCA. Small market. Jim 615-896-4271.

I still believe in AM. Veteran news/talk programmer, ND can steer your similar or diversified formats in the right direction. If you want to win, we should get together. 901-794-4695.

11 year programing pro seeks PD/OM opportunity in AC/CHR in Mid-Atlantic states or Ohio. Promotional genius, strong supervisory skills, excellent motivator, bottom line conscious. Call 316-685-0566

Production manager, copywriter. Four years experience. Highly skilled in multi track recording, effects, splicing and spot writing. Entertaining air personality. Joe Burns 216-248-2472.

MISCELLANEOUS

Solve your training problems I do it by mail...\$195 annually per station weekly classes for 52 weeks. Write Results Radio, P.O. Box 851743, Richardson TX 75085-1743.

TELEVISION

HELP WANTED MANAGEMENT

Wanted: Television broadcast specialist. To join a top tier investment bank's merger and acquisition unit and develop a television brokerage operation. Please respond with resume, qualifications and salary history. Box J-25.

Program manager. Talented individual with strong background in programing, production and promotion to oversee programing and promotion operations. Minimum three years experience in programing. Send resume to General Manager, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

Director of development/marketing. KOCE-TV, a public television station located in Huntington Beach, CA is seeking an individual with a minimum of two years experience in the management and coordination of a fund-raising team. Must have strong leadership and marketing skills and ability to develop long-range fund-raising plan designed to generate large grants. Excellent salary and broad range of fringe benefits. For more information on the position and application process, please contact: Ann Stumpf 714-895-5623.

Operations coordinator for instructional television system. The University of Maryland's College of Engineering is actively seeking an operations coordinator for its Instructional Television (ITV) System. The operations coordinator is responsible for the daily operations of this four-channel ITFS network, including overseeing student assistants, couriers, and camera operators. He/she also serves as ITV's point of contact between its clients and the University on student affairs, and as a producer for non-credit professional development seminars. A successful candidate will have some post-graduate education, preferably in television production or course design. He/she must have experience with a large university. Experience in university administration and/or instructional television systems and/or television production strongly preferred. Salary is commensurate with experience. To ensure consideration, candidates must submit a letter of application, a resume and three references by September 30 to: Dr. Susan Foster Kromholz, Instructional Television System, College of Engineering, University of Maryland, College Park, MD 20742. EOE/AA.

Director of ETV network. Executive director for Arkansas Educational Television, statewide educational and public network. Administrative experience in public television broadcasting or related field desired. Application accepted through September 30, 1986. Send application with reference and complete resume to: Selection Committee, Arkansas ETV Commission, P.O. Box 1250, Conway, AR 72032.

Manager of television production and operations for University telecommunications center and public television station. Responsibilities include administration, production planning and supervision and scheduling. Requirements include a demonstrated record of successful production and administration experience. Bachelor's degree preferred. Position open until filled. To receive full consideration, apply by September 15, 1986. Send a resume, references and a demonstration tape to: Joel L. Hartman, Bradley University/WTV-TV, 1501 W. Bradley Ave., Peoria, IL 61625. Bradley University is an affirmative action/equal opportunity employer.

HELP WANTED SALES

Top independent station KPHO-TV, Phoenix seeks experienced account executive with 3 years in TV sales preferred. Send resume to Local Sales Manager. EOE.

Indy, major SW market seeks experienced NSM. Must be highly motivated, a leader, possess excellent organizational skills and have a deep understanding of ratings. Prefer background as NSM but receptive to candidate with proven national rep track. Resume in strictest confidence to Box J-4. EOE.

Southeast affiliated and aggressive broadcast company has an immediate account executive opportunity. Please send resume and brief career outline to Louis Wall, Local Sales Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

HELP WANTED TECHNICAL

Remote engineer position open on mobile unit. Must have strong tech maintenance background, Ampex VPR-2Bs, Grass Valley switching, Chyron 4100, Ikegami cameras, salary commensurate with experience. Call Ken Gardner, 317-463-1800, WLFI-TV, Inc., Box 7018, Lafayette, IN 47903.

Broadcast maintenance engineer: Washington, DC. Must have 2-3 years broadcast experience and ability to maintain ENG, edit and studio equipment on a component level. Formal education in digital electronics preferred. Must be up to date with broadcast electronic technology. Send resume and salary requirement to: Box J-6.

Maintenance engineer for station and field operations with limited overseas travel. State of the art equipment. Contact Phil DeLorme, D.E., WTKK-TV, 703-369-3400. Call between hours 10:00am - 2:00pm. An equal opportunity employer.

Chief engineer for Midwestern UHF network TV station. Must be "hands-on" chief with strong maintenance background in ENG/EFP, TVRO, DIGITAL and RF. Five years experience with SBE certification preferred. Supervisory background helpful. Send resume to: General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE.

Chief engineer: WBAL-TV, Baltimore, MD. Candidates with 5 years TV engineering management experience. Resume to: M. Potter, VP/General Manager, WBAL-TV, 3800 Hooper Ave., Baltimore, MD 21211. No phone calls. Equal opportunity employer - M/F.

Senior editor. Production/Post production facility seeking senior editor. Computerized editing, DVE, 1" experience necessary. Reply to B. Statler, 1333 New Hampshire Ave., NW, Washington, DC 20036.

Studio maintenance engineer: Immediate opening for an experienced television maintenance engineer. Must have FCC First Class license. Send resume, application, and salary requirements to: Al Deme Dept., KGGM-TV, 13 Broadcast Plaza, SW Albuquerque, NM 87104. EOE.

RF engineer: Immediate opening for an experienced television transmitter engineer. Must have FCC First Class license, experience with Harris transmitters. Send resume, application, and salary requirements to: Al Deme, KGGM-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. EOE.

HELP WANTED NEWS

Weather anchor sought for 6 and 11 newscasts in small market network affiliate. AMS seal preferred. Tape and resume to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Assignment editor. Top 75 network affiliate seeking individual with strong leadership and creative abilities. Resume, salary, and news philosophy. Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. Equal opportunity employer.

Reporter. We are looking for the best. If you are a strong writer, aggressive, independently motivated and street-wise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTU, P.O. Box 14159, Oklahoma City, OK 73111. EOE, M/F.

Reporters, photographers, producers, on-air talent. The best in Central Florida work for WFTV. Right now, we don't have any openings. However, we're always looking for good people, and when we find them, we make room for them. If you're good at what you do and would be interested in joining one of the best news operations in America, send non-returnable samples of your work along with a resume to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No phone calls, agents, or beginners, please! WFTV is an equal opportunity employer. Go ahead. Send that tape. What seems like a long shot may not be.

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

News reporter/anchor needed for evening newscast. Strong reporting skills and some anchoring experience required. Job will require daily reporting and news anchoring on largest cable system serving Cape Cod. Seeking energetic reporter who is looking for anchor experience and opportunity for growth. Cable system is owned by major group broadcaster. Send resume/salary requirements to Box J-51.

Strong CBS affiliate in Sunbelt is looking for experienced reporter for 6 & 11pm newscasts. At least 2 years reporting/anchoring required. This person will cover general news assignments, host 1/2 hour bi-weekly public affairs show and be substitute news anchor. Please send tape and resume to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Openings for news/dir./anchors/reporters/weather. Going on the air in October. Start-up NBC affiliate with the MOST, and the NWEEST, the BEST, state-of-the-art equipment in this part of the country. Send resume, demo tape & salary requirements to KTGF, P.O. Box 1219, Great Falls, MT 59403.

News director: Are you an associate news director ready to move up to unique opportunity? CBS affiliate in competitive top 50 market is ready to make waves with start-up news operation - are you? Send tape, resume, salary requirements, career goals and news philosophy to: Box 451, Harpersville, AL 35078.

Weekend anchor: National and regional award-winning news staff needs strong anchor/producer experience. #1 station in the 120s. NBC affiliate. No beginners. No yuppies. Send letter/resume to Van Carter, KTVI, 3135 Floyd Blvd., Sioux City, IA 51105.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

We are an NBC affiliate located in a top 70 market and are in need of a creative, people-oriented production manager. Must be willing and qualified to work with a fast moving news department. If interested, please, send salary requirements and resume to: Box J-12.

Production supervisor: Dominant Midwest CBS TV affiliate needs experienced production supervisor to schedule and coordinate all production. Must be skilled with state of the art equipment and techniques. Excellent people skills required. An EOE. Box J-28.

Director/production manager. A person with strong writing skills combined with studio and remote production experience needed to manage creative services department of CBS affiliated station in beautiful western Montana. Resume and references to: Bill Sullivan, KPAX-TV, P.O. Box 4827, Missoula, MT 59806.

Top 50 Sunbelt affiliate seeks art director to design and execute consistent graphic look in all media. 3-5+ years experience in television with Colorgraphics IWA helpful. Reply in confidence to Dennis Marshall, P.O. Box 2641, San Antonio, TX 78299.

Promotion news producer: Midwest NBC affiliate is looking for an aggressive, motivated person to produce daily and long range news promotion. Strong writing and editing a must. Send resume by September 15th to Box J-40

Producer/director. Applicant must have strong commercial production skills as well as newscast directing experience. Must be familiar with all aspects of control room operations. 2-3 years experience required, degree preferred. Send resume and tape to Roger P. Young, Operations Manager, KTVN-TV2, 4925 Energy Way, Reno, NV 89502. EOE.

Editors needed for rapidly expanding post-production facilities in Florida. Experience in multi-format computerized editing and digital effects essential. Competitive salary with excellent benefits. If you are a quality-oriented professional, contact Ted S. Johnson, President, Florida Production Center, 150 Riverside Ave., Jacksonville, FL 32202. 904-354-7000.

Immediate position available! Experienced production personnel needed for United States Senate Television Studio. Technical directors, camera operators, audio engineers, video engineers. 3-5 years experience needed in all areas of live TV. Send resume indicating salary history to: Carol Flynn, Director of Human Resources, United States Senate, Rm. 115, Hart Bldg., Washington, DC 20510.

Operations manager: Leading East Coast independent is seeking a take charge individual with a proven track record of managing on-air and commercial/non-commercial production. Must be able to motivate staff to achieve excellence. An EEO employer. Box J-47.

Television director. Reporting to the production manager, this general assignment director will be expected to handle a variety of challenging directorial assignments including sports, game shows, news magazines, Cultural performance and others. Special emphasis on helping design and implement an exciting new approach to station breaks. Qualifications: Bachelor's degree; two years previous directorial experience; working knowledge of television production techniques, video editing and videography; and creative ability as demonstrated on film or videotape resume. We are seeking an energetic individual with fresh ideas and a desire to excel. Salary range: \$17,800-\$27,660 commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston and anticipates completion of a new broadcast center in 1987. If you would like to be a part of this creative group, send your resume and audition tape to Sam Price, Production Manager, New Hampshire Public Television, P.O. Box 1100, Durham, NH 03824 no later than September 24, 1986. NHPTV is an equal opportunity/affirmative action employer.

Computer editor/videographer fulltime. aggressive PBS station is seeking an individual with at least 3 years experience in computer editing and 2 years in remote production and lighting. Responsibilities will include: shooting and editing of assigned projects while effectively interacting with commercial clientele as well as in-house personnel. Must be self-motivated and be willing to work a flexible schedule. Send resume with letter of introduction to: Production Manager, WGBY-TV, 44 Hampden St., Springfield, MA 01103. No phone calls. Closing date 9/19/86. EOE.

Art director. No. California's newest TV station is seeking an experienced art director. Design skills are as important as mechanical skills. Send resume and cover letter ASAP to Marc J. Rauch, KSCH-TV, P.O. Box 269058, Sacramento, CA 95826.

Television producer/director: Bachelor's degree in television and/or film production required. Master's degree preferred. Minimum of three years of progressively responsible experience in video/film production. Experience in a higher education setting and knowledge of the instructional design process is highly desirable. Must have a thorough understanding of the aesthetic and technical aspects of the production process. Salary negotiable, depending on qualifications. Candidates should submit a state application, cover letter, and resume to Kris Ross, Personnel Services, University of Nevada-Reno, Reno, NV 89557. Phone 784-6872 for application form. Closing date: September 15, 1986. Minority and women applicants are encouraged to apply. AA/EOE.

Videographer. Production department needs field commercial shooter experienced in dealing with customers. Send tape and salary requirements to Rick Cornish, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

TV general manager: Experienced GM interested in progressive company. Proven bottom line producer, experienced in all phases of operation with excellent people skills. Inquire in complete confidence. Box J-44.

Machine need oil? Lubrication is my specialty. Currently operations manager at #1 network O&O. Seeking position as station or operations manager. Market size not as important as potential for growth and challenge. Nine years experience in commercial TV. MBA in management. Box J-43.

SITUATIONS WANTED SALES

Radio-TV-cable sales manager, employed, major market, seeks upward move. Well qualified. 415-731-0395.

SITUATIONS WANTED ANNOUNCERS

Help! I'm a radio talk show host eager to move into TV. I have the talent, glamour, and style to make your station #1. Call Debbie 412-378-3520.

SITUATIONS WANTED NEWS

Help me back into sports. Award-winning one man band. Small markets welcome. Will move anywhere. Box H-67.

Sportscaster, currently sports producer in top 10 market. Looking for entry level sports anchor/reporter position. Recent college graduate. Can do it all. Box J-15.

Meteorologist: Add personality to your news while maintaining accuracy, reliability and credibility. 3 1/2 years prime. Community-oriented. Box J-17.

Weathercaster, professional meteorologist, 8 years experience. AMS qualified, licensed pilot, looking for new challenge in medium market. Will consider smaller markets. Mark 305-596-6259.

General assignment reporter in low 50's Southwest market seeking new challenge. Experienced, creative, competent, telegenic. 318-865-3209.

Sports director available with strong anchoring experience. BA in communications. Strong "on-air" presence. PB of the four major sports. "Voice" of championship teams. Host of live football coach's corner show. Resume tape available. Mike 718-934-1434 or 212-613-0262.

Black male, general assignment reporter, college grad, 2 years experience, presently employed top 60 markets. Seeking right opportunity to sink roots and grow in right market. Call 419-865-6068.

News director: Attorney with experience in all areas of broadcasting ready to move from small to medium market with long term commitment. Excellent references. Box J-20.

26 year old on-air personality seeks challenge in large market as program host or game show host. Great with people! Creative! Experienced! Demo 702-362-5236.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Videographer/editor. Award-winning videographer ready for assignment in any size market - relocate at once. Call Livingston at 513-741-4846 or write 4473 Raeann Dr., Cinti, OH 45247.

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: The news director's best friend when it's time to fill talent or management position. Top quality people available now. Contact Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

The Hot Sheet: the most comprehensive weekly publication of job listings, solid leads, and career opportunities. Television, radio, commercial, corporate. Money order \$68 for 26 issues. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

For Fast Action Use
**BROADCASTING'S
Classified
Advertising**

ALLIED FIELDS

HELP WANTED INSTRUCTION

Dean School of Journalism and Mass Communications. University of Kansas (School has 25 full-time faculty, 740 junior-senior level and 50 master's level students.) Fully accredited (1986) with ACEJMC. The position requires a person with academic and professional experience in journalism or related field; demonstrated experience and ability in administrative and leadership roles; and a master's degree. Earned doctorate preferred. Appointment effective July 1, 1987. Send nominations by September 24. If applicant, send letter, resume, and names of three references by October 8 to Bruce A. Linton, Chairperson, Dean's Search Committee, University of Kansas, School of Journalism and Mass Communications, 200 Stauffer-Flint Hall, Lawrence, KS 66045-2350 EO/AA employer.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Experienced videotape editor. Growing Boston 1" facility seeks talented editor. Minimum 3 years experience. Paltex/Datatron and DVE experience preferred. Must work well with wide variety of clients. Send resume to Bob Hurvitz, Audvid Productions, 1380 Soldiers Field Road, Boston, MA 02135.

Experienced CMX editor for progressive video tape post production facility in Detroit area. Send resume or contact Bernie Green, President, Postique, Inc. 23475 Northwestern Hwy. Southfield, MI 48075 313-352-2610.

Videotape editor: Will work with on-line clients in 3/4" BVU suite and computer 1" suite 3-5 years experience necessary. Must be creative, personable, and technically oriented. Great opportunity for right person. Salary range \$22-25k. Will need to relocate in Richmond, Virginia. Send resume and tape to Metro Communications, Inc., 424 Duke of Gloucester Street, Williamsburg, VA 23187

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122 303-795-3288.

MISCELLANEOUS

3,000 government jobs list. \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

EMPLOYMENT SERVICES

Immediate staffing capabilities for employers. Television and radio. All areas. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603

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.

FM transmitter: 2.5, 5, 10kw. Ms5 Exciter. G.A. Bonet. 809-834-5500. Box 43, Mayaguez, P.R. 00709-0043.

Small market TV station looking for used ENG truck with mast, with or without Goldenrods. Send inventories, photos, and price. Will consider small production vehicle. Box J-14

Wanted: RCA TK 710 or Panasonic AK 710 camera. Any condition. Call 609-435-6778 anytime, leave message.

FOR SALE EQUIPMENT

FM transmitters: 25kw-Sparta 625 ** 20kw -CCA 20,000DS**5kw-Bauer 605 B, RCA BTF 5EI, AEL 5KE, RCA BTF 5B**3.5 kw-McMartin 3.5** 1kw-Syntronics 1.5 kw, Gates FM1C. Transcom Corp. 215-884-0888.

AM transmitters: 25 kw-CSI (1985)**5kw-ITA 5000A 1kw-Harris SX1, RCA 1N**250W-Gates 250 GY, Transcom Corp. 215-884-0888.

ExcitersVersicount V322.** 1 yr. old, also Collins 310z2, McMartin B9-10, Harris TE-3, Transcom Corp. 215-884-0888.

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888.

Harris SX-1, 1KWAM. 1985, mint, going up in power. 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.

Silverline 30kw UHF TV transmitter, new. \$195,000. Immediate delivery. Bill Kitchen. Quality Media. 404-324-1271.

Silverline UHF transmitters new, best price, latest technology, totally redundant. Bill Kitchen. Quality Media. 404-324-1271.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen. Quality Media. 404-324-1271.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price: \$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 120 AM & FM trans. Our own inventory. AM: 8-50 kw's, 15-10 kw's, 16-5 kw's, 3-2.5 kw's, 8-1 kw's. FM: 1-40 kw, 3-25 kw's, 8-20 kw's, 9-10 kw's, 12-5 kw's, 2-3 kw's, 8-1 kw's & others. Continental, RCA, Collins, C.C.A., Bauer, Harris/Gates & more. All spares, all air ready, all inst. books. World leader in broadcast transmitters. Now shipping to 21 countries. BESCO International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600 or our new # 214-276-9725.

Rebuilt 12 Bay FM antenna, tuned to 94.5 All parts, instructions, and manual. Still in crates. Call 806-747-1224.

3/4" evaluate videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$9.49. 60 minutes \$12.49 ELCON are rated, wrapped and delivered free! Master broadcast quality a half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-238-4300.

LA-Cart automatic cassette playback system. Like new condition. Less than one year old. 3/4 inch with Fortel component processing. \$85,000. John McNally, KWTV 405-843-6641.

Complete RCA transmitter, model TTU-60A, in excellent condition. Available because of increased power and transmitter replacement. 1100 ft. of 6 1/8" transmission line. Call Hoyle Broome, General Manager, for more details. WBMG-TV Box 59496, Birmingham, AL 35205.

24-foot production truck, GV-terminal, switcher. Yamaha audio, Sony 1 inch and 3/4 Chyron graphics. Panasonic monitoring on 1983 Ford C700 Chassis, TVP - 318-234-2223.

1-Ampex VPR-6 one inch machine and TBC-6. Excellent condition and price. Call 215-797-4530. Ask for Barry

30mm Plumbicon color camera tubes. Two complete sets with 300-400 hours/set with 700-800 hours. Make offer 918-663-6880/

Sony - BVH-2000: Almost new also BVU 850-870. Call Video Brokers 305-851-4595.

Grass Valley switchers: 1600-7k, 1600-1X, 1600-3K; all less than 3 years old. Most with full options & E-MEM. Save 40-50%. Video Brokers 305-851-4595.

Studio Cameras; Low time TK-46's with new tubes and pedestal. 3 units available. Video Brokers 305-851-4595.

Ampex VPR-2B wC-3 low head hours. Rack or table top units. Video Brokers 305-851-4595.

Sony 500A: Portable 1" with case- AC adapter battery. Less than 300 hours use. save 50%. Video Brokers 305-851-4595.

Ampex ACR-25 cart machines. Get an extra unit now for the cost of a few make-goods. Complete with color monitor, vectorscope, waveform, spare heads 3000 extra carts. Unit is ready to go on the air. Video Brokers 305-851-4595.

New equipment racks, half price! with sides, tops, doors, hardware. Blue, white or gray - 84" H X 30" D X 19" W. Video Brokers 305-851-4595.

Ikegami monitors; color 14" & 19" new and demo units, also new 14" B&W save up to 40%. Video Brokers 305-851-4595.

Terminal equipment. Tektronix sync generators. 528, 1420, 520A, 1740, Grass Valley DAs TBC's. Video Brokers 305-851-4595.

Sony BVU 820 low time wC full slo-mo. Video Brokers 305-851-4595.

Sony BVU 800 edit package (3VTR) with TBC's editor console, monitor, everything. Low hours, half off new prices. Video Brokers 305-851-4595.

Translator. Emcee TTU-1000, channel 21 UHF tuneable. New in '82. Best offer. Sony BVU-200/BVE-500 3/4" editing system \$3500. Bosch BCN-20 1"portable VTR system. Maze Broadcast. 205-956-2227.

RCA TK-46 studio color cameras, 5 avail. complete. All for 30k. Telemation compositor I character generator system. Best offer. Maze Broadcast. 205-956-2227.

Heljax, Andrews 3 1/8" flex. 50 Ohm, used only 2 months. 1800' avail. in 200' spools. 1/2 orig. cost for lot. Maze Broadcast. 205-956-2227.

UHF television equipment package. New, tested but never aired. Selling as lot only to highest bidder. Call for list. Maze Broadcast. 205-956-2227.

AM transmitters: 50,10,5,2.5,1.5, and .25 Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25,20,15,10,5,1, and .25 Kw. Continental Communications, Box 78219, St. Louis, MO 63178-664-4497.

RADIO

Help Wanted Management

RADIO SALES MANAGER WANTED FOR LITTLE ROCK AREA FM STATION

REQUIRES: Strong sales management skills. Positive motivational style. Goal and customer orientation. Previous sales management experience.

OFFERS: Salary, override, benefits plan, car. Chance for station management with growing group. Major technical facility. Potential explosive growth with your efforts.

**RUSH RESUME AND ONE-PAGE
SALES MANAGEMENT PHILOSOPHY,
IN TOTAL CONFIDENCE TO:**

SALES MANAGER

BOX 3375

LITTLE ROCK, AR 72203

An equal opportunity employer

Help Wanted Management Continued

GENERAL MANAGER

Major broadcast group seeking a sales oriented General Manager to oversee over all station operations, including sales, in a Southeast top 50 market. An equal opportunity employer.

Box J-42

Help Wanted Sales

GENERAL SALES MANAGER

KYUU-FM, a highly respected NBC adult contemporary radio station in San Francisco is looking for an exceptional individual to serve as General Sales Manager.

This is a unique opportunity for a high caliber individual with a minimum of 6 years experience in radio, including 3 years in sales management. If you are such a person and interested in working in San Francisco, forward your resume to: Terry De Voto



KYUU
530 Bush Street
San Francisco, CA 94108

NBC is an equal opportunity employer

RADIO SALESPERSON

Contact: BILL WEAVER
VP, GEN. MGR.
KLOK-FM
77 MAIDEN LANE
SAN FRANCISCO
CA 94108
415-788-2022 (EOE)

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

TELEVISION Help Wanted Management

STATION MANAGEMENT

ABC affiliate seeks a proven leader strong in news promotion and programming. If you are in a deadend job, consider a career with a rapidly growing, group-owned station. Send resume with cover letter and salary requirements to: Jess Allred, KBMT-TV, P.O. BOX 1250, Beaumont, Texas 77704

Help Wanted News

News Staff Director

WCVB-TV, Boston, has an immediate opening for a first-rate, creative, energetic, and committed director for its premier newscasts at 6 and 11. This individual must have a minimum of three years' experience in news directing in a major market. We are seeking a highly skilled director who has superb technical skills and extraordinary people skills as well as strong leadership qualities and the ability to work well with production and technical personnel. He/she must be cool under pressure, firm in a command position, and meticulous in the planning and execution of our most important newscasts. This person must professionally and personally compliment the philosophy of a news organization nationally recognized as one of the finest in the country.

Send resume and cover letter with references, no tapes or telephone calls please, to the Personnel Dept. DS986, WCVB-TV, 5 TV Place, Needham Branch, Boston, MA 02192.

An Equal Opportunity Employer M/F

WCVB 5 TV

Help Wanted Programing, Production, Others

GRAPHICS DESIGNER/ OPERATOR

We're looking for a versatile, inquisitive individual with good design skills. If you have television production experience, including character generator, rush your tape/resume/portfolio to:

Graphics Director
WTVF
474 James Robertson Pkwy
Nashville, TN 37219
WTVF is an EOE, M-F.
No phone calls, please.

Help Wanted Programing, Production, Others Continued

TV PRODUCTION COORDINATOR CITY OF PITTSBURGH DEPT: PUBLIC WORKS/ CABLE COMMUNICATIONS

SALARY: \$25,002 - \$27,180 PER YEAR

The city of Pgh. is seeking an experienced professional to supervise and direct the development of programs for the city's cable television channels. Bachelor's degree in Mass Communications, Journalism, Television/Film Production, Media Administration or a related field and 4 years exp. in commercial, industrial, educational or cable TV production and script writing, 2 years of which must have been served in a supervisory capacity and or directing TV productions or an equiv. comb. of educ. and exp. required. Valid Class 1 PA driver's license req. prior to appointment. Resume required with application. Applications and additional information available until filing deadline 9/26/86 at:

**THE DEPARTMENT OF PERSONNEL
AND
CIVIL SERVICE COMMISSION
Forth Floor, City-County Building
Pittsburgh PA 15219
(412) 255-2710
EEO M/F/H**

ALLIED FIELDS Help Wanted Management

BUSINESS AFFAIRS SPECIALIST (ATTORNEY)

The Corporation for Public Broadcasting has created a new Business Affairs Department, and is now seeking a Business Affairs Specialist (Attorney) to develop, draft, negotiate, and monitor contracts for television programs, research and demonstration projects, and licensing agreements. Requires law degree; 3-5 years contract drafting and negotiating experience; and excellent communications skills. Exposure to public or not-for-profit sector; degree in business; and experience w/communications or entertainment arts area preferred. Salary range in the 30's with excellent benefits. Resumes must be received by close of business September 17, 1986. The Corporation for Public Broadcasting, 1111 16th Street, NW, Washington, DC 20036. Attn: Marcia Grossman, Personnel Manager.

Radio & TV Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

BROADCAST MEDIA ASSOCIATES

Executive Recruitment

702-789-2700

AVAILABLE

Outstanding Broadcast Executives

Group Heads - General Manager - Sales Managers

Telephone for NAB appointment or information.

316 California Avenue, Suite 700, Reno, Nevada 89509

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE LANESBOROUGH, MASSACHUSETTS

The Town of Lanesborough, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until November 10, 1986, 4:00 p.m. Applications must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Lanesborough. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen, Newton Memorial Town Hall
Post Office Box D, Lanesborough, MA 01237

Consultants

FM 80-90 APPLICATIONS

Exclusive applications guaranteed * Special price on group of 12. * 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



Telecommunications and Broadcast Consultants

4401 East-West Highway, Suite 308
Bethesda, MD 20814, 301-654-0777

For Sale Stations

SUITE 1428 NEW ORLEANS MARRIOTT

Several excellent medium and small market stations in Central and Midwest:

"C" FM-AM	MN	2 million
"C" FM	KS	525K
"C" FM-AM	OK	495K
"C" FM-AM	MO	950K
FM-AM	MN	475K
FM-AM	MO	1 million

Terms to qualified buyers.

R.E. Meador & Assoc.
MEDIA BROKERS

P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

Business Opportunities

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660



RADIO PERSONNEL NEEDED

NATIONAL, the Nation's oldest exclusive Radio Personnel Placement Service, & acknowledged leader in radio placement is now in its sixth year of successful radio placement. Over 3,000 radio stations have placed job orders with NATIONAL. NATIONAL receives a constant flow of job orders from stations coast to coast, in all size markets, for all on-air positions. If you are seriously seeking a move up, contact NATIONAL now. For complete confidential details including brochure & registration form, enclose \$1.00 P&H to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!**

AM DAYTIME STATION

Two Rivers, Wis., for sale to highest responsible bidder at public auction, 9/29/86, 10:00 AM. County Courthouse, 1010 S. 8th St., Manitowoc, Wis. Equipment plus license and construction permit. Terms: 10% cash or cashier's check on sale date, balance 48 hours, escrowed pending Court and FCC approval. For details & inspection contact Box 2088, Manitowoc, WI 54220, 414-682-7713.

WANTED

ENTRY LEVEL

- Announcers (Male and Female)
- Programmers
- Newspeople

B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage/handling to:



**Broadcast
Talent
Agency**

73-255 El Paseo
Suite 9C
Palm Desert, CA 92260
(619) 341-0225

WANTED

Experienced broadcaster who wants to invest in a new AM radio station near Metropolitan city. Write Jim Morris, P.O. Box 67193, Rochester, NY 14617.

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.

At last! An attorney who's been there 15 years' radio programming, sales and management.

BARRY SKIDELSKY Attorney/Consultant
132 E. 45th St., New York, NY 10017 (212) 370-0130

See me at Radio '86—at the Marriott

Full-service assistance for stations: sale, purchase, start-up or turnaround, New buyer and lender education, Loan workouts, bankruptcy examiner/trustee, Contracts.

MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you

BURT

SHERWOOD INC.

3125 Maple Leaf Dr • Glenview, IL 60025

312-272-4970



**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

VACATION TIME IS OVER

It's time to get down to the business of buying or selling radio stations. If you're an owner and have been thinking of selling - call us and let's talk. If you're looking to buy a station, we have them in all "makes and models" from \$310,000 and up.

Call George Widey at 207-947-6083 or
Mike Rice at 203-456-1111 or
Bill Mockbee at 506-529-3847 or
Bob, John or Dave Kimel

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

The Holt Corporation

WESTERN TOP 50 MARKET

\$1.75 MILLION CASH

LESS THAN SEVEN TIMES CASH FLOW

CALL MARK O'BRIEN AT 215-865-3775

Suite 205
The Westgate Mall
Bethlehem, PA 18017

Washington Office:
7809 Freehollow Drive
Falls Church, VA 22042

Box 2869
One Tower Park
Winchester, VA 22601

UNIQUE OPPORTUNITY

East coast daytime AM in beautiful historic college town. Premium location. Delightful country living on the water. Convenient to metropolitan area. Single station market. Established loyal following. Real estate. Good equipment. Steady revenue and profit growth. This station a rare find, fairly priced at 7 times cash flow, 1 1/2 times revenue, \$225,000 cash or \$260,000 terms. Principals only. To be considered buyer must show financial ability in first letter. Don't even think of phoning or you will be disqualified. Box J-41.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Recently reduced to \$975,000, this AM station is located in a small suburban Southeastern market. Very attractive facilities and excellent ratings.

508 Pineland Mall Office Center
Hilton Head Island, South Carolina 29928
803-681-5252

BUYING A RADIO STATION?

WE HAVE EXPERTS IN MARKET RESEARCH AND STRATEGIC PLANNING PLUS CONSULTANTS WITH TREMENDOUS TRACK RECORDS IN DEVELOPING BIG AUDIENCE AND SALES NUMBERS

PLEASE CALL US FOR A FREE COST ESTIMATE.

(505) 247-3303 • (800) 247-3303

Drake-Chenault

THE PROGRAMMING AND
MARKETING STRATEGY TEAM
ALBUQUERQUE LOS ANGELES

Major FL market suburban FM, Class A. Non-cash flowing. \$3 mil. in terms. comm. or \$2.7 mil cash.

See us at Marriott New Orleans!
Suite 1405, Thur. 9/11 & Fri 9/12 PM only
Burt Sherwood, Inc.

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

- SEE YOU IN NEW ORLEANS!
- Omni Royal Orleans. Ask for Alfred Dick.
- More than 85 radio and 15 TV stations for sale.

Business Broker Associates
615-756-7635, 24 hours

CERTRAL TEXAS

Must sell AM & FM combo for \$70,000 cash due to terminal illness of owner.

Write Box J-53

HAWAII-CLASS C FM

Very profitable
Priced at 8X CF
Contact David La France 303-234-0405.



CHAPMAN ASSOCIATES
nationwide media brokers

Midwest producer
Class C
9 X cash flow, \$2.5 million

512/327-9570

JAMAR-RICE CO.

110 Wild Basin Rd. • 245 • Austin, TX 78746

FOR SALE

AM Station, 950 KHZ, 5000 watts... top 55 markets... studio and transmitter on 16 acres of real estate in city limits. Priced to sell \$400,000 FIRM.

Box J-30

CAN BE PENSACOLA'S MOST POWERFUL AM STATION

Good dial position (1090) Cp for 10kw Just 40 minutes from Pensacola. CAN MOVE!! Go full-time. Exclusive format. Also app. for Class A FM included (can move closer to Pensacola). 7 acres, building, equipment. \$450,000 terms, or \$399,000 cash! Property currently has negative cash-flow 205-296-5367, as for Jerry.

RELIGIOUS AM STATION

Carolinas area. Good price. Very good terms. Reply to Box J-34.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

MIDWEST FM FOR SALE

Underdeveloped, absentee owned FM stereo station in great college town. Top staff equipment, ratings, hot format. The surface has just been scratched in sales potential. Owner has other interests and will sell at bargain price of \$850,000. Hurry, don't miss the buy of '86- it won't last long!

Write: Box J-7

1986 SALE

Sought by owners of leading AM/FM in diversified, stable Midwest market. Flexible price, terms to achieve 1986 close for tax purposes. \$3 million. Principals only. Wire or write Box J-56.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
MW	Met	AM/FM	\$2000K	Terms	Peter Stromquist	(818) 366-2554
SW	Sm	AM/FM	\$1400K	Cash	Bill Whitley	(214) 680-2807
SE	Sm	AM/FM	\$1200K	\$200K	Mitt Younts	(202) 822-8913
Rky Mtn	Met	AM/FM	\$1000K	1/3	Peter Stromquist	(818) 366-2554
MW	Med	AM/FM	\$900K	Cash	Bill Lochman	(816) 941-3733
Rky Mtn	Met	AM/FM	\$800K	\$250K	Peter Stromquist	(818) 366-2554
CA	Med/Met	AM	\$850K	\$200K	Jim Mergen	(818) 366-2554
MW	Med	AM/FM	\$725K	\$125K	Bill Lochman	(816) 941-3733
CO	Sm	AM/FM	\$650K	\$75K	Greg Merrill	(801) 753-8090
MO	Sm	AM/FM	\$565K	Terms	Bill Lytle	(816) 941-3733

SEE YOU AT RADIO '86 - MARRIOTT, NEW ORLEANS

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.



CHAPMAN ASSOCIATES*
nationwide media brokers

PARTNER OR PURCHASE NEW ENGLAND

One or more full-power UHF CP's in New England. Top 100 market. Group of experienced broadcasters seeks either equity partner to help develop this excellent opportunity, or purchaser. Purchase would include transmitter site. Box J-50.

MIDWEST

The only Class C FM serving a market area of 73,000 people; diversified economy of light industry, agriculture and distribution centers. Priced at \$1,500,000 (2 1/2 X gross revenue). Box J-48.

SUNBELT OPPORTUNITIES

Group owner changing geographical emphasis... therefore Texas and New Mexico combos for sale. First time offered. Combined annual cash flow \$450,000 +/- Terms available to established broadcaster. Please submit financial qualifications with initial inquiry to Box J-49.

MONTANA CLASS B-FM

Single station market, only 3 years old. Priced at only 1.25 gross. ND single station combo, college town, 25K down. United Brokerage, Inc., 701-775-0637 T.L. Laidlaw, Broker.

NORTHEAST CLASS A FM

in one of the fastest growth areas of the US. Everything in place. Full disclosure to bona fide parties. Box J-54.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to:

(Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Crump

Harold C. Crump, president, broadcast group, H&C Communications Inc., Houston-based owner of one AM and six TV stations, resigns after 11 years with company. Dividing duties of broadcast group presidency will be **Henry Catto**, vice chairman, H&C Communications, and H&C Communications President **James E. Crowther**. Crump will establish new partnership in Houston to acquire and operate broadcast properties. **Jeffrey H. Lee**, executive VP and general manager, H&C Communications's KPRC-TV resigns after 24 years with station. Said Lee: "Since Harold Crump's decision to resign, I also decided it was time to re-evaluate my position and move on." **Thomas H. Reiff**, general manager, co-owned WESH-TV Daytona Beach, Fla., replaces Lee.

Roger Ottenbach, VP and general manager, KMTV(TV) Omaha, joins KCPQ(TV) Tacoma, Wash., as general manager.

Greg Bicket, president, Fayetteville, N.C., division, American Television & Communications Inc., joins Daniels & Associates Inc., Denver as VP and Southern regional manager.

George W. Harvey, regional sales manager, Family Group Broadcasting, Tampa, Fla., named director, radio operations. Family Group Broadcasting is group owner of two AM, three FM and four TV stations.

Paula Peden, VP and general manager, KQCR(FM) Cedar Rapids, Iowa, joins WRKR-AM-FM Racine, Wis., as general manager.

John N. Hall III, chief engineer, WDAF-TV Kansas City, Mo., joins WYKH(AM)-WZZR(FM) Hopkinsville, Ky., as general manager.

N.E. Garry Garrison, president, Village Realty Corp., Kona Coast, Hawaii, joins KKON(AM)-KOAS(FM) Kealahou, Hawaii, as general manager.

Dane Huston, system manager, Multimedia Cablevision's Bixby, Okla., system, joins Eagle Cable Inc., Tulsa, Okla.-based multiple systems operator, as VP, operations.

Christopher A. Bennett, independent accountant, joins Manhattan Cable TV, New York, as VP, finance. **Sushil Parekh**, account director, Manhattan Cable, named controller.

Christian J. Fenger, general manager, Warner Cable Communications' Nashua, N.H., system, joins Simmons Communications as regional manager, Delaware and Maryland. He will be based in Harrington, Del.

Maynard Orme, manager, noncommercial KTEH(TV) San Jose, Calif., joins Oregon Public Broadcasting, Portland-based state network of four TV and four radio stations, as executive director.

John Dolan, general manager, Viacom Cable's Mountain View, Calif., system, joins McCaw Communications Companies Inc., Kirkland, Wash.-based multiple cable systems operator, as director, Northern and South-central regions. **John Southard**, manager, Warner Amex's Bakersfield, Calif., system, joins McCaw as manager, Bryan, Tex., system.

Lawrence Travagliante, afternoon announcer, WMMS(FM) Cleveland, named operations manager.

Rollin P. Collins Jr., general sales manager, Chronicle Broadcasting Co.'s KRON-TV San Francisco, named assistant to Chronicle's president and CEO, Francis A. Martin III. Chronicle is San Francisco-based newspaper publisher and owner of four TV stations.

Dan Kempner, account executive, WMUR-TV Manchester, N.H., joins NBC, New York, as Western region manager, affiliate relations.

Lewis P. Carey Jr., assistant state attorney, Ocala, Fla., joins Telesat Cablevision Inc., Pompano Beach, Fla., as franchising director.

Linda A. Harper, administrative assistant, Mooney & Smith, Salt Lake City law firm, joins KMGR-AM-FM there as administrative assistant.

Marketing

Harold Goldberg, creative group head, D'Arcy Masius Benton & Bowles, New York, named senior VP. **Kimberly A. Burdick**, from HBM/Creamer Inc., Pittsburgh, joins DMB&B, St. Louis, as media planner.

Michael B. Van Winkle, management supervisor, McCann-Erickson Worldwide, New

York, named VP.

Jim Rienstra, VP and director, media planning, The Bloom Agency, Dallas, joins Saunders, Lubinski & White there as VP and media director.

Rona Yohalem, senior VP and research director, Geer, DuBois Inc., New York, named marketing director. **Dana Christensen**, VP and associate research director, named research director.



Yohalem



Ubelhor

Robert J. Ubelhor, VP, systems management, Keller-Crescent Co., Evansville, Ind., named VP, audio-visual operations.

Glenna Pluchak, VP and office manager, Blair Television, Miami, named VP and office manager, Jacksonville, Fla. **Stephen K. Brooks**, regional sales manager, WSCV(TV) Fort Lauderdale, Fla., replaces Pluchak. **David E. Cummings**, Minneapolis office manager, and **Robert Silva**, sales manager, Detroit, Blair Television, named VP's, Midwest region. Named VP's, Western region: **Scott Blackett**, Denver office manager; **James McGuire**, San Francisco office manager; **Terry Mackin**, sales manager, Houston; **Tracey Tynan**, sales manager, Los Angeles; **Michael Howe**, sales manager, Dallas.

Appointments at TM Communications Inc., Greenwich, Conn.-based producer of commercial jingles: **James Kirk**, VP and creative director, to senior VP; **David Tyler**, general manager, concept sales, to VP; **Bob Shannon**, director, radio and TV music, to VP;

the most experienced executive recruiting firm in broadcasting and cable

More than 16 years as specialists in the communications industry.
For a confidential discussion, call 312-991-6900.

Youngs, Walker & Company
1605 COLONIAL PARKWAY
INVERNESS, ILLINOIS 60067

Scott Bacherman, regional sales manager, to VP.

John Chichester, sales manager, Blair Radio, Detroit, joins CBS Radio Networks there as account executive.

Christine Akroyd, business manager, Studio Center Corp., Norfolk, Va.-based TV commercial studio, named VP, business operations and elected to board of directors.

Alvin Blick, creative director, Foote, Cone & Belding, Chicago, joins Tatham-Laird Kudner Advertising, there as creative director.

William Pope senior art director, and **Timothy Souers**, art director, Needham Harper Worldwide, Chicago, named associate creative directors.

Craig McCord, art director, Barkley & Evergreen Advertising, Shawnee Mission, Kan., named associate creative director.

Tana Pingree, media planner, McCann-Erickson, San Francisco, joins BBDO, Chicago in same capacity.

Mary Beth Gough, account coordinator and media buyer, D'Arcy Masius Benton & Bowles, New York, joins Myers/Brady Associates Inc. there as media buying supervisor.

Pat Costello, account manager, Ingalls, Quinn & Johnson, Boston, named account supervisor.

Marty Schwalbe, and **Sue Winchester**, account executives, Fahlgren & Swink, Cincinnati, named account supervisors.

Joseph R. Starin, copywriter, Brand & Gerber & Shick Inc., Cleveland advertising agency, named senior copywriter. **Rory Planicka**, production manager, Ashby, Dillon & Meade Inc., Cleveland, joins Brand & Gerber & Shick as production and traffic coordinator.

Cindy Botsios, national sales manager, KSGO(AM)-KGON(FM) Portland, Ore., joins Harrington, Richter & Parsons Inc., San Francisco, as account executive.

Joanne Evans, media director, Lindsey & Stone Advertising, Madison, Wis., joins CPM Inc., Chicago advertising agency, as account executive.

Eric Nielsen, account executive, Performing Arts Network, Los Angeles, joins Concert Music Broadcast Sales Inc., New York repre-

sentative for classical music radio stations, as account executive.

Cy Bridges, account executive, KIRO-TV Seattle, named general sales manager, KIRO-AM-TV and KSEA(FM) Seattle.

Dianne M. Ingle, national sales manager, KKBQ-AM-FM Houston, joins KSDO-AM-FM San Diego as VP, sales.

Skip Stowe, general sales manager, KLTE(FM) Oklahoma City, joins KCMO(AM)-KCPW-FM Kansas City, Mo., in same capacity.

Appointments at WHBQ(AM) Memphis: **Tony Yoken**, retail sales manager, to sales manager; **Steve Wilson**, account executive, WMC(AM) Memphis, replaces Yoken; **Robyn Ferris**, account executive, WMC, and **C.W. Wright**, media director, Marshall & Lawrence, Memphis, to local sales representatives; **Jack W. Pounds Jr.**, recent graduate, Oklahoma State University, Stillwater, to retail sales representative.

Etta Dulin, account executive, *Kentucky New Era*, Hopkinsville, Ky., newspaper, joins WYKH(AM)-WZZF(FM) there as sales manager.

Scott R. Haggard, account executive, KKYK(FM) Little Rock, Ark., named local sales manager.

Sonny Cathey, account manager, WTYX(FM) Jackson, Miss., named local sales manager.

James Schuessler, regional sales director, KDSM-TV Des Moines, Iowa, named national sales manager.

Bill Woodman, retail sales representative, KOB(FM) Farmington, N.M., joins KISZ-AM-FM there as regional sales manager.

Bill McClarty, account executive, KNBQ(FM) Tacoma, Wash., named retail marketing director. **Jeannie Lucke**, from KTAC(AM)-KBRD(FM) Tacoma, joins KNBQ(FM) as account executive.

Gail Carter Parker, from WXIA-TV Atlanta, and **Mike Waggoner**, general manager, KJJO(FM) St. Louis Park, Minn., join KMSP-TV Minneapolis as account executives.

Kim Vigelius, from WLTJ(FM) Detroit, joins WXYT(AM)-WNTM(FM) there as account executive.

Andrea Emmel, marketing director, Consolidated Group Marketing Insurance Co., Wolfeboro, N.H., joins WCSH-TV Portland, Me., as account executive.

Glenda Woolsey, account executive. KELD (AM)-KAYZ(FM) El Dorado, Ark., joins KIXK(FM) there as account executive.

Programing

W. Russell Barry, president and chief operating officer, Taft Entertainment Television, production division of Taft Broadcasting Co., Cincinnati, joins Turner Program Services, Atlanta, as president. He will be responsible for domestic syndication of Turner programming, including the MGM movie library.



Barry



Campbell

Scott Campbell, VP, marketing, Jones Inter-cable, Denver, joins Home Shopping Network, Clearwater, Fla., as senior VP, marketing and sales.

Andrew Denemark, manager, program administration, NBC Radio Entertainment, New York, named programming director. The Source (NBC Radio's young adult network) and NBC Radio Entertainment.

Anita W. Addison, director, dramatic development, Paramount Television, Los Angeles, joins Lorimar-Telepictures Network Television Group, Culver City, Calif., as VP, dramatic series development.

Evan Smith, VP, program development. Saatchi & Saatchi Compton Worldwide, Los Angeles, resigns to establish production firm, The Smith Co., Santa Monica, Calif.

Gene Broderson, executive VP, Hattal, Broderson & Associates, Arlington, Va.-based video production company, named president.

Thomas F. Shannon Jr., group sales manager, TeleRep Inc., Chicago, joins Multimedia Entertainment, New York, as VP, syndication sales.

Chris Cates, former VP and general manager, Production Group, Hollywood, joins Glendale Studio, Glendale, Calif., as general manager.

Appointments at The Disney Channel: Burbank, Calif.: **Patrick T. Lopker**, general manager, Times Mirror Cable Television Inc.'s Orange county, Calif., system, to VP, finance and treasurer; **Maureen Lane**, manager, market planning, Cox Enterprises, Atlanta, to national accounts manager; **Debra Burack**, marketing coordinator, United Video Cablevision, St. Louis, **Debbie Giller**, administrative coordinator, Disney Channel, **Susan Schuele**, project coordinator, United Cable Television, Oakland, Mich., to central region coordinators, Chicago office; **Sandra Vaccaro**, regional trainer, Multimedia Cablevision Inc., Chicago, to central administrative coordinator there.

Stephen Barbour, Eastern production man-

Investing in Radio 1986

The Market-By-Market Guide to the Radio Industry

175 Markets listed by Market

Rank for your comparable sales analysis

- Historic Financials
 - Revenue Projections
 - Ownership Data
 - Station Sales
 - ARB Rating Trends
- and much more!
For a free brochure
Call (800) 323-1781
California and Alaska
Call collect (415) 366-1781

The Best Radio Investment Research Available



ager and syndication director. Cascom Inc., Nashville, Tenn., joins The Samuel Goldwyn Co. there as director. Southeastern television sales.

Mark Hudson, actor and song writer, joins Fox Broadcasting Co., Los Angeles, as musical director for Fox's *The Late Show* starring *Joan Rivers* which premieres Oct. 10.

Appointments at *Explorer*, nature and science series, shown weekly on Turner Broadcasting System, produced by National Geographic Society, Washington: **Todd Berman**, creative director, Rainbow Program Services, Woodbury, N.Y., to director, special projects; **Jamie Bernanke**, producer, Showtime/The Movie Channel, New York, to manager, on-air production; **Victoria Lemont**, assistant producer, Broadcast Arts, New York production company, to production assistant, promotion.

Carol Fetter, director, tournament marketing, professional sports department, Hilton Head Holdings Inc., Hilton Head Island, S.C., joins Tri-Comm Productions, video production company there, as producer and marketing director. **Mark Mooney**, former producer and director, WTOG-TV Savannah, Ga., joins Tri-Comm as director.

Appointments at Syndicast Services Inc., New York TV program distributor: **Bill Madden**, from Gaylord Syndicom, New York, to director, station sales; **Bernie Schulman**, sales executive, to Eastern sales manager; **Cyndy Wynne**, sales specialist, to Western sales manager; **Pamela Koch**, account executive, to Midwest sales manager; **Vicki Jo Hoffman**, account executive, to manager, cash sales.

George Koplow, program director, WHBF-TV Rock Island, Ill., retires after 35 years with station. **Al Uzzell**, commercial production manager, replaces Koplow. **Rosemary Bustos Sajak**, producer, commercial production department, replaces Uzzell.

Craig Hines, director, programing and operations, Transtar Radio Networks, Los Angeles, joins KIQQ(FM) there as program director.

John Mainelli, independent producer, joins Gannett's KCMO(AM) Kansas City, Mo., as program director. **Dene Hallam**, program director, KUDL(FM) Kansas City, joins Gannett's KCPW-FM there as program director.

Mark Prutisto, promotion manager, WBNG-TV Binghamton, N.Y., adds duties as programing manager.

Brad Stevens Fuhr, from KQCR(FM) Cedar Rapids, Iowa, joins KRZZ-AM-FM Wichita, Kan., as program director.

Patricia M. Wallace, programing supervisor, KOKH-TV Oklahoma City, named director, program services. **Nancy Nordeen Struby**, programing assistant, replaces Wallace. **Cindy Scott**, assistant traffic manager, replaces Struby.

Randy James, morning announcer, WKWK-FM Wheeling, W. Va., named program director.

Bill Stainton, producer, *On the Spot*, game show produced by KGW-TV Portland, Ore., joins KING-TV Seattle to produce its *Almost Live*, comedy show.

James C. Hultin, concept services manager and television producer, communications unit, National Presbyterian Church, New

York, joins noncommercial WPBY-TV Huntington, W. Va., as senior producer.

Bob Bruce, sports anchor, KSTP-TV St. Paul, Minn., named host, *Twin Cities Live*, KSTP-TV's new public affairs, talk show.

Dave McKay, from WLTY(FM) Norfolk, Va., joins WNIC-AM-FM Detroit as afternoon announcer.

News and Public Affairs

Daniel Webster, VP and manager, Conus Communications' Washington services, joins KOB-TV Albuquerque, N.M., as news director. **Scott Goodfellow**, news director, KSTP-TV St. Paul, Minn., replaces Webster. KOB-TV, KSTP-TV and Conus are all owned by Hubbard Broadcasting Inc., Minneapolis.

Appointments at Cable News Network, Atlanta: **Pete Vesey**, executive producer, *Daybreak*, to supervising executive producer, special projects; **Susan Merritt**, producer, *Newsday*, replaces Vesey; **Ed Garsten**, supervising producer, overnights, to correspondent, Southeast bureau; **Pat Neal**, producer, *Primenews*, replaces Garsten.

Roberta Baskin, consumer reporter, WJLA-TV Washington, adds duties as consumer reporter for News and Information Weekly Service, owned by Lorimar-Telepictures, Culver City, Calif.

Tim Garrigan, public affairs director, KIRO-AM-TV and KSEA(FM) Seattle, named VP, public affairs.

Holly Stuart, executive producer, WTOG(TV) St. Petersburg, Fla., named news director.

Todd Hardesty, assistant news director, KTUU-TV Anchorage, named news director.

John D'Allesandro, correspondent, WLIG(TV) Riverhead, N.Y., joins WCVX(TV) Vineyard Haven, Mass., as news director.

Ken Selvaggi, sports director, WDTV(TV) Weston, W. Va., adds duties as news director.

Adrian Charles, reporter and anchor, WKIS (AM) Orlando, Fla., joins WSSP(FM) Cocoa Beach, Fla., as news director.

Bill Rogers, senior news producer, KATV(TV) Little Rock, Ark., named assistant news director, special projects. **Randy Dixon**, assignment editor, named assistant news director, operations.

Candy Sims, executive assistant to general manager, WAXY(FM) Fort Lauderdale, Fla., named public affairs director.

Appointments at WEEI(AM) Boston: **Chris Ingram**, afternoon anchor, WCAP(AM) Lowell, Mass., to executive editor; **Donna Rheaume-Ashcroft**, producer, WBZ(AM) Boston, to editor; **Ian Rubin**, editor, WPO(AM) Hartford, Conn., to staff writer; **John Symons**, from Neighborhood Network News, New York, to producer.

Gus Koernig, communications consultant, Fresno, Calif., joins Montana Television Network, Billings-based owner of four Montana TV stations, as managing editor and anchor. **Connie Timpson**, Missoula bureau chief, Montana TV Network, named managing edi-

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$175 ☐ 2 years \$125 ☐ 1 year \$65 ☐ 6 mos. \$32.50

(International subscribers add \$20 per year)

☐ **Broadcasting Cablecasting Yearbook 1986**

The complete guide to radio, TV, cable and satellite facts and figures—\$90 (if payment with order \$80) **Billable orders** must be accompanied by company business card or company purchase order. Off press April 1986. Please give street address for UPS delivery.

To order by **MASTERCARD, VISA or CHOICE** credit cards, phone toll free 800-638-SUBS

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

(required)

For renewal or address change
place most recent label here

tor. weekend news and senior correspondent.

Terry Tucker, from WLS-TV Roanoke, Va., joins WCYB-TV Bristol, Va., as anchor.

Kevin Ogle, reporter, KTVY(TV) Oklahoma City, joins KFSM-TV Fort Smith, Ark., as anchor.

John Priester, from WGCI-AM-FM Chicago, joins WJMK(FM) there as morning news anchor.

Dave Dawson, morning talk show host, KDSO(AM) San Diego, joins KCMO(AM) Kansas City, Mo., as morning news anchor.

Tom Pipines, sports anchor, WITI-TV Milwaukee, named sports director.

John Bernier, meteorologist, WXEX-TV Petersburg, Va., adds duties as meteorologist, WKAV(AM) Charlottesville, Va.

Joyce Evans, from WCIX(TV) Miami, joins KYW-TV Philadelphia as general assignment reporter.

Carlos Ramirez, from KTBC-TV Austin, Tex., joins KMOV-TV St. Louis as reporter.

Boyd Huppert, from WSAW-TV Wausau, Wis., joins KETV(TV) Omaha as reporter.

Robert Elliot, correspondent, NBC News, Houston bureau, joins WCSH-TV Portland, Me., as feature reporter.

Technology

Charles R. Kenmore, VP, telecommunications division, General Datacom Inc., Middlebury, Conn., joins Comsat Technology Products Inc., Clarksburg, Md., as senior VP and general manager, shared network service.



Carrier

Don Carrier, VP, aerospace group, Tracor Inc., Austin, Tex., joins Varian Associates Inc., Palo Alto, Calif., as VP, electron device group. He will direct Varian's high-power broadcast equipment businesses.

Abraham J. Siegel, dean of Sloan School of Management and professor, industrial relations, Massachusetts Institute of Technology, Cambridge, Mass., named to board of directors, Adams-Russell Electronics Co., Waltham, Mass.

Gary Harmon, senior VP and chief financial officer, Avantek Inc., Santa Clara, Calif.-based manufacturer of microwave electronics products, elected to board of directors.

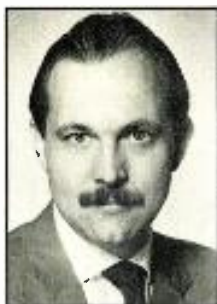
Sorin Marcovci, manager, signal processing computing systems group, Analogic Corp., Peabody, Mass., named VP. **Arnulv Straume**, international sales manager, named sales and marketing director.

Roger A. Dagen, manager, marketing administration, C-Cor Electronics Inc., State College, Pa., named manager, strategic planning and marketing services.

Peter Birnstein, service engineer, Sony Broadcast Products Co., Burbank, Calif., named Western region service manager.

Harvey Caplan, national sales manager, broadcast productions division, Ikegami Electronics Inc., Maywood, N.J., joins Chyron Telesystems, St. Louis as sales manager, Midwest region.

Promotion and PR



Lorick

Blake Lorick, VP, program development, Rockbill Inc., New York music and entertainment marketing firm, named senior VP.

Peter Martin, promotion manager, KCOP(TV) Los Angeles, joins KTTV(TV) there as creative director. **Marian Gipti**, pro-

gram coordinator, KTTV, named junior creative director.

John Heinen, promotion manager, WXIA-TV Atlanta, named director, marketing and creative services.

Theresa Keller, grants research coordinator, noncommercial KCOS(TV) El Paso, joins KCIK(TV) there as director, promotion and public affairs.

G.P. (Rick) Grossman, promotion manager, WALA-TV Mobile, Ala., joins KTVY(TV) Oklahoma City as marketing director.

Susan Vance, assistant development director, noncommercial WEDU(TV) Tampa, Fla., named development director.

James Halling, from KTSP-TV Phoenix, joins KDFW-TV Dallas, as promotion writer and producer.

Allied Fields

Gene Accas, president, Canlib Inc., Tarzana, Calif.-based consultancy, named director, National Center for Film and Video Preservation, located at American Film Institute, Los Angeles.



Accas



Hinkle

Lois Hinkle, VP, television promotion, Taft Broadcasting, Cincinnati, joins MarketVision Research Inc., Cincinnati-based market research firm, as VP, broadcast research.

Joe Archer, VP, spot sales, Katz/Christal Radio, Detroit, joins Greenwood Performance Systems, Kansas City, Mo., radio sales training firm, as VP, Northeastern U.S. sales. **Tim Menowsky**, former general manager, WSQV(FM) Jersey Shore, Pa., joins Green-

wood as VP, Southern U.S. sales.

Evelyn Buckstein, senior attorney, legal department, Broadcast Music Inc., New York, named assistant VP and counsel, performing rights.

Jerry Arbitter, VP, broadcasting, Interactive Market Systems, New York, joins Arbitron Ratings there as director, marketing development, television advertiser and agency sales. **Chris Werner**, client service representative, Arbitron, Dallas, named account executive, television sales, Atlanta. **Ruth Kaufman**, account executive, WBAM-FM Montgomery, Ala., joins Arbitron, Chicago, as account executive, advertiser and agency sales.

Nolan E. Clark, acting general counsel, Federal Trade Commission, Washington, named director of newly formed new policy development office. Office will make legal and economic analyses of issues before commission and make long-term recommendations.

Ruth Hamill, market research analyst, Frank N. Magid Associates Inc., Marion, Iowa, joins Reymers & Gersin Associates Inc., Southfield, Mich.-based consultancy, as senior research analyst.

Karla Spormann, advertising sales manager, Southeastern district, Standard Rate & Data Service (SRDS), Wilmette, Ill., named manager, print market development. SRDS publishes media catalogues used by advertising agencies.

Bert West, consultant, KRLA(AM) Pasadena, Calif., joins Broadcast Properties West, broadcast brokerage with offices in Seattle, Bellevue, Wash., and San Diego, as California representative. He will be based in Pasadena.

NBC sportscaster, **Dick Enberg**, named 1986 National Sportscaster of Year by American Sportscasters Association Inc., New York. Enberg will be honored Nov. 18 at Marriott Marquis there.

Leslie Brand, recent graduate, State University of New York, Oneonta, joins Radio Advertising Bureau, New York as staff writer.

Deaths

Stuart Young, 52, chairman, board of governors, British Broadcasting Corp., London, died Aug. 29 of lung cancer. Son of Jewish immigrant from Lithuania. Young was appointed to board of governors of BBC in 1981 and named chairman in 1983. He is survived by his wife, Shirley, and two daughters.

Allen Case, 51, TV and stage actor, died Aug. 25 of heart attack at Forest hospital, Truckee, Calif. Case was regular on NBC's *The Deputy*, in 1959-1961, co-starring with Henry Fonda, and was Frank James in ABC's *The Legend of Jesse James*, in 1965-66. He is survived by daughter.

Charles W. (Chuck) Englody Jr., 41, former radio announcer, died Aug. 23 of heart attack at his Barnesboro, Pa., home. Englody was morning announcer, first at WNCC(AM) Barnesboro and later at WYQ(FM) Edensburg, Pa. For past five years he was in lumber business. He is survived by wife, Sandra, two sons and daughter.

The next voice you hear... is probably Gary Owens

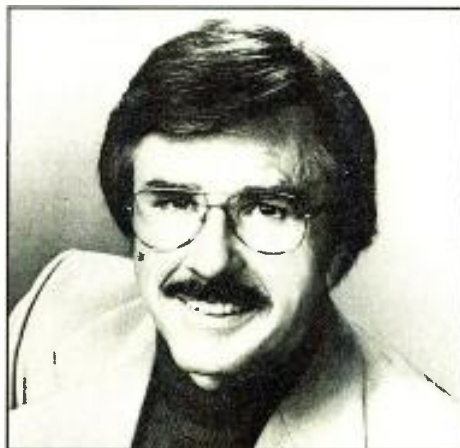
It is a busy week for Gary Owens. In addition to receiving NAB's Radio award in New Orleans this Friday (Sept. 12), he has just moved from the morning slot at KKGO(FM) Los Angeles to morning drive at KFI(AM) there, following the departure of the long-time morning team of Lohman & Barkley.

Notwithstanding the accolade or the change of business address, the latter the stock and trade of the radio personality, Owens would qualify as an extremely busy man thanks largely to a rich, resonant and recognizable voice that has entertained radio and television audiences for more than 30 years. How busy? Roughly 20 commercials each week; character voices for cartoon series (about 1,400 episodes and counting); television announcing, perhaps most notably his five-year stint from "beautiful downtown Burbank" on NBC's *Laugh-In*. Owens has been the voice behind animated characters Roger Ramjet and Space Ghost, announcer for *Bewitched*, the alphabet on *Sesame Street*, and the voice pitching everything from Chevrolets to Kentucky Fried Chicken. Speaking of chickens, he once delivered the news dressed as one. More on that later.

Owens's 34-year career got off to a rocky start. In one of his first full-time radio jobs—he began working in radio part time four years earlier at the age of 16—he was hired as a morning newscaster at KOIL(AM) Omaha. "I always had a news kind of voice," he observes. "The next day the morning man quit, and they asked me to do both jobs. Chic Crabtree, the station's vice president at the time, took me into the booth where there were six turntables, a lavalier microphone and two tape recorders. 'Do you know how to run this?' he asked, and of course I said: 'Yes.' Well, the next day was probably one of the worst days in the history of radio, with records cued on air and other things going wrong. Don Burden, the co-owner who had not yet met me, came in and said, 'My god, are you lousy.'"

That evening, Owens, tears in his eyes, told his wife, Arleta, that he was ready to go back to South Dakota to write for Associated Press—Owens helped pay his way through college with newspaper jobs. Instead, Arleta encouraged him. Owens said, to stick with the job for at least one more month. He did, and not long afterward he was hired away.

Next, in Denver, his job as a television newscaster—he was also doing a morning show for KIMN(AM)—ended with an incident that later provided the inspiration for an episode of *The Mary Tyler Moore Show*. At KBTv(TV) (now KUSA-TV), Owens was also hosting an afternoon children's show. One day he signed off the show wearing a chicken suit: "I started chatting in the hallway with friends, and the stage manager came by



GARY BERNARD OWENS—radio personality, KFI(AM) Los Angeles, and vice president, creative services, for Gannett Radio; b. Mitchell, S.D., May 10, 1936; attended Dakota Wesleyan University, 1955-56; announcing and air personality positions: KORN(AM) Mitchell, S.D. 1955; KOIL(AM) Omaha, 1956; KIMN(AM) and KBTv(TV) Denver, 1957; McLendon Stations 1957; WIL(AM) St. Louis, 1958; KEWB(AM) Oakland, Calif. 1959; KFWB(AM) Los Angeles, 1961; KMPC(AM) Los Angeles 1962; KPRZ(AM) Los Angeles, 1982; KKGO(AM) Los Angeles, 1985; present post begins today (Sept. 8). 1986; m. Arleta Markell, June 26, 1956; sons, Scott Michael, 25; Christopher Dana, 21.

and said I had only three minutes before the newscast. There was no way I could get out of the suit in that time, so I went on camera—this is in the late fifties—and gave the newscast straight. I was fired, because they thought I was making fun of the news... Actually I was afraid of losing my job by not showing up before the camera."

For a year Owens worked for the Gordon McLendon group of stations, traveling, mostly between Texas and Louisiana, to promote the stations: "Once I stayed on top of a pole for I don't know how many days until the audience share reached 60%." Since his early peregrinations, Owens has spent the last 25 years on the ground in Los Angeles.

Twenty of those years were with Golden West's KMPC(AM) Los Angeles. Owens first met the owner, Gene Autry, while the latter was traveling with his 40-person show through South Dakota, where the teen-age radio announcer, working at his first station, KORN(AM) Mitchell, S.D., interviewed Autry. Only seven years later Owens was hired as the afternoon announcer for KMPC. Said Autry, "I consider him not only a fine disk jockey, but I thought a lot of times he was so good that he went over a lot of peoples' heads." Owens's stay at KMPC(AM) came to an end, Autry said, when the station changed format.

During Owens's stint at KPRZ(AM) Los Angeles (1982-85), he was made VP, creative services, for parent Gannett, a job which

included radio spots, voice-overs and speaking engagements for the media company. He retained the Gannett position while working for jazz-formatted KKGO, because the management at both felt the station was not in direct competition with Gannett's KHS-AM-FM there. It is different now, with the new job at adult contemporary-formatted KFI, and Owens will relinquish the Gannett post at the end of the year, after he "ties up some loose ends there," he said.

Owens shows have had a range of formats that include "every format... except classical." His personal tastes, he says, are similarly catholic: "I like it all. What I play at home is an amalgamation that could go from Elvis Presley to John Williams's theme from 'Close Encounters.' I think a good disk jockey is like a chameleon and should be able to change at a moment's notice."

While Owens's humor has always kept his shows offbeat, he says he would not feel comfortable with the current vogue of "R-rated" shows, exemplified by Howard Stern.

But he does not denigrate the work of Stern and others. In fact, Owens says, they bring a much needed quality often lacking in radio today: personality. "The good of the business comes from individuals who are not afraid to try something," he says.

Owens noted that having a radio show in Los Angeles, or possibly in New York, is really a continuous audition with directors and producers sprinkled throughout the listening audience. In 1967, one such producer, George Schlatter, felt Owens would be right for a part in a new television comedy series, *Laugh-In*. Owens's familiar pose with an old-fashioned microphone ran in every episode of the five-year series.

For many years Owens wrote a weekly humor and trivia column that appeared in the *Los Angeles Daily News* and *The Hollywood Citizen News*. He also has a weekly national radio show, *Gary Owens's Supertracks*, which is distributed to over 400 radio stations by the Creative Radio Network.

His diverse business interests include a sports programming production company, Oh My! Productions, whose partners, besides Owens, include sports announcers Merlin Olsen and Dick Enberg; part-ownership of an AM-FM combination in Wisconsin Dells, Wis., run by his nephew, and real estate in which he invested on the advice of Bob Hope, whom he met not long after arriving in Los Angeles.

Part of what makes Gary Owens run is his belief in the "work ethic." But a large part is imagination: "When you grow up in the Midwest (in a town of 600 people), winters are so strong and severe all we could do was listen to the radio or go to the movies. The fantasy ratio gets very high, and you say to yourself: 'I think I am as good as those people are.'" With a star on Hollywood Boulevard and this year's Radio award, it turned out not to be fantasy after all. ✻

New **A.C. Nielsen** estimate for total number of U.S. TV homes is **87.4 million**, increase of **1.5 million** from year ago. Among demographics, Nielsen said there are now 227 million persons (2 years old and up) in TV homes; 90.8 million women 18-plus; 33.9 million women 18-34; 57.4 million women 18-49; 49.8 million women 25-54; 40.5 million women 35-64; 28 million women 55-plus; 82 million men 18-plus; 33.5 million men 18-34; 55.8 million men 18-49; 47.9 million men 25-54; 37.5 million men 35-64, and 21 million men 55-plus. Only demographic category showing decline was teenagers (12-17) in U.S. homes, Nielsen said, which now total almost 20.3 million, down from almost 20.7 million year ago. Children, 2-11, in U.S. homes now total 34 million, and children, 6-11, total 19.8 million.

Nielsen reported last week that **VCR recording** has increased average seven minutes, while playback is up 20 minutes from May 1985. In May 1986, recording time averaged two hours, 52 minutes per week, and play time averaged four hours, 11 minutes, Nielsen said. Network programming made up 76% of all recorded material, while independents accounted for 11% and pay services 7%.

NBC Research study examining audience attitudes on network and affiliate news will be released this week. Raw data from nationwide survey of 1,600 viewers in 30 markets was first circulated at affiliate news directors meeting in Salt Lake City two weeks ago. Preliminary findings point to viewer perception of balance between network and local news, sources said. Respondents did not perceive competition between network and local news and indicated viewing habits on local shows did not affect network news viewing habits, NBC representative said. Small margin did indicate, however, they wanted more national news from local affiliates.

FCC order repealing its so-called "underbrush" policies—six policies prohibiting broadcasters from engaging in such matters as distorting audience ratings and promoting nonbroadcast activities of their stations—was upheld by unanimous three-judge panel of U.S. Court of Appeals in Washington last week. Telecommunications Research and Action Center had appealed order, contending that it abandoned commission's congressional mandate to serve public interest and that it had been adopted without regard to notice and comment procedure of Administrative Procedure Act. But panel accepted commission argument that six policies are redundant—they are either addressed by more general commission rules or can be better addressed by market forces or by other government agencies "with greater expertise in regulating business practices." As for commission's failure to submit proposed repeal for public comment, panel said new policy statement is not "a binding norm" but "a general statement of policy, exempt from APA's general rulemaking requirements." Panel noted that policies eliminated by commission order had not been established by rulemaking but, rather, had been announced in individual commission proceedings or issued as public notices.

Evangelist Pat Robertson and his **Christian Broadcasting Network** were at center of two roiling controversies last week. In on-air response to report on Robertson that was prepared by **People for the American Way**, he denounced PAW's founder, TV producer Norman Lear, as "an atheist" who does not believe in "any religious values" but who supports "abortion on demand" and "casual sex." PAW report that incensed evangelist quotes liberally from his books and TV programs and accuses him of "identifying himself with God's purpose" and of claiming to have "a direct pipeline to God." PAW has been critical of Robertson's position on church-state separation and other issues in anticipation of expected announcement that Robertson is seeking Republican presidential nomination. In other controversy, American Jewish Congress charged that White House panel gave Robertson's CBN unconstitutional presidential "imprimatur" by proposing role for network in administration's new anti-drug effort. White House's Private Sector Task Force was reported to have issued memorandum on Aug.

18 that said federal officials should launch "education-information program through the churches with particular emphasis on the Christian Broadcast Network and its constituency." Congress spokesman said that, by singling out Robertson's organization panel would hurt plan to involve all churches equally in anti-drug program and violates constitutional prohibition against governmental establishment of religion.

Wheel of Fortune had 16.1 household rating to place first in July **Nielsen Cassandra** rankings. Show was also first among all men and women, and men and women, 18-49. **Jeopardy** was second in household ratings with 9.9, followed by **M*A*S*H** (8.0), **New Newly**.

Crack work from the networks. **CBS News** marshalled its stable of journalists last week and led American viewers through the New York drug scene in "48 Hours on Crack Street," a two-hour documentary that brought it uncharacteristically high ratings in its Sept. 2 showing. **Bill Moyers**, **Dan Rather**, **Diane Sawyer** and **Ed Bradley** were among the 10 CBS News correspondents who "roamed the streets of New York City and its suburbs," CBS said, on the weekend of Aug. 15 to capture on film the



CBS's Rather on 'Crack Street'

extent of the problem. Eighteen camera crews and 25 producers were also involved in the project. The special scored a 17.0/29 rating, representing an audience of 14.9 million homes, which CBS said was also the largest audience of any CBS News special since 1977. CBS won the time period against reruns of ABC's *Moonlighting* (16.0/25) and *Spenser for Hire* (12.8/23), and the last hour of a repeated NBC movie, *My Secret Angel*, which averaged a 9.8/16, and a new broadcast of 1986, which received a 8.1/15, NBC said.

Of the crack special, the Washington Post's Tom Shales said: "Crack Street, beyond its use as a crash course on the state of drug abuse in America, may be pointing the way to the TV documentary of the future, something less polished and polite but also more immediate and urgent than we expect documentaries to be." Said USA Today's Monica Collins: "48 Hours on Crack Street is two hours spent with TV news at its best."

NBC planned to air its own documentary special on drug abuse last Friday (Sept. 5) at 10-11 p.m. (NYT), called *Cocaine Country*. But last Friday an NBC spokesman said the report would be cut to 40 minutes, to be preceded by a 20-minute report on the hijacking of a Pan American airliner in Pakistan. The drug special was anchored and reported by Tom Brokaw with reports from two other correspondents. It examined the effect of cocaine and its derivative, crack, on America, and included interviews with law enforcement officials, Nancy Reagan and sports officials, among others. ABC also plans to air special reports on the drug problem the week of Sept. 14-19 on each of its news programs, including *This Week* with David Brinkley, *World News Tonight* with Peter Jennings, *World News This Morning* and *Nightline*. On the last, Ted Koppel will moderate a panel from the University of Maryland on Sept. 17 and 18 to discuss the problem with parents, students and educators.

ed Game (7.3), **People's Court** (7.3), **Entertainment Tonight** (7.2) and **PM Magazine** (7.0). Among children, 2-11, **Thundercats** was number-one half-hour animated strip with 7.6, followed by **Gumby** (7.3).

Three-channel direct broadcasting by satellite proposal in United Kingdom has drawn interest of nation's leading media groups. According to report in *Financial Times of London*, five groups have applied for 15-year commercial DBS franchise of U.K.'s Independent Broadcasting Authority. Groups include DBS UK, seven-member consortium combining equity of Columbia Pictures Television International, Saatchi & Saatchi and Carlton Communications, and Direct Broadcast Ltd., members including Rupert Murdoch and Sears. Others are: BSB, five companies including Virgin Group, Granada Group and publisher of *Financial Times*; National Broadcast Service, with publisher Robert Holmes Court, and SatUK Broadcasting, with publisher of London's *Observer*. Applications to run single channel of DBS system came from Independent Television News and from British Telecom's tarstream and Thorn EMI.

A Loss for Words... Illiterate in America, ABC *Close-up* documentary hosted by Peter Jennings, won its 10-11 p.m. time period on Wednesday, Sept. 3, with 12.4/23. Special was part of PLUS campaign (Project Literacy U.S.), joint project of Capital Cities/ABC Inc. and PBS.

DC Administrative Law Judge John Frysiaak has approved settlement agreement under which **Cattle Country Broadcasting**, licensee of **KMCS(FM)** (formerly **KTTL(FM)**) **Dodge City, Kan.**, agreed to dismiss renewal application. Competing application of **Community Service Broadcasting Inc.** was granted. Under agreement, Community Service is supposed to pay Cattle Country, which achieved notoriety for broadcasts attacking Jews, blacks and others (BROADCASTING, May 30, 1983), \$10,000. Hiawatha Bland is president of Community Service, which is also owned by 13 other Dodge City-area residents. Bland is former mayor of Dodge City and currently city commissioner.

Public Broadcasting Service's new fall series, **The Africans**, has raised ire of National Endowment for the Humanities Chairman Anne Cheney, who sent letter last Wednesday (Sept. 3) to Ward Hamberlin, president of WETA-TV Washington, station that co-produced nine-part, \$3.5-million series with Britain's BBC. Cheney called *Africans* "anti-Western diatribe, narrow and politically tendentious," and claimed it lacks objectivity and balance in its portrayal of Africa's heritage. According to Cheney, NEH provided \$600,000 for production of series with understanding that WETA-TV would include interviews with Africans who held views different from those of series author and narrator, Ali A. Mazrui. Hamberlin claims series was proposed as perspective piece by well-known African political scientist, and not "balanced, unbiased view of Africa today." WETA-TV and PBS are standing behind series, and will alert audience to fact that it is commentary. NEH, which screened series in August, has asked that its name be moved from credits (it is government agency, and its guidelines state that it will not support "projects that advocate or promote a particular political, ideological, religious or partisan point of view"). NEH reauthorization legislation gives NEH option of removing its logo, but PBS says FCC regulation specifies that sources of public television funding must be listed in credits. Impetus for NEH screening of series was provided by WETA-TV request for additional \$50,000 for print advertising, which has been denied. Series, which was also funded by BBC, PBS, CPB and Annenberg/CPB Project, aired last spring on BBC. It is scheduled to begin airing in U.S. on Oct. 7, and is one of four new telecourses being offered for college credit by PBS's Adult Learning Service.

Federal Express has put down \$100,000 and made reservation with Martin Marietta Denver Aerospace to launch Ku-band communication satellite aboard Martin Marietta's Titan 3 rocket from Cape

Canaveral (Fla.) Air Force Station in 1989. Reservation agreement, which includes option for launch of second satellite year later, is said to be first for commercial launch. Titan 3 is one of largest expendable launch vehicles, able to launch two satellites size of Federal Express's at time. Titan 3's launch record, which goes back to 1966, is good. It has worked 129 out of 134 times, although last launch in April with military payload aboard was flop.



Jerry Lewis's Labor Day Telethon supporting research for muscular dystrophy received help this year from two morning news shows—*Today* and *Good Morning America*. Two programs patched into telethon last Monday (Sept. 1), with both *GMA* and *Today* pledging minimum \$600 in support of fight against MS. Pictured above, in NBC photo are (l-r): *Today*'s Bryant Gumbel, Lewis and *GMA*'s guest host Ron Reagan.

Comsat Corp. announced last week it has been awarded five-year contract to establish digital satellite network to distribute audio programming to Voice of America's shortwave and mediumwave radio stations around world and to provide for private communications among stations. Network is slated to become operational some time next year. Value of contract was pegged at nearly \$8 million by Comsat, but it could grow to \$33 million if VOA exercises all its options. Network will improve quality of VOA feeds. Right now, many overseas stations receive feeds via high-frequency radio.

U.S. district court judge has denied **Anniston Broadcasting Co. Inc.**'s request for order prohibiting **Arbitron Ratings Co.** from eliminating, for its ratings purposes, Area of Dominant Influence within which ABCI's **wjsu-tv Anniston, Ala.**, operates. ARB maintains that, based on its viewing records, county's separate ADI will cease to exist effective with November 1986 survey. Calhoun county, and with it wjsu-TV, will become part of Birmingham ADI (BROADCASTING, June 30). Judge Robert B. Probst agreed with ABCI that threatened injury to station will outweigh harm injunction would cause ARB. He also said granting injunction "would not disserve the public interest." But he also said there is inadequate, if any, evidence that ARB breached its contract with ABCI or violated antitrust law, as ABCI charged.

Sony Broadcast President **William Connolly** has been appointed head of new **Sony communications products company** selling non-consumer equipment to institutional video and professional audio markets, as well as broadcast. Connolly had joined Sony in 1984 after 23 years with CBS/Broadcast Group. Another new appointment at Sony: **J. Philip Stack**, president of new **Information Systems Co.**

Jack Reilly will return to staff of **Good Morning America** as executive producer on Dec. 1. In 1978-1983, Reilly was producer and senior producer with ABC morning show. Currently, he is producer of *Entertainment Tonight* and *Entertainment This Week*.

Editorials

Magnitude modulation

Some AM broadcasters preparing for pep talks, game plans and sales methods at the National Association of Broadcasters radio convention in New Orleans this week should be buoyed by at least one victory that is newly on the books. The Mexican AM agreement, which allows for two hours of post-sunset entertainment, community service and revenue for daytimers in the beleaguered band, has at last been signed. For all AM broadcasters, there is also reason for hope in the FCC's and NAB's efforts to improve the technical quality of AM signals. NAB's AM antenna project, scheduled to begin this fall, will test new antenna designs.

If quality will be of prime concern to the AM side, quantity should be much on the minds of both FM and AM representatives in attendance. With the horde of new FM's to be created by the FCC's Docket 80-90 and the potential for additional AM's with the expansion of that band, there will be increased competition in an already fiercely competitive marketplace, including an additional squeeze on increasingly stingy national and local spot dollars. If the prices still commanded by radio stations are any indication, the water's still fine, but the pool is getting more crowded by the minute.

If multiplicity of choice for the American broadcasting audience is, as widely supposed, an objective of national policy, the objective is more than being met in AM and FM radio. To the regulatory minded who wish to keep broadcasting under continued government restraint on the grounds of spectrum scarcity, the grounds have been removed. It's a big, big world for radio and getting bigger.

Revisionist

A quite remarkable book will be published this week by Harper & Row, New York. It is an earnest attempt at objective biography of a man whom the author spent a career presenting to the world as a figure just short of divinity. If the attempt does not succeed entirely, it comes closer than any other similar work known to this page.

The book is "The General," subtitled "David Sarnoff and the Rise of the Communications Industry," and the author is Ken Bilby, who for 30 years was a senior public relations type at, first, NBC, and then the parent, RCA. Bilby, who probably spent more time with Sarnoff than anyone but Sarnoff's barber, mistresses and wife, has recovered from the debilitation of more than 30 years in image polishing to return to his original calling, journalism.

The Sarnoff of Bilby's book is more than given his due as the shaper of a major company in a new electronics world and most influential force in the development of color television. He is also shown in human scale, "a Russian Jewish immigrant," Bilby writes, "a product of New York's turn-of-the-century Lower East Side ghetto, a newspaper peddler and messenger boy, a grade school dropout, a skinny, pinch-faced youth who never played games, who sang in synagogue choirs to support his impoverished family, who started at the bottom, a friendless Jew, in an industry, communications, known for its exclusionary anti-Semitic practices. Within three decades of his arrival in New York, when he spoke not a word of English, he had driven with remorseless purpose up through the executive ranks to the presidency of RCA, the bellwether company of the nation's fastest-grow-

ing industry."

There are revelations. A story that Sarnoff and his functionaries endlessly repeated—that a 21-year-old Sarnoff, as a Marconi wireless operator, single-handedly received the message traffic from ships that went to the rescue of Titanic survivors in 1912—is proved to be a myth. Sarnoff's obsession with the collection of awards, including shameless overtures to be made a two-star general and given a Distinguished Service Medal (both failures) and to add honorary degrees from Harvard, Yale and Princeton (all rejected) to the 27 he managed to arrange, is fully documented.

There are omissions and deemphases. Bilby speaks at one point of Sarnoff's "philanderings that accompanied his march to fame and power" and at another of "Sarnoff's often rumored propensity for liaisons with prominent women in the theatrical and publishing worlds" but gives us nothing more. Two of Sarnoff's sons, Edward and Thomas, are mentioned but never heard of again. The third and oldest, Robert, designated by his father as successor, is treated gingerly, even at the moment of the RCA directors' unanimous vote to oust him as RCA chairman. Bilby doesn't mention his own services as Bobby's chaperone through part of the son's ascent.

There are some mistakes—Rosel Hyde, former FCC chairman, is renamed Roswell—and stylistic lapses that would not have passed the copy desk of the *New York Herald-Tribune* when Bilby worked there: "They had decided that any verbal poultice they attempted to apply to Ma Bell's wounds would seem saline in content." The index is inadequate.

But the book tracks Sarnoff and RCA in relentless detail, bespeaking not only personal familiarity but also exhaustive research. This may be said of Bilby's book: Sarnoff, if alive, would do anything to kill it.

The David Sarnoff that Kenneth Whipple Bilby has given us may be as close to the real man as we are likely to get.

All together now. As readers of this magazine now realize, a remarkable enterprise has been put into play by the Broadcast Financial Management Association. It is the reporting of financial data for the top television markets and the three major TV networks—a partial filling of the vacuum left by the FCC. Now, this industrious and effective industry organization is extending its reach beyond the top 10 markets and into the second 10—an ambition that deserves the support of the broadcasters in those markets, and the applause of broadcasters everywhere.



Drawn for BROADCASTING by Jack Schmidt
"A hundred thousand cars out there, and you had to pick an undercover cop to chase down for a bumper sticker prize."

**HOW DO YOU SERVE
THE PUBLIC WHEN YOU
CAN'T PLEASE EVERYBODY?**

There are a lot of people out there,
with diverse interests.

You can't always offer what each
person wants. But people need to know
you're doing the best job possible, to be the
best at what you do.

Pride in your work shows respect for
the people you serve.

That's what the Gilmore stations are
all about.



**THE GILMORE
BROADCASTING CORPORATION**

It's a Gilmore station—that makes the difference.

Corporate Offices:
162 East Michigan Ave., Kalamazoo, MI 49007

WEHT TV
Evansville,
Indiana
Katz

WREX TV
Rockford,
Illinois
Blair

KODE TV
Joplin,
Missouri
Settel

WLVE FM
Miami Beach,
Florida
Torbet

WIVY FM
Jacksonville,
Florida
Torbet

WSVA
Harrisonburg,
Virginia

WQPO FM
Harrisonburg,
Virginia

NOW FOR BROADCASTERS



2 HOME SHOPPING NETWORK

INNOVATIONS IN LIVING



INNOVATIVE-LIVE-VIEWER ACTIVE

STRIP BLOCK OVERNIGHT WEEKENDS FULL TIME

- **HSN Is Now In Its 5th Year**
- **18 Million Packages Delivered**
- **500,000 Satisfied Buyers**
- **Best Bargains - Best Format**
- **Best Customer Service**

SHARE THE \$UCCE\$\$

The Home Shopping Network brings "Millions in Bargains™" and "Thousands in Prizes™" to viewers across the nation, live, 24 hours a day. Home Shopping Network 2, "Innovations in Living™" is broadcast via SatCom IV Transponder 1. Programming originates from our 40,000 sq. ft. studio complex and uplink in the greater Tampa Bay area.

On a typical shopping day, club members buy fashions, jewelry, tools, collectibles, housewares and electronics - all at discount prices and without leaving their homes.

In addition to the bargains and fun, HSN viewers compete for thousands of chances to win valuable prizes.

Our show hosts display each bargain one at a time and give detailed descriptions. Club members then

call in on one of 600 toll-free lines. Callers can chat with the show's host and offer testimonials, ask questions about an item or place an order by issuing a personal check or using any major credit card.

Every purchase is entered into our computer which transmits the information to our distribution centers. Shipment of orders occurs within 48 hours via U.P.S.® and delivery is completed within 4 to 7 working days.

AFFILIATE COMPENSATION

The Home Shopping Network provides an ongoing compensation plan, paying you, THE BROADCASTER. Full time Affiliates will find the compensation plan very viable.

Every item of merchandise is computer tracked and a percentage of all sales attributed to your station is paid directly to you, monthly.

MARKETING SUPPORT

The Home Shopping Network's co-ordinated marketing programs generate maximum viewer participation and purchases, thus insuring greater revenues for your station.

Our campaigns include direct mailings personalized with your own logo and channel number. Home Shopping Network also provides a series of 30 & 60 second promo commercials, and a co-op Newspaper Advertising Program.

Affiliation agreements with compensation are available in areas where HSN has no cable affiliate.

Contact: Chuck Bohart, V.P. Corp. Development
Executive Offices: The Home Shopping Network, Inc.
1529 U.S. 19 South, Clearwater, Florida 33546-2792
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455