

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 13

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56th Year 1986

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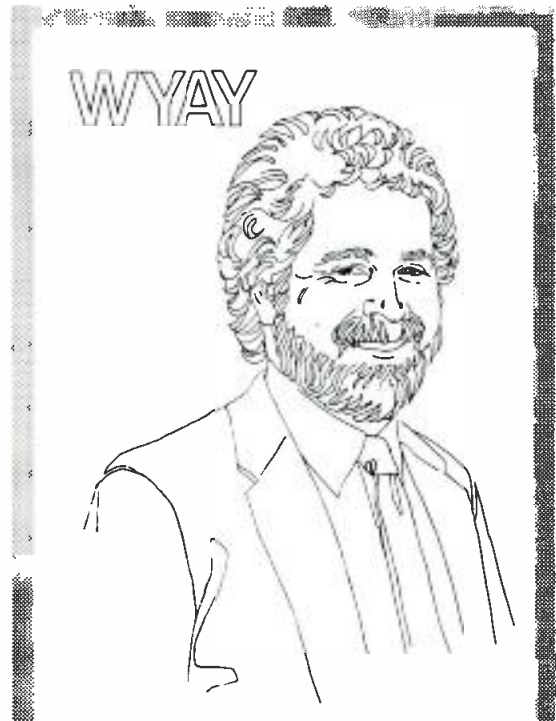
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*Spring 1984 Arbitron. 12+ AQH share. M-S, 6A-12M, MSA.

**Spring 1986 Arbitron. 12+ AQH share. M-S, 6A-12M, MSA.



*Bob Green
Vice President and General Manager
WYAY-FM Radio*

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Broadcasting Oct 13

NBC off and running in prime time Questions over FMX technology A conversation with NBC's Robert Wright

LOOKING GOOD □ Observers see little to stop NBC from winning the prime time ratings race even though the season is barely three weeks old. **PAGE 39.**

STEPPING DOWN □ State Department spokesman Bernard Kalb steps down over disinformation flap. **PAGE 42.**

UP AGAINST THE CLOCK □ As Hill races to adjournment, a number of issues affecting the Fifth Estate remain on the table. **PAGE 43.**

SECOND THOUGHTS □ Questions are raised over new FMX technology for FM stations. **PAGE 45.**

SMALL GAIN □ CBS reports 2% profit increase over last year's third quarter. **PAGE 50.**

WRIGHT ACADEMY □ NBC's new president, Robert Wright, expounds on what he sees as the challenges at NBC. **PAGE 52.**

OUT THE DOOR □ Neil Derrough and Frank Gardner leave the employ of CBS. Failed experiment in evening news block at KCBS-TV Los Angeles cited. **PAGE 58.**

TECHNICAL TROUBLES □ Intelsat and U.S. continue to wrestle with service conditions, technical matters over PanAmSat application. **PAGE 62.**

TAKING OFF □ Annual MIPCOM international programming marketplace convention gathering set to begin in Cannes later this week. **PAGE 64.**

TWO IN A ROW □ NBC wins second week of the prime time ratings race. **PAGE 64.**

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BUYING UP □ Telstar agrees to buy 22 radio stations from Resort Broadcasters for \$71 million. **PAGE 67.**

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FULL THROTTLE □ Society of Broadcast Engineers set to open first national convention this week in St. Louis. **PAGE 71.**

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TRAC PETITION □ Public interest groups appeal fairness doctrine decision. **PAGE 77.**

PAID UP □ PBS receives \$18.5 million in insurance settlement resulting from 1984 fire at its technical center. **PAGE 78.**

SMULYAN SUCCESS □ A keen ear and eye have helped Jeff Smulyan move Emmis Broadcasting into the forefront of radio group operators. **PAGE 103.**

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Auctions

Coming down to wire are possible sales of parts of two major television groups. Although Gaylord Broadcasting has never said whether four of its seven stations are for sale, suitors were asked to give initial indication to the company's investment bankers last Friday as to how high they might be willing to bid. Final bids for five Taft independents are due this Wednesday, Oct. 15, with Tribune Co. and investor group represented by Harold Protter, former manager of WNOL-TV New Orleans, among those added to list of possibly interested parties. Tribune Broadcasting President James Dowdle said he would not comment. Observers noted that purchase of Taft's WTAF-TV Philadelphia would require Tribune to get signal-overlap waiver—it already owns WPIX(TV) New York. If Tribune bids, and is successful, it would have 11 independent stations giving it more than 24% coverage of U.S. television homes, just one-third of 1% behind leader, Capital Cities/ABC.

Talks revived

Discussions between networks and Hollywood on modification of FCC's financial interest, syndication and in-house production restrictions on networks have resumed. One representative from each network and three from production community reportedly put proposals on table at meeting last Monday (Oct. 6). "Some progress was made," said Jack Valenti, president of Motion Picture Association of America. Valenti, who was not at meeting, said it was first between networks and Hollywood in "some time."

Dougan's choice

David Markey, former head of National Telecommunications and Information Administration, will head U.S. delegation to World Administrative Radio Conference on mobile services to be held in Geneva for five weeks beginning on Sept. 14, 1987. Ambassador Diana Lady Dougan, who heads State Department's Bureau of International Communications and Information Policy, named Markey to post. Conference will review some 9,000 regulations governing mobile services, both terrestrial and satellite. Land, maritime, and aeronautical are involved.

Markey, now vice president for federal regulatory affairs of BellSouth Corp., fits model Dougan likes in heads of delegations to International

Telecommunication Union-sponsored conferences—someone from private sector with government background. He joined BellSouth in November 1985 after two-and-half-years as head of NTIA.

Stereo sluggers

Major League Baseball's World Series will be televised in stereo, courtesy NBC-TV. Top-rated event was aired in stereo for first time last year by ABC-TV, but that network has all but abandoned experiments with new service. NBC, which launched its regular stereo service with baseball's 1985 All-Star game, will feed multichannel version of best-of-seven series to 93 stereo-converted affiliates and owned stations beginning Saturday, Oct. 18.

Next step

Jack Smith, FCC general counsel, is reportedly under consideration for judgeship in U.S. Claims Court, which adjudicates contract claims brought against federal government. He reportedly also has been getting inquiries from law firms. Smith told BROADCASTING last week, however, that he had no "immediate plans" to leave agency.

Subsummit

Among thousands in Reykjavik last week for superpower summit was Turner Broadcasting System's executive vice president, Bob Wussler. He was there to meet with Georgiy Arbatov, director of Russia's U.S.A. and Canada Institute, and other Soviet officials about 1990 Goodwill Games and other matters, including arranging for Soviet broadcast of programing produced by Better World Society, of which Ted Turner is chairman and Arbatov is board member.

B-o-i-ing

FCC's decision to retreat from its long-standing policy awarding minority and female preferences (BROADCASTING, Oct. 6) has rung alarm in National Association of Broadcasters minority executive council, which adopted resolution calling on NAB board to "take all steps necessary to protect the continued viability of FCC policies, including those designed to increase minority ownership in the broadcast industry, including gender and minority preferences." NAB executive committee is reviewing resolution.

Heavy hardware

NBC is spending some \$65 million on equipment it needs to cover 1988 summer Olympics in Seoul, South Korea. Approximately \$10 million of that will go for half-inch M-II camera-recording equipment that network has budgeted for separately. (Total network budget for M-II equipment is \$50 million.) Remaining \$55 million will be used for other new cameras, routing switcher, mobile units, graphics machines and other equipment needed to assemble 50,000-square-foot production facility to be built from scratch. Most of what is acquired will be redistributed after games to new NBC facilities in New York and new facility for NBC's owned station in Chicago, WMAQ-TV. Small amount of new equipment that network won't have use for after games will be leased.

Under glass

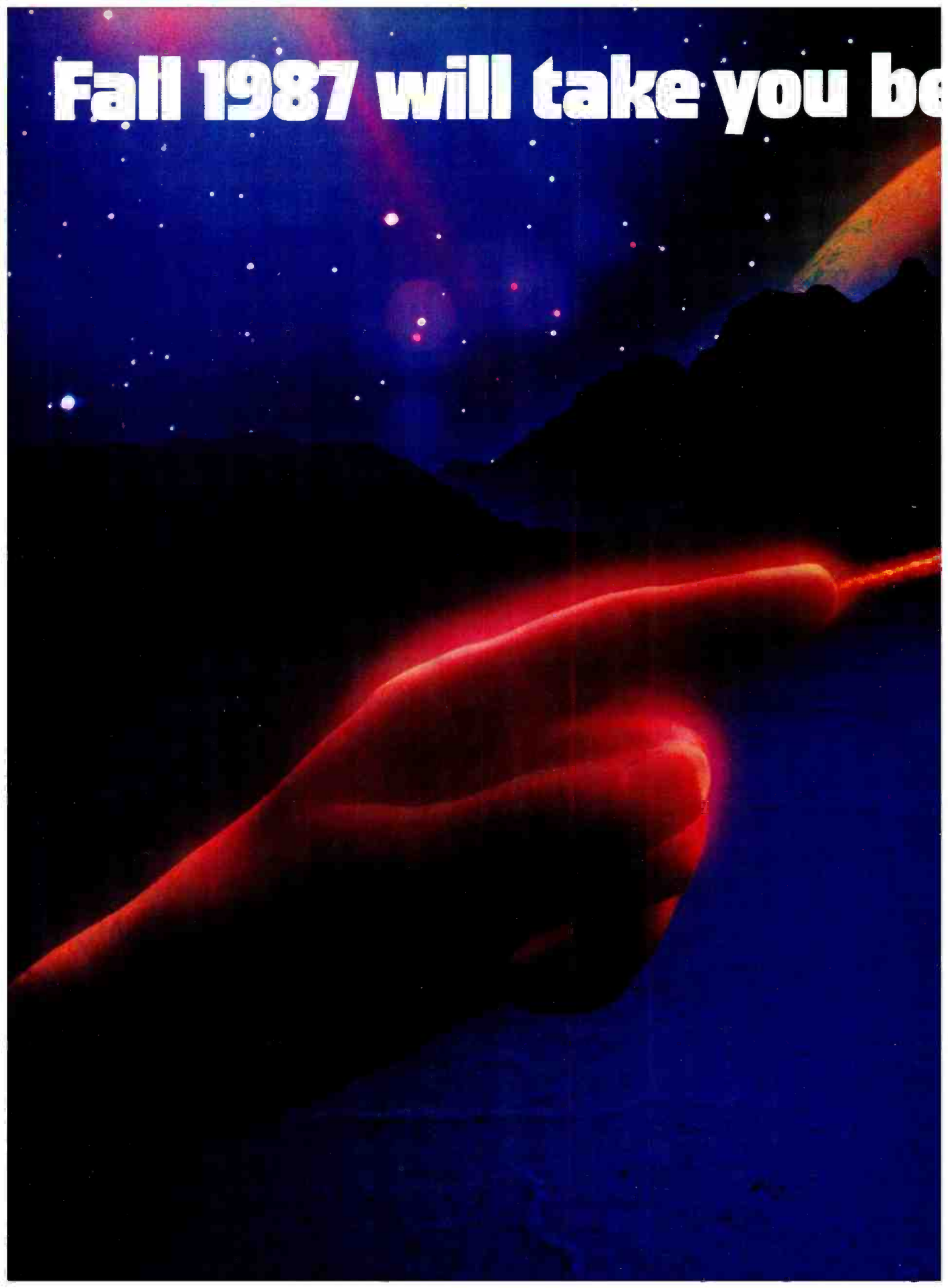
Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, has let principals of Comsat and Contel Corp. know that he is not likely to hold hearing on their proposed merger. But in meeting he and aide Tom Rogers had with Irving Goldstein, Comsat's current chairman and chief executive officer, and Contel's president and chief executive officer, John Lemasters, Wirth made clear what he said was congressional concern that FCC take particularly hard look at deal. He said that in addition to questions commission would normally examine in any transfer of control, Congress would expect special scrutiny to be given to Comsat's statutory obligations to represent U.S. in international satellite matters.

FCC will get plenty of advice on merger from number of sources—and not only from communications companies that feel proposed merger would help or hurt them. State and Commerce Departments are beginning to review material in case, with view to expressing views on proposal's likely impact on foreign and domestic policy.

Case in point

Among entertainers under consideration for appearance at National Association of Broadcasters annual convention on March 28-April 1 in Dallas is rock group, Huey Lewis and the News. Question is, will group, if asked to entertain, sing one of its songs, "I Want a New Drug."

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Tax transition

Under tax reform legislation adopted by Congress last month cable operators can continue to claim investment tax credits (ITC's) until the end of 1988. The final version of the bill, approved by a House-Senate conference committee in August (BROADCASTING, Aug. 25), was passed by the House on Sept. 25 and by the Senate on Sept. 27. The new law contains a specific transition rule for the cable industry that would enable cable operators with franchises awarded before Jan. 1, 1986, to claim ITC's for equipment installed on or before Dec. 31, 1988. After that, ITC's will be eliminated.

Also, systems with equipment in place on or before Dec. 31, 1988, can depreciate cable plant under the current depreciation schedule if the franchise was awarded before March 2, 1986. Currently cable receives a five-year recovery period and a 150% declining balance method for depreciation. The new tax law proposes seven years and a 200% declining balance. In both the cases the equipment has to be "readily identifiable with and necessary to carry the franchise out."

ESPN numbers

ESPN said last week that, according to Nielsen research for the second quarter of 1986, 32% of ESPN's prime time audience had an income of \$40,000 or more, compared to the nation's average of 24%. The second quarter was the first period for which ESPN received data for the \$40,000-plus category from Nielsen, the sports network said. Also during the second quarter, daypart ratings for Saturday and Sunday afternoons increased 20% over the second quarter last year, from 1.0 to 1.2, ESPN said. The 24-hour rating increased 17%, from 0.6 to 0.7. ESPN's highest-rated program was *Auto Racing '86*, which received a 2.8 rating. The program airs live on weekend afternoons. The cable network's average prime time rating and share were 1.5/3, the same as last year, ESPN said.

At the zoo

Nickelodeon has acquired the exclusive United States rights to *Zoo Family*, a 26-part series from the Box Hill, Australia-based Crawford Productions Pty. Ltd. The program, debuting Nov. 1 at 1:30 p.m. (NYT), is about a Royal Melbourne Zoo veterinarian and his teen-aged children, who all live at the zoo.

Court action

The U.S. district court in Los Angeles has blocked the spin-off of Group W's cable system in El Segundo, Calif., to Century Communications. The city of El Segundo sought the injunction in the suit it has filed against Westinghouse Broadcasting Inc. and a consortium of MSO's that bought Group W's cable systems for \$1.7 billion. The city con-

tends the parties did not follow the provisions of the cable franchise requiring them to obtain the city's approval before transferring property. The parties maintain the sale involved a stock transfer but not a change in operating authority.

Telemarketing tutorial

Home Box Office Inc. has begun an in-house telemarketing training program called ProToCall, which begins later this month. Designed for cable systems that have or want to run their own telemarketing operation, ProToCall will also train telemarketing representatives to develop effective sales and retention skills, HBO said. "Telemarketing is one of the fastest growing marketing tactics in the cable industry today," according to Barbara Jaffe, HBO vice president of sales promotion and development, "providing operators with an enormously effective way to acquire new customers and to upgrade or retain existing ones," she said. "HBO's goal is to offer cable operators complete telemarketing support, and the ProToCall program effectively complements HBO's third-party telemarketing program," she added.

The program was designed by HBO and an advisory board of telemarketing professionals from 10 cable companies: American Television & Communications, Cox Cable Communications, Continental Cablevision, Daniels & Associates, Group W Cable, Sammons Communications, Summit Cable Services, TKR Cable, United Cable Television and Telecable Corp.

Request lineup additions

Request Television has added more than 11 cable systems serving more than 280,300 addressable subscribers and more than 454,900 basic homes to its pay-per-view lineup, with the new affiliates taking the service on or before Nov. 1. Among the cable systems introducing the service are Cable Entertainment of New Jersey; Callais Cablevision of Lockport, La.; Callais Cablevision of Golden Meadow, La.; Columbia Cable of Vancouver, Wash.; Coaxial Communications of Columbus, Ohio; Cox Cable of Omaha; Community Cable TV of New Jersey; Community Cablevision of California; Sammons Communications of Pleasantville, N.J.; Sonic Cable TV of Anchorage, and Nonic Cable TV of Auburn, Calif. Request TV currently has affiliation agreements with cable systems serving more than 1.4 million addressable subscribers and more than 2 million basic subscribers, the company said.

'Short Circuit' showing

Viewer's Choice has acquired the exclusive national satellite pay-per-view rights to "Short Circuit," starring Ally Sheedy and Steve Guttenberg, from Tri-Star Pictures.

Under the agreement, the movie will not appear on any other national satellite pay-per-view network, Viewer's Choice said. According to Scott Kurnit, executive vice president and general manager of Viewer's Choice, the movie is "one of this year's most popular films, grossing nearly \$41 million to date." He said acquiring "Short Circuit" illustrates our intention to continue making exclusive film acquisitions both on a film-by-film basis as well as in groups, as opportunities arise."

Fall buy

Sammons Communications has signed a \$15-million, one-year agreement with General Instrument's Jerrold Division for subscriber cable TV equipment. The MSO, 15th largest in the country with more than 700,000 subscribers, will be supplied gear including Jerrold's addressable Starcom VI converters and other support equipment with pay-per-view capabilities.

According to George Beardsley, director of purchasing for Sammons, the bulk of the purchase will go to the company's Harrisburg, Pa., system. Jerrold has already installed a new addressable headend and is beginning installation of converters. Several other Sammons cable systems, still unannounced, will also receive some of the new gear, Beardsley said.

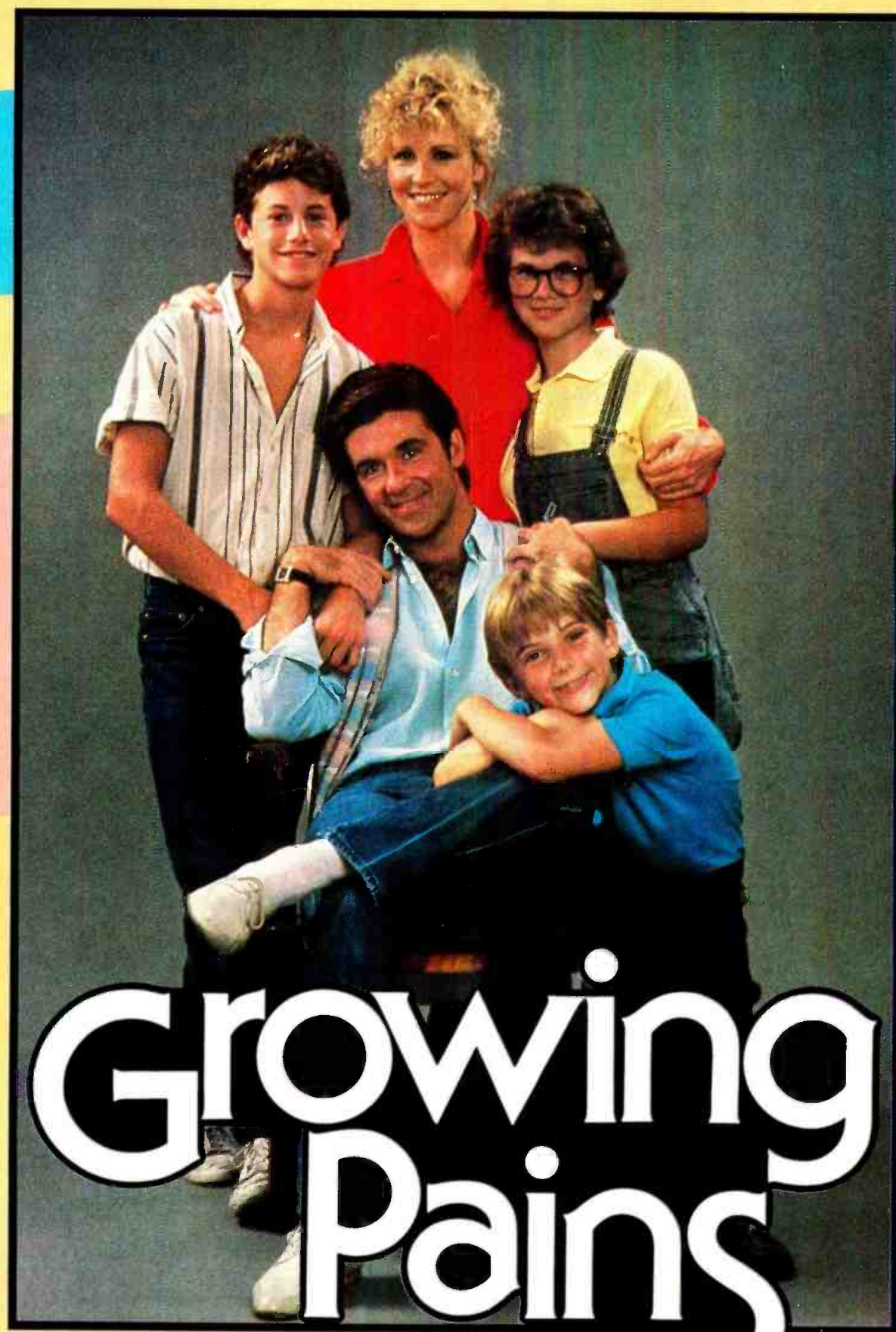
Pay-per-view capability was cited as a concern of Sammons in making the purchase, although there was no indication the company was ready to start PPV. James Whitson, president of Sammons, said in a prepared statement that the company is "interested in implementing pay-per-view in our addressable systems, and we believe Jerrold's impulse-ready equipment will aid us when we go in that direction."

Abstract deadlines

The National Cable Television Association, in preparation for its annual convention next May 17-20 in Las Vegas, is looking for engineering papers to be presented during the show's technical program. The deadline for submitting 250-word topic summaries to NCTA's Washington headquarters is Dec. 19. According to NCTA, an engineering subcommittee will select proposals based on "reference value, originality and absence of commercial intent," with completed papers due in February.

Viacom in Orient

Viacom World Wide Ltd., a unit of Viacom International Inc., will provide management and consulting services to Cable Television Hong Kong Ltd., a corporation intending to operate the proposed Hong Kong cable television system, scheduled to be built in 1987, Viacom said last week. The system will pass 750,000 homes and offer up to 35 channels of programming. Viacom, which has an option to become an equity partner in CTHK, will assign a team of executives to the project and will also provide training in the U.S. and Hong Kong to CTHK employees.



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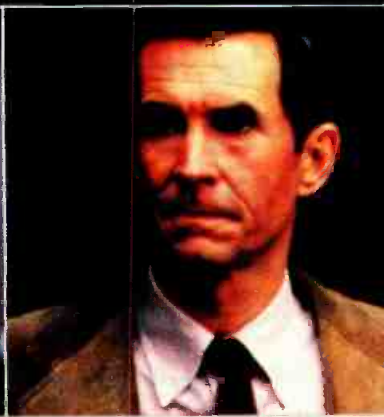
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Business Briefly

TV ONLY

Ocean Spray Cranberries Inc. □

Guava Fruit Drink will be highlighted in four-week flight beginning in early November in 21 markets. Commercials will be carried in prime, prime access and late evening. Target: women, 25-54. Agency: Bozell Jacobs Kenyon & Eckhardt, Boston.

Haggar Apparel □ One-week flight will promote Gallery menswear collection in top 25 markets, starting in November. Commercials will be placed in all time slots. Target: men, 25-49. Agency: Tracy-Locke, Dallas.

Cayman Airways □ Five-week flight is set to begin in early November in Miami and Tampa, Fla. Daytime, fringe and prime segments will be sought for commercials. Target: adults, 25-54. Agency: Western International Media, Atlanta.

Sunnyland Foods □ Packaged fresh ham and sausage will be highlighted in seven-week flight beginning this week in

12 Southern markets. Commercials will be positioned in daytime, fringe and prime access. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

Dairymen Inc. □ Flav-O-Rich desserts will be spotlighted in holiday promotion starting in mid-November and continuing for about six weeks in approximately 20 markets. Commercials will be placed in daytime, fringe and prime access. Target: women, 25-54. Agency: D'Arcy Masius Benton & Bowles, Atlanta.

Superior Pet Products □ Various pet foods will be accented in nine-week flight beginning in late October in about 10 markets, including San Francisco and Rochester, N.Y. Commercials will be scheduled in daytime and fringe positions. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Gencorp. □ Diversified company seeks to reach upscale audience via nine-week flight starting in mid-November in Washington and Detroit. Commercials

will be placed in news, sports and prime periods. Target: adults, 35 and older. Agency: Wyse Advertising, Cleveland.

RADIO ONLY

Bankers Real Estate Outlets □ Public auction for repossessed homes will be advertised in mid-October for three weeks in Detroit; in November in Milwaukee and in other locales during this year and next. Commercials will be placed in drive periods. Target: men, 25-54. Agency: Dennis Green & Associates, Southfield, Mich.

Swift Meats □ In pre-Christmas move, Swift will advertise turkey for three weeks, starting in late November, in 27 markets. Commercials will run in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

Associated Data Processing □ Advertiser launched four-week flight in late September and will follow with another four-week flight on Oct. 27 in 17 markets. Commercials will be presented

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Jason Shrinsky, *Shrinsky, Weitzman & Eisen*
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All panels will be moderated by Paul Kagan, the nation's leading investment analyst on broadcast values, and publisher of the Broadcast Investor, Broadcast Banker/Broker and Broadcast Stats Newsletters.

Telephone inquiries may be directed to:
Genni O'Connor • (408) 624-1536
Registration fees are required.

Thursday, Oct. 30—Radio Station Values

Ed Christian, *Josephson Communications*
Bob Mahlman, *Robert O. Mahlman Inc.*
Kathy Marien, *Bank of New England*
Barry Dickstein, *Hartstone & Dickstein*
Randy Odeneal, *Sconnix Broadcasting*
Jason Shrinsky, *Shrinsky, Weitzman & Eisen*
Steve Rattner, *Morgan Stanley*
Bob Sillerman, *Sillerman-Magee*

If you're in the market to invest in broadcast properties, Kagan's role-playing sessions will provide you with valuable negotiable tools.



PAUL KAGAN ASSOCIATES, INC.
126 Clock Tower Place
Carmel, California 93923-8734

THE EXTRA YARD COUNTS.

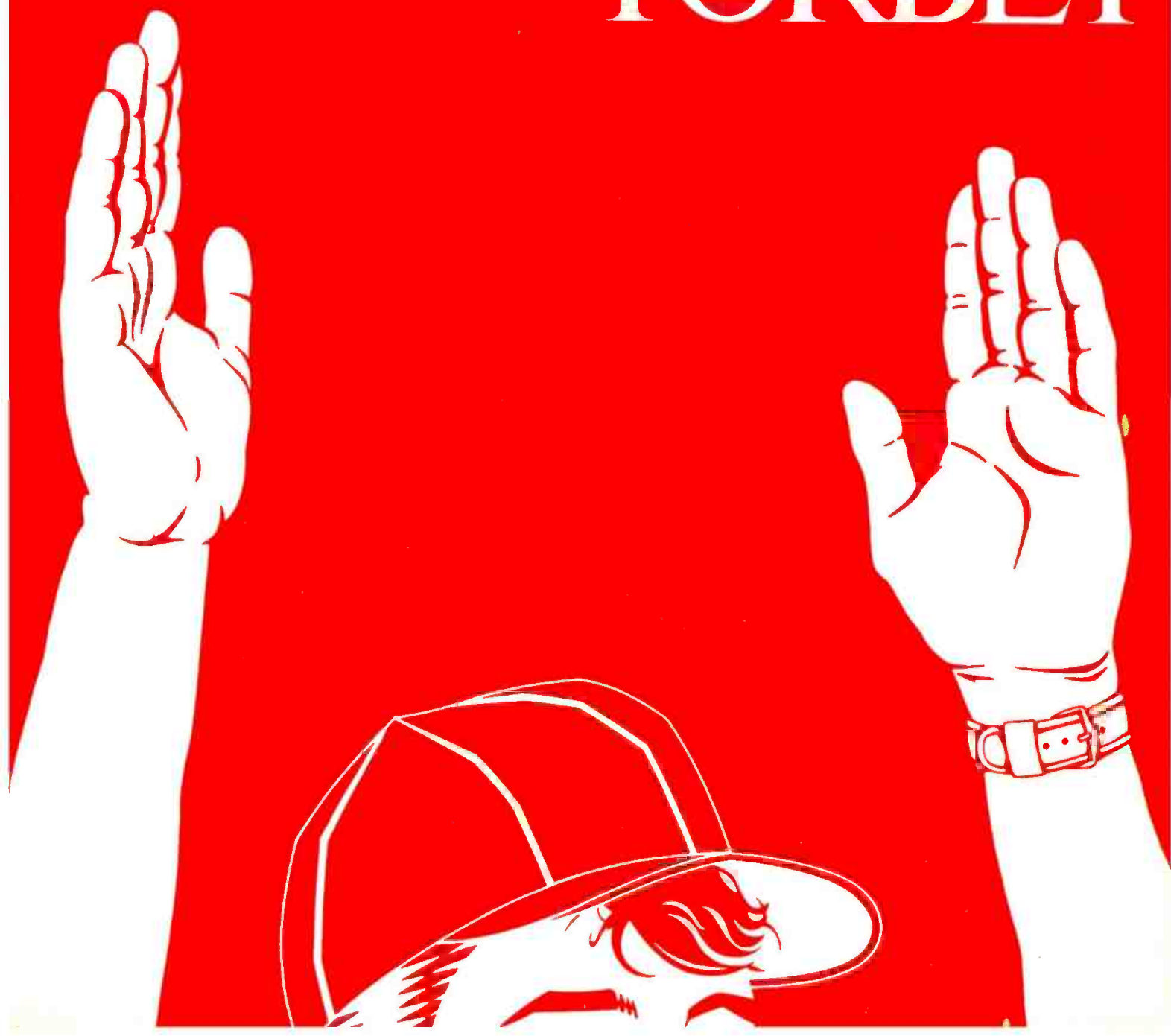
Every inch of turf is important. No matter what the sport, even national radio sales. At Torbet Radio, we do what it takes to win maximum national radio dollars for our client stations. That can mean extra hours of research and lots of sweat from our professional sales team. But we know it's worth the added effort.

Torbet Radio people really care about you. And that's been proven again and again at the bottom line. Because we've got a very important goal—maximum national dollars with superior representation.

TORBET
PROFESSIONALS
GO FOR IT.



TORBET



ORION III TAKES



DESPERATELY SEEKING SUSAN

The Madonna movie, starring Rosanna Arquette.



CODE OF SILENCE

Chuck Norris—King of action adventures' biggest film.

F/X
Box office & critically acclaimed action—suspense—thriller.



THE COTTON CLUB

Coppola's brilliant film captures the spirit, music and violence of the gangster era.



HANNAH AND HER SISTERS

Another of Woody Allen's box-office winners!



YOU TO THE STARS.

ORION III



BACK TO SCHOOL
'86's comedy box-office
blockbuster.



WOMAN IN RED
Uproarious comedy
from the genius of
Gene Wilder.

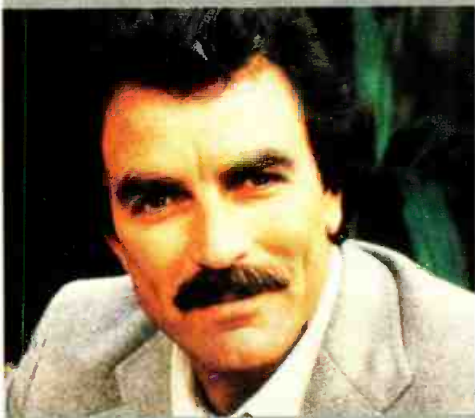
The award-winning theatrical package that's tailor-made for television viewers. Hollywood's brightest stars come out to shine in 20 spectacular motion pictures.

This is the package, and these are the films to power your station to that guaranteed winning performance.

Invest in ORION III, and possess the quality and prestige of the finest in exclusive, theatrical free-TV premieres.

ORION III, where the stars come out for you every night.

ORION
TELEVISION SYNDICATION



THEY CAN'T GET ENOUGH OF HIM IN LOS ANGELES

**MAGNUM
KTLA 6PM M-F**

- **2nd only to NBC affiliate**
- **Rating up 60%, share up 56% over a year ago**
- **Beats sitcoms, games & news on 2 affiliates**
- **All this in spite of 5 nights of NFL competition**

**MCA TV
OUR HOURS WILL
MAKE YOUR DAY.**

Source: Nielsen Metered Market Overnights.
Sept. 15-19, 22-26, 1986.
NSI October 1985.

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AdVantage

Downturn. That advertising tends to reflect conditions in general economy is seen in scant hopes advertising agencies have that this year will show bottom-line improvement over 1985, which was sluggish year. For example, Graham Phillips, chairman of New York office of Ogilvy & Mather, reported 60 employees in that office have been dismissed. In all of 1986, about 200 employees from Ogilvy branches throughout U.S. were let go. With few exceptions, agencies have been paring their staffs this year as advertising budgets became leaner. Leonard S. Matthews, president of the American Association of Advertising Agencies, said profit picture for agencies seemed glum; he anticipated it would be most dismal year in profits since 1979.

Travel TV winners. Four categories of television commercials were honored last week as winners of first Travel and Tourism Television Commercials Competition jointly sponsored by Travel Industry Association of America and Television Bureau of Advertising. Among nonprofit groups, winners were British Festival of Minnesota for best commercial by organization spending under \$1 million on television and State of Alaska for group spending more than \$1 million. Among profit-making companies, America West Airlines was named in under-\$1-million category and Walt Disney Group in above \$1 million.

Apple polishing. Apple Computer Inc., which has been absent from television for more than a year because of overproduction and sluggish sales, is poised for return to air. Apple has allotted about \$40 million to \$50 million in advertising over next year, using television heavily and participating in print and radio. BBDO, new agency for Apple, has produced 11 television commercials. Campaign is scheduled to begin this Saturday (Oct. 18) during coverage of World Series on NBC. Commercials will appear during sports, news-oriented and family-type network TV programs. John Sculley, chairman, president and chief executive officer of Apple, said campaign will focus primarily on executives in business and, to lesser extent, on people in education and at home.

Flip side of mergers. Trend toward consolidation of advertising agencies may benefit merged units, resulting in added financial strength and other resources. But stand-alone agencies may also benefit. For example, Young & Rubicam was awarded \$25 million in billings of various Pillsbury Co. products last week. Pillsbury shifted to Y&R after it was dropped by BBDO because of conflicts arising from BBDO's recent merger with Doyle Dane Bernbach and Needham Harper Worldwide. Y&R claims that since beginning of 1986, it has compiled net gain of \$475 million in billings, 20% of which came from clients that left merging agencies because of conflicts. Spokesman said that \$280 million of figure represents additional business from old-line clients.

New push. People for the American Way, 250,000-member citizens' organization based in Washington, has launched two-month television advertising campaign to counter "rising tide of religious intolerance" that it claims threatens political process, judicial selection and public school system in America. Organization has produced 60-second and two-minute spots that began airing last week on WNYW(TV) New York, KCOP(TV) Los Angeles, WJLA-TV and WUSA-TV, both Washington, and Cable News Network. Initial buy is for \$250,000, and group plans to add buys in other major cities, including Chicago, San Francisco, Boston and Atlanta.

in morning and evening drive times.
Target: adults, 25-54. Agency: Weightman Advertising, Philadelphia.

RADIO&TV

Jack in the Box □ Fast-food restaurant chain kicked off campaign in major Western markets last week for 14- or 15-week drive. Commercials will be slotted in all dayparts. Target: adults, 18-54. Agency: Cohen/Johnson, Los Angeles; media buying service, AdVanswers, St. Louis.

Platt Music □ Retailer of audio and stereo equipment will begin one-week radio campaign this week in four markets, to be supplemented by TV effort in Los Angeles. Commercials will be used in all dayparts. Target: adults, 25-54. Agency: Abert Newhoff Burr, Los Angeles.

RepReport

KvCT(TV) Victoria, Tex.: To Adam Young Inc. from Savalli/New York and Unirep.

KQRS-AM-FM Minneapolis: To Katz Radio from Torbet Radio.

KLTY(FM) Arlington, Tex.: To Christal Radio (no previous rep).

WFHM(AM) Vineland, N.J., and KDIF(AM) Riverside-San Bernardino, Calif.: To Caballero Radio Network (no previous rep).

WBRD(AM)-WDUV(FM) Bradenton, Fla., and KKUA(AM)-KOMQ(FM) Honolulu: To Christal Radio from Select Radio.

KHAK-AM-FM Cedar Rapids, Iowa: To Christal Radio from McGavren Guild.

ORION

STAR VIEW I

11 STAR-STUDED FILMS MADE FOR TELEVISION—
THRILLING ADVENTURES, SIZZLING ROMANCES,
POWERFUL DRAMAS!



Award-winning stars your audiences know, in stories with timeless appeal. Action, suspense, and drama including—
FARRAH FAWCETT, TOM CONTI, and GERALDINE PAGE in *The Beate Klarsfeld Story*;
FAYE DUNAWAY in *Beverly Hills Madam*; CARROLL O'CONNOR in *Brass*;
ROBERT HAYS in *Murder By The Book*; MARSHA MASON in *Lois Gibbs*
& *The Love Canal*; JEAN STAPLETON in *A Matter Of Sex*.

STAR VIEW I—CAPTURE THE EXCITEMENT!

ORION[®]
TELEVISION SYNDICATION

Suite 200 Los Angeles, CA 90067 (213) 557-8700

The first sitcom bought by
the NBC Owned Stations for their
1987-88 access checkerboard!

O&O WORLD

(THE O&O LEAD-IN TO COSBY)

FTHS

TM



It's new. It's first run. It's a bewitching,
weekly half-hour of fun and fantasy.

Starring Donna Pescow and Maureen Flannigan

Produced by Bob Booker Productions

Distributed by

MCA TV

Where first run always means first rate.

Available Fall 1987.

Call for details of our innovative marketing plan.

Station clearances: (212) 605-2786 / (818) 777-5816

Advertiser sales: (212) 605-2720 / (312) 337-1100

ARRANGE FOR
A SCREENING
TODAY

Monday Memo

A children's television commentary from Joan Ganz Cooney, president, Children's Television Workshop, New York

The long way to go in children's television

The start of National Children's Television Awareness Week is a time for us to look realistically at what television has to offer our children. The goals of this week are honorable. It is commendable that we are making a national effort to encourage children to be more selective and better educated television consumers. Teaching children how to harness the powerful medium of television will help some of them to use it to their advantage. I am pleased that some of our federal legislators are urging children and parents to watch together and to discuss what they have seen. It is ironic, however, that our Congress is encouraging the positive uses of television at the same time that funds for educational programs on public television are at their lowest level ever, and an unregulated marketplace ignores the needs of the children and the families that it should serve.

The organizers of National Children's Television Awareness Week should be mindful that awareness, while it is an important step, is just the first step. A great deal about American television has to change before it is the positive force that it is capable of becoming.

We're regularly being told that television has changed. Writers and programers quote liberally from statistics that say it's not unusual for families to have access to over 20 channels of programing. Many families add to cable and broadcast television with their own videocassette recorder, exponentially increasing their ability to view what they want when they want. Recent Nielsen statistics tell us that in households with conventional television, families watch more than 45 hours a week, while in households where there are cable and subscription services, that number climbs to 58 hours. To grasp the power of the medium, compare those numbers to the 40 hours most adults spend at work and the 30 hours children spend in school.

But has television really changed? Does this plethora of programing, this range of viewing opportunities, really enrich our experiences? Are all these channels meeting the needs of their audiences? The answer, it seems, is no. Television programers fail audiences, especially our children.

There are more than 35 million children under the age of 12 in this country, yet there is no regularly scheduled daytime children's programing on commercial network television. Public television stations air at least two hours for children daily. Most air their children's programs twice a day. Cable services seem to pay more attention to children than the commercial networks. And some



Joan Ganz Cooney, president of the Children's Television Workshop, New York, was co-founder of CTW in 1968 when it was created to conduct an experiment in the use of TV to educate preschool children. The result was *Sesame Street*, broadcast daily since 1969 in the U.S. and now seen in nearly 100 foreign countries. Following the successful launch of *Sesame Street*, CTW created *The Electric Company*, a reading series for children ages 7-10 that has been on the air since 1971 and is seen in 26 foreign countries. CTW's newest series, *3-2-1 Contact*, is a science program for 8-12-year-olds seen here since 1980 and in a dozen foreign nations. Cooney began her career as a newspaper reporter in Phoenix, her hometown. From 1954 to 1962 she worked as a publicist for NBC in New York and for the *U.S. Steel Hour*, a CBS drama series. She was an Emmy award-winning public affairs producer for WNET(TV) New York before conducting the study for the Carnegie Corp. of New York which led to the founding of CTW. She was executive director of CTW in 1968-70 and has been its president since 1970.

stations provide a few low-budget local children's shows. Still, America remains the only developed nation that doesn't regulate its television industry to mandate that programers provide for children.

Ours is one of the few societies that doesn't recognize children as a special audience. American television is the most dramatic and graphic illustration of our neglect of children's needs. We live in a society that does not find children important enough as a market to merit more than a few hours of cartoons on Saturday morning.

No matter how much you or I may be opposed to government regulations, we need them to assure that there will be high quality children's programing available to all our young people. Ideally, we should go back to the FCC guidelines that were proposed in 1978 and were defeated by a single vote. These guidelines would require five hours of programing for preschoolers every week on each network and another four and a half

hours each week for school-age children. I strongly believe that only such regulation will result in adequate programing for our children. And I'd insist on rules for the implementation of the regulations. For one, I'd insist that children's programs not be scheduled in competition with one another. Children should have programing and schedule choices just as adults do.

Given the opportunity to provide more programs for children, I'd like to see good contemporary drama on a daily or weekly basis. ABC's *Afterschool Specials* and NBC's *Special Treat* series have proved that quality drama for children can be produced and will be watched.

A daily reading motivation program would help young readers and nonreaders alike. *Reading Rainbow* on PBS has demonstrated real possibilities in this fertile area. The history of our country could be taught via quality historical drama, presented regularly.

Clearly, our children are falling behind others, West Germans, Japanese, Russians, in science and mathematics. *The Voyage of the Mimi* and *3-2-1 Contact*, science shows on public television, have shown that programs that educate need not be dull. *Square One TV*, a mathematics series for children, will premiere in January, also on public television. For preschoolers, more programs should be aired that stimulate intellectual growth. *Mr. Roger's Neighborhood* and *Sesame Street* are examples of popular programing in these categories, and children should have access to others.

Increasing the amount of programing directed at children will go a long way toward realizing the potential of television to enrich all of our lives. But changes need to be made in adult programing as well. Children don't watch only children's programing, in part because there is so little of it. In that 30 hours they watch each week, there's plenty of adult programing, including daytime soap operas, prime time drama, news and entertainment. Much of it is harmless, although too often it is a thief of time better spent on other activities.

But some of it may not be so harmless. The violence level on television has increased in the past few years. Children who watch prime time television often watch without adult supervision. Too many youngsters are watching too many programs that teach them that life's problems can be solved by violent means.

As a nation, we do not seem to view our children as our national treasure. Nowhere is this more apparent than in our television programing schedules. If the commercial networks will not meet the needs of children, then we must provide sufficient funds to public television to give our children the quality and variety they deserve.

NEWS

“ You people do a bang-up job . . . it sounds great!—Ed Richards, News Director, WOMC FM, Detroit, MI **”**

“ Your coverage is totally professional . . . United Stations is the best around.—Terry L. Dorsey II, V.P./ Station Mgr., KLOM AM, Lompoc, CA **”**

“ We find your newscalls give that extra edge to our newscasts — make them seem more polished—Shari Jo Merrill, News Director, KGWY FM, Gillette, WY **”**

“ United Stations Radio Networks offers a combination that's hard to beat . . . up-to-the-minute news and information, delivered with personality and flair.—Cami McCormick, News Director, WEZB FM, New Orleans, LA **”**

“ We depend on United Stations for concise, insightful reports and interesting features that we can slot almost anywhere.—Bernard Gershon, News Director, WOR, New York, NY **”**

“ We have several options available but we always go with United Stations. It is always the right choice.—Bob Slade, News Director, WRKS FM, New York, NY **”**

“ . . . fits our format perfectly.—Chuck Collins, News Director, WKQA FM, Peoria, IL **”**

“ US doesn't just cover the news, it tells our listeners how the news relates to their lifestyles and pocketbooks—Bob Paiva, Program Director, WWYZ FM, Hartford, CT **”**

RADIO NEWS YOU CAN USE

As you can see, our affiliates are impressed with the way United Stations handles the news. How does a network generate such consistent across-the-board praise? Simply by doing everything possible to give stations news they can use.

COVERAGE: US has news bureaus in New York, London and Washington, D.C., correspondents reporting from every major capital around the globe and hundreds of locations throughout America. With a network as extensive as ours, we're able to bring you live reports from the scene no matter where a story breaks.

RELATABILITY: Not every story holds the same significance for every audience. US brings you the news that's most important to your listeners and demonstrates how it will affect their lives.

DELIVERY: In the words of one of our affiliates, ours is . . . 'the writing style of the 80's,' meaning that delivery by both anchors and reporters is conversational and concise.

US 1 broadcasts news on the half hour, seven days a week, targeting a younger network audience attuned to the faster pace of young adult stations.

US 2 targets a more mature adult audience with comprehensive newscasts on the hour, every day of the week.

IT'S ON US: Could you use the kind of news that commands this kind of respect . . . particularly from your listeners? Maybe it's time you called US.

For affiliation information about US 1 and US 2, call our Affiliate Relations Department at 212-575-6100.

New York
Washington, D.C.
Chicago
Detroit
Dallas
Los Angeles
London



Looks like Betacam competiti

Ampex Betacam.

Bosch Betacam.

Thomson-CSF Betacam.

When it comes to Betacam®, Sony is no longer the one and only. Because three other leading makers of professional broadcast VTRs are now committed to the Betacam format.

They all had the choice of building a different half-inch system. They all chose Betacam.

Why? Twenty-five thousand units in the field prove that it's a proven system. Future products, such as high-performance Betacam SP, prove that it's a growing system.

e Sony has some on.

And now, Betacam is a multi-source system. That means more choices for you. And more reason for us to keep improving and refining the world's definitive ENG/EFM standard.

We know our new competitors will be tough. We welcome the challenge. And may the best Betacam win.

For more information on Sony Betacam and future developments in the Betacam format, call Sony Broadcast at (201) 833-5231. **SONY.**

BROADCAST



This week

Oct. 12-14—Illinois Broadcasters Association convention. Speaker: FCC's Jim McKinney. Eagle Ridge resort, Galena, Ill.

Oct. 12-14—North Carolina Association of Broadcasters convention. Speaker: NBC's Bryant Gumbel. Adam's Mark hotel, Charlotte, N.C.

Oct. 12-14—Iowa Cable Television Association's fall convention. Airport Hilton, Des Moines.

■ Indicates new entry

■ **Oct. 14—Hollywood Radio and Television Society** newsmaker luncheon. Speakers include Charles Fries, Fries Entertainment; Dick Robertson, Lorimar-Telepictures; Lucie Salhany, Paramount Domestic Television and Video Programming; Robert Turner, Orbis Communications, and Derk Zimmerman, Fox TV Stations. Beverly Wilshire, Los Angeles.

Oct. 14—International Radio and Television Society "Second Tuesday" seminar, "Yesterday, Today and Tomorrow: The TV Critics Take a Look." Viacom Conference Center, New York. Information: (212) 867-6650.

Oct. 14—Cabletelevision Advertising Bureau local advertising sales workshop series. Newton Marriott, Boston. Information: (212) 751-7770.

Information: (212) 751-7770.

Oct. 14—Washington Women in Public Relations monthly luncheon. "The Media View from Capitol Hill as Seen by a Senate Press Secretary." National Lawyer's Club, Washington.

Oct. 14-16—Society of Broadcast Engineers national convention. St. Louis A.J. Cervantes Convention Center, St. Louis. Information: Sam Caputa. (314) 727-2160.

Oct. 14-16—Community Broadcasters Association first low power television conference (held in conjunction with Society of Broadcast Engineers convention, see above). St. Louis A.J. Cervantes Convention Center, St. Louis. Information: (703) 893-8844.

Oct. 15—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Bob Metz, chief correspondent, Financial News Network. Topic: "Corporate Terrorism: How the Takeover Movement is Trashing America." Copacabana, New York.

Oct. 15—Women in Communications, New York chapter, meeting. Barbizon hotel, New York.

Oct. 15—New York State Cable Television Association seminar on drug and alcohol abuse in workplace. Business Council, Albany, N.Y. Information: Stephanie Zarpas. (518) 463-6676.

Oct. 15—National Association of Broadcasters broadcast marketing task force meeting. NAB, Washington.

Oct. 15-16—"The Future of Television In Europe," conference sponsored by *Club de Bruxelles*. Palais des Congres, Brussels.

Oct. 15-17—Indiana Broadcasters Association fall conference. Holiday Inn Union Station, Indianapolis.

Oct. 15-17—Magnavox mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 16—Cabletelevision Advertising Bureau local advertising sales workshop series. Governors Inn-Research Triangle Park, Raleigh, N.C. Information: (212) 751-7770.

Oct. 16—"Interconnecting with Your Cable Franchise," workshop sponsored by *Wayne County (Mich.) Intermediate School District's* department of technology. Education Annex 2 & 3, Wayne, Mich. Information: (313) 467-1300.

Oct. 16—Vermont Ad Club meeting. Radisson, Burlington, Vt.

Oct. 16-17—Broadcast Financial Management Association board of directors meeting. Westin Crown Center, Kansas City, Mo.

Oct. 16-17—American Women in Radio and Television Southeast area conference. Wyndham hotel, Orlando, Fla. Information: (202) 429-5102.

Oct. 16-20—National Federation of Community Broadcasters public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

Oct. 17—Radio-Television News Directors Association region 12 meeting with *Sigma Delta Chi*. Topics: the making of ABC's *20/20*, sexual harassment and news coverage of drug crisis. Remarks by CBS's Charles Osgood. Sheraton Center, New York.

Oct. 17-21—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France.

Oct. 17—Ohio Association of Broadcasters small-market radio exchange. Westbrook country club, Mansfield, Ohio.

Oct. 17—Sixth annual Southern California Cable Association dinner, honoring Bill Daniels, chairman, Daniels & Associates, Denver. Pickfair Estate, Los Angeles. Information: (213) 684-7024.

Oct. 17-19—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Gates Foundation* and *Denver Post*. Keystone resort and conference center, Key-

The List Is Growing...

KEZK - St. Louis, MO KSUR - Monterey, CA
KSHE - Crestwood, MO KHIT - Bremerton, WA
KMJM - St. Louis, MO WFUZ - Ocala, FL

These stations have purchased the most advanced 35 kW single tube FM transmitter available. . . .

Model FM-35A, 35,000 Watts!



- Reliable folded 1/2 wave cavity - no plate blocker.
- 4CX20,000C Tube - larger filament, larger anode.
- Slide-out solid state IPA's.
- Optional Microprocessor Diagnostics (MVDS).



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ELECTRONICS INC.**

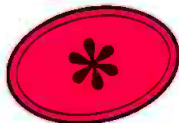
4100 N. 24th ST., P.O. BOX 3606, QUINCY, IL 62305-3606, (217) 224-9600, TELEX: 250142

TEST YOUR SYNDICATION KNOWLEDGE:

Syndication Trivia



What is the First First-Run Sitcom Available for Stripping?



What First-Run Sitcom has 110 Episodes in the Can?



What First-Run Sitcom has Proven its Success in 75% of the U.S. this Summer?



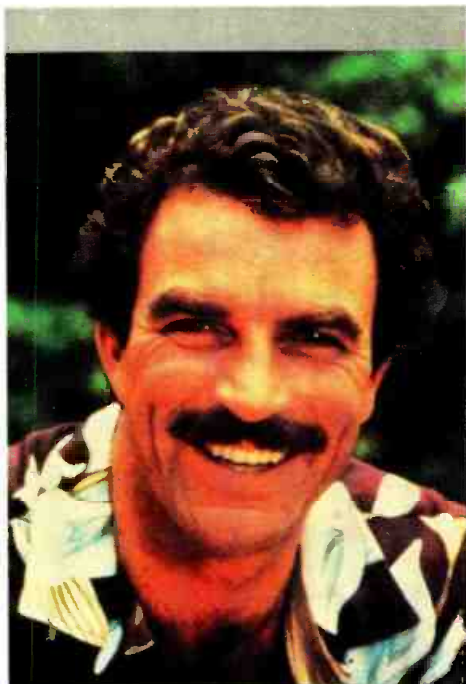
What Successful First-Run Sitcom has been Renewed for its 7th Season on CBC?



What First-Run Sitcom is AVAILABLE NOW?

**TURN THE PAGE
FOR THE ANSWERS:**





THEY CAN'T GET ENOUGH OF HIM IN WASHINGTON

MAGNUM
WJLA-TV 4PM M-F

- #1 in time period. Up from #2 last year
- Beats everything—sitcoms, talk, kids & movies

MCATV
OUR HOURS WILL
MAKE YOUR DAY.

Source: Nielsen Metered Market Overnights,
Sept. 15-19, 22-26, 1986.
NSI October 1985.

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stone, Colo. Information: (213) 851-7372.

■ **Oct. 18**—*National Association of Media Women* 21st annual convention. Philadelphia Center hotel, Philadelphia.

Oct. 18-19—*Northern California Women in Film & Television* workshop, "The Corporate Connection: Making It Work for You." Positive Video, San Carlos, Calif. Information: Nancy Stevens, (415) 548-5308.

Also in October

Oct. 19-22—*Intelevent '86*, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton; Peat, Marwick, Mitchell & Co., and International Chamber of Commerce. Information: (202) 857-4612.

Oct. 20-22—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidome, Dallas-Fort Worth. Information: Sharon Barela, (918) 664-7991.

Oct. 20-22—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 21—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research.

Guest: comedian Jay Leno. New York Hilton, New York. Information: (212) 867-6650.

Oct. 21-22—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

Oct. 21-23—Annual convention of *Microwave Communications Association*. Theme: "MMDS/ITFS/OFS/DEMS Emerging Microwave Technologies." Ramada Renaissance hotel, Washington. Information: (202) 659-4417.

Oct. 22—*Federal Communications Bar Association* luncheon. Speaker: Alfred Sikes, head of National Telecommunications and Information Administration. Washington Marriott, Washington.

Oct. 22—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Tom Goodgame, president, Group W Television Station Group. Topic: "What Television Is... Or Should Be... Doing for Kids." Copacabana, New York.

■ **Oct. 22**—*Women in Cable, Washington chapter*, meeting, "Must Carry 'Jeopardy'." National Cable Television Association, Washington. Information: (202) 872-9200.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Radisson Plaza hotel, Lexington, Ky.

Oct. 22-24—*American Women in Radio and Television*

Major Meetings

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.

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.

Aug. 30-Sept. 1, 1987—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

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

Sept. 9-12, 1987—*Radio '87*, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

Syndication Trivia

The Answers Are:

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Improved time period share over May '86

- New York - WOR - 11:00 P.M.
- Detroit - WXYZ - 10:30 A.M.
- Houston - KTXH - 12 Noon
- Nashville - WZTV - 11:30 A.M.
- Greensboro - WGGT - 1:00 P.M.

Improved key demos over May '86

- Miami - WCIX - 6:30 P.M.
- Providence - WPRI - 4:00 P.M.
- Wash., D.C. - WDCA - 6:30 P.M.
- Austin - KBVO - 5:00 P.M.
- Macon - WMAZ - 5:00 P.M.

Improved over initial performance

- L.A. - KCOP - 11:30 A.M.
- Atlanta - WATL - 6:00 P.M.
- Green Bay - WXGZ - 11:30 A.M.
- Norfolk - WAVY - 4:30 P.M.
- Cleveland - WOIO - 2:30 P.M.



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sion North Central area conference. Hilton on the Circle, Indianapolis. Information: (202) 429-5102.

Oct. 22-25—National Black Media Coalition annual conference. Speakers include Oprah Winfrey, syndicated talk show host; Barry Mayo, WRKS(FM) New York; Erwin Krasnow, Verner, Lipfert; Vince Cullers, Cullers Advertising, Chicago; Mal Goode, U.N. correspondent and consultant, New York, and Randall Robinson, TransAfrica, lobbying group for African countries. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 22-26—Association of Music Personnel in Public Radio. Hyatt Regency New Orleans. Information: (504) 286-7000.

Oct. 23—National Association of Broadcasters television membership committee meeting. NAB, Washington.

■ **Oct. 23—Presentation of 1986 Communications Excellence to Black Audiences (CEBA) Awards,** sponsored by *World Institute of Black Communications*, honoring "corporations, ad agencies and individuals who have demonstrated sensitivity and expertise in advertising and marketing directed towards black consumers." New York Hilton. Information: (212) 586-1771.

Oct. 23-25—National Religious Broadcasters, Eastern chapter, convention. Philadelphia Airport Marriott, Philadelphia. Information: Sue Bahner, (716) 461-9212.

Oct. 24—Montana Broadcasters Association sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Oct. 24—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio.* Airport Marriott, San Francisco.

Oct. 24-25—New Hampshire Association of Broadcasters fall conference. Center of New Hampshire Holiday Inn, Manchester, N.H.

Oct. 24-25—Friends of Old-Time Radio 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

Oct. 24-29—Society of Motion Picture and Television Engineers 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 761-1100.

Oct. 25—Museum of Broadcast Communications "You Can Come Home Again" gala, "homecoming reunion saluting broadcast stars born in Illinois or whose careers were nurtured in Chicago." MBC, Chicago. Information: (312) 565-1950.

Oct. 25—American Women in Radio and Television's 32d annual Genii awards luncheon, honoring actress Sharon Gless and writer-producer Fay Kanin. Beverly Wilshire, Los Angeles. Information: (818) 509-0819.

Oct. 25-28—Texas Association of Broadcasters annual convention. Hilton Palacio del Rio, San Antonio, Tex.

Oct. 26—National Association of Broadcasters "100 plus" committee. O'Hare Hilton Airport hotel, Chicago.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network.* Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

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

Oct. 27—Cable Television Network of New York third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360.

Oct. 27-28—National Association of Broadcasters "Hundred Plus Exchange," for small market TV stations. Chicago O'Hare Airport Hilton, Chicago.

Oct. 27-29—National Association of Broadcasters regional managers meeting. NAB, Washington.

Oct. 27-Nov. 1—Journalism Week, annual program sponsored by *University of Missouri-Columbia, School of Journalism.* Various locations at UM and in Columbia. Information: Bob Gassaway, (314) 442-3161, extension 225.

Oct. 28—Conference for journalists, "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by *Washington Journalism Center.* Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 28—International Radio and Television Society seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. New York Hilton. Information: (212) 867-6650.

■ **Oct. 28—"Telecommunications for Development: Exploring New Strategies,"** international forum sponsored by *Intelsat, New York University, Economic Development Foundation and Intergovernmental Bureau for Informatics.* Loew's Summit hotel, New York. Information: (202) 944-7805.

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

Oct. 29—New York chapter of National Academy of Television Arts and Sciences luncheon, featuring Robert E. Mulholland, director, Television Information Office. Topic: "Why TV News Makes News." Copacabana, New York.

Oct. 29-30—Conference for journalists, "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by *Washington Journalism Center.* Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 30—Dinner sponsored by Entertainment Industries Council, honoring Grant Tinker, outgoing chairman of NBC. Sheraton Premiere hotel, Los Angeles. Information: (818) 840-3842.

Oct. 30—National Association of Broadcasters small market radio committee meeting. NAB, Washington.

Oct. 30-31—"Success in Radio and Television Sales and Promotion," sponsored by *California Broadcasters Association and Broadcast Promotion and Marketing Executives.* Hyatt Los Angeles Airport.

Oct. 30—Advertising Women of New York luncheon. Waldorf Astoria, New York.

Oct. 30-Nov. 1—Alpha Epsilon Rho, National Broadcasting Society, East Central regional convention. Appalachian State, Boone, N.C.

Oct. 31—Academy of Television Arts and Sciences forum luncheon. Keynote speaker: First Lady Nancy Reagan, on drug abuse. Los Angeles. Information: (818) 953-7575.

Oct. 31—International Radio and Television Society newsmaker luncheon. Speaker: Richard Wiley of Wiley and Rein, Washington. Waldorf-Astoria, New York.

November

Nov. 1—Academy of Television Arts and Sciences all-day seminar on drug abuse. Sheraton Premiere, Los Angeles. Information: (818) 953-7575.

Nov. 2-6—Annual Public Broadcasting Service Program Fair. Hyatt Regency, Austin, Tex. Information: (703) 739-5000.

Nov. 3-5—Electronic Imaging '86, conference and exhibit, featuring computer graphics, fiber optics and high-definition TV. Sponsored by *Institute for Graphic Communication.* Sheraton-Boston hotel, Boston. Information: (617) 267-9425.

Errata

Contrary to "In Brief" item in Oct. 6 issue, **Sangre de Cristo Communications Inc. did not file petition to deny \$301.5-million sale of Spanish International Communications Corp.'s** five TV's and five low-power TV's to Hallmark Cards and First Chicago Venture Corp.

Noncommercial **WOEX-TV Pittsburgh** will return to air with **660 kw** power, not 660 w, as reported in Sept. 29 BROADCASTING.

In Oct. 6 story "New Offerings from New Century" mention of **co-executive producers for Photoplay, Dan and Barbara Lewis,** was omitted. Jack Haley Jr. is executive producer of show.

Rob Branham, account executive, WFSB-TV, Hartford, Conn., was named **assistant local sales manager,** not local sales manager as reported in Oct. 6 "Fates & Fortunes."



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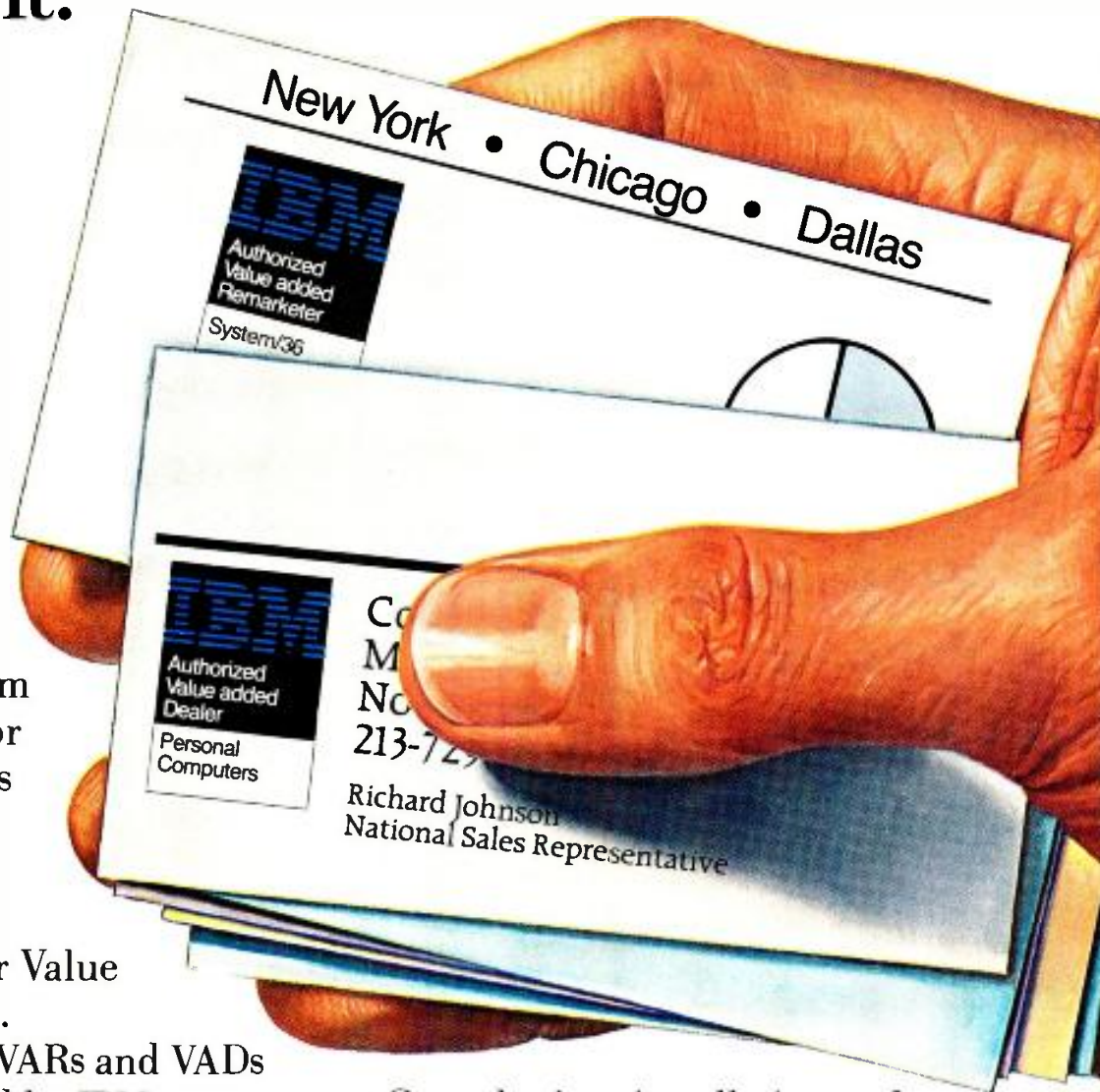
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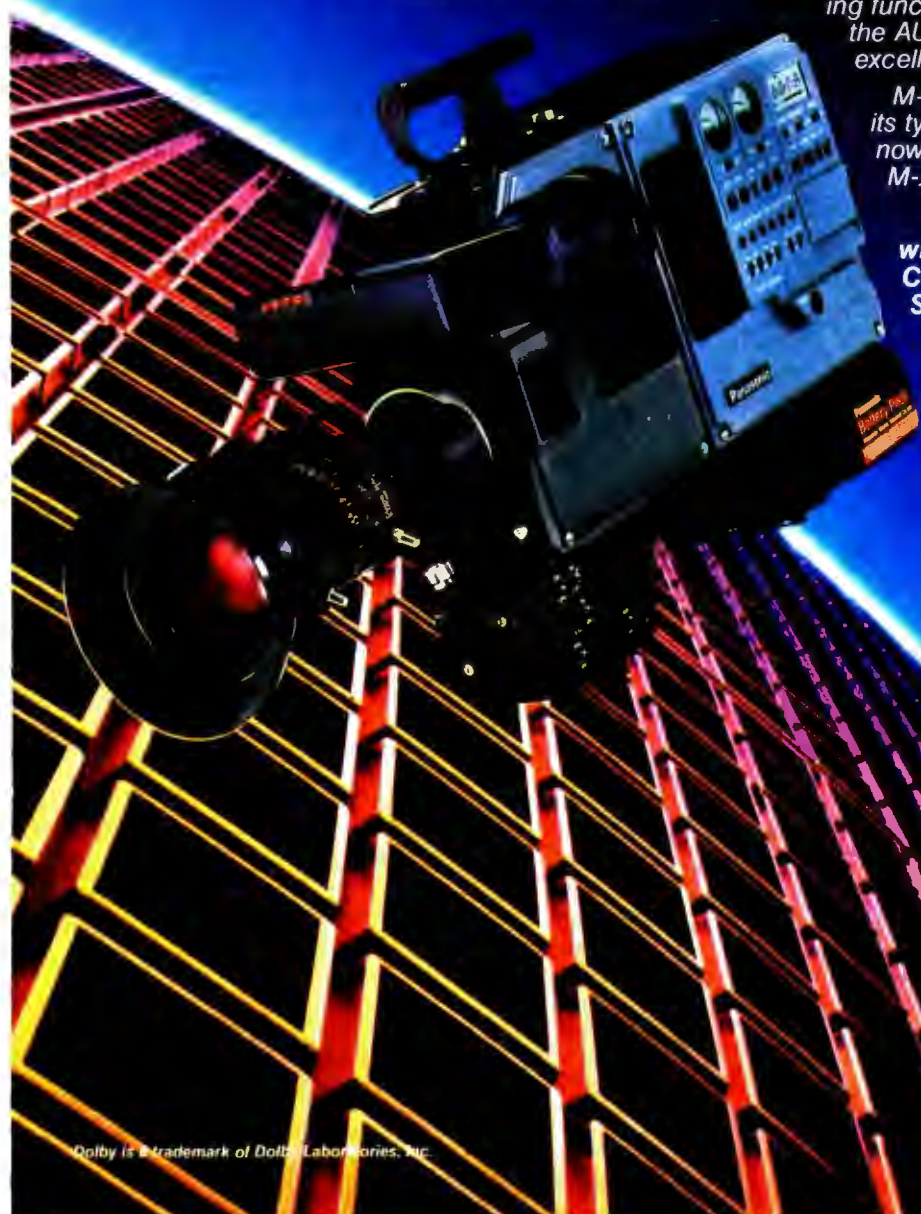
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THE NEW TV SEASON

NBC pulling away from the field

Most observers see little that could derail network juggernaut; all three begin reassessments of new season lineups

Although some industry executives suggest it is, to quote one, "absurd" to speculate on the outcome of the new prime time race only three weeks into it, the consensus within the industry is that for practical purposes it's all over but the shouting. Barring an unforeseen catastrophe at NBC—such as Bill Cosby opting for early retirement—the network will repeat as the prime time victor in this television year. By most accounts, including those of the top programming executives at the other two networks, CBS will finish second and ABC, for the third consecutive year, last.

NBC's Brandon Tartikoff declined to speculate on where his two network competitors will finish, except to say that "the numbers speak for themselves." After two weeks and four days, they put NBC in first with a comfortable lead at 18.3/29 followed by CBS with a 16.1/26 and ABC picking up the rear with a 15.3/25. Asked whether he had any substantial doubts that NBC would take the 1986-87 season, Tartikoff replied: "We did this week with all of our series in place," and without the stunting and promotional hype that took place in premiere week. He said barring any successful stunting by the other two networks, "it's reasonable to assume [that] we should be able to finish the season in first place. There will be weeks when we are not in first place, but week in and week out," he said, NBC will take top honors.

Tartikoff's competitors agree. "If I were objective," said Bud Grant, president, CBS Entertainment, "NBC looks real strong this season. I would hope we'll make improvements this year and be a closer second and point toward next year to overtake NBC." Brandon Stoddard, president, ABC Entertainment, has declined interviews in recent months (with the exception of some brief comments that appeared in the *New York Times*) about ABC's current competitive situation. But last month he told a Hollywood luncheon crowd that he didn't expect much improvement this year at the network, that with some luck, a program or two might emerge with high enough ratings upon which to build in the future. "We believe we will have some growth next year," said Stoddard. "It will not be major but we believe we will have some movement."

Broadcast industry analysts on Wall Street



NBC's one-two punch: Brandon Tartikoff and Bill Cosby

and program analysts at the major advertising agencies predicted earlier in the year that the network prime time standings for the 1986-87 season would be the same as the year before, with perhaps a little tighter race. Now that the season has unfolded, few, if any, have voiced substantial revisions to those predictions. "I see no signs that NBC could lose," said Mel Conner, senior vice president, director of network operations, at DFS-Dorland. Nothing he has seen in the performance of the other two networks has led his agency to change its position that CBS will finish second and ABC third. Jay Nelson, an analyst with the Wall Street firm, Brown Brothers Harriman, agreed with Conner's assessment. "It seems pretty clear that NBC is going to win," said Nelson. "The best bet is that NBC will be followed by CBS with ABC fairly close behind."

NBC's win is predicated on the same strengths it had last season—dominant Thursday and Saturday nights that have gotten even stronger this year. *Family Ties*, *Cheers* and *Night Court*, which follow *The Cosby Show* on Thursday, have all reached record share levels this season, as have *The Golden Girls* and *227* on Saturday nights. NBC has also accomplished its goal, to date at least, of closing the gap with CBS on Sunday evenings by scheduling the new *Our*

House against powerhouse *60 Minutes*.

The big disappointment in NBC's schedule is Tuesday night's new 9 to 10 p.m. entry, *Crime Story*. ABC's hit, *Moonlighting*, has grown about 10 share points this season (to the high 30's) and is pummeling the new police drama from Michael Mann, which on Sept. 30 fell to 63d place in program rankings with a 10.6/16. Last week it averaged an 11.5/17 against a Major League Baseball playoff game. Of *Crime Story*, Tartikoff said last week: "We are very satisfied with the production of the series. If there is a fault, it is with the scheduling."

Conner of DFS-Dorland said that he and a number of advertising executives from other agencies liked *Crime Story* at the outset and are "disappointed that it isn't doing as well as we had hoped." He said that many were taken by surprise at ABC's strong performance on Tuesday, with *Who's the Boss*, *Growing Pains* and *Moonlighting* all doing at least four share points better than expected. He said *Moonlighting* may have benefited from its exposure during the Emmy Awards, arousing the curiosity of many viewers who saw all the clips for the show's many nominations but had never watched the program last season.

Despite NBC's 9 p.m. problem on Tuesday, *Matlock* at 8 p.m. has emerged as a

strong second to ABC's comedy lineup, while CBS's *Wizard* is struggling, as most predicted. The show climbed about five rating points last week, with a lopsided baseball playoff game on ABC, to 15.9/24. Grant's assessment at this point on *Wizard*: "The jury is still out."

On Wednesday nights, however, Grant acknowledges that CBS "continues to have some 8 to 9 p.m. problems" with the new comedies, *Together We Stand* and *Better Days*. Grant said he and his staff have some thoughts on improving that time period, but that it was too early to talk about them. Changes there would appear inevitable, however. He said that *Magnum* at 9 p.m. and *The Equalizer* at 10 p.m. are doing a "satisfactory" job so far. Last week, *Magnum* improved by five rating points to a 19/29 and *Equalizer* premiered with a 17/28, a close second to ABC's playoff game.

NBC is dominating Thursday this season by a greater margin than expected, said Conner. "NBC is simply doing well across the board." CBS hasn't fared as well as it hoped by moving *Knots Landing* to compete against ABC's *Colbys* at 9 p.m. *Knots* was a 30-share show last year at 10 p.m. and has performed in the low 20's this season. Grant said he has considered moving the program back to 10 p.m., but no decision has been made. But the bottom line, said Conner, is "it's a squeeze for ABC and CBS on Thursdays" against the powerful NBC lineup.

Both Conner and BBH's Nelson agreed that CBS has done well by switching *Scare-*

crow and *Mrs. King* to Friday at 8 p.m. from Monday. CBS continues to win the night, as *Dallas* and *Miami Vice* continue to battle each other. So far, *Dallas* has come out on top, but both have fallen in the ratings as a result of the head-to-head competition. That has given ABC's new program, *Sledge Hammer!*, a chance to get sampled. Last time out it averaged a 19 share, seen as respectable given the tough competition.

Saturday is all NBC, driven by *Golden*

Girls, and posing real problems for both ABC and CBS. The entire Saturday lineups of both those networks ended up in the bottom 10 ranked shows for the second week of the season. Most observers expect the first cancellations of the season to come from that pack of troubled programs, which includes *Life with Lucy*, *Ellen Burstyn Show*, *Heart of the City* and *Spenser: For Hire*, on ABC, and *Downtown*, *Mike Hammer* and *Twilight Zone* on CBS. □

Syndicators meet on payment problems

Group moves to retain Washington law firm; members continue negotiations on syndication contracts with stations

There were further developments last week in the conflict between program syndicators and station owners who sell their properties without their programming rights. The major buyer of such stations, Home Shopping Network (HSN), closed on its first three station purchases; lawsuits emerged in Baltimore and Tennessee, and syndicator meetings were held on each coast with the likely result that a Washington law firm will be hired. There were efforts made by both station owners and syndicators to resolve contractual problems, as well as to prepare for a legal confrontation if those negotiations failed.

Last week the Association of Independent

Television Stations had no comment on the HSN purchases and the controversy surrounding them. Sources said that the matter will be brought up at a meeting of INTV's board of directors this week.

Marvin Grieve, president of the Association of Program Distributors, the group that organized meetings of syndicators in New York on Tuesday and in Los Angeles on Thursday, said APD anticipates its close to 50 members will raise the roughly \$100,000 initial cost of hiring a Washington law firm. No firm has yet been formally contacted, but some expect APD to retain Akin, Gump, Strauss, Hauer & Feld, which is already on retainer to NATPE International.

Those at the Tuesday meeting said APD might ask the law firm to file a class-action suit against the stations for breach of contract. The possibility of HSN being sued for tortious interference as a result of its purchases and affiliation agreements is also being considered.

APD is also registered in Washington as a lobbyist, and the New York-based organization is considering bringing the payments problem of TV stations to the attention of Congress. The purpose would be to persuade Congress to review the FCC's previous repeal of the three-year station holding rule. The syndicators believe they would get a more sympathetic ear from Congress than the FCC.

It is the repeal of that rule that syndicators blame for the payment problems. They say it has brought nontraditional broadcasters into station ownership in pursuit of profits without understanding the business.

Although the syndicators' immediate focus was on the problems at the stations that HSN is buying, they say a growing number of independents are having problems making their payments to syndicators. As one syndicator put it, broadcasters' reputations are no longer above reproach, as they once were.

At least one group of syndicators, those owned by Coca-Cola, have petitioned the FCC to deny the transfer of two stations to HSN (BROADCASTING, Oct. 6). Two weeks ago Embassy Communications petitioned to block the sale of WKJL(TV) Baltimore, and last week it joined its co-owned companies, Columbia Pictures Television and Tandem Licensing Corp., in petitioning to block the sale of WCLQ-TV Cleveland.

The later petition cites programing debt alleged to be close to \$7 million for such shows as *The Facts of Life* and *Good Times*.

Paramount readies launch of new 'Star Trek'

Paramount Television Group announced last Friday (Oct. 10) that *Star Trek: The Next Generation* will be offered as a first-run syndicated series in the fall of 1987 with a two-hour movie and 24 one-hour episodes. The new series, based on the original *Star Trek* series and four motion pictures, will feature a new cast but will retain Gene Roddenberry, who brought the series to NBC-TV 20 years ago, as executive producer.

Paramount has committed to the series for a year and will give the 145 television stations—two-thirds independents and a third network affiliates covering 98% of the country—carrying reruns of the original series which ran from 1966 to 1969, first crack at *The Next Generation*, said Mel Harris, president of Paramount Television Group. The show will be sold for cash plus barter, but Harris would not disclose the number of minutes PTG would retain. The studio approached the three networks and Fox Broadcasting Co. with the project, which has been in development for 18 months, but Harris said Paramount decided to take the syndication route when it became apparent "no one else would give it the care and attention" the show deserves. "We decided in the end that it is our most precious commodity," he said. The studio intends to obtain the "best production executives and talent" available, he said.

Each episode, Harris said, will be budgeted "at levels equivalent to network prime time," generally considered to be between \$800,000 and \$1.2 million for an hour-long drama. Asked to elaborate, Harris said the production budget would exceed \$1 million per episode.

Roddenberry, whom Harris credits with keeping interest in the show alive since the series went into reruns and developed a cult following, will be directly involved in the writing and will choose writers "best capable of continuing the level of performance" of the original series, Harris said. The series, he continued, will be set "a century or two" ahead of the original, which took place in the 21st century. Other creative elements of the series "are under a cloak of secrecy," Harris said. "You are dealing with a single creator, but with separate times, separate problems and personalities."

Commented Roddenberry: "I am grateful for the nurturing Paramount has provided to *Star Trek* over the past 20 years. It is with tremendous excitement that I look toward a truly creative collaboration with the studio on *Star Trek: The Next Generation*."

In affidavits supporting the petition, Barry Thurston, senior vice president of domestic syndication, said that Channel Communications, the licensee of WCLQ-TV, "breached the agreements in part because it is seeking to transfer the broadcast license (to Home Shopping Network)."

Similar allegations against WKJL's owners, Family Media, were made in a lawsuit Embassy filed in United States District Court for Maryland. That complaint alleges that on Aug. 28, Family Media "purported to repudiate" several contracts it had with Embassy, two weeks after the Nashville-based station owner reached a definitive agreement to sell the station to HSN, minus programming rights.

Family Media responded with a counter-suit in United States District Court in Nashville. That suit said that despite its review of several contract proposals from Embassy, it never signed a contract and therefore had breached no agreement.

The 12-page document said that with certain other program distributors, "... Family Media has proceeded in successfully negotiating approximately one-half of the valid outstanding contractual programming obligations." It, in turn, complained that Embassy's petition at the FCC was damaging its reputation and costing it money—by delaying the sale—and asked the court for monetary damages of more than \$16.5 million if the sale were not finalized.

As of last week three other syndicators said that, in addition to whatever efforts

APD might take, they were considering individual efforts to resolve payment problems. Worldvision has retained counsel in Cleveland, and Viacom is considering legal action there as well. MCA is also looking into legal remedies.

According to one of the lawyers handling the cases, a big worry is the "precedent value" of the asset-only sales—which exclude contracts with syndicators—of the nine stations to HSN.

BROADCASTING has learned of at least one recent sale preceding the HSN agreements that also specifically excludes the purchase of programming rights. A contract dated July 10 calls for the sale of KBGT(TV) Albion (Lincoln), Neb., by Amaturo Group to Citadel Communications, but the contract specifically excludes any "... film and syndication rights and returnable film" and "... barter arrangements which extend beyond the closing date."

WCLQ has sent a letter to a number of syndicators saying that it will pay a percentage of its outstanding obligations to syndicators. But some syndicators said they are worried about the possibility that after that station is sold to HSN, the remaining corporate entity might file for bankruptcy. They said that since WCLQ was sold for \$15 million, that would leave only \$4 million for general creditors, including syndicators, once the preferred creditors are paid off. The syndicators say they alone have roughly \$20 million in outstanding programming commitments. □

top Madison Avenue agency. FBC has signed 92 affiliates covering more than 80% of the country, but many of the stations are weak in their markets. "Their biggest weakness is the quality of their station lineup," the executive said. "To the extent that the programs they provide improve the performance of the stations they are on will really determine the success of the Fox network." About 40 of FBC's current advertisers, who attended the taping of the Rivers show on Thursday, had a chance to air their concerns about the affiliates and the development of prime time programming to network executives at a closed-door meeting held Friday on the 20th Century Fox lot in Los Angeles. The meeting gave the network a chance to talk about its \$100-million commitment to programming and \$40-million allotment for advertising and promotion during the first season. Fox owner Rupert Murdoch expects to lose up to \$50 million the first year alone.

FBC also had a chance to showcase its new executive and creative talent at Friday's meeting, including Garth Ancier, senior vice president, programming; Kevin Wendle, vice president of prime time and late night programming; producer Stephen J. Cannell, who is providing the one-hour action series, *Jump Street Chapel*; producer Gary David Goldberg, who has signed with FBC to produce a half-hour sitcom tentatively titled *Duet*, and Ed Weinberger, producer of the sitcom, *Mr. President*, from Carson Productions.

To compete with the three networks, Fox will charge about 20% less for a spot on the Rivers show than ABC, CBS and NBC charge in a comparable time period, according to Mel Conner, senior vice president, DFS Dorland, New York. The company also offers more multiyear contracts than the competition. The strategy appears to be working. "We are sold out in the fourth quarter and three-quarters sold out in the next quarter," said Fox President Jamie Kellner. "We are pleased with the support we have received right now." Major advertisers such as Bristol Myers, General Foods, J.C. Penney, Ralston Purina, Sears-Roebuck, American Motors Corp. and Johnson & Johnson have been attracted to FBC.

Robert Spengler, vice president, advertising services for Bristol Myers, the first major sponsor of the Rivers show with a one-year commitment of more than \$1.5 million, said the company would wait to see what comes out of the meeting with advertisers before committing any money to FBC's

Fox's first on the air

Joan Rivers's late show premieres on FBC affiliates, first program in planned fourth network; other programs scheduled to debut next spring; problem seen in market weakness of some affiliates

The Fox Broadcasting Co. has launched what it hopes will be the beginning of a fourth network, with the debut last Thursday (Oct. 9) of *The Late Show Starring Joan Rivers*. The one-hour, Monday-through-Friday, late-night talk show pits Rivers against her one-time mentor Johnny Carson on NBC and David Brenner on the King World/Motown syndicated series *NightLife*, which debuted in September.

(In the overnight ratings, *Carson* averaged an 8.7/25 while *Rivers* scored a 7.9/19 in 12 metered markets. In the only other Nielsen metered market, Boston, Rivers is heard over WRME(AM). In three markets, Rivers went head to head with Carson from 11:30 p.m. to 12:30 a.m. In Philadelphia, *Carson* averaged a 9.6/28 to *Rivers*' 4.4/13. In Detroit, *Carson* averaged a 11/30 while *Rivers* scored a 7.3/20. In Denver, *Carson* won again, with a 7.7/24 to *Rivers*' 5.3/16.)

The premiere of the show, aimed at a younger audience than *The Tonight Show*, featured David Lee Roth, Cher, Pee-wee Herman and Elton John. To counter, Carson

brought on Richard Pryor, Sean Penn and Kenny G, saxophonist. During the past year—even prior to Rivers's departure as guest host—the *Tonight Show* has invited younger talent to appear on the show, although Freddie DeCordova, executive producer of the *Tonight Show*, declined to comment on whether the altered format is in response to Rivers, or whether any other changes are planned if her show is a hit.

The success of the Rivers show and FBC's announced lineup of nine prime time comedies and dramas scheduled to appear next March and April, will largely depend on whether the programming can overcome the relative weakness of Fox's affiliate stations, according to an advertising executive at a



prime time schedule. "I think advertisers are going to want to see pilots," he said.

The first pilots won't be available until

January, Kellner said. To date, Fox has announced *Jump Street Chapel*, four sitcoms, an untitled project from Embassy, *Down and*

Out in Beverly Hills from Touchstone Television, *Duet* from Paramount and *Mr. President* from Carson Productions. □

Kalb quits State Department over 'disinformation'

Former network journalist resigns as spokesman following reports of anti-Gadhafi campaign

"Now a controversy has swirled up around a question of credibility. According to a published report, there is a memo forwarded by the National Security Adviser that talks about what is called in this report a 'disinformation program'.... So you face a choice, as an American, as a spokesman, as a journalist, whether to allow oneself to be absorbed in the ranks of silence, whether to vanish into unopposed acquiescence, or to enter a modest dissent." Bernard Kalb, a print and broadcast journalist for 40 years, chose to "enter a modest dissent" by resigning as State Department spokesman, and in the process joined the short list of government officials who have publicly resigned over matters of conscience.

Kalb, in briefing reporters at the State Department last Wednesday (Oct. 8), did not confirm the existence of a "disinformation" campaign against Libyan leader Moammar Gadhafi that was reported in *The Washington Post* two weeks ago (BROADCASTING, Oct. 6). He said he was making "no accusations." He also said his resignation did not endow him "with sudden freedom to act on what may be or not be secret, and what can be classified, or what cannot be classified." And he was not, he said, dissenting from Secretary of State George Shultz, whom he described as "a man of integrity, a man of credibility." He was, instead, he said, "dissenting from the reported disinformation program." Kalb took the job two years ago after a career in journalism that included tours with *The New York Times*, CBS and NBC.

He expressed concern about the impact of such a program on the credibility of the United States. "Faith in the word of democracy is the pulse beat of our democracy," he said. "Anything that hurts America's credibility hurts America." Of considerably less importance, he said, was the question of his own credibility, "both as a spokesman and a journalist—a spokesman for a couple of years, a journalist for more years than I want to remember. In fact," he added, "I sometimes privately thought of myself as a journalist masquerading as a spokesman."

The resignation, coming as it did as President Reagan was about to leave for Reykjavik, Iceland, and the pre-summit summit with Soviet leader Mikhail Gorbachev, drew some criticism from the White House. A senior official was reported to have complained about the timing. But Kalb did not see his action as having much of an impact on the meeting; he thought his announcement would "dissolve very quickly" in the river of news that would flow from Reykjavik.

Kalb's assorted respect for Shultz did not seem to have been diluted by the secretary of state's statements on the "disinformation" story. Shultz had denied knowledge of efforts within the government to spread lies through the media, and he endorsed efforts to make Gadhafi "nervous."

He also quoted approvingly Winston Churchill's statement during World War II that truth is so precious "it must be attended



Bernard Kalb on CBS News

by a bodyguard of lies." In response to a question as to whether Shultz attempted to persuade him not to resign, Kalb, who had talked to the secretary the previous evening, said Shultz is "a man of such overwhelming integrity that he allows other people to have their own."

Shultz was equally complimentary in remarks about Kalb. In a prepared statement,

he said: "I am sorry to see Bernie Kalb go. I admire him as a fine journalist, respect him as a colleague and adviser and value him as a friend. Bernie has my thanks for the job he has done, and I wish him well."

Kalb appears to have kept the friendship and respect of the journalists with whom he had worked when he (along with his brother, Marvin) covered the State Department for first CBS and then NBC.

And the resignation won plaudits. Jim Anderson, of United Press International, said in reaction to Kalb's announcement: "Nothing becomes your holding this job so much as the leaving of it." Lawrence K. Grossman, who took over as president of NBC News six months before Kalb left for the State Department post, in December 1984, said: "Bernie was a first-rate spokesman. We'll miss him in that role." As for Kalb's decision to resign, Grossman said: "He made his own judgment; you have to respect him for that."

And Hodding Carter, who anchors the Public Broadcasting Service's weekly half-hour *Capitol Journal* but who speaks from the experience of one who in the Carter administration served as State Department spokesman, said: "Bernie did the only thing he ought to do. He invested a lifetime in the credibility of what he wrote and reported. Credibility is what he has to offer, and when you walk out there [as a spokesman] and reporters look at you cross-eyed and wonder whether you're lying, it's hard to do the job. But it's also simply a matter of one's credibility." □

Viacom rejects management's LBO

The succession of leveraged buyout proposals over the past two years has not yielded many surprises, but last week it did. A committee of outside directors of Viacom International rejected a bid by that company's executive leadership to take the company private at roughly \$44 per share.

The rejected bid was higher than the \$40.50-per-share offer management initially made three weeks ago ("Top of the Week," Sept. 22). The revised bid was considered fair by some observers, and outside directors rarely request major changes in management-proposed LBO's. For those two reasons it was widely speculated that the directors and their investment bankers must have made their decision knowing of a still higher offer by a third party, soon to be announced. Last Tuesday, the day the directors' decision was made public, Viacom shares rose \$1 in heavy trading to \$43.75.

Also adding to speculation was the news that Coniston Partners, the largest shareholder in Viacom, had sold more than half of its stock to National Amusement, itself already a 9.9% shareholder that has filed a notice of intention to buy up to 25% of Viacom's shares. If National Amusement receives government approval, it can then close on its purchase of Coniston's shares, giving it 18.3% of the stock. That the Dedham, Mass.-based National Amusement would itself make a separate bid for the company was considered a possibility.

If management wants to raise its bid yet again, it would likely do so soon, because there are significant tax advantages for it to close the purchase before the end of the year.

Industry turns aside Hill move to codify fairness

A last-minute attempt by House Speaker Thomas (Tip) O'Neill Jr. (D-Mass.) to codify the FCC's fairness doctrine was defeated last week. O'Neill was leading the charge to attach legislation to a catch-all funding bill (the continuing resolution) that would prevent the FCC from doing away with the doctrine. However, last Friday afternoon, a House-Senate conference committee rejected efforts to codify the doctrine. The committee instead adopted compromise language similar to that which was in the Senate version of the resolution. It directs the FCC to consider alternative methods of administering and enforcing the doctrine and to report those findings back to Congress no later than September 1987; until then, the agency is barred from eliminating or weakening the doctrine. The original Senate version would have ordered the FCC to reopen its 1985 inquiry into the doctrine.

Late last week reports were circulating that O'Neill and the House leadership "were going all out to codify the doctrine." Those reports were confirmed by O'Neill, who told BROADCASTING last Friday that he was personally pursuing the matter, but didn't know where it stood at that point. The Speaker said members feel it's time to make the doctrine law.

The National Association of Broadcasters, which had launched a major initiative to block the codification drive, considered the outcome a "major win." (The language adopted Friday was described by NAB sources as tying the commission's hands for "a few months" or until it reports back to Congress, and will give the industry a chance to rebut fairness proponents "in a full procedural battle which we think we can win.") The association had activated its grassroots lobbying committee and said it was "pulling out all the stops" to block O'Neill. NAB enlisted the support of Representative Neal Smith (D-Iowa), chairman of the House appropriations subcommittee with jurisdiction over the FCC, who led the charge against codification in the conference committee.

Smith and others objected to the effort on procedural

grounds. As did Smith, many congressmen object to putting legislation in an appropriations measure, preferring to use the regular legislative channels. Representative Hal Rogers (R-Ky.) and Appropriations Committee Chairman Jamie Whitten (D-Miss.) also were instrumental in keeping the doctrine from becoming law. Senate Commerce Committee Chairman John Danforth (R-Mo.) and Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) sent a letter last Friday to Senator Warren Rudman (R-N.H.), who chairs the relevant appropriations subcommittee, expressing their objections on procedural grounds to codifying the doctrine.

O'Neill's interest in the issue is said to have been stimulated by former FCC Chairman Charles Ferris, a one-time aide to O'Neill, who is now an attorney with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. According to one source, Ferris had been "working the Speaker's office on behalf of the Democratic National Committee," which has often invoked the doctrine to its advantage. During his days at the FCC, Ferris was a strong advocate of the doctrine.

Some of the motivation behind the codification drive is also said to be based on the so-called teletext decision by the U.S. Court of Appeals, which some observers feel poses a serious threat to the doctrine. The court held that fairness is not a statutory obligation imposed by Congress (BROADCASTING, Sept. 22). That decision, said one source, is the reason codification was underfoot. Moreover, Ferris apparently distributed an analysis of the decision which underscored its seriousness.

The push for codification was also viewed as a chance to "jab" FCC Chairman Mark Fowler, whom, said one source, "members don't trust." It's no secret that Fowler prefers that the doctrine be eliminated. In addition, there has always been strong sentiment within Congress supporting the doctrine. Apparently, one of the chief factors in the conference committee's willingness to accept the compromise language was that for the time being it would keep Fowler's hands off the doctrine.

Congress to leave unfinished business when it adjourns

Among legislation not expected to pass this session are bills on TV violence and superstition scrambling; status of antidrug measure still up in the air

The 99th Congress continued to work at a furious pace last week in an effort to adjourn some time this month. The lawmakers were originally hoping to wrap up their business by Oct. 3, but are now expected to remain in session most of this week. Meanwhile, the Fifth Estate is keeping its eye on several legislative matters still awaiting action. Among them: a bill aimed at reducing television violence; antidrug legislation that establishes a President's Media Commission on Alcohol and Drug Abuse, and the so-called superstition scrambling bill. The prognosis for the antidrug legislation is uncertain, while the general consensus on the TV violence and superstition bills was that they "weren't going anywhere."

As of late last week, the chances for passage of the TV violence bill (S. 2323) appeared very dim. Adopted by the Senate on Oct. 3, the measure, awaits action—considered unlikely—in the House. The bill's author, Senator Paul Simon (D-Ill.), was said

by an aide to be looking for "a speedy resolution next year." Simon is a former House member who had been looking to persuade his old colleagues to pass his bill now. One factor that could work in his favor next year is the reluctance of congressmen to oppose a bill designed to curb violence on television. "Who wants to get up and defend violence?" asked one Washington lobbyist familiar with the measure.

The legislation would exempt the nation's broadcasters, cable operators and programmers from antitrust laws so they could draft and implement standards to suppress television violence. It calls on the "presidents or their designees" of ABC, CBS and NBC, the National Association of Broadcasters, the Association of Independent Television Stations, the National Cable Television Association and the Motion Picture Association of America to participate in discussions to devise voluntary guidelines. The bill would sunset in three years.

Simon, however, faces some odds. The bill has been referred to the Judiciary Committee which has a reputation for being a bottleneck. California Democrat Don Edwards, who sits on Judiciary, is poised to fight the measure. He told BROADCASTING

he disapproves because the bill would set an "anticompetitive" precedent. Additionally, he thinks the exemption is unnecessary and that network executives can already meet freely and adopt voluntary guidelines. "The antitrust laws are the heart of our competitive business system," Edwards said. He also thinks the bill raises the "specter of censorship," adding that "we have to look carefully at the First Amendment implications." Edwards is chairman of Judiciary's Subcommittee on Civil and Constitutional Rights.

Simon, however, has received opinions from a number of lawyers who support his view that the legislation could withstand challenge on First Amendment grounds. The senator argues that there is overwhelming evidence that television violence contributes to "aggressive and destructive behavior." The committee report accompanying the bill says the antitrust exemption is justified because it would "further an important social purpose—the alleviation of the harmful effects, particularly on children, of televised violence—to which an agreement among television industry competitors may be ancillary."

The report notes that at one time NAB had a voluntary television code policing pro-

gramming content and advertising practices, but that the code was dropped to settle an antitrust suit by the Justice Department.

To date, the most vigorous campaign against the violence bill has been waged by the American Civil Liberties Union. (The three-year sunset provision is said to have been added at ACLU's insistence.) The broadcasting, cable and motion picture industries have been keeping a low profile and have been reluctant to publicly oppose the bill.

Also pending before Congress is a massive antidrug package that, among other things, would establish a 12-member media panel appointed by the President and comprising representatives from the broadcasting, motion picture, advertising, print media and recording industries as well as experts in the prevention of drug abuse and "other segments of the corporate sector."

The commission would serve as a clearinghouse for the media and would produce and disseminate public service announcements and other information aimed at combating drug and alcohol abuse.

Originally, the drug bill created a media advisory board that would have operated under the auspices of the Health and Human Services Department (BROADCASTING,

Aug. 11). But the provision was revised to incorporate the more formal structure of a presidential commission with a director and staff. Each year it would report to Congress and the President a detailed statement of its activities "including a summary of the number of public service announcements produced by the commission and published or broadcast."

Additional language was added to express the sense of Congress that the "entertainment and written media industry" voluntarily refrain from producing material that "in any way glamorizes or encourages the use of illegal drugs and alcohol." And it would encourage the media to "develop films, television programs, records and videos and advertising which encourage rejection of illegal drug usage and alcohol use."

The antidrug measure would also empower the FCC to revoke a station's license, if the licensee is found to have used the license for the purpose of "using or distributing any controlled substance." The commission would assist the government's crackdown on drugs in instances where communications equipment was used to distribute illegal drugs.

Even though the bill has overwhelming support in both chambers, there are a num-

ber of controversial provisions that could kill the entire package. The House approved the bill last week but made several changes that senators are expected to oppose. Chief among the items of contention is a death penalty provision that some Senate members oppose. The Senate was scheduled to begin consideration late last week.

Still another matter resting in the House is the superstation scrambling bill which has met with stiff resistance from the broadcasting industry. Approved by the Judiciary Committee, the bill establishes a compulsory license for satellite carriers to retransmit scrambled superstation signals to home earth station owners (BROADCASTING, Sept. 29).

Most Hill sources agreed that the bill "is a dead issue this session." For starters, roughly a third of the committee voted against the measure, a sure sign that any debate on the floor would be lengthy. Also, as of late last week the committee had not filed its report on the bill, leaving open the question of what Judiciary will do. It may be reluctant to file the report, because once that happens, the Commerce Committee is expected to assert its jurisdiction over the measure which would decrease its chances for passage even further. □

Judge backs Group W in franchising case

Industry's First Amendment rights again at issue in Santa Cruz where city and county tried to award franchise to another company after Group W's franchise expired in July

Another battle over cable television's First Amendment rights is about to be joined, this time in a U.S. district court in San Francisco, with Group W Cable's right to continue operating in the city and county of Santa Cruz, Calif., the issue. Judge William Schwarzer has indicated he will issue a permanent injunction guaranteeing Group W that right in the face of a decision by the city and county to replace Group W with a competitor for the franchise. Schwarzer said the First Amendment bars a community from choosing which cable company may serve it and which may not. An appeal of such a ruling is assured.

Group W Cable is one of the systems spun off by Westinghouse Electric to a consortium. It is represented in the case by Harold Farrow, an Oakland, Calif., attorney who has been involved in a number of such cases, including *Preferred Communications Inc.*, which was before the Supreme Court in its last session. That case, which involves the question of a cable system's First Amendment rights in the context of the interests of the city being served, was remanded to the district court in Los Angeles for trial.

Counsel for the city and county of Santa Cruz, William Marticorena, said it appeared that Schwarzer is prepared to grant Group W summary judgment and an injunction—and in the process to hold unconstitutional the section of the Cable Communications Policy Act of 1984 that prescribes the procedures a community is to follow in determining

whether to renew a franchise. Marticorena said the city and county would immediately appeal such a ruling to the U.S. Court of Appeals for the Ninth Circuit.

Group W had been attempting to work out an arrangement under which it would continue to operate in the city and county in com-

petition with one or more new systems. But its franchise expired in July, and, following a renewal proceeding, the city and county, acting jointly, on Sept. 23 denied the incumbent's authority to operate and awarded the franchise to Greater Santa Cruz Cable TV.

However, Group W took the matter to

Court sends 'Steele' back to FCC

The U.S. Court of Appeals in Washington has granted the FCC's request that it be allowed to take another look at the *Steele* case and its underlying policy. The court acted in response to a motion the commission filed along with a supplemental brief in which it expressed doubt about the constitutionality of its policy of routinely giving preferences to women and minorities in comparative hearing cases (BROADCASTING, Sept. 22). However, the court, acting en banc, said it had not considered, and therefore was taking no position on, the views expressed in the brief.

The case has generated considerable controversy, as public interest groups and members of Congress denounced the commission for what they saw as a retreat from policies aimed at redressing past cases of discrimination. The commission is now free to subject its preference policies to the scrutiny it said it would give them in a further proceeding, one it said would be aimed at determining whether the kind of justification it says the Constitution requires can be made. Among other things, the commission says evidence should be developed on the question of whether the preference policies "are essential" to achieving the goal of increasing programming diversity.

The case grows out of a commission decision to award a construction permit for an FM station on St. Simons Island, Ga., to a woman, Dale Bell. Her sex was the determining factor. But a three-judge panel of the appeals court, acting on the appeal of the losing applicant, James U. Steele, overturned the commission, saying the policy exceeded the commission's policy. But Bell appealed, and the full appeals court was prepared to rehear the case—until the commission filed its request for a remand.

The commission proceeding will be watched with interest on Capitol Hill. Tom Rogers, senior counsel to the House Telecommunications Subcommittee, said: "The commission will be expected to develop a record that supports minority preferences."

court, and Schwarzer indicated in a statement from the bench he would grant it a motion for summary judgment and an injunction assuring its right to continue operating if the necessary pleadings were filed. They were filed on Friday (Oct. 10). Schwarzer acknowledged that local govern-

ments have the authority to regulate cable television systems—but only under reasonable time, place and manner provisions. For cable television systems, he said, are entitled to First Amendment protection. And he indicated that time, place and manner regulations do not include a discretionary right to

decide which cable television company may operate in a particular area and which may not. The case will be on a fast track to a higher court. Schwarzer indicated there would be no point in a trial, for he could imagine no facts that would justify the displacement of an existing cable system. □

Questions raised over FMX technology

After testing, some FM stations are finding problems with method of increasing range of stereo transmissions; inventor Torick stands by compatibility claims

In an April 1985 press release, Emil Torick, vice president of audio technology at CBS Technology Center and co-inventor of the FMX stereo system, reported that on-air tests of the system at noncommercial WPKT(FM) Middlefield, Conn., showed that FM stations could broadcast FMX stereo and greatly increase the effective range of their stereo service (for listeners with new FMX radios) without affecting their conventional FM stereo service. "The new transmission system is totally compatible with existing service," he said.

A year and a half later, Torick still stands by his statement and defends his system against all detractors, but independent on-air tests in at least four markets over the past several months indicate that FMX may not be "totally compatible"—that FMX signals seriously and negatively affect the performance of conventional FM stereo receivers, causing increased or more obnoxious types of distortion and noise and reduced stereo separation during multipath reception.

The tests may or may not have uncovered fatal flaws in the FMX system, but, at the very least, they suggest that the system needs considerable work before it can win the acceptance of broadcasters, broadcast equipment manufacturers and receiver manufacturers.

And right now it's unclear when and where such work would be done. FMX development work at the CBS Technology Center in Stamford, Conn., has come to a virtual halt with CBS's decision last month to shut down the research facility. Although the National Association of Broadcasters executive committee has said it will take responsibility for the continued development of the system, it's still unclear where the money for such an effort would come from and when work of the system will resume in earnest.

(CBS and NAB have been partners in developing the FMX system, which was invented by Torick and Tom Keller, senior vice president, NAB. By terms of their employment contracts, according to Keller, CBS and NAB hold the FMX patents and, with them, the rights to any royalties that flow from their use.)

Howard Mullinack, marketing and sales manager, Orban Associates, San Francisco, said Orban's enthusiasm for manufacturing FMX stereo generators has cooled since it

began testing the system over KJAZ(FM) Alameda, Calif., last month and found that the FMX signals aggravated multipath noise in FM stereo radios, creating a "heavy tearing sound." "FMX certainly needs more development," he said. And, considering the severity of the problems, he said, it's "even money" they're insolvable.

The FMX "intensifies" the noise created by multipath interference, said Steve Lampen, chief engineer at KJAZ. "It makes the barely tolerable unlistenable.... It was a good idea, but I don't think it's going to make it. I'm very sorry it doesn't work. It would have been a boon, especially for people like me who operate class A stations. If they fix it, I'll take it. But I don't see how they are going to fix it without a completely different approach."

Jim Addie, who conducted a week-long test of the system from May 30 to June 5 over noncommercial WFMT(FM) Chicago where he is transmission supervisor, said the

incompatibility caused by multipath may be insurmountable. "The multipath is enough to kill it right now because you can't control multipath and you can't improve existing receivers," he said. "I don't see how the system can work, but there may be some things I don't understand."

During the test period, Addie said, the station received calls from some 25 listeners complaining about increased noise and a shifting stereo image. Some of the complaints came from members of the Chicago symphony orchestra upon listening to a tape of one of their performances.

According to Addie, the complaints could all be traced to the inability of conventional FM stereo radios to reject completely the FMX signals. That caused distortion, a reduction in stereo separation and, in the worse case, a "severe barking effect" that almost made the station "unlistenable," he said.

The failure of the radios to ignore the qua-

FMX: the theory behind the initials

FMX was conceived to eliminate the noise and coverage penalties that an FM station pays for broadcasting in stereo. In converting to stereo, a station is adding ancillary signals, most notably the stereo-difference (L-R) channel that, when combined with the mono sum (L + R) channel in stereo receivers, creates the stereo effect. Because power has to be diverted to the various components, mono coverage is reduced. And because the wider composite stereo signal is noisier, the effective stereo coverage is much smaller than the mono coverage.

In strong signal areas, the noise is adequately masked by the signal. But in weak signal areas, the noise picked up by stereo radios can reach such a level that listeners either hit the "mono button" on their radios to reject the stereo channel and the noise it introduces into the audio or switch to another station.

According to one theoretical study, a typical 10 kw station under ideal conditions reduces its mono coverage by nearly 40% when it starts broadcasting a stereo signal, and its effective stereo coverage is only about one-third of its shrunken mono coverage.

FMX, which mimics the transmission scheme developed for multichannel television sound, promises to stretch an FM stereo station's stereo coverage as far as its mono coverage. It would do this by injecting into a station's signal a second stereo-difference channel that contains exactly the same information as the first channel but is relatively noise-free. A new class of FMX radios would receive the second channel, providing stereo listening in areas where conventional stereo service would have succumbed to noise.

The reduction of noise in the second channel is attained through the use of a companding system, which compresses the dynamic range of the audio before transmission and expands it to its original state in the receiver. Because the audio is compressed during transmission, much of the transmission noise is unable to intrude upon the audio.

In theory, the FMX signal is compatible with existing FM stereo sets. That's because the second compressed stereo-difference channel is transmitted in quadrature, 90 degrees out of phase with the first stereo-difference channel. To conventional FM stereo radios, the second stereo-difference should be undetectable and, thus, should not interfere with the standard FM reception.

drature signal as they are theoretically supposed to do, Addie said, is due not only to multipath reception, but also to FM radios with inadequate or misadjusted stereo demodulators.

Addie said FMX proponents can't blame their problems in Chicago on the hardware use. During the week, two sets of equipment were installed with the help of Also Cugini, an engineer from the CBS Technology Center, he said, and both sets produced the same results.

"We are not an opponent of FMX," said Addie. "We would be thrilled to see it work perfectly. But we are not willing to accept incompatibility with non-FMX receivers and we are not prepared to trade off degradation of other specs for an extended signal-to-noise ratio."

The WFMT tests took place during the summer Consumer Electronics Show in Chicago, providing an opportunity for receiver manufacturers to check out the system for compatibility with conventional radios.

Like Orban, Circuit Research Labs, Tempe, Ariz., hoped to build and market FMX generators and, like Orban, it has had some second thoughts after putting the system on a Phoenix station last August and hearing multipath noise go from "tolerable to intolerable." According to Stan Salek, engineering manager, CRL's FMX program is "not on the front burner, but it's not off the stove either." Salek would not identify the station, at what he said was the station's request.

WLTW(FM) New York broadcast FMX stereo for two weeks last May and June, and received only one listener complaint. But that one complaint was enough to cause chief engineer Robert Tarsio to bring the experiment to an abrupt halt because it came from the station's general manager, George

Wolfson. According to Tarsio, Wolfson thought FMX was making multipath effects worse.

Despite his boss's complaint, Tarsio said it would be wrong to draw any conclusions from WLTW's experience. Wolfson ordered the system off the air before he could do any scientific tests on it. "We were not able to leave it on long enough to prove anything," he said.

Last week, Torick professed complete faith in FMX and reiterated his April 1985 statement. "This system is compatible," Torick said last week. "If it weren't, we couldn't have been on 18 months in Connecticut without getting a single complaint."

Torick downplayed the multipath problem. According to Torick, FMX doesn't increase the number of multipath events or aggravate or intensify multipath noise and distortion, although it may change the nature of the multipath effects. "Anyone who has grown to love the present sound of his multipath may find the new multipath a bit strange," he said. "But I don't find that a lack of compatibility. I don't find it so terrible that it would in any way hamper the potential success of these systems."

Under certain severe multipath conditions, he said, a stereo receiver may detect the FMX signal. If there is nothing in the FMX channel, the effect will be a burst of noise, he said, and if there is programming in the channel, the effect will be a burst of programming. "If somebody is hearing something that is different, I would bet... that what they are hearing is a burst of program," he said.

But, he stressed, the FMX signal would "punch through" into the FM stereo radios only in severe multipath condition where the signal is already unlistenable. "When a station is unlistenable because of a stretch of

noise to begin with, overlaying something that sounds different is still just as unlistenable," he said.

Torick acknowledged that the system has some "soft spots" related to compatibility with conventional stereo service. But, he said, they can be eliminated through continued development. "These things are under intense study," he said. "There are several potential variations in the system which we are exploring to minimize these things. The system is not cast in stone yet. The potential benefits are so great here that we must minimize [the problems] so the system has a chance." Assuming funding is forthcoming, Torick said, the final specification for the FMX transmission system could be ready in six months.

Torick's position is supported by at least one other equipment manufacturer. Inovonics Inc. of Santa Cruz, Calif., another would-be manufacturer of FMX generators. According to President Jim Wood, Inovonics tested the system for between 10 and 14 hours over a six-week period in July and August. Those tests produced no evidence that FMX affects multipath to the point of making a "listenable signal unlistenable," he said.

Wood said Inovonics's tests were conducted over four different stations in the Santa Cruz-San Jose area, but he declined to identify them—with good reason. Tests at three of the stations were done without the permission of either the general manager or the chief engineer, he said. The fourth station was a five-watt pirate station.

Another backer of Torick is John Dahl, of NAD Electronics, which pioneered FMX radios with the introduction of an AM-FM stereo-FMX tuner at the Consumer Electronics Show. Dahl said he received from one of the company's consultants a tape recording of the same multipath effects with and without an FMX signal presence. The consensus of the audiophiles who have listened to the tape, he said, is that FMX will not increase the number of multipath incidents. The worst it will do is make some already unlistenable multipath noise even more unlistenable, he said. "The actual sound [of multipath in the presence of FMX] is less sharp, but more garglely."

What the tapes did not answer, Dahl said, is the question that still needs to be answered through scientific research: Does FMX take an acceptable multipath situation and make it unacceptable? "It may turn out that there is a problem, but our impression is that that is not the case," he said. "We just don't have enough information today."

So far, FMX has not had a good year. In addition to the multipath compatibility problem and uncertainty about where and when badly needed development will be done, questions have been raised about the quality of FMX stereo itself. For instance, some say the companding system produces grating audible effects as a result of noise modulation.

Nonetheless, Torick remains undaunted. "I really have full faith in the system and we are finding the same kind of spirit outside," he said. "There is natural skepticism, but this system is going to fly." □

Management movement at TBS

There's a new look to Turner Broadcasting System's management structure, but, make no mistake, Ted Turner is still in charge.

TBS has formed a new level of management—an executive committee—between Turner and the various operating units of the company. "This is a more manageable group and yet it represents all the key areas of the company," Turner said last week.

The executive committee contains no new names. It comprises Robert Wussler, executive vice president; Jack Petrick, vice president, television programming; Terry McGuirk, vice president, special projects; William Bevins, vice president, finance, and Gerald Hogan, vice president, broadcasting sales.

According to Turner, the new structure reduces the number of executives who report directly to him. Other than the executive committee members, the only executive who will report to him will be CNN President Burt Reinhardt. The heads of the Atlanta Braves and the Atlanta Hawks will now report to Wussler, and the heads of Turner Program Services and MGM will report to Petrick.

The formation of the executive committee was necessitated by the growth of the company, Turner said. "The MGM library acquisition doubled the size of the company from a cash flow standpoint and also from a complexity standpoint. This thing has been getting more and more complicated. It's just like a magazine publisher that's gone from one magazine over a period of 10 years to 15."

Also, Turner said, the executive committee meeting will give key executives an opportunity to meet on a regular basis to discuss not only their own areas, but the direction of the company as a whole.

Turner also said that TBS expects to close this week on the sale of the MGM lot and film laboratories in Culver City, Calif., to Lorimar-Telepictures Corp. for \$160 million in cash and \$30 million in deferred obligations.

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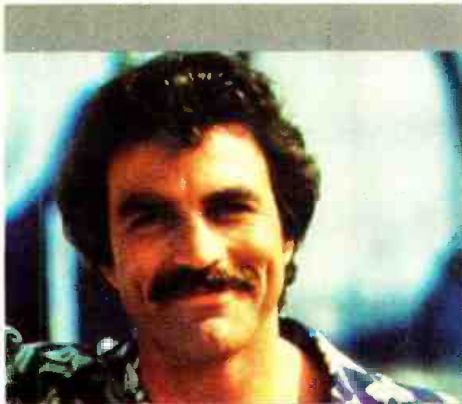
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The Media

CBS reports small gains in 3d

Broadcast Group profit, revenue rise 2% over last year, figure well below 1984; weakness in ad marketplace, especially for network TV, cited as influence

The balance of profits for the CBS/Broadcast Group continued to shift in the third quarter from the television network to the owned TV stations and the radio group. Last week, parent company CBS Inc. reported that the group's profit rose 2% over third-quarter 1985 on an equivalent revenue increase. But the \$47.7-million profit figure was still below the \$65-million posted in the third quarter of 1984.

For the company, income from continuing operations fell 2%, to \$28.6 million (1984's third-quarter figure was \$56 million). CBS attributed the results to a number of unusual charges: "These included principally write-downs of feature film program rights and other assets, costs associated with the closing of the CBS Technology Center and charges associated with reductions in staff."

The unusual items reduced continuing in-

come by \$23.7 million to \$28.6 million, also the total reported for net income. Revenue was \$1.15 billion, up 3%. CBS said operating results for the company as a whole in the upcoming quarter could be worse, in part because of "... the weakness in the advertising marketplace, particularly for network television, which is expected to continue." In last year's third quarter, CBS recorded a net loss due to the discontinuation of several operations, including its toy, home computer software and theatrical film operations.

The Broadcast Group reported revenue of \$581.6 million, compared to \$571.3 million in 1985's third quarter and \$568.7 million in 1984's. The company said: "A profit decline in the CBS Television Network was more than offset by profit improvements in the CBS Television Stations, CBS Radio and other operations." CBS/Record Group profits rose 54% on an 8% increase in revenue, and CBS/Publishing Group posted a 14% profit increase on a 1% decline in revenue. The company noted lower amortization charges were recorded from its recent purchase of magazines from Ziff-Davis Publishing.

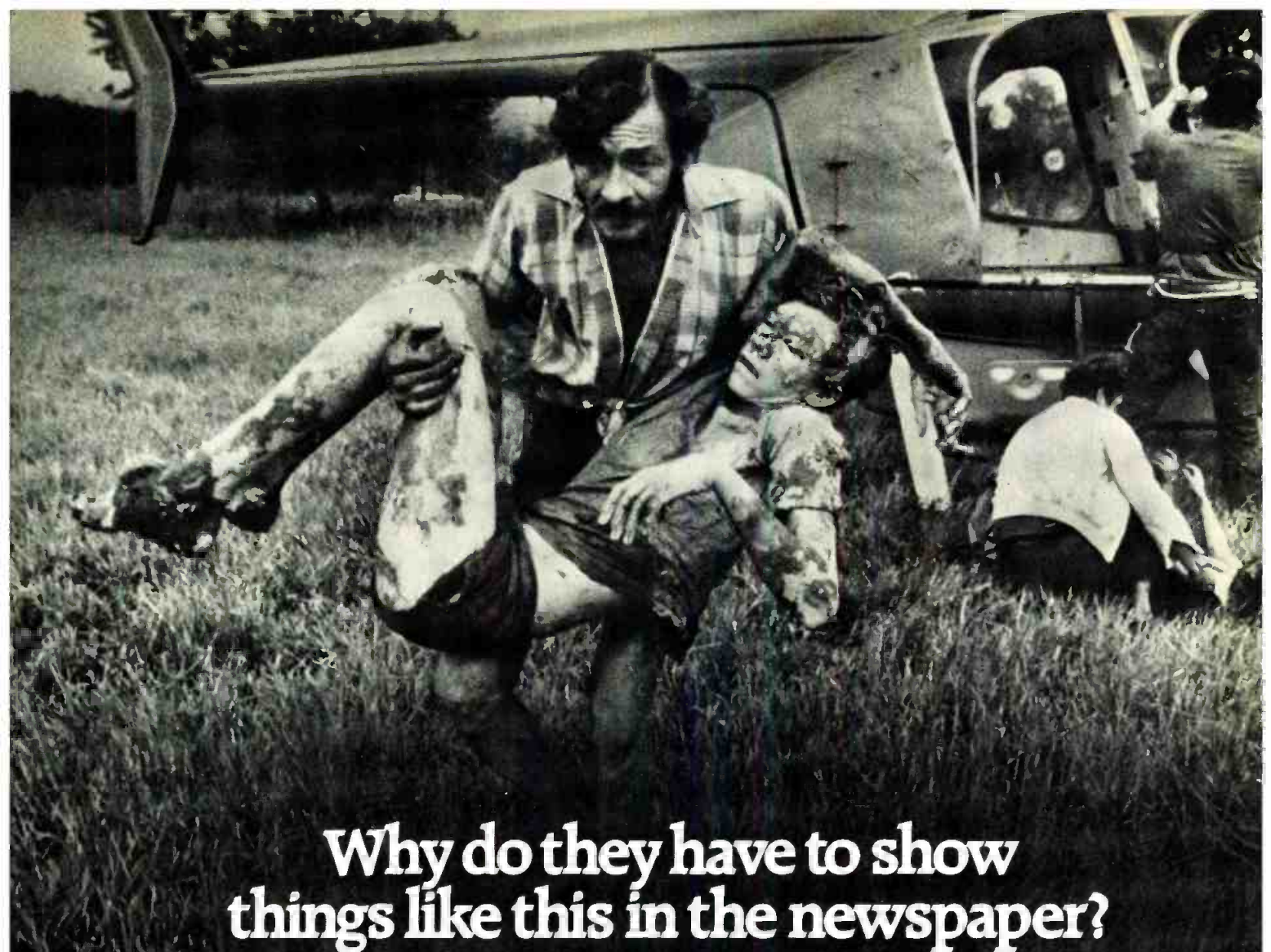
Bottom Line

Right of refusal refused. LIN Broadcasting has filed court action against Metromedia over alleged refusal of latter to sell its cellular telephone interests in New York and Philadelphia to LIN. Both companies are partners in two systems, and LIN claims its right of first refusal to buy Metromedia share was triggered by Metromedia's plan to sell its portion to Southwestern Bell, announced July 14. Metromedia later withdrew both Philadelphia and New York systems from proposed sale to Southwestern.

Family business. Chris-Craft Industries management has proposed two-class stock structure that will be voted on by shareholders at Nov. 10 special meeting. Proposal would distribute two shares of class B stock for each existing share of common stock. Class B stock would have 10 votes per share (compared to one vote for current stock); would be convertible to common on one-to-one basis, and would be transferrable, in general, only to family members of owner. Approval is expected since current officers and directors already own 41% of outstanding shares. ■ C-COR Electronics said it had agreed to purchase 600,720 shares of common stock (NASDAQ: CCBL) from former chairman and president, James R. Palmer, his wife, Barbara, and Pennsylvania State University. Agreement gives total consideration at \$4.5 million (\$7.50 per share) and also allows Palmers to sell additional 383,333 shares back to company under same terms.

Credit lines. Cablevision Systems Corp. increased its banking credit facility by approximately \$300 million, to \$500 million. Woodbury, N.Y.-based MSO said \$175 million of that would be used to finance previously announced purchase of cable systems in Connecticut serving 120,000 subscribers. Remaining \$125 million, company said, "will allow Cablevision to take advantage of further acquisition opportunities as they become available."

Stock shrinkage. MCA said that it had so far repurchased 900,000 shares—approximately 1.2% of total—under previously announced authorization by company's board to buy back three million shares. ■ A.H. Belo which completed repurchase program of 500,000 shares between January and August, said its board had authorized repurchase of additional one million shares "from time to time."



Why do they have to show things like this in the newspaper?

Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over

twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and

stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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Quick study at NBC

New president comes on strong and fast, is more interested in growth than in cutting costs

Bob Wright sounds as if he's been doing it for years. Being president of NBC, that is. He knows the questions, he knows the answers, he knows where he wants to go. No mean feat for an executive who's only been a month on the job.

That impression of the new chief executive emerged after a two-hour lunch with media reporters last Monday (Oct. 6). Wright ran a gauntlet of questions ranging from negotiations for NFL football to the condition of the advertising inventory, and never hesitated in his response. But aside from being a man for all answers, Wright was asked, what did he personally bring to the table?

"I've been involved in a lot of businesses with growth in them," he said, "where people get very excited and want to accomplish things. I bring the ability to deal with that kind of environment—to get a business so it can look out for itself in the best possible

way. I didn't come here as a cost reduction agent. What we want to do is grow the business.

"Now, to grow the business you have to do some things that may sound inconsistent: You may have to cut costs in certain areas to be able to do other things," Wright continued. "But my objective here is to get everybody turned on to finding things that we can do to strengthen ourselves for the future, as opposed to trying to lock ourselves into a time capsule. We've got to find a way in the future to keep this business moving quickly; otherwise we will stagnate. All of the success and all of the effort of the last few years will be for nothing."

The biggest obstacle to achieving that state of affairs at NBC is organizational tunnel vision, Wright said—"a belief that you can do everything exactly today as in the past. Believing that the audience will return by itself without our having to work. That the advertising will come back. That everything will be successful and turn out well—that view I have to fight."

On the subject of cost reduction, Wright

Robert C. Wright, 43, was named president and chief executive officer of NBC on Sept. 1. He had been president and CEO of General Electric Financial Services Inc., a GE subsidiary that includes the nation's largest diversified finance company with net earning assets of \$20.2 billion. His career with GE began as a staff lawyer in 1969; he subsequently served in a number of legal posts both within and outside the company. Wright became president of Cox Cable Communications in 1980, then rejoined GE in 1983. He is a graduate of the University of Virginia law school, is married, has three children and lives in Fairfield, Conn.

was asked how long he would support such activities as NBC News if they were running at a deficit. He responded that whether money is made in news is largely a matter of accounting practices ("you usually start with a fallacious arrangement of costs anyway"). But the real issue is "the cost of doing things, not whether it appears to be profitable," he said. "Not to believe news is a part of what NBC is about is to put ourselves in the same situation as the Fox network."

Wright added that although "we don't put a price tag on [news's] value doesn't mean we shouldn't carefully examine what we spend." And in his broadest assurance on the subject he said: "You won't see any slowdown on the news side as a result of my arrival."

Wright struck a similar posture on the subject of programing. "We are more interested in the attractiveness of programs than we are in reducing costs. We have a tremendous talent base in Hollywood and we must continue to give them reason to deliver product." Similarly, he remarked that "the primary issue of programing is not reducing costs as much as having programing that is strongly viewed. That's our primary objective. Costs have to be looked at and they have to be worked hard, but the primary issue is to make sure that we do not lose the viewer."

That doesn't necessarily carry over to the NFL. Although "you intuitively know" how valuable that franchise is to NBC, he means nevertheless to negotiate a new contract "that really reflects what the environment is." He put NBC's losses last season in the \$35-million range. Might football go to cable? He doesn't think so, feeling that medium cannot overpay enough to help the NFL. Nor did he think the sport would significantly increase cable's penetration.

"Near term," Wright concluded, "there is no way [the] NFL is going to go off network." Will NBC not be outbid? No, it may well be outbid. Wright said.

Wright fielded several questions about the GE connection as well as about GE (and NBC) Chairman Jack Welch. Acquiring NBC (along with RCA) furthers GE's investment into services rather than manufacturing, he said (although noting that NBC has become very capital intensive, with well over \$100 million allotted to such expenditures, which he considers unusual for a service business). Because of its size, GE must invest in large businesses, and the RCA-NBC acquisition filled that score. Moreover, "there aren't many businesses in the U.S. as

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8.4 RATING/15 SHARE

+180% / +150%



Los Angeles KNBC-TV

SATURDAY 6:30PM

14.1 RATING/26 SHARE

+182% / +189%

Philadelphia WPHL-TV

SATURDAY 7:30PM

9.6 RATING/18 SHARE

+92% / +80%

Los Angeles KNBC-TV

SATURDAY 7:00PM

14.6 RATING/26 SHARE

+143% / +136%

San Francisco KGO-TV

SUNDAY 4:30PM*

7.5 RATING/20 SHARE

+88% / +82%

Washington WJLA-TV

SATURDAY 7:30PM*

8.1 RATING/18 SHARE

+103% / +80%

Washington WDCA-TV

SUNDAY 6:30PM*

5.5 RATING/10 SHARE

+38% / +43%

Miami WDZL-TV

SUNDAY 7:00PM

4.6 RATING/8 SHARE

+360% / +700%

Denver KDVR-TV

SATURDAY 5:30PM**

5.9 RATING/13 SHARE

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SATURDAY 6:00PM*

7.5 RATING/15 SHARE

+50% / +15%

Miami **WDZL-TV**

SUNDAY 7:30PM

4.1 RATING/7 SHARE

+310% / +600%



One Big Family

A WITT/THOMAS PRODUCTION

Los Angeles **KTLA-TV**

THURSDAY 7:30PM

12.1 RATING/20 SHARE

+142% / +150%

Philadelphia **WPHL-TV**

SATURDAY 6:30PM*

6.8 RATING/13 SHARE

+127% / +86%

Detroit **WXON-TV**

SUNDAY 6:30PM

4.2 RATING/9 SHARE

+5% / +29%

Miami **WDZL-TV**

SUNDAY 6:30PM

4.5 RATING/8 SHARE

+350% / +167%

Denver **KWGN-TV**

SUNDAY 6:30PM**

5.2 RATING/9 SHARE

+73% / +29%

Telepictures *The New King of Comedy*

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good as broadcasting," Wright said.

How often is Welch around? For any major resource decisions, Wright said; "he's trying to get a knowledge base too." The two talk to each other every few days.

NBC's third-quarter performance will be strong and above last year, he said, with some inventory left in December. Advertising revenues are not going to be as strong as hoped for at the beginning of the year, leaving the year up very modestly, he said. NBC sold less of its inventory than the other networks and thus will command higher prices in the scatter market, he said.

If ad dollars don't strengthen "we're all in an enormously difficult position," Wright said, "especially as program costs continue to go up." It seems likely that there will be further erosion in network shares, he said, adding that you can't plan against losing 10 or 12 points of market share but neither can you ignore the loss of a lot of share in the last five years. "It's going to be very hard just to stay where we are when there are so many sources of viewer enjoyment out there."

Wright also expressed concern over the possible advent of people meters, the new rating devices that many believe will show lower network ratings. "What we don't need is anything that compounds an already soft advertising market," he said. He fears they could lead to a dramatic loss in revenue while program costs continue to rise. "You can't be in business too long that way."

Wright expressed no interest in cable at the present time, either in system ownership or in reviving ambitions to purchase Ted

Turner's CNN. He did, however, express interest in acquiring more TV stations, saying the network would like a full complement.

Would he consider taking another run at repeal of the FCC's financial interest and syndication rules? He's not sure it would be worth it, considering the strength of the opposition. And Wright has no strong feeling about seeking repeal of the network-cable

crossownership restriction, except to consider the regulation obsolete.

Does he have a five-year plan? "I want to explore all the avenues available to us," he said. "Grant [Tinker, his predecessor] was dealing with the business as it was historically constructed. I'm going to be looking at other options besides the traditional manner." □

Two depart CBS management

Derrough, president of TV stations division, and Gardner of KCBS-TV Los Angeles leave network as news format experiment failed

The management exodus at CBS, which started at the top four weeks ago with the ouster of Chairman Thomas Wyman, continued last week. This time around, the tumult was at the company's owned television stations division. The casualties: Neil Derrough, division president, and Frank Gardner, vice president and general manager, KCBS-TV Los Angeles. It was unclear at deadline whether KCBS-TV's news director, Erik Sorenson, would follow Gardner out the door.

The latest departures, however, were not mandated from the top corporate levels of CBS, but rather from within the CBS/Broadcast Group, as the result of KCBS-TV's failed experiment in programing the evening news in six 20-minute segments with 10 revolving anchors.



Derrough



Gardner

Other factors contributing to the shakeup was the mediocre performance of former powerhouse WBBM-TV Chicago and the lackluster performance of CBS's Philadelphia outlet, WCAU-TV.

With the November sweeps starting in less than a month, Broadcast Group management felt it had to act quickly to get things back on track at the station and that new leadership at KCBS-TV was essential. Derrough, who had supported the new news format at the station, which is said to be a joint effort of general manager Gardner and news director Sorenson, felt the new format deserved more time to prove itself and was not willing to replace Gardner. Thus, Derrough had little choice but to submit his resignation. Neal Pilson, group executive vice president, CBS/Broadcast Group, who oversees the owned stations division, flew out to Los Angeles early last week to install the station's new vice president and general manager, Tom Van Amburg, most recently executive vice president of Access Syndication. From 1981 to 1985, Van Amburg was vice president-general manager of KABC-TV Los Angeles, top-ranked station in the market. Before that, he was program director and general sales manager at KABC-TV.

No successor has been named for Derrough, who had been with CBS since 1962, and one won't be named for a few months, if at all. Pilson's intention is to oversee the division through the 1987 budgeting process before deciding whether to eliminate Derrough's former position. Also, said Pilson last week, he intends to give the station general managers more latitude to run their stations. Eliminating the owned stations presidency would mean one less link in the bureaucratic chain of command.

The controversial news format debuted at KCBS-TV only four weeks ago (Sept. 15), generating a flurry of publicity at launch. Since that time, the station fell further behind its two competitors, also network owned, in the evening news rating race. The station found itself trailing some of the independents in the market during the 4-6:30 p.m. news period. (KCBS-TV was third

1987

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in the news ratings prior to its change in format, according to both Nielsen and Arbitron.) The new format consists of six 20 minute segments from 4 p.m. to 6 p.m., with the first 20 minutes of each hour devoted to the hard news of the day (local, national and international). Other segments are devoted to topics such as health and fitness, community issues and profiles, newsmaker and celebrity interviews and family relationships. The last half hour (6-6:30 p.m.) is devoted entirely to hard local news. The broadcast is followed by the *CBS Evening News with Dan Rather*, which also suffered some in the ratings with the installation of the segmented newscast, a factor that concerned network management.

Starting Monday, Oct. 20, KCBS-TV will return to a more traditional newscast, Van Amburg told BROADCASTING last week. He said he and Pilson agreed the newscast should have a more "traditional informational flow." He also said *Two on the Town*, the station's access magazine program which was moved up a half hour to 7 p.m. with the installation of the new news format, would be put back in the 7:30 p.m. time slot. The program's ratings tumbled when it was scheduled at 7 p.m. Van Amburg said the syndicated show, *Photoplay*, would be moved from its current 7:30 p.m. slot to 7 p.m. Van Amburg also said the station's sportscaster, Jim Hill, whose role in the new format was reduced by more than half, would be given a more prominent role once again. Hill, infuriated at his reduced role, has refused to participate in the newscast since the change in mid-September. Others at the station besides Hill have criticized the decision to reduce his role, especially in light of the sports-oriented nature of the Los Angeles market.

Pilson said last week that he had been paying close attention to the newscast since its launch and that by last week, he had come to feel "it was appropriate to make a change." Pilson said he talked to Van Amburg two weeks ago and that Van Amburg had "indicated his interest and availability." As for the newscast, he said, "it's going to be evaluated and some elements will be dropped and some retained." But how the newscast is revamped, he said, would be up to Van Amburg. Pilson said the segmented newscast "seemed rigid. News depends on a kaleidoscope effect to create interest... when you get into a fixed format like we did, when viewers know they will be looking at a special topic [for 20 minutes], those viewers will switch away." He said the general news segments in the broadcast received considerably higher ratings than the topical segments.

In a sense, the segmented news program at KCBS-TV is a reflection of bigger problems at the station—it has not been able to make inroads against the O & O competition for some time. That factor, coupled with the immediate concerns, forced the shakeup. "There's been no improvement in the station's performance over the past few years," said Pilson. "My concern was that I didn't want a repeat of the Chicago situation [where CBS owns WBBM-TV] with the station slipping dramatically over a substantial period of time without a change."

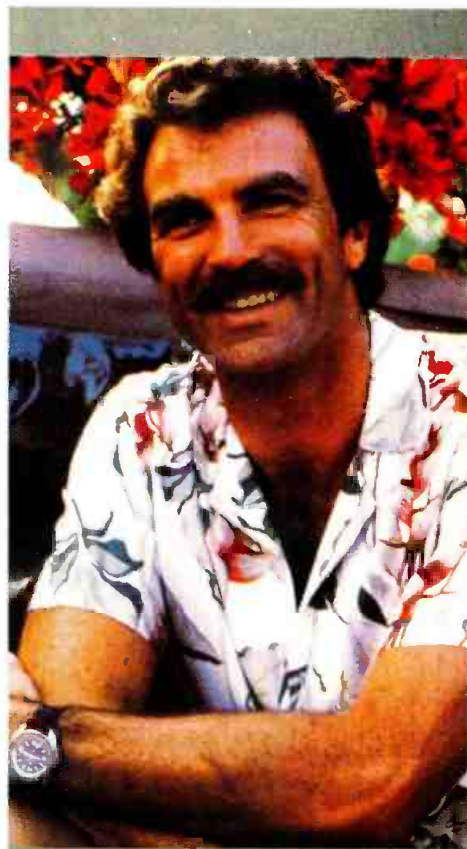
With Van Amburg scheduled to assume official control of the station today (Oct. 13), there is no doubt that further changes will occur. "To suggest that there is going to be change is obvious," he said. "Otherwise, you wouldn't be talking to me and I wouldn't have [taken the job]."

It was unclear last week how long the station's news director, Erik Sorenson, would remain in the post. "If performance is the criteria," said Van Amburg, "yes, it is difficult for any individual to be sitting in that role." While responsibility for going with the failed segmented newscast in the first place must lie with the manager of the station, he said, "if I determine we can do better, we'll make a change." He said the station's news product must appeal to a wider audience for the ratings to improve. "There's got to be some meat in there" before the newscast appeals to a wider audience, he said.

Sorenson could not be reached for comment. But he circulated a memo last Tuesday to the news department at KCBS-TV noting that corporate management "is not totally pleased with the new format." He told his staff to expect future changes that could be "painful." But he also said they should be "very proud. You have participated in a bold experiment, a coordinated effort to try something different." He praised the broadcast for its high level of journalism and said it should not have come as a surprise that the ratings went down with the implementation of the new format. "The truth is," he said, "any time you make massive change in an established television program, the initial audience reaction is negative. We never expected overnight success with our experiment. That expectation has been borne out to nobody's surprise." □

Latest SICC chapter. Affirming her earlier decision, Judge Mariana Pfaelzer of U.S. District Court in Los Angeles last week ruled Spanish International Communications Corp. can proceed with its \$301.5-million sale of five TV's and five low-power TV's to Hallmark Cards Corp. and First Chicago Venture Capital. TVL Corp., which offered SICC \$320 million for the stations, alleged Hallmark had been tipped off about a higher bid and put a deadline on its offer before TVL's Hispanic investors could finalize their financing. Pfaelzer rejected the firm's claims of improprieties and refused to reopen the bidding process ("In Brief," Oct. 6).

Los Angeles attorney Ronald Fein, appointed as independent counsel to supervise the sale, said the judge's ruling clears the way for the FCC to approve the transfer of broadcast licenses. TVL intends to appeal the decision, however, and has banded together with five other groups and individuals promoting Latino ownership that have filed petitions seeking to block the Hallmark sale. "This is only one small battle in what will be a long war," TVL attorney Brian Lysaght said of the legal defeat.



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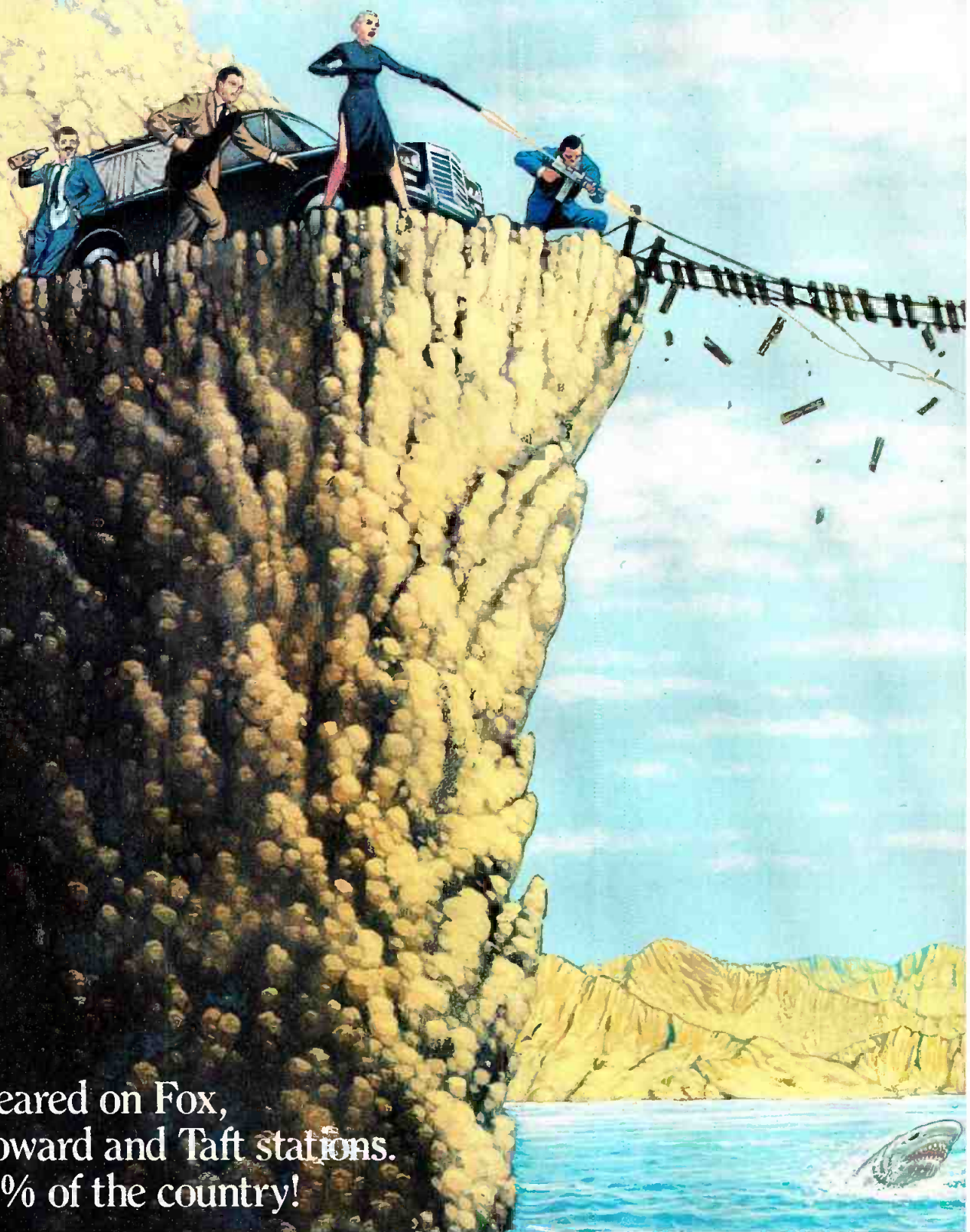
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U.S., Intelsat wrestle with PanAmSat application

Some progress is reported on determining conditions of service, but other obstacles remain in consultation process, technical and scheduling fronts

The U.S. and the International Telecommunications Satellite Organization are attempting to work their way through a thorny procedural thicket even as they negotiate the technical issues involved in the consultation on PanAmerican Satellite Organization's proposal to establish a separate international satellite system. The U.S. sought to resolve one major issue last week in a letter to Intelsat declaring that the government would be responsible for determining what, if any, conditions would be imposed on PanAmSat's service as a result of the consultation process. Intelsat has long been seeking an answer to a "Who's responsible?" question. But now, the Intelsat executive organ is attempting to drive home the point that a "two-stage" consultation process may be involved.

And that involves a question that may cause the U.S. some difficulty. At issue is the U.S.'s position that it is consulting on only five of the PanAmSat satellite's 24 transponders—those that are to be used to link the U.S. and Peru, the U.S. partner in the consultation process. PanAmSat has no customers for the 13 transponders it says are "slated" to be used for domestic service in Latin America. Nor have any would-be correspondents shown up to make use of the six Ku-band transponders designed for service between the U.S. and Europe. So while the U.S., with considerable reluctance, has provided economic and technical data regarding the 19 remaining transponders, information that Intelsat insisted was needed to complete the consultation process, it maintains it is not engaged in consultation on the entire satellite.

But Intelsat Director General Richard Colino, in a letter to Ambassador Diana Lady Dougan, the U.S. coordinator and director of State's Bureau of International Communications and Information Policy, made it clear Intelsat has a different perspective. The U.S. has said PanAmSat proposals to use any of the 13 "domestic" transponders for U.S. international service or to use any of the transponders for international service not involving the U.S. would be subject to further consultations between Intelsat and the relevant countries. But Dougan said that in cases of international use not involving the U.S., it would be the responsibility of the countries involved to initiate consultations with Intelsat. And Colino, in his letter, dated Oct. 1 and released by Intelsat last week, said that "irrespective" of any subsequent consultations "we are proceeding on the basis that the entire PanAmSat satellite will be coordinated under Article XIV in the current process," and that any conditions adopted by the Assembly of Parties, the ultimate authority, "will be applicable to all such future use."

The letter and a press briefing on the sub-

ject given by two top Intelsat officials—David Leive, the organization's legal adviser, and John D. Hampton, deputy director general for operations and development—indicated Intelsat's determination to press home the point that the U.S. would be responsible for insuring that any necessary reconsultation of any of the transponders would be carried out. Colino said in his letter that the Intelsat executive organ was proceeding on the assumption that the U.S. party would be responsible for "observance of the findings, including any conditions or constraints," of the next Assembly of Parties, applicable to the 13 transponders now intended for domestic use in Latin America and to the six Ku-band transponders that would be used for trans-Atlantic service.

Leive stressed the point that the Intelsat executive organ saw the consultation proceeding in "two stages"—initially, with respect to the entire satellite, and secondarily, as countries come forward to use any of the other transponders in international service. (Those that do will have to "take their chances" in a new consultation process, Leive said.) And the Intelsat executive organ

is said to feel it is essential some party be responsible for insuring such subsequent consultation. "We don't want the 19 to dangle"—that is, to be free of any control, in the words of Intelsat spokesman Robert Leahy. He also appeared confident the board would feel the same at its meeting in December.

Dougan has not yet responded to Colino's latest letter, but one State Department official said she will continue to maintain that the U.S. is consulting only on the five U.S.-Peru transponders. "If Intelsat wants to deem the consultation as involving the entire satellite, that's fine, but we haven't asked for it," the official said. What appears to be at work is the presence of two regulatory regimes—U.S. domestic and international—that do not gibe. The U.S., the State Department official said, has provided the information requested in an effort to demonstrate the PanAmSat satellite would be compatible with the Intelsat system. But, he said, "we cannot be responsible" for consultations that do not involve the U.S. "It would be up to Intelsat and the newcomer to work something out."

The State Department letter asserting that

Brainstorming. A 12-member panel of black leaders in the communications industry discussed "New Strategies for Black Empowerment Through Telecommunications" during the 16th annual Congressional Black Caucus Braintrust in Washington. The panelists, who represented television and cable networks, TV stations, production companies, regulatory agencies and other media organizations, stressed that communication and initiative are needed for blacks and other minorities to improve their standing in the Fifth Estate.

Pluria Marshall, chairman of the National Black Media Coalition, blasted the FCC for its announced reconsideration of its policy giving minority preferences in comparative hearings (BROADCASTING, Sept. 29, Oct. 6), saying: "If anybody needs a whipping about how to treat minorities in this country, it's [FCC Chairman] Mark Fowler." Phyllis Tucker Vinson, NBC Entertainment vice president, children's and family programming, said the television networks are going "backwards" in terms of moving blacks into positions of power in the industry.

George Miles Jr., senior vice president and chief operating officer, noncommercial WNET(TV) New York, said if minorities "are going to make a difference, we've got to do it ourselves—we can't wait for someone else to do it." That sentiment was echoed by Jimmy Jones, Gannett Co. vice president, employee relations, who stressed the importance of moving people into the business side of broadcasting. "We can push companies to hire more blacks and minorities and women so that we can control our destinies," he said.

Vinson said she would like to alert blacks to openings at NBC, but "I don't really know who all of you are, because you haven't let me know who you are." Bob Johnson, president of Black Entertainment Television and of District Cablevision, the cable franchise holder for Washington, also stressed the importance of communication, saying viewers have to alert cable operators that they want to see black programming on cable systems. "If you want BET, the cable operators will deliver BET. You have to speak up," he said.

Bertram Lee, president of New England TV Corp. (WNEV-TV Boston), said that minorities need to work together and trust one another. "Extend our family, and empowerment will follow," he said. Johnson also pointed out the need for minorities to work together. If BET, *Essence* and Johnson Publishing had pooled their money rather than competing, they, instead of King World, could have syndicated the *Oprah Winfrey Show*, he said.

John Oxendine, president of Broadcast Capital Fund (Broadcap), an organization set up by the National Association of Broadcasters to provide financing for minority station purchases, advised minorities to begin making plans early. "It's a long way to get to ownership, but it wasn't raining when Noah built his ark," he said.

Topper Carew, an independent producer who works with MCA/Universal Studios, said that "the way to black empowerment" is through entrepreneurship, and blacks must play a role in distribution and finance if they are to succeed. Curtis White, an attorney with Washington-based Hinton & Williams, said that until minorities "look beyond the borders of this country, we will not have tapped the largest market" for minority programming.

The session's moderator was Dwight Ellis, vice president, minority affairs and special services, National Association of Broadcasters.

the U.S. government has responsibility for determining "what, if any, further considerations" would be imposed on PanAmSat's system following the consultation process did not address the question of whether the U.S. was engaged in a consultation of the entire satellite. It was written by Dougan to Colino, but dealt with a question Francis Latapie, director of external relations, had posed in a letter written on Sept. 30. Latapie said Intelsat had been waiting since July for an answer to the question as to "what entity within the United States" is authorized "to commit PanAmSat in the coordination process and be responsible for carrying out of any conditions, or obligations which may arise as a result of the consultation process." Dougan said the FCC "and related jurisdictions of other government bodies" are authorized by U.S. law "to take appropriate measures regarding results of the PanAmSat or any other consultation."

Meanwhile, teams of experts from the U.S. and Intelsat were pressing ahead in an effort to complete work on the technical aspects of the consultation process by Oct. 22, a deadline set at Colino's suggestion in order to provide recommendations to the board's technical committee, which is to meet on Nov. 5. And both sides are blaming the other for failure to have made more progress. Thomas S. Tycz, of the FCC Common Carrier Bureau, who is the leading U.S. spokesman in the talks, had written to Luiz Perrone, deputy director for external relations, last month to express concern "regarding the

availability of Intelsat staff to support the technical discussions" now underway. He noted that the U.S. had been informed that Intelsat staffers would not be available before Oct. 7 because they would be conducting technical coordinations with the USSR in the Soviet Union and that the Intelsat staff would need the five days before Oct. 22 to draft a report to the technical committee.

There appeared to be a misunderstanding regarding the time needed to draft the report. Hampton said at the press briefing that the technical talks would continue until Oct. 22. But Perrone, in a response to Tycz, and Colino, in his letter to Dougan, said the U.S. was responsible for any delay in dealing with the technical issues. They cited the U.S. reluctance to provide promptly the technical and economic data Intelsat said was needed to evaluate the PanAmSat proposal. They also cited what Colino said was the U.S.'s continued effort "to use criteria for the consultations processes different from those established unanimously within the Intelsat board of governors and the Board Advisory Committee on Technical Matters."

Hampton, in the meeting with reporters, noted that technical consultation is "a complicated process" that involves give-and-take on both sides. He noted that Intelsat begins with a "worst case" scenario and that the two sides attempt to work out a mutually satisfactory arrangement. He disclosed—as did some of the correspondence released by Intelsat—that a particular sticking point in

the technical talks involves the spacing of earth stations. The U.S. is urging the use of two-degree separation of domestic satellites. Those are more exacting than the criteria employed by Intelsat, and Intelsat negotiators saying use of the U.S. criteria could cause serious interference to member countries' earth stations.

Tycz, in his letter to Perrone, had sought data on earth station receive antennas that might have indicated the problem was not as serious as Intelsat suggested. But Perrone turned down the request—which, he said, would involve "substantial additional work" and seems aimed at providing "justification to adopt more relaxed parameters in the context of this particular coordination." Perrone said Intelsat "cannot treat the PanAmSat coordination differently than any other coordination."

Nor do the U.S.-Intelsat disagreements end there. Colino, in his letter to Dougan, refused to back down from his proposal that the Assembly of Parties that would be called to consider the PanAmSat matter be scheduled either in March, in connection with a board of governors meeting, in Washington, or in April, in connection with the annual meeting of signatories, to be held in Rome. The U.S. wants the assembly in January, to allow what it says is necessary lead time in advance of a scheduled June 27 launch of the PanAmSat satellite. Colino said that, in any event, the matter will be decided by the board of governors at its meeting in December. □



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MIPCOM ready to go despite clouds of terrorism

U.S. distributors say aftermath of Paris bombings should not affect decision to attend second programing festival; they're hoping for increased foreign interest in half-hour sitcoms

According to festival organizers, close to 4,000 international programing executives will assemble at the Palais de Festivals in Cannes, France, this week (Oct. 17-21) for the second annual MIPCOM festival. Given the bombings in Paris in recent weeks, it will be the second international programing bazaar to take place in the shadow of terrorism.

It was just one week before last April's MIP-TV festival in Cannes that the U.S. retaliated against Libya by bombing that country. With few exceptions, however, attendance by distributors and buyers at MIP was not affected, and, according to those attending, was business as usual.

According to festival organizers, atten-

dance at last year's MIPCOM came to about 2,500, with about 100 exhibitors. The latter number should increase this year to 200, including 43 U.S. firms and 40 from the UK.

At the MIP-TV gathering in April, security measures included guards with machine guns both inside and outside the Palais and searches of the exhibit booths for explosives. At MIPCOM, armed guards will be present and trained dogs will be used to search booths for explosives.

Last week, as the American distributors who will attend MIPCOM were preparing to leave for France, several reflected on how concerns over safety at MIP proved to be overblown and hoped that concerns over terrorism would not come between them and a potentially good market, as MIP turned out to be.

"I don't think we can live our lives in fear," said Bert Cohen, senior vice president of international sales at Worldvision. "Re-

member, people from the Arab world will be there as well. The Palais would not be a very good place to bomb," he said.

"The same attitudes that prevailed in MIP [concerning terrorism] will prevail at MIPCOM," predicted Paul Rich, executive vice president of DeLaurentis Entertainment Group. "This is an academic concern," said Ken Page, chief executive officer of Gilson International.

Jerry Wexler, president of NBC Enterprises, said that NBC will not have a booth at MIPCOM, but will be represented by the same number of salesman it had at MIP. Terrorism, he said, is not the reason for not having a booth. "We just can't exhibit at all of these festivals," he said.

Whatever effect, if any, the terrorism has on this year's MIPCOM, a more important issue for the two-year-old festival will be its importance among international programing conventions. "I would think that

NBC goes 2 for 2 in prime time

NBC is batting 1.000 with its win of week two of the prime time season. For the week ended Oct. 3, NBC captured an 18 rating/29 share, with CBS coming in second with a 16.4/26. ABC was third with a 14.6/24. Last year the ratings numbers were: NBC, 18.0/28; CBS, 16.7/26, and ABC, 13.9/22. In evening news, CBS displaced NBC by pulling a 10.9/22—just 0.1 of a rating point ahead of NBC's 10.8/22 and ahead of ABC's 10.4/21. Last year's news numbers were CBS, 12.1/23; ABC, 10.8/21, and NBC, 10.7/21.

The season-to-date averages: NBC first with an 18.2/30, CBS second with a 15.6/25 and ABC third with a 14.8/24.

HUT levels (homes using television) were 62%, or 54.18 million, compared to last year's 63.6%, or 54.63 million.

NBC had the top five of the top 10 shows for the week, and of those, the top three were the same as last week: *Cosby* took first (34.5/54),

Family Ties placed second (32.8/51) and *Cheers* was in third place (29.9/45).

ABC and CBS traded back and forth for the next five rankings, with CBS taking sixth with *Murder, She Wrote* (26.4/40), eighth with *Dallas* (24.9/41) and 10th with *60 Minutes* (22.3/37). ABC took seventh and ninth places, with *Moonlighting* (25.2/38) and *Growing Pains* (22.7/34), respectively.

Of the 73 programs listed for week two of the season, NBC had 27, ABC 24 and CBS 22. NBC took nine of the top 20, while CBS and ABC had six each. ABC had the bottom three shows of the week: *The Ellen Burstyn Show* placed 71st with a 8.4/15, *Heart of the City* 72d with a 6.4/11 and *Our World* ranked last with a 6.3/9.

ABC won Monday, Tuesday and Wednesday, while NBC took Thursday and Saturday, and CBS took Friday and Sunday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.5/65	25.	Highway to Heaven	NBC	17.3/29	51.	A Team	NBC	13.7/24
2.	Family Ties	NBC	33.4/61	27.	Hotel	ABC	17.1/29	52.	St. Elsewhere	NBC	13.3/23
3.	Cheers	NBC	29.7/45	28.	Falcon Crest	CBS	17.0/29	53.	Kay O'Brien, Surgeon	CBS	13.1/23
4.	Murder, She Wrote	CBS	28.2/41	29.	L.A. Law	NBC	17.0/29	54.	Disney Sunday Movie	ABC	12.8/20
5.	Golden Girls	NBC	27.3/47	30.	Hill Street Blues	NBC	16.9/29	54.	ABC Sunday Night Movie	ABC	12.6/19
6.	Night Court	NBC	26.8/41	31.	Gimme a Break	NBC	16.7/28	56.	Sledge Hammer!	ABC	12.2/19
7.	Moonlighting	ABC	25.4/38	32.	Jack & Mike	ABC	16.5/29	57.	1986	NBC	12.0/21
8.	60 Minutes	CBS	24.8/39	32.	Perfect Strangers	ABC	16.5/28	58.	Simon & Simon	CBS	11.8/18
9.	CBS Sunday Movie	CBS	23.8/38	34.	Matlock	NBC	16.4/25	59.	Sidekicks	ABC	11.5/18
10.	Growing Pains	ABC	22.7/34	35.	Valerie	NBC	16.3/23	60.	The Wizard	CBS	11.2/17
11.	Who's the Boss?	ABC	22.6/36	35.	NBC Monday Night Movies	NBC	16.9/25	61.	Starman	ABC	10.9/19
11.	NBC Sunday Night Movie	NBC	22.5/34	37.	You Again?	NBC	15.7/25	61.	Downtown	CBS	10.9/20
13.	Newhart	CBS	21.9/32	38.	CBS Tuesday Movie	CBS	15.4/25	63.	Spenser: For Hire	ABC	10.6/19
14.	Amen	NBC	21.7/38	38.	Magnum, P.I.	CBS	15.4/25	63.	Crime Story	NBC	10.6/18
15.	Dallas	CBS	21.6/34	38.	Amazing Stories	NBC	15.4/23	65.	The Colbys	ABC	10.5/18
16.	NFL Monday Night Football	ABC	20.6/34	41.	Facts of Life	NBC	15.2/28	66.	Life with Lucy	ABC	10.2/19
17.	Kate & Allie	CBS	19.3/30	42.	20/20	ABC	15.1/26	67.	Mike Hammer	CBS	10.1/18
17.	227	NBC	19.3/34	43.	Webster	ABC	14.7/26	68.	Together We Stand	CBS	10.0/17
19.	Designing Women	CBS	18.8/28	43.	Scarecrow & Mrs. King	CBS	14.7/26	69.	Twilight Zone	CBS	9.8/18
20.	Dynasty	ABC	18.7/29	43.	Knots Landing	CBS	14.7/22	70.	Better Days	CBS	9.7/16
21.	Head of the Class	ABC	18.5/30	46.	Our House	NBC	14.6/24	71.	Ellen Burstyn Show	ABC	7.9/14
22.	Hunter	NBC	18.2/33	47.	Mr. Belvedere	ABC	14.5/25	72.	Our World	ABC	6.5/10
23.	Together We Stand	CBS	18.1/27	47.	Easy Street	NBC	14.5/22	72.	Heart of the City	ABC	6.5/11
24.	Miami Vice	NBC	17.4/27	49.	MacGyver	ABC	14.0/22				
25.	Cagney & Lacey	CBS	17.3/28	50.	ALF	NBC	13.8/21				

*indicates premiere episode

this would be a watershed year for the survival of MIPCOM," said Gilson International's Page. He added that the gathering should be valuable for American distributors with several weeks of ratings for network product that debuted shortly before the convention.

Dick Coveny, president of Blair Entertainment, is going to the London Multimedia market at the beginning of November, while Guy Mazzeo, Blair Entertainment's executive vice president, will attend MIPCOM. Coveny said it is too early to tell whether his company will continue to attend either or both of those shows. He said that decision will be made after those two events. Coveny did not attend MIP because of concern over terrorism.

Also in the news going into the convention are the setbacks suffered by Italian media magnate Silvio Berlusconi in his attempt to gain ownership of France's La Cinq. Ranier Siek, vice president, CBS International, said that the French situation "represents a little bit of an interruption" in international selling plans, but should not prove to be a long-term stumbling block. Siek, and others, also hope that privatization efforts in Spain, which have also been delayed, will be in place by next year.

Although privatization may not be moving as fast as those selling programing would like, some point out that satellite-delivered programing, primarily in northern Europe, received by home dishes or through cable, should help spur programing growth. "Satellite channels continue to move across borders," said Sally Busby, director of international sales at Consolidated Productions.

"I support the growth of satellites for the reason that it will trigger terrestrial networks," said Page. As communities see advertising dollars drained off by satellite networks, they will want to capture those dollars for outlets of their own, he said.

Half-hour comedies will be out in force among American distributors at MIPCOM as a result of the changing economics of production. Networks are refusing to pay high license fees for hours, and stations are less interested in buying them in syndication. In addition to the new half-hour studio product for the networks, there will also be numerous first-run half-hour sitcoms for syndication. Traditionally, half-hour sitcoms, with their American humor, do not always cross borders easily, and have not been big sellers abroad. Instead, the action-adventure hours that are now out of favor from a cost standpoint here, are big overseas.

Perhaps paving the way for changes in the international sales of half-hour comedies, however, is *The Cosby Show*, which has had international success. But that show is in a class by itself, say distributors, and they wonder if other half-hours will sell.

For many producers of network comedies, any upturn in the international sales of network half-hours would prove welcome news. Like one-hour network series, the half-hours are now being produced at deficits of as much as 40%, and international sales are another avenue for producers to recover from those deficits.

Worldvision's Cohen said that there has been a "slight upswing" in the international



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half-hour market. Worldvision recently started selling *You Again* which runs on NBC, and *Throb*, a first-run syndicated show. Cohen said both have been cleared in Italy on Globo Telemontecarlo, and in France on Antennae 2. However successful half-hours become overseas, Cohen said that international buyers are still looking for "non-topical, exciting" hour-long series.

DEG's Rich said that he will give international buyers the same testing opportunity now being afforded domestic buyers of *Honey-moon Hotel* starring Isabel Sanford. In both cases buyers will get to test a week of the show in November. □

Rivers TV show debuts in Boston on radio

Without a TV affiliate in city, Fox honors request of WMRE(AM) to broadcast syndicated show

Joan Rivers's new talk show debuted last Thursday (Oct. 9) on 99 television affiliates and one radio affiliate—WMRE(AM) Boston. The station lobbied Fox Broadcasting Co. President Jamie Kellner aggressively in its pursuit of the Boston rights to the Rivers show. That opportunity emerged after FBC failed to get a commitment from CBN's WXNE-TV Boston to carry the program, even though Fox has a pending application at the FCC to purchase that outlet. Word last week was that CBN was refusing to carry the broadcast as long it had control of the station because the Rivers program shows a "lack of good taste," as one source put it.

The *Boston Herald* ran a story last Monday (Oct. 6) reporting that the Rivers show would not be seen in Boston until Fox had closed on its deal to buy WXNE-TV, expected to occur in the next two months. According to Jack Roberts, program director at WMRE, morning personality Dana Hersey came up with the idea to persuade FBC to let the station carry an audio feed of the Rivers pro-

gram to Boston listeners. Hersey didn't waste any time either. On the air early Tuesday morning he began by drumming up listener support demanding that the Rivers show be made available to Boston and then put in a call to Kellner at his home in Los Angeles at about 5 a.m. Pacific time.

Kellner was "a little upset" at the early timing of the call, said Roberts, and requested that future calls not be placed to his home before 9 a.m. his time. He also let Hersey and his on-air sidekick, Hillary Stevens, know that he thought: "You guys in Boston are whacked out. You can't put a TV show on the radio." A Fox spokesman said that the early call "blew him away" at first, but that after Kellner thought about it, the idea didn't seem so implausible—at least until the deal to buy WXNE-TV goes through. With WMRE carrying the show, Rivers will have coverage in every top-30 market with the exception of Milwaukee (28th Arbitron and 29th Nielsen market). Milwaukee is the only other market where FBC would consider a radio affiliation until a television outlet is lined up, a spokesman said. A last-minute offer from another Boston television station (WQTV(TV)) came in for the Rivers show, but Fox declined since it would eventually own a station in the market.

WMRE got the word last Wednesday that it could carry Rivers for the program's first several weeks on the air. Roberts said Rivers did a call-in interview on the station that same day (Oct. 8) to promote her launch in Boston. WMRE switched from a big band to a talk format four weeks ago and Roberts said he was excited at the prospect of integrating Rivers's famous "Can we talk?" phrase into its promotional campaign.

WMRE received the feed via microwave from nearby Fox affiliate WNAC-TV Providence (ch. 64, and formerly WSTG(TV)) for week one but switched to phone lines this week. WMRE is carrying the program live at 11 p.m. Monday through Friday. There was one union problem—commercial designed for television distribution may not be broadcast on radio stations. In the case of all but two advertisers, the station will block out the TV spots and sell its own spots locally. Those two, Gillette and Polaroid, have

agreed to feed the station separate radio spots that will air simultaneously on WMRE as the televised spots go out to affiliates nationwide. □

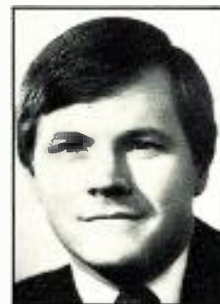
Blair Entertainment increases production

Blair Entertainment will take four new series for fall 1987 and a new film package to NATPE this year. The move by the distribution arm of John Blair & Co. comes with the reported assurance from its new parent, Reliance Capital Corp., that it wants the company to continue to grow under its present management team of Richard C. Coveny, president, and Guy Mazzeo, executive vice president. Both Coveny and Mazzeo say they have been assured by Blair that they would have the first opportunity to buy the company if Reliance were to sell it.

Along with the previously announced *Strictly Confidential* (BROADCASTING, Aug. 11), a half-hour reenactment of a group therapy session with Dr. Susan Ford moderating. Blair will have a game show strip, *Sweet-*



Mazzeo



Coveny

hearts, produced by Richard Kline. Kline also produced *Strike It Rich* and *Break the Bank* for Blair. *Sweethearts* is described as a celebrity quiz show with couples as contestants. A pilot will be shot in November.

Blair will enter the weekly half-hour market with a demographic alternative to a sitcom that will be skewed to teen-agers. *Fan Club* will feature live celebrity interviews using a host (yet to be named) and audience members. There will also be phone-in opportunities. *Fan Club* is designed for early

Syndication Marketplace

LBS Communications will distribute the first-run weekly, *American Bandstand*, currently on ABC, on a barter basis beginning in the fall 1987. There will be 46 original *American Bandstand* episodes in the first year of its syndicated run. The association on AB is one of number of joint ventures between the two companies. As part of their initial deal, LBS will also jointly develop first-run sitcoms. The first project, for fall 1987, will have the working title *Third Time Lucky*. LBS will also distribute a weekly one-hour talk show produced by Dick Clark Productions with a host that will be announced shortly. LBS will also distribute six Dick Clark Productions off-network specials, including "Celebrities, Where Are They Now?" and will either syndicate or sell to cable a weekly two-hour series, *Dick Clark Presents*, beginning in the fall 1987.

Tribune Entertainment has cleared *American Vice: The Doping of a Nation*, the first of four specials hosted by Geraldo Rivera, on 124 stations covering 85% of the country. Produced at WGN-TV Chicago, the two-hour program will consist of taped segments as well as shots from live surveillance cameras. It will air at 8-10 p.m. simultaneously across the country on Dec. 2. Barter distribution of the show gives stations and Tribune 12 minutes of advertising time each.

Clearances include the Tribune stations as well as WTAF-TV Philadelphia, WLVI-TV Boston, WDCA-TV Washington, KHTV(TV) Houston, WCIX(TV) Miami and WBFF(TV) Baltimore.

Jerry Free Productions has cleared the sixth annual *Battle of the Bands* competition, being televised for the first time, on 150 stations. Hosted by Sammy Davis Jr. and Louise Mandrell, the competition features the winners of regional competitions in eight cities with more than 2,000 bands in competition. Stations will air the 90-minute special between Nov. 20 and Jan. 4. Barter distribution gives stations 12 minutes and Jerry Free nine. Among the stations that have cleared the program are WNYW-TV New York, WPMR-TV Aurora, Ill. (Chicago), WXNE-TV Boston, WFTY(TV) Washington, WXYZ-TV Detroit, and KTXA(TV) Dallas.

Scott Entertainment will offer a half-hour talk show strip for fall 1987, hosted by June Cain Miller, who currently hosts a show on KDOC-TV Anaheim, Calif. Scott Sobel, president of the Long Island, N.Y.-based company said the show will be a female version of *Donatella*, with Miller's Joan Rivers-style of humor. The show will be produced in Hollywood by Miller's Hurray for Hollywood Productions. Initial sales will be for 13 weeks on a cash basis.

evening on weekends and will be sold on a barter basis. Coveny said that even with the soft advertising marketplace, a great deal of money exists for a program that can successfully capture the 12-24 demographic. *Fan Club* will be produced by Ron Ziskin for Four Point Entertainment in association with Jonathan Prince, a star in the weekly first-run sitcom, *Throb*, who helped develop the

show.

Blair is also in negotiations on a co-venture for another strip.

In the movie arena, through a co-venture with Fremantle International, Blair has acquired the distribution rights to movies of the week including *Outlaw*, starring Rip Torn and Claude Atkins; *Vanishing Act*, (CBS) starring Mike Farrell; *A Fight for Jen-*

ny (NBC) starring Leslie Ann Warren and Philip Michael Thomas; *Can You Feel Me Dancing*, (NBC) starring Jason and Justine Bateman; *On Fire*, (ABC) starring John Forsythe and Carrol Baker, and *Stillwatch*, starring Lynda Carter and Angie Dickinson. The new acquisitions will be assembled into a package. Currently Blair has two packages, "Revenge" and "Passion." □

Business

Telstar buys 22 radio stations for \$71 million

Other deal in works would have L.A. programmer purchasing Golden West Television Productions

In a deal that would include the transfer of the largest block of radio station licenses ever. Los Angeles-based Telstar Corp. and Richmond, Va.-based Resort Broadcasters Inc. have agreed to a \$71-million cash and securities deal that would give Telstar control of Resort's 22 East Coast radio stations (see "Changing Hands," page 79), beach and resort guide publishing business and the USA Radio Network, which feeds college

and professional sports, regional news and weather to 251 stations from Pennsylvania to South Carolina. Resort Chairman Ellis Seymour owns the radio network.

Telstar, parent company of a four-channel pay-per-view movie service appearing in two cable markets, a satellite service and a 24-hour country music video channel appearing on 362 cable systems in the U.S., 20 systems in Canada and 14 television stations, has also signed a preliminary agreement to acquire New York-based Golden West Television Productions Inc., a production and distribution company, for \$13.5 million in cash and securities. Robert Sillerman, chairman of Sillerman-Magee Communications Management Corp., the New

York investment banking firm representing GWTP and Resort in the negotiations, said his company owns "substantial equity" in GWTP and is majority owner of Resort. Seymour said Sillerman-McGee owns about 35% of Resort's preferred stock.

Under the financing deal, which Sillerman said was initiated by Telstar, GWTP and Resort would acquire 56% of Telstar's stock. Sillerman said that Telstar's co-founders, Chairman Gerald A. Bartell and Vice Chairman and Chief Executive Officer Joseph A. Corazzi, along with other members of the company's top management, are majority shareholders with about 40% of the firm's outstanding shares.

Whether Telstar can come to terms with



Rush



Harris

MCA management changes. Al Rush, president of the MCA Television Group, has been named chairman. Replacing him as president is Robert A. Harris, who has been president of MCA's Universal Television. Both have been vice presidents of MCA Inc. for the past five years. The announcement was made last week by Sid Sheinberg, MCA president and chief operating officer. The TV group includes Universal Television, MCA TV, MCA Television Limited, MCA TV International and MCA TV Enterprises.

At the same time, Rush and Harris named Kerry McCluggage president of Universal Television, succeeding Harris. He has been with MCA and Universal since 1978, serving as senior vice president, creative affairs.



McCluggage

La Costa Hotel and Spa Partnership

has sold

La Costa Community Antenna Systems, Inc.
(a cable television system serving La Costa, California)

to

Daniels Cablevision, Inc.

*The undersigned acted as financial advisor to
La Costa Hotel and Spa Partnership in this transaction.*

Shearson Lehman Brothers Inc.

October, 1986

GWTP is in doubt, however. Sillerman said the Telstar offer does not adequately reflect the value of GWTP, which was formed when Gene Autry's Golden West Entertainment was spun off from Golden West Broadcasting. GWE contained syndication and production units and booked KTLA(TV) studios in Los Angeles for production. GWTP, formed to carry all the eventual programming product, has the rights to KTLA shows and participation in *People's Court* and *It's a Living*, as well as several television movie packages in the planning stage.

Additionally, the company has proposed launching next January a cable home shopping network that Sillerman said "has a chance of being valued in the hundreds of millions." GWTP has spent the last year developing a shopping service that will be distributed by cable and independent TV stations. While management considers Telstar's offer, it is also looking at whether GWTP should seek other buyers or merger partners, or remain independent, Sillerman said. A final decision is due by the end of the month.

If GWTP agrees to Telstar's offer, and the FCC approves the transfer of Resort's 22 radio station licenses—representing the most stations sold by a single seller to a single buyer—Telstar would gain a strong foothold in the broadcast industry with a combination of radio, cable and TV program services, said Telstar chairman and co-founder Bartell. But the aggressive acquisition campaign does not stop there.

To further diversify its media profile, Telstar has formed a partnership with Donaldson, Lufkin & Jenrette Securities Corp., Wall Street investment banker that represents Telstar in negotiations with Golden West and Resort, to assume a controlling interest (65%) in Terasat Inc., a would-be satellite operator, for an undisclosed amount. Minority interest would be held by Terasat's original shareholders: Universal

Satellite Corp. and International Capital and Technology Corp.

On behalf of Terasat, DLJ has agreed to try to raise \$180 million to cover the purchase, launch and insuring of two satellites. Henry Schwartz, who will continue as chairman and president of Terasat, said the company is exploring co-ownership ventures with companies that already have satellites in production and have had their launch plans delayed by the disruption of the space shuttle program. Schwartz said he is talking to several companies, but declined to identify them. According to Schwartz, Terasat has an agreement with the People's Republic of China, reserving for Terasat two slots on that country's Long March 3 launch vehicles in late 1987 and early 1988.

Telstar, owner of the three-year-old Country Music Channel, will gain "three or four" transponders, with the remainder being leased for broadcast uses, as well as for shared-tenant communications systems in office buildings, office parks and shopping malls, Schwartz said.

With the Terasat purchase, Bartell said Telstar "would be controlling our own destiny in satellite transmission by owning the satellite and transponders. And the company's recent investments in the other communications operations will allow Telstar to be all over the world at once. It ties up our broadcasting, entertainment publishing and music interests. It is a perfect tie-in to what we do."

For Resort, Seymour said the sale of its 22 radio stations in small- and medium-sized East Coast markets, will turn the company into a fully owned subsidiary of Telstar. Seymour said he will trade his 100% ownership of outstanding common stock for Telstar stock, becoming a shareholder in the parent company and member of its governing board. The amount of his ownership has yet to be determined, he said. The company

name and management will remain the same, he said. "The goals of Resort will remain the goals of Telstar," he said. "Quite frankly, it gives us much more capacity to do what we were doing. It will add to our uplink and transponder capabilities." □

Junk bonds still hold allure

Spate of new offerings running TV, radio and cable gamut finds no lack of buyers

Despite some recent tarnishes on the integrity of the junk bond market, broadcasters and other Fifth Estaters continue to bring to market, and sell, debt securities, many rated "below investment grade." Proceeds of these debt offerings are being used by broadcasting management to purchase station groups from their parent companies. Such is the case with recent offerings from Metropolitan Broadcasting and Pegasus Broadcasting. Other fund raising is being done by new and emerging groups, such as EZ Communications and Emmis Broadcasting ("Bottom Line," Dec. 9, 1985).

Metropolitan is the corporate entity purchasing the radio properties of Metromedia Broadcasting for roughly \$286 million in a leveraged buyout led by the group's president, Carl C. Brazell Jr. He will own roughly 10% of the new company's equity, purchasing it for \$900,000. Other major shareholders include the Morgan Stanley Leveraged Equity Fund, L.P., at 22.5%, an amount also to be held by a limited partnership associated with the Houston-based investment banking firm, Duncan, Cook & Co.

The properties being purchased from Metromedia are three AM's, six FM's and the four networks comprising the Texas State Networks. Metropolitan's debt prospectus said it intends to expand the group through further acquisitions. It is going to the capital market for \$215 million, face value, of debt, which was sold through Morgan Stanley and on the senior and junior debt carries effective interest rates of 13 3/4% and 17%, respectively. The company raised roughly \$130 million in net proceeds. Other funds for the acquisition include a \$140-million bank loan and the sale of the common stock.

For 1985, the radio group had net revenue of \$65.7 million, operating income of \$16.7 million and a net loss of \$3.5 million. Contributing to the reported loss were depreciation and amortization of \$3.4 million, and \$21 million of interest expense, the radio group's allocated share of interest incurred by the parent company. For the first six months of this year, net revenue was up 13.4% to \$31.4 million; operating cash flow was up 14.1% to \$9.7 million, and the group reported net income of \$800,000. The strongest revenue increase came from local sales and occurred in the second quarter.

Fairfax, Va.-based EZ Communications is in the process of raising \$50 million to help it complete the \$65-million purchase of the radio group currently owned by Affiliated Publications. Combined with its existing stations, EZ will soon be operating four

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Grey Advertising	Second	\$68,740	19	\$3,627	11	\$2.64
New World Pictures	Second	\$32,222	40	\$2,024	125	\$0.14
Prism Entertainment	Second	\$5,160	—	\$439	5	\$0.20
Westwood One	Third	\$17,165	188	\$2,476	112	\$0.30

Second-quarter results for **New World Pictures** included 30% increase in revenue from domestic television, to \$7.6 million, and 918% jump in revenue from "pay television and other," to \$2.6 million. ■ **Prism Entertainment** said second-quarter results include legal fees related to since abandoned merger talks with Fries Entertainment ("In Brief," Sept. 29). Prism also set up reserve "... due to change in sales policy to allow a 15% unqualified return of product (videocassettes)." Reserve in second quarter amounted to \$800,000, compared to \$159,000 for same quarter year ago.

□

About parents. Reliance Group Holdings, majority owner of John Blair & Co., issued 15 million shares of common stock to public at \$10 each. Company, which has about 80 million shares outstanding, said net proceeds of roughly \$140 million would be used to repay debt. As of last Wednesday, stock was trading at 10 1/4. ■ **Control Data**, parent company of Arbitron ratings, said its board adopted shareholder purchase rights intended to deter unwanted suitors. Minneapolis-based company said rights, similar to many other recently issued rights plan, would be distributed to shareholders of record on Oct. 14 on same day. Company's subsidiary, Commercial Credit, last week filed initial public offering of 38 million shares at \$21 to \$24 per share. Parent company will sell 26.9 million shares, retaining 20% of finance company, which itself will sell 11.1 million shares.

AM's and 11 FM's. Approximately \$36 million of the net proceeds from the sale of senior subordinated notes would be used to help pay for the Affiliated group, with additional funds being used to repay a \$10.3-million insurance loan, and a \$1.5-million pre-payment penalty.

EZ Chairman Arthur Kellar owns roughly 42% of the company, the prospectus said. Pro forma results for the company, assuming the acquisition is completed, would have given the Fairfax, Va.-based group owner \$40.6 million in net income for the fiscal year ending March 31, 1986. Operating income would have been \$2.8 million and a net loss of \$2.7 million would have been registered. The stations being acquired from Affiliated would theoretically have accounted for \$17.7 million of the net revenue and \$418,000 of the operating income. Contributing to the overall loss would be depreciation and amortization of \$6 million and estimated interest expense of \$8.6 million. The notes, sold through Paine Webber, are expected to carry an interest rate of roughly 13%.

Those pro forma results do not include the expected \$7.7-million after-tax gain from EZ's sale of WBMW(FM) Manassas, Va. (Washington) to Infinity Broadcasting.

On the way to their third recent change in corporate ownership are the stations sold by Western Broadcasting to SFN Companies Inc. in July of 1984 for \$119 million. SFN was itself taken private by management and investors in February of 1985 and is now to be spun off to officers of its broadcasting subsidiary, SFN Communications, headed by Sherman Wildman, its current president.

The \$155-million proposed LBO is being funded by the purchasing group, Pegasus Broadcasting, through various means, including a \$77-million term loan from General Electric Credit Corp.; the offering of deferred interest notes—to yield net proceeds of \$65 million—through Kidder Peabody, and the sale of \$19.5 million worth of units, consisting of preferred stock and warrants to buy common stock.

Wildman, who will be chairman of Pegasus, and other management, including Christopher J. Brennan, president and chief executive officer, will initially own 100% of the stock but the exercise of the warrants would reduce their ownership to just over 50%.

Pro-forma results for 1985 show Pegasus had net revenue of \$47.3 million and an operating loss of \$668,000. Contributing to the loss were depreciation and amortization expenses of \$14 million and interest expense of \$7.1 million. For the six months ending June 30, net revenue decreased \$549,000, or 2%, which was attributed to "... lower advertising expenditures in both the national spot market and the local San Juan (Puerto Rico) market in the first quarter." The importance of WAPA-TV San Juan and TFI, the co-located video production facility, to the success of the proposed LBO was indicated in the prospectus, which said the two contributed 71% of the station group's revenue and 63% of its cash flow during the 11 months ending 1985. Revenue for the San Juan properties is projected to increase at an annual rate of 4.8%, in both 1987 and 1988.

Other Pegasus properties are WJBF(TV) Augusta, Ga., ABC; WTVM(TV) Columbus Ga., ABC, and KSCH(TV) Stockton/Sacramento, Calif., a UHF independent. The Northbrook, Ill.-based company also owns 80% of a construction permit for ch. 31 in Pueblo, Colo., and has a 15% interest in VISTA, an English-language publication targeted to the Hispanic market. Likely to be sold are Pegasus's three radio stations, KGVO(AM) Missoula and KCAP(AM)-KZMT(FM) Helena, both Montana.

Other recent filings made for debt securities include a \$30-million offering of convertible subordinated debentures due 2001 by New Century Entertainment Corp. The Beverly Hills, Calif.-based company has, since 1984, been involved in the "develop-

ment, production, financing and distribution of motion pictures and television programming." In July the company formed a new television production subsidiary that will be headed by Alan Levin, formerly executive vice president of the CBS Entertainment. The offering is through Morgan, Olmstead, Kennedy & Gardner Inc.

The Home Shopping Network is currently in the process of selling \$200 million in senior notes due 1996, in conjunction with the sale by the company of 1.5 million shares of common stock, both through Merrill Lynch Capital Markets. The net proceeds will mostly be used to help finance the company's purchase of television stations. So far agreements have been reached to purchase nine stations for \$176 million. □

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Symbol/Comp.	Closing		Net	Percent	P/E	Market	
	Wed	Oct 8					
BROADCASTING							
N (CCB) Capital Cities/ABC	252	5/8 250 1/2	2 1/8	.84	25	4,063	
N (CBS) CBS	130	123 7/8	6 1/8	4.94	24	3,048	
O (CLCH) Clear Channel	11	1/2 12 1/4	- 3/4	- 6.12	16	33	
O (INFTA) Infinity Broadcasting	12	12			63	125	
O (JCOR) Jacor Commun.	6	3/4 6 5/8	1/8	1.88	37	38	
O (LINB) LIN	49	5/8 48 5/8	1	2.05	37	1,314	
O (MALR) Malrite	12	1/4 12 1/4			14	102	
O (MALRA) Malrite 'A'	11	1/4 10 5/8	5/8	5.88	16	47	
A (PR) Price Commun.	10	1/4 10	1/4	2.50		100	
O (SCRIP) Scripps Howard	80	1/2 80 3/4	- 1/4	- 0.30	29	831	
O (SUNN) SunGroup Inc.	3	1/4 2 7/8	3/8	13.04	32	5	
N (TFB) Taft	118	1/4 114 1/2	3 3/4	3.27	96	1,072	
O (TVXG) TVX Broadcast	8	1/4 8 3/8	- 1/8	- 1.49	34	48	
O (UTVI) United Television	33	1/4 33 1/2	- 1/4	- 0.74	31	364	
BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	53	3/8 52	1 3/8	2.64	27	613	
A (AAR) Adams Russell	20	1/2 19 7/8	5/8	3.14	16	127	
A (AFP) Affiliated Pubs	61	1/2 60	1 1/2	2.50	31	1,085	
O (ASTV) Amer. Comm. & TV	3/32	3/32				7	
N (AFL) American Family	28	1/4 27	1 1/4	4.62	18	1,129	
O (ACCMA) Assoc. Commun.	25	23 1/2	1 1/2	6.38		238	
O (BMAC) Bus. Men's Assur.	27	1/4 27 1/4			16	288	
N (CCN) Chris-Craft	70	69 1/8	7/8	1.26	31	457	
N (DNB) Dun & Bradstreet	103	100 1/2	2 1/2	2.48	25	7,829	
O (DUCCO) Durham Corp.	42	3/4 42 1/2	1/4	58	11	243	
N (GCI) Gannett Co.	72	69 7/8	2 1/8	3.04	22	5,781	
N (GY) GenCorp	76	1/2 76 3/4	- 1/4	- 0.32	18	1,709	
N (GCN) General Cinema	45	3/4 43 3/4	2	4.57	18	1,665	
O (GCOM) Gray Commun.	178	177	1	.56	30	88	
N (JP) Jefferson-Pilot	33	1/8 32 7/8	- 1/4	.76	11	1,385	
N (BJ) John Blair	13	7/8 14 1/8	- 1/4	- 1.76		112	
O (JSON) Josephson Intl.	11	11 1/2	- 1/2	- 4.34		51	
N (KRI) Knight-Ridder	47	1/8 47 1/4	- 1/8	- 0.26	21	2,646	
N (LEE) Lee Enterprises	23	3/4 23 7/8	- 1/8	- 0.52	19	601	
N (LC) Liberty	36	1/4 37 3/4	- 1 1/2	- 3.97	15	365	
N (MHP) McGraw-Hill	54	5/8 54 1/4	3/8	.69	18	2,753	
A (MEGA) Media General	85	1/4 84 7/8	3/8	.44	18	600	
N (MDP) Meredith Corp.	67	67 1/2	- 1/2	- 0.74	13	634	
O (MMEDC) Multimedia	42	7/8 41	1 7/8	4.57	389	470	
A (NYTA) New York Times	39	1/8 70 3/4	- 31 5/8	-44.69	26	3,165	
O (PARC) Park Commun.	29	3/4 29	3/4	2.58	28	410	
N (ROC) Rollins Commun.	40	3/4 40 7/8	- 1/8	- 0.30	45	595	
T (SKHQ) Selkirk	22	3/4 24	- 1 1/4	- 5.20	49	184	
O (STAUF) Stauffer Commun.	142	140	2	1.42	23	142	
A (TO) Tech Ops Inc.	28	29	- 1	- 3.44	5	61	
N (TMC) Times Mirror	61	5/8 58 1/4	3 3/8	5.79	18	3,972	
O (TMCJ) TM Communications	2	1/4 2 1/8	1/8	5.88	225	17	
O (TPCC) TPC Commun.	5/16	1/4	1/16	25.00		3	
N (TRB) Tribune	62	3/8 60	2 3/8	3.95	20	2,532	
A (TBS) Turner Bcstg.	16	5/8 16 7/8	- 1/4	- 1.48	37	362	
A (WPOB) Washington Post	150	142 1/2	7 1/2	5.26	19	1,949	
PROGRAMING							
O (ALLT) All American TV	5	1/4 5 1/2	- 1/4	- 4.54		6	
O (AMNT) American Nat. Ent	1	5/8 111/16	- 1/16	- 3.70	8	3	
O (BRRS) Barris Indus.	13	3/4 14 1/8	- 3/8	- 2.65	22	121	
O (BFTV) Birdfinder Corp.		3/4 3/4			-3	2	
O (CMCO) C.O.M.B.	22	7/8 26	- 3 1/8	-12.01	38	263	
N (KO) Coca-Cola	35	1/2 34 1/8	1 3/8	4.02	18	13,702	
O (CLST) Color Systems	18	18 1/2	- 1/2	- 2.70		12	
N (DIS) Disney	41	7/8 41	7/8	2.13	29	5,417	
N (DJJ) Dow Jones & Co.	34	5/8 33	1 5/8	4.92	24	3,350	
O (FNNI) Financial News	12	7/8 13 5/8	- 3/4	- 5.50	214	142	
O (FSTA) Four Star	4	4			4	3	
A (FE) Fries Entertain.	5	7/8 6 1/8	- 1/4	- 4.08	11	30	
N (GW) Gulf + Western	62	3/4 63 7/8	- 1 1/8	- 1.76	18	3,879	
O (HRSI) Hal Roach	11	1/8 12 1/4	- 1 1/8	- 9.18		61	
A (HHH) Heritage Entertain.	7	7/8 8 1/4	- 3/8	- 4.54	8	22	
A (HSN) Home Shopping Net.	40	7/8 38 3/4	2 1/8	5.48	92	1,578	
O (KWP) King World	14	3/4 14 1/8	5/8	4.42	27	453	
O (LAUR) Laurel Entertainment	5	1/8 4 3/4	3/8	7.89	19	12	
A (LT) Lorimar-Telepictures	18	3/4 18 1/4	1/2	2.73	18	636	
N (MCA) MCA	41	7/8 39 7/8	2	5.01	19	3,269	
N (MGM) MGM/UA Commun.	10	1/2 10 5/8	- 1/8	- 1.17	536		
A (NWP) New World Pictures	13	14	- 1	- 7.14	25	138	
N (OPC) Orion Pictures	12	7/8 12 7/8			122		
O (MOVE) Peregrine Entertain.	13	12 1/2	1/2	4.00		23	
PROGRAMING							
N (PLA) Playboy Ent.	8	8 1/8	- 1/8	- 1.53		75	
O (QVCN) QVC Network	17	17				111	
O (RVCC) Reeves Commun.	8	3/4 8 3/4				109	
O (RPICA) Republic Pictures 'A'	11	1/4 11 1/8	1/8	1.12	80	32	
O (RPICB) Republic Pic. 'B'	10	7/8 10 3/4	1/8	1.16	77	8	
A (RHI) Robert Halmi	3	1/4 3 5/8	- 3/8	- 10.34	29	61	
O (SMNI) Sat. Music Net.	8	1/8 8 1/2	- 3/8	- 4.41		55	
N (WCI) Warner Commun.	23	1/8 21 3/4	1 3/8	6.32	15	2,853	
O (WWTV) Western World TV	2	1/8 2 1/8			13	2	
O (WONE) Westwood One	28	1/2 27 3/4	3/4	2.70	44	232	
SERVICE							
O (BSIM) Burnup & Sims	4	3/4 5	- 1/4	- 5.00	-8	75	
D (CVSI) Compact Video	5	3/8 5 1/2	- 1/8	- 2.27	53	31	
N (CQ) Comsat	30	5/8 32	- 1 3/8	- 4.29		554	
O (OMCM) Doyle Dane B.	19	1/2 19	1/2	2.63	17	111	
N (FCB) Foote Cone & B.	49	1/4 48	1 1/4	2.60	12	187	
O (GREY) Grey Advertising	85	88	- 3	- 3.40	11	102	
N (IPG) Interpublic Group	27	26 7/8	1/8	.46	15	589	
N (JWT) JWT Group	30	30 1/2	- 1/2	- 1.63	13	272	
A (MOV) Movielab	6	1/2 6 7/8	- 3/8	- 5.45		10	
O (OGIL) Ogilvy Group	28	1/2 27 1/2	1	3.63	13	389	
O (SACHY) Saatchi & Saatchi	26	3/4 26 1/8	5/8	2.39	12	1,383	
O (TLMTB) Telemation	10	3/4 10 1/2	1/4	2.38	10	12	
A (TPO) TEMPO Enterprises	14	3/4 13 3/8	1 3/8	10.28	37	84	
A (UNV) Unitel Video	11	3/4 11 3/4				25	
CABLE							
A (ATN) Acton Corp.	1	3/4 1 3/4			-1	10	
A (CVC) Cablevision Sys. 'A'	19	3/4 19 1/2	1/4	1.28	-6	414	
O (CRDF) Cardiff Commun.	1	3/4 1 3/4			4	3	
N (CNT) Centel Corp.	59	3/4 56 3/4	3	5.28	13	1,653	
O (CCCCO) Century Commun.	14	1/2 14 1/2			290	281	
O (CMCSA) Comcast	25	3/8 25 3/4	- 3/8	- 1.45	33	540	
N (HCI) Heritage Commun.	21	1/4 21 1/8	1/8	.59	78	475	
O (JOIN) Jones Intercable	11	3/8 11 1/4	1/8	1.11	27	147	
T (MHPQ) Maclean Hunter 'X'	18	3/8 18 1/2	- 1/8	- 0.67	25	677	
O (RCCAA) Rogers Cab. Amer.	11	3/8 11 1/4	1/8	1.11		58	
T (RCINZ) Rogers Cable	16	15 1/4	3/4	4.91		375	
D (TCAT) TCA Cable TV	17	16 1/2	1/2	3.03	29	183	
O (TCOMA) Tele-Commun.	23	7/8 23 1/8	3/4	3.24	183	2,294	
N (TL) Time Inc.	73	3/8 72 7/8	1/2	.68	22	4,605	
O (UACIA) United Art. Commun.	16	1/8 15 5/8	1/2	3.20	76	662	
N (UCT) United Cable TV	26	7/8 26 1/2	3/8	1.41	67	654	
N (VIA) Viacom	44	1/4 40 7/8	3 3/8	8.25	42	1,516	
N (WU) Western Union	5	5 3/8	- 3/8	- 6.97		121	
ELECTRONICS/MANUFACTURING							
N (MMM) 3M	100	3/4 101 1/2	- 3/4	- 0.73	16	11,590	
N (ALD) Allied-Signal	40	7/8 40 3/8	1/2	1.23	-9	7,207	
O (AMTV) AM Cable TV	1	3/8 1 3/8			-1	4	
N (ANX) Anixter Brothers	9	3/4 9 1/4	1/2	5.40	17	354	
N (ARV) Arvin Industries	23	7/8 26	- 2 1/8	- 8.17	10	385	
O (CCBL) C-Cor Electronics	7	1/4 6 1/2	3/4	11.53	-4	21	
O (CATV) Cable TV Indus.	2	1/4 2 3/8	- 1/8	- 5.26	-11	6	
A (CEC) Cetec	5	3/4 5 3/4			-9	11	
A (CHY) Chyron	4	3/8 4 1/2	- 1/8	- 2.77	20	44	
A (CXC) CMX Corp.	1	1 1/8	- 1/8	- 11.11		5	
A (COH) Cohu	6	1/4 6 1/4			12	11	
N (CAX) Conrac	14	1/4 14 1/4			12	94	
N (EK) Eastman Kodak	56	54 1/2	1 1/2	2.75	47	12,650	
O (ECIN) Elec Mis & Comm.	2	1/4 2 1/2	- 1/4	- 10.00		9	
N (GRL) Gen. Instrument	19	3/8 19 7/8	- 1/2	- 2.51		627	
N (GE) General Electric	73	1/2 72 3/4	3/4	1.03	14	33,514	
O (GETE) Gettel Inc.	1	7/8 2	- 1/8	- 6.25	7	6	
N (HRS) Harris Corp.	28	5/8 28 7/8	- 1/4	- 0.86	19	1,152	
N (MAI) M/A Com. Inc.	14	1/2 13 3/4	3/4	5.45		631	
O (MCDY) Microdyne	3	3/4 3 5/8	1/8	3.44	34	16	
N (MOT) Motorola	35	5/8 38 1/4	- 2 5/8	- 6.86	41	4,549	
N (NPH) N.A. Philips	37	5/8 38 3/4	- 1 1/8	- 2.90	16	1,088	
N (OAK) Oak Industries	1	1/8 1 1/8			38		
A (PPI) Pico Products	1	3/4 2	- 1/4	- 12.50		6	
N (SFA) Sci-Atlanta	8	7/8 9	- 1/8	- 1.38	15	208	
N (SNE) Sony Corp.	19	1/2 19 1/4	1/4	1.29	11	4,507	
N (TEK) Tektronix	60	7/8 61 1/8	- 1/4	- 0.40	20	1,190	
N (VAR) Varian Assoc.	23	3/4 24 1/4	- 1/2	- 2.06	33	506	
N (WX) Westinghouse	55	5/8 53 5/8	2	3.72	15	8,546	
N (ZE) Zenith	20	5/8 20	5/8	3.12		477	
Standard & Poor's 400	262.06	258.51		3.54		1.37	

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: * 2-for-1 split, Oct. 6.

Engineering meeting expands into full-fledged convention

SBE transforms its largest regional gathering into first national conference, this week in St. Louis; 3,000 expected

Billed as an annual gathering for the "working engineer," the first national convention of the Society of Broadcast Engineers will meet in St. Louis this Tuesday, Oct. 14, through Thursday, Oct. 16, with more than two dozen papers, a 110-company equipment exhibit, panels and meetings. The convention's open-admission exhibits and inexpensive technical conference are expected to attract 3,000 attendees to the city's A.J. Cervantes Convention Center.

Traditionally the largest of the annual regional shows held around the country by co-operating SBE chapters, the St. Louis conference will serve, show organizers hope, to provide the 5,200-member society with a platform for greater national activity, without de-emphasizing the strong local identities of the 91 individual SBE chapters.

The convention's centerpiece is expected to be a speech by FCC Mass Media Bureau Chief James McKinney, at Wednesday's luncheon. He is also scheduled to take questions and answers for a short period following lunch, at which SBE President Richard Rudman will also award the society's first Industry Award, going posthumously to Harold Ennes, writer of numerous technical training volumes for broadcast and other engineers.

Thomas Keller, senior vice president for science and technology, National Association of Broadcasters, is slated to follow McKinney with an afternoon talk on maintaining terrestrial broadcasters' technical competitiveness.

On Tuesday, the FCC's John Reiser will take audience questions in an afternoon session, followed by a roundtable featuring consultants Wallace Johnson, John F.X. Browne, Don Markley, Lawrence Behr and Irv Joel. The morning begins with opening remarks by conference organizer John Battison, recently retired from WOSU-AM-FM-TV Columbus, Ohio. Other papers are from Irv Joel on audio specifications and from Lew Wetzell of Flash Technology and Richard Crompton of LPB.

Wednesday's sessions, the heaviest during the technical conference, are divided between radio and television topics. Morning radio speakers will cover largely RF-oriented areas and include Lawrence Behr, Geoffrey Mendenhall of Broadcast Electronics, Steve Clatterbaugh of Continental Electronics and Scott Hochberg of Logitek. Completing the morning session will be consulting engineer Oscar Reed on synchronizing AM transmitters and John Woram of Digital

Audio Reports on digital audio basics.

TV topics covered on Wednesday will include recent RF developments at Harris with Greg Best and at Comark with Nat Ostroff, as well as tuning and adjusting TV antennas by Don Markley. A talk on videotape formats will be given by Jerry Bauman of 3M; Tektronix spokesman Mike Coleman will examine stereo TV measurement techniques, and John F.X. Browne will discuss enhanced NTSC transmission and spectrum sharing with the land-mobile service. Following McKinney and Keller, SBE has also organized a discussion on zero setup for TV systems, a subject that has already drawn debate in component signal standardization circles.

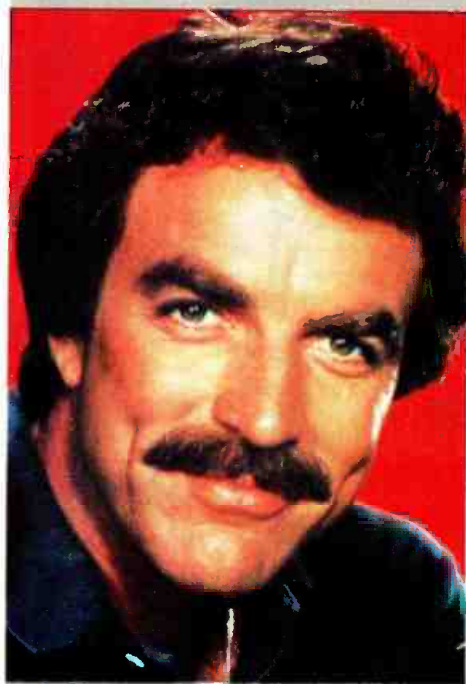
Thursday's session is highlighted by a talk from Richard Tell of the Environmental Protection Agency on RF radiation and the broadcaster, with additional papers from attorney Harry Martin on FM allocations and application processing from Shively Antennas' Robert Surette on the effect of antenna bay spacing on downward radiation, and from Peter Dahl of Dahl Transformer Co., Bill Sacks of Straight Wire Audio and Robert Kircher of Dataworld.

The equipment exhibition, with some 110 companies, is expected to draw national exhibitors and regional organizations of other major manufacturers. Among the largest companies on hand will be Ampex, Sony, Harris, Panasonic, Bosch, Philips, Hitachi and Tektronix. Exhibit hours are 9 a.m.-6 p.m. on Wednesday and 9 a.m.-3 p.m. on Thursday.

Other television products will be shown by Grass Valley Group, 3M, Abekas, Utah Scientific, Leitch Video, Lenco and Odetics. Radio equipment will be shown by Pacific Recorders, Studer Revox, Otari, Fidelipac, ITC/3M and Motorola, while RF and related products will be represented by Continental Electronics, Dielectric, Acrodyne, Broadcast Electronics, NEC, Comark and Larcen.

The society has also scheduled several organizational meetings during the convention. The SBE national membership meeting is set for 5 p.m., Tuesday, a chapter chairmen's meeting will be held 5 p.m. on Wednesday and the SBE board of directors and past presidents are also to meet during the show.

Other events at the conference include a ham radio operator reception Tuesday evening and a general reception on Wednesday evening. The Community Broadcasters Association, a low-power TV trade group, will also hold a conference at the convention center Oct. 15-16, with panels on sales and programming. □



THEY CAN'T GET ENOUGH OF HIM IN BOSTON

**MAGNUM
WBZ-TV 4PM M-F**

- **Doubles its lead-in's rating & share**
- **Rating up 50%, share up 64% from a year ago**

MCA TV
OUR HOURS WILL MAKE YOUR DAY.

Source: Nielsen Metered Market Overnights, Sept. 15-19, 22-26, 1986.
NSI October 1985.

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TELECASTINGS



Changing of the guard at BBC

The British Broadcasting Corp. will soon have a new chairman. Marmaduke Hussey, currently director of Rupert Murdoch's *The Times* of London, has been selected by the U.K. government for the post, and the appointment could be confirmed as early as next month.

Hussey, 63, was managing director and chief executive of *The Times* for nine years from 1971 and has been director since 1982. His selection to replace BBC Chairman Stuart Young, who died at 52 last August, is considered by some a victory for Murdoch, who while reportedly well-liked by Prime Minister Margaret Thatcher, has his own competitive TV outlet, the European satellite service, Sky Channel.

Sexual aids

The Center for Population Options, Studio City, Calif., has released a "Guide to Responsible Sexual Content in Television, Films and Music," designed to help those media to communicate to teen-agers the importance of sexual responsibility and avoiding teen-age pregnancy. Calling TV and films the "primary source of information about sexual values, attitudes and behavior" for teen-agers, the center is distributing 11 "suggestions for the presentation of responsible sexual content." They are:

- Sex should be recognized as a healthy and natural part of life.
- Parent and child conversations about sex are important and healthy and should be encouraged.
- It should be shown that not only the young, unmarried and beautiful have sexual relationships.
- Not all affection and touching must culminate in sex.
- Couples having sexual relationships should be portrayed with feelings of affection, love and respect for each other.

■ Consequences of unprotected sex should be discussed or shown.

■ Miscarriage should not be used as a dramatic convenience for resolving an unwanted pregnancy.

■ Use of contraceptives should be indicated as a normal part of a sexual relationship.

■ Violence should not be associated with sex or love.

■ Rape should be depicted as a crime of violence, not one of passion.

■ The ability to say 'no' should be recognized and respected.

The guidelines have been published by the Caucus for Producers, Directors and Writers.

Fund fixes

The Public Broadcasting Service has put together a list of broadcast and production practices for use during pledge periods, to resolve producer/station differences over how to integrate programs and on-air drives.

PBS has asked producers to cooperate in three ways: by limiting program lengths so that a station has available eight minutes per hour for pledge drives; by placing breaks for pledges at the end of 30-minute programs and within and at the end of 60-minute and longer programs, and by minimizing or eliminating noneditorial material—such as closing production credits and product offers—at the ends of programs.

PBS has also tried to loosen rules governing broadcast practices and has informed stations of four changes they may make: They may use monitor ("squeeze-zoom") shots to display credits (with the exception of underwriting credits) while a local announcer conducts fund raising at the end of a program; they may use voice-over fund-raising pitches and may superimpose telephone and mailing address information over closing credits (except underwriter credits);

they may delete product offers, and they may request PBS permission to shorten or lengthen programs using a device made by Lexicon, based in Waltham, Mass., or similar devices made by other companies.

PBS stressed that any other "deletions, alterations, edits, replacements or other changes" require permission from PBS. It plans to develop "an ascending series of sanctions to be imposed when the rules are knowingly broken," and hopes the new, more flexible rules will "eliminate the temptation [on the part of stations] to make unauthorized changes to PBS-distributed programs."

CART coverage

NBC Sports will provide taped coverage (one delayed, three same-day tape) of four Championship Auto Racing Teams (CART) events in 1987, marking NBC's ninth season of CART coverage, NBC said. "NBC Sports is especially pleased that our association with CART, which began with the organization's first race in 1979, will continue," said Sean McManus, NBC Sports vice president for programming and development.

Early business

ABC News is airing an early morning segment called *The Business Report* at 6:15-6:30 a.m. It takes the place of one of four 15-minute feeds of *World News This Morning*, which air between 6 and 7. Regular *World News This Morning* anchors Steve Bell and Kathleen Sullivan are the hosts, with feature reports from ABC News business correspondent, Stephen Aug. There are also live reports from the ABC News London bureau with correspondent Rodney Templeton Smith, formerly of the *Financial Times*. Smith will report on Tokyo and Hong Kong market closings, world currencies and international business trends.

Reprise

The Public Broadcasting Service will feed 55 episodes of *Upstairs, Downstairs* on a weekly basis beginning in the first quarter of 1987, PBS's winter/spring season. The series, which aired on PBS from 1974 to 1977 as a part of *Masterpiece Theatre*, will be preceded by two episodes that will air during the December pledge period. The bill for airing the series will be footed by 128 PBS stations, which contributed close to \$1 million. Originally, the stations were to contribute \$1 million and WGBH-TV Boston was to find \$500,000 in corporate support so that the programs, of varying lengths, could be repackaged. But the additional money was not available, and the stations decided to take the programs in their original form. Mobil was the original underwriter of the series.

We are pleased to announce FCC approval and the closing of our recent transaction:

\$56,000,000

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RIDING GAIN

O N R A D I O

Diary analysis

Virtually all diary keepers fill out their own diaries, according to findings from a just-released Coleman Research study analyzing the behavior of people who record radio listening in diaries, the audience measurement methodology employed by Arbitron. (The company gives diaries to each member of a survey household 12 years old and older.) The goals of the study, said company president Jon Coleman, were to "profile diary keepers versus nondiary keepers; develop an understanding of how people fill out diaries, and look at the impact of direct mail promotion on diary keepers."

The Coleman survey reveals that diary keepers and nondiary keepers—people who refuse to accept a diary when asked to participate in a survey or those who accept but fail to return their book—don't act differently toward radio listening or formats. About

half of the diary keepers estimate their listening. But of those that estimate listening time, the majority are within 10 minutes of actual listening time. Also, 43% of diary keepers take the radio diary with them in cars.

Other results: Most diary keepers don't rely on newspapers or other listings to aid them in determining call letters and frequencies. Additionally, diary keepers are more likely to participate in direct mail contests than nondiary keepers.

Coleman Research, based in Raleigh, N.C., conducted the study in a major Midwestern city in May and early June with a sample of more than 800.

Rep remains

John Blair & Co. will remain in the national spot representation business under its new owner, the Reliance Capital Group Inc., ac-

cording to a memo from Blair Radio Representation Division President Charlie Colombo to its roughly 650 client radio stations. (The Blair Radio Representation Division is composed of Torbet Radio, Select Radio and Blair Radio.)

Colombo said that two principals of the Reliance Capital Group—Henry Silverman, president and chief executive officer who also serves as board chairman for John Blair, and Don Raider, a senior vice president—have assured Blair executives that they will "retain" both the radio and television representation divisions. "They have no plans to change management in either the radio or television representation divisions, so it's business as usual," said Colombo.

New Spanish name

United Press International's Spanish-language radio network, Nuestras Noticias, has switched to the new name of UPI Radio Noticias (UPI Radio News), according to Lou Giserman, director of news for UPI Radio. The network was launched nearly three

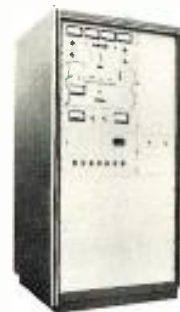


Spot study. The new national spot radio task force, whose aim is to increase spot advertising expenditures ("Riding Gain," Sept. 22), adopted plans last week to conduct a study on the perceptions and attitudes among advertisers and agencies concerning spot radio. During its first meeting, at Blair headquarters in New York, the task force, which will maintain a nucleus of about 10 to 12 executives (both rep officials and radio broadcasters), commissioned the Butterfield Communications Group, a marketing research company based in Cambridge, Mass., to execute the study. It will be conducted through personal interviews with key advertising executives between now and the end of the year, said Don Macfarlane, chairman of the task force and director of marketing for CBS Radio Representatives. Once information from the study is compiled, the ad-hoc group will develop a major sales presentation to address the advertising community's concerns and questions regarding the national spot radio marketplace, Macfarlane said.

The task force falls under the auspices of the Station Representatives Association (SRA) and its National Radio Marketing Group (NRMG), which is also chaired by Macfarlane. In attendance at last week's meeting were (standing, l-r): Macfarlane; Bonnie Press, Katz Radio; David Butterfield, Butterfield Communications Group; Bill Stakelin, Radio Advertising Bureau; Barbara Crooks, Blair Radio Representation Division; Warner Rush, Major Market Radio; Kelly Seaton, WGN(AM) Chicago, and Michael Osterhout, WRBO-FM Tampa, Fla. (Seated, l-r): David Wisentaner, McGavren Guild Radio; Audrey Tanzer, SRA; Jerry Feniger, SRA; Phil Roberts, Masla Radio, and Bart Walsh, WKYS(FM) Washington.

The next two task force meetings have been scheduled for Nov. 11 at CBS Radio and Dec. 16 at Katz Radio headquarters.

New Class A Winner



Continental's Type 814B 4.3 kW FM Transmitter uses the Type 802A Exciter to deliver a crisp, clean signal.

With an output of 4,300 watts, it has plenty of power reserve for Class A operation on a 2-bay antenna system. It's solid-state except for one 4CX3500A Tetrode in the final amplifier. A built-in harmonic filter is just one of many outstanding operating benefits. For a brochure, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment ©1986 Continental Electronics/6213



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years ago as a joint venture between UPI and the Spanish News Agency EFE, but is now solely operated by UPI.

UPI Radio Noticias will continue to provide its 48 affiliates with 18 seven-and-a-half-minute newscasts each weekday covering not only international and national news stories, but also regional stories—from Mexico and Puerto Rico, for example—of interest to U.S. Hispanics. According to Gisserman, it plans to cover more sporting events and add weekend newscasts. UPI Radio Noticias employs five anchors and correspondents worldwide. Its major advertisers include Chrysler, AT&T, Ford, Sears and Procter & Gamble. UPI has been operating a Spanish-language wire service known as the Chester Wire for more than 50 years.

Rock sponsor

Westwood One Radio Networks is engaged in its fourth rock concert tour sponsorship of the year as it teams with Budweiser for the just-launched Triumph tour. Thus far in 1986, Westwood joined with Sun Country Cooler in sponsoring Stevie Nicks's tour and solely sponsored both the Bob Dylan and Tom Petty & the Heartbreakers "True Confessions" tour and Emerson, Lake & Powell's national concert tour—the latter previously slated to be a co-sponsorship arrangement with Coca-Cola USA.

Additionally, Westwood is planning a live concert special on Oct. 31 (Halloween) featuring 38 Special. The 90-minute broadcast

will originate from the Summit arena in Houston at 11 p.m. NYT.

Feeding time

IDB Communications Group, Los Angeles, Calif.-based satellite transmission service company, completed its largest radio undertaking when it provided remote facilities for 135 stations covering the 15th anniversary celebration of Walt Disney World in Orlando, Fla.

IDB used Westar III, transponder 2, and Satcom IR, transponder 15, to send the feeds from Walt Disney World to the stations via IDB's two transportable uplinks, said Peter Hartz, IDB vice president of marketing. In many cases the signals were beamed from Disney World to IDB's central switching points in New York and Los Angeles where they were retransmitted to the stations' downlink dishes via five transponders on Satcom I-R, said Hartz. (The IDB transportable uplinks had the capacity to send simultaneous transmissions for up to 50 stations).

"IDB has been involved in a host of exciting projects, but this was definitely our most challenging to date," said company president, Jeffrey Sudikoff. "This wasn't one remote going to 135 different stations; this was 135 different remotes going to 135 different radio stations."

The next major project on IDB's agenda, according to Hartz, was the backhauling of radio network transmissions from the meet-

ing between President Reagan and Soviet leader Mikhail Gorbachev planned for Reykjavik, Iceland, last weekend (Oct. 11-12). The audio signals were to be transmitted back to the U.S. by way of Intelsat.

In a separate development, the IDB Communications Group became a publicly held company last Wednesday (Oct. 8). Underwriting the offering was Montgomery Securities, San Francisco. IDB's stock is being traded over the NASDAQ counter, under the IDBX symbol.

Spanish format

A new 24-hour satellite-delivered Spanish-language network is in the works by the newly formed Cadena Radio Centro, which is affiliated with Radio Centro Mexico, Mexico City. The ad-supported network, based in Irving, Tex., will offer music, news and a number of features and special programs, said CRC President Carlos Aguirre. It's slated to begin transmitting over Westar IV by the end of October. According to Aguirre, affiliates may choose to run all or part of CRC's full-time music programming. He noted, however, that stations will be required to air the network's news and special programming (features, weekend shows, etc.), which will carry the commercial spots. Part of the programming will originate from Mexico City.

Journalism

UPI forms committee for editorial review

As promised by Vazquez-Rana when he bought news service, UPI creates panel to insure credibility and editorial integrity of news report

A five-member committee chaired by Tom Winship, former editor of the *Boston Globe*, has been established to monitor United Press International's news report "for editorial integrity," UPI said. (The committee is in addition to two other existing advisory boards, one for newspaper and another for broadcast services, which were in existence before UPI was sold to Mario Vazquez-Rana last year, a UPI spokeswoman said.) Also on the new editorial review committee are Robert W. Chandler, chairman and editor of *The Bulletin*, Bend, Ore.; Paul Davis, news director of WGN-TV Chicago; Wallace Jorgenson, president of Jefferson-Pilot Communications Co., Charlotte, N.C., and Roger Tatarian, former editor in chief of UPI, who now teaches journalism at Fresno State, Calif.

Winship said: "Our sole mission is to insure the continuing credibility and editorial integrity of the news output of UPI. We stand ready to review comments and complaints from clients, staff and others. They should be directed to the chairman or any other member of the Editorial Review Com-

Rather attack. CBS News anchor Dan Rather returned to work last Monday, after being assaulted on a Manhattan street two days before. Rather, 54, was attacked while walking down Park Avenue around 10:30 p.m. on Oct. 4, after leaving the home of his long-time friend and colleague, David Buksbaum, CBS News vice president of news coverage and operations. According to CBS spokeswoman, Ramona Dunn, Rather was approached by a "well-dressed man in his mid-30's" who asked the newsman, "Kenneth, what is the frequency?" Rather replied: "I think you have the wrong gentleman."

The assailant then hit Rather at the base of his left ear, knocking him to the ground, Dunn said. Rather then ran into a Park Avenue apartment building and asked the doorman there to phone the police. The assailant, who was joined by a second man, followed Rather into the building and, knocking him down again, kicked him in the kidney area of his left side and back, Dunn said. They ran off when the building's superintendent came to Rather's aid. The police arrived "almost immediately" and Rather was taken to a nearby hospital where he was treated and released after several hours, Dunn said.

On the Monday evening broadcast of *The CBS Evening News with Dan Rather*, the anchor told his viewers that "aside from a little stiffness and some bumps and bruises, I'm feeling fine."

In a statement issued last Sunday (Oct. 5), Rather thanked "Mr. Sestak [the building superintendent], the officers of the 19th precinct and the men and women at Lenox Hill hospital" for displaying "great professionalism and concern for my well being," saying that they "acted in the best tradition of helping thy neighbor." Rather also said he was grateful for the notes of concern he had received from colleagues, friends and viewers of *The CBS News with Dan Rather*.

Appearing on Monday's evening broadcast with little if no visible swelling of his face, Rather took a moment at the end of the broadcast to again thank those who came to his aid and those who had called or written to express their concern. He said "it may never be determined" why he was assaulted or by whom. "Perhaps it was just another one of those bizarre and frightening incidents that seem to happen from time to time in our country and elsewhere," he said. "I do know that I was luckier than many other Americans who've been victims of violent crime, and for that I'm thankful." Rather left for Iceland to cover the Ronald Reagan-Mikhail Gorbachev meeting last Wednesday.

Election slate. CBS News will air election-night coverage from 8 p.m. to 2 a.m., Nov. 4, anchored by Dan Rather from CBS News election headquarters in New York. CBS said that local television stations will "be given the option" of taking five-minute cutaways at 25 minutes and 55 minutes past each hour for reports on their own local and regional returns and with a half-hour at 11 p.m. for their late local news.

NBC will air two five-minute reports in the 8-9 p.m. and 9-10 p.m. hours, with full coverage at 10-11 p.m. Following half hour of local coverage (11-11:30), NBC will return with full coverage until 12:30 a.m. Tom Brokaw will anchor, and John Chancellor will provide commentary and analysis, with other correspondents contributing.

ABC said that although in the past it has done "blanket coverage" of elections, this year it will air four special reports between 8 and 9:30 p.m., with full "special events programming" coverage beginning at approximately 9:45 p.m. and running until 11 p.m. Peter Jennings will anchor, with contributing correspondents to include Sander Vanocur and Sam Donaldson.

mittee," he said, adding that the board would seek to avoid involving itself in UPI's decision-making process.

The formation of an independent board that would review any complaints about the credibility and editorial integrity of the news report was a promise made by Vazquez-Rana when he was approved as the buyer of UPI in November 1985, UPI said.

In other action take by UPI this month, the wire service has implemented a "decentralization plan designed to improve customer relations through enhanced products." The plan calls for a shift in decision making to 21 regions nationwide, which are headed by a regional manager responsible for overseeing all UPI functions, including customer relations, UPI said. The second person in command at the regional level will be responsible for "quality control on metropolitan, state and regional wires." □

RTNDA survey probes news attitudes

CBS is preferred network, Jennings most professional anchor

Broadcast Audience Behavior Research, the broadcasting division of America's Research Group Ltd., said that a study conducted at the Radio-Television News Directors Association conference in Salt Lake City (Aug. 26-29) showed, among other things, that CBS was the "preferred television network for news"; ABC's Peter Jennings was "the

most professional TV network news anchor," and local TV and radio stations do not "cover the news better than the local newspapers."

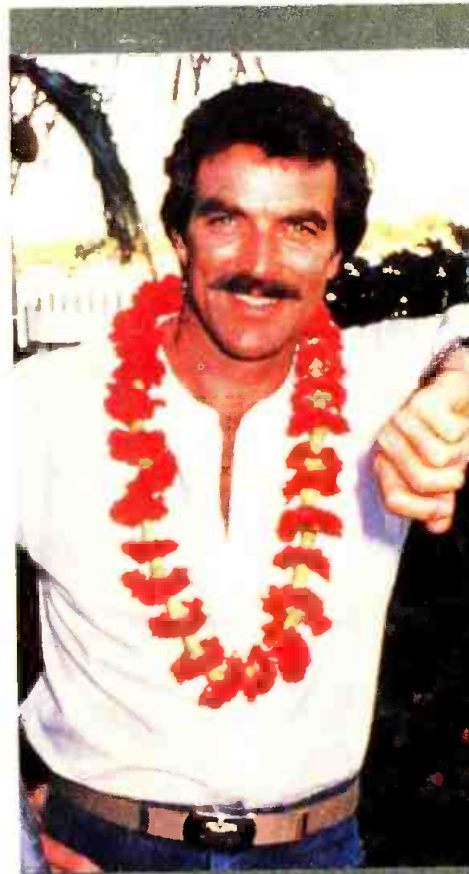
Asked to name their "preferred television network for news," 34.8% of the 415 surveyed at the convention named CBS, followed by NBC (29.7%), ABC (22%), the Cable News Network (4.8%) and PBS 2.2%. Six percent said there was "no difference," and 0.5% named other choices. As for the TV network news anchor who was "the most professional," 31.5% named Jennings, followed by CBS's Dan Rather (30%), NBC's Tom Brokaw (22%) and ABC *Nightline's* Ted Koppel (4.7%). The "miscellaneous" category received 11.6% of the responses, and 0.3% had no preference.

According to BABR, 47% of the survey respondents were news directors, 19% management, about 17% news staff, and the others consultants and educators; 84.8% were men and 15.2% were women. About 60% represented TV stations, 23% radio and 8% national networks, BABR said. (The others were from news staffs or in the miscellaneous category.)

Other topics covered in the 18-question survey: "Do advertisers influence local news coverage?" (64% no, 28% yes and 7% didn't know). "Are good ratings the most important part of your job?" (74.8% no). "Should TV be permitted to cover executions?" (59.4% yes, 39.2% no and 1.5% didn't know). The survey also asked whether "the age of the 'Ken and Barbie' news anchor" is over; 52.5% said no, 47.1% said yes and 0.5% didn't know. Asked whether "appear-

Going and coming. Gene P. Mater, director of communications for the Commission on the Bicentennial of the U.S. Constitution resigned last week (Oct. 6) because of what he called "basic differences" between himself and the commission chairman, former Chief Justice Warren Burger. Mater was a vice president with the CBS/Broadcast Group until he took early retirement in December 1985. He joined the commission a month later. He emphasized that he "admires and respects" Burger and "believes in what he [Burger] wants to do." Mater said there was no "rancor" involved, only that they had some "basic differences," and he felt it was best to leave. Mater would not specify what those differences were. Tait Truffell will serve as acting director for communications.

In other news last week, the commission announced the formation of a Media Advisory Committee that will be chaired by Eddie Fritts, president of the National Association of Broadcasters. Jerry Friedheim, executive vice president of the American Newspaper Publishers Association, has been named vice chairman. Fritts and Friedheim will select the other members of the committee which will include representatives of the broadcasting, cable and print media. According to a statement released by the committee, the advisory group's chief function includes "carrying the bicentennial message to the public, providing impetus and assistance in the formation of state and local bicentennial commissions and serving as an advisory body to the commission on media matters."



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ance is more important to you in the hiring of female reporters and anchors than when hiring men," 68% said no, 18.2% said yes, 13.1% didn't know, and 0.8% said the question was not applicable. Of those responding, 32.8% felt there would be a female network evening news anchor in the next three years; 41.1% felt it would take five years; 22.3% felt it would take 10 years; 2.7% said it would take 15 years, and 1.22% said it would never happen. □

School's in. Harvard University has opened an institute devoted to analyzing the interaction of news media and government. Graham Allison, dean of Harvard's John F. Kennedy School of Government, said the Joan Shorenstein Barone Center on the Press, Politics and Public Policy at the Kennedy School is the only one of its kind. He said the center is needed because the press is more pervasive "in the business of government" and government can take actions "that chill or undermine or restrain the press or simply reduce its effectiveness." The center is named for a Harvard graduate and *CBS Evening News* producer who died of cancer in March 1985 at the age of 39. Her father, Walter H. Shorenstein, a San Francisco real estate developer, provided a \$5 million endowment to create the center.

Law & Regulation

Quello calls for better journalism

He sees need for more emphasis on truth and responsibility; defends FCC's 'Steele' action

FCC Commissioner James Quello has revived his raised-eyebrow campaign to tidy up broadcast journalism. "Top management and news directors must emphasize truth and responsibility in news and public affairs reporting over the individual quest for ratings, money and power," said Quello in a speech before the Pennsylvania Association of Broadcasters last week.

Exemplifying the sort of broadcast news

that Quello believes to be in need of improving was ABC News's permitting a Soviet commentator to reply to a speech by President Reagan announcing a plan to increase defense spending (BROADCASTING, March 3). "ABC's faux pas, allowing a Soviet journalist eight minutes of prime time coverage to propagandize a strong refutation of a major address by the President of the United States, is blurring the line between journalistic 'scoops' and irresponsible decision making," Quello said. "It would require a full speech or book to cover many other journalistic gaffes."

Reporting live from the scene of an event requires "extraordinary" journalistic skills, a respect for the principle of innocence unless guilt is proved "and a respect for human life and personal tragedy," said Quello.

"Remember that the greatest benefit most Americans derive from broadcasting is information," Quello added. "This potential for molding public opinion poses an enormous responsibility and challenge. It calls for more top management training and involvement in that most vitally important aspect of broadcast business—news."

On another topic, Quello warned that the FCC "soon" will decide whether to reallocate more UHF broadcast spectrum for land-mobile sharing. Quello said he wasn't against meeting public safety's service needs. "I am, however, against allocating spectrum without clearly knowing to what extent the spectrum already licensed is actually being used," Quello said. "Furthermore, in this day of spectrum shortages, the commission should begin to differentiate between essential public safety services, e.g., police, fire and ambulance, and nonessential services, e.g., road and sewage maintenance crews and municipal bus operations. The failure of cities to allocate the appropriate resources to provide for modern, spectrum-efficient public-safety/land-mobile technology should not be borne by other services, such as broadcasting. We should also be more completely informed as to the state of current usage of allocated land-mobile spectrum. In most major markets, many channels are still unused or underused."

In addition, Quello said he had joined his colleagues in seeking remand of the *Steele* case, an action that appeared to signal that FCC licensing preferences for minorities and women are in jeopardy, because FCC attorneys had advised him that Supreme Court decisions made the preferences constitutionally suspect. "Based on that advice, I felt that I had no choice but to join my colleagues in directing our general counsel to express our legal concerns to the court and request the *Steele* case be remanded to us for further consideration," Quello said. "In my opinion, our court brief in *Steele* was primarily intended to make a strong case for the court to grant the request for remand."

Yet Quello also said there is still a need for

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"added minority incentives" such as tax certificates, preferences in lotteries and comparative hearings and also in economic aid to stimulate diversity in ownership. "I will carefully examine the court's opinion, but I place the burden of proof on those who would challenge the constitutionality of our long-standing commission policy of minority preferences," Quello said. □

Public trustee concept in danger, say citizen groups

TRAC and MAP appeal recent court fairness decision, saying more regulation is called into question

Two public interest groups say the U.S. Court of Appeals opinion holding that the fairness doctrine is not statutorily required and is, therefore, subject to repeal by the FCC places more than the doctrine in jeopardy. They say it leads to the conclusion that the commission is equally free to repeal the "core public trustee obligation upon which all broadcast regulation is based." The Telecommunications Research and Action Center and the Media Access Project made the argument last week in asking the full appeals court for a rehearing of the case.

TRAC and MAP take issue with only one part of the decision issued by a three-judge panel last month (BROADCASTING, Sept. 22). At issue was the commission's decision regarding teletext regulation. And the public interest groups had won a point in the panel's unanimous holding that teletext is broadcasting and that the equal opportunities section of the Communications Act (Section 315) applies to the service. Nor do they quarrel with the panel's holding that the commission was reasonable in holding that the reasonable access provision of the act need not apply.

But they challenge the conclusion of a majority of the panel that the fairness doctrine was not written into the equal opportunities law in 1959, when it was amended to ease restrictions that broadcasters said had seriously complicated coverage of political contests. The petition for rehearing contends that the majority opinion "erroneously" upheld a position not even advanced by the commission. The petition said the commission had been "at best ambiguous on the subject" and had suggested only "tersely and with little analysis" that it had discretion to repeal the doctrine. A year after issuing its teletext decision, the petition noted, the commission expressed doubt as to its authority to repeal the doctrine.

The petitioners have no doubt as to the commission's authority. They say that the majority's opinion on that point conflicts with "the plain language" of Section 315, "the legislative history" of the amendment involved, and judicial and agency precedent. The petitioners quote the Supreme Court in its 1969 decision in the *Red Lion* case affirming the constitutionality of the doctrine as saying: "The fairness doctrine

finds specific recognition in statutory form, is in part modeled on explicit statutory provisions relating to political candidates and is approvingly reflected in legislative history."

But the particular significance the petitioners see in the majority opinion is in its

linkage with the public trustee concept. That linkage has been in existence since the inception of the Federal Radio Act of 1927, from which the Communications Act of 1934 evolved, the petitioners say. And if the doctrine is eliminated, they add, "the entire

FBI asked to finish job. Senator Ernest Hollings (D-S.C.), ranking minority member on the Senate Commerce Committee, has informed the FBI that he believes that the investigatory agency's background report on Daniel Brenner, whose nomination for a Democratic vacancy on the board for the Corporation for Public Broadcasting is pending before the committee, is incomplete.

According to a committee source, the senator asked that the FBI "complete the file" on an FCC case involving KROQ-FM Pasadena, Calif. The source said the senator explained that he was aware of people the FBI had not interviewed on the matter. The source also indicated that the committee wouldn't consider Brenner's nomination until the background file was complete. "Obviously, you can't consider a nominee until an FBI file is complete," the source said.

The FBI conducts background investigations of every Presidential nominee. Also as a matter of routine, the Commerce Committee requests that one minority and one majority member be permitted to examine the files on those investigations on every nominee who appears before it.

At issue is an FCC proceeding involving Mandeville Broadcasting Corp.'s sale of KROQ-FM for between \$40 million and \$45 million to Infinity Broadcasting of Los Angeles. In a petition to deny, Tony Lazzarino, a former consultant to Mandeville owner Kenneth J. Roberts, alleged that Roberts had withheld information from the commission in an earlier proceeding that resulted in Roberts acquiring the station (BROADCASTING, June 9). He also alleged that the FCC's processes in that proceeding had been compromised because of an alleged personal relationship between Brenner, former senior adviser to FCC Chairman Mark Fowler, and a former general manager of the station. Brenner denied participating in the case, and the FCC audio services division rejected Lazzarino's petition, contending that he had failed to support his allegations (BROADCASTING, Sept. 1).

Although Mandeville and Infinity have reportedly closed on their deal, Lazzarino has filed an application for review at the FCC, alleging that the audio services division had not given a fair reading to the evidence he submitted with his petition. He also presented what he said was new evidence supporting his allegation that information was withheld.

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Washington Watch

Interception legislation. Congress passed Electronic Communications Privacy Act. Under measure, unauthorized interception of network news and sports backhauls would be prohibited (BROADCASTING, Oct. 6). Network feeds to affiliates are not specifically protected from unauthorized interception in this bill, however, feeds are protected under Communications Act. In addition, legislation reaffirms current prohibition against interception of scrambled broadcast signals. House accepted Senate version of bill (S. 2575) which has lower penalty structure for unauthorized viewing of network backhauls by private home earth stations. Under bill, government can seek injunction for first offense and repeated offenders could be fined up to \$500. Bill also creates stiffer penalty for intentional or malicious interference with communications and weather satellite transmissions. Currently offense is treated as misdemeanor while bill would establish penalty of prison term of up to 10 years and fine of up to \$250,000.

Change in script. FCC has agreed to give broadcast stations option of substituting their call letters for words, "this station," in emergency broadcast system test script.

Interference compensation. FCC Mass Media Bureau has found Susquehanna Broadcasting Co. eligible for \$714,833.63 in compensation for expenses incurred in modifying facilities of its WQBA(AM) Miami to lessen effects of Cuban interference. Such compensation was authorized by Radio Broadcasting to Cuba Act.

Coast wins. In initial decision, FCC Administrative Law Judge Edward Luton has granted application of Coast TV for new TV station on channel 38 in Santa Barbara, Calif., denying competing applications of Mission Broadcasting Corp. and Solar Television Inc. Coast TV was preferred because its three general partners are female. Those partners: Patricia Montemayor, former co-owner of firm that produced broadcast commercials; Martha Correa, administrator of Garcia Architects Inc. and Garcia Associates Inc., and Ruth J. Smith, administrator of Miss Smith's Children Center Inc. and consultant for science with publishing house of Harcourt Brace, Jovanovich.

scheme of the Communications Act would be effectively undermined." The petitioners say it is the doctrine that "insures that those voices which cannot be heard due to the scarcity of broadcast frequencies are presented." And they quote former Chief Justice Warren E. Burger, then an appeals court judge, in the landmark 1966 *Office of Communication of the United Church of Christ* case, as stating: "After five decades of operation the broadcast industry does not seem to have grasped the simple fact that a broadcasting license is a public trust subject to termination for breach of duty."

Insurance company settles with PBS over 1984 fire

Network doesn't get all it asked for; will accept some refurbished gear

The \$18.5 million in cash that the Public Broadcasting Service will receive from St. Paul Mercury Insurance Co. to cover damage to its Technical Center and computer operations in an October 1984 fire (BROADCASTING, Oct. 22, 1984, and Oct. 6) is little more than half the amount the organization requested—\$30.1 million. But PBS is apparently satisfied with its award.

"We would have loved to have gotten the full amount of the claim, but that is not realistic," said Neil Mahrer, executive director of PBS Enterprises. PBS had planned to spend \$8 million to \$9 million on replacing and updating its technical facilities. If it had gotten the full amount, it would have replaced all equipment and would not have borrowed money from the city of Alexandria to finance its move into new offices.

But Mercury negotiated instead to have some of the damaged equipment cleaned and repaired. Mahrer was unable to put a dollar value on the refurbished gear, and said it would also be difficult to determine full replacement value for PBS's five-to-ten-year-old electronic equipment.

"It's a risk, it's a gamble on our part," Mahrer said of PBS's decision to accept repaired equipment. It may take two old monitors to make sure there will be one to do the job, he said. But he emphasized that PBS is "not going to take back any equipment that would jeopardize the integrity of the network."

PBS "will have a first-class technical center," Mahrer stressed. The computer room in its new Alexandria offices is "just about operational," and members of the engineering development lab and the technical center management staff will be moving onto the recently completed third floor later this

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10/13/86

Good work. First Lady Nancy Reagan thanked broadcasters for their role in fighting drug abuse in a letter to members of the National Association of Broadcasters. "The work you are doing on behalf of the fight against substance abuse in our country is of tremendous importance, and I would like to thank each one of you for all your efforts,

month. The PBS staff began moving into the new building in March, following a year and a half of temporary operation from nine locations (BROADCASTING, March 17). The new technical facilities are expected to be operational by next March. □

Translator troubles

Wyoming FM goes to court claiming copyright infringement by translator

When a translator's right to rebroadcast programming bumps into a broadcaster's exclusive right to program material, whose right prevails? That question is at issue in a suit Gillette Broadcasting Co. and Curt Gowdy Sports Inc. have filed in federal district court in Sheridan, Wyo., to halt what they say is a series of violations of Gillette's exclusive right to the use of CGS programming in Gillette, Wyo.

The defendants are Wayne Bird, the operator of an FM translator serving Gillette, and Buffalo Broadcasting Co., licensee of an FM station, KLGT, in Buffalo, Wyo., some 70 miles away. Gillette and CGS are seeking \$450,000 in damages and an order barring the translator from rebroadcasting the CGS programs in Gillette. The suit is believed to be the first in which a radio station is seeking to protect exclusive use of copyrighted material against alleged infringement by a translator.

The complaint—on which the district court was to hold a hearing last Friday (Oct. 9)—stems in part from the fact that CGS, which provides live broadcasts of University of Wyoming football and basketball games, has exclusive contracts with both Gillette, for use of that programming by its KIML(AM), and Buffalo Communications Corp., for the use of it by KLGT. Gillette and CGS say Gillette's contract entitles KIML to the exclusive use of the programming in Gillette. But they say Bird's translator is rebroadcasting in Gillette the CGS programming carried by KLGT. Gillette and CGS allege that Buffalo has given Bird rebroadcast permission and, in the process, has contributed to the alleged copyright infringements.

Gillette and CGS say that Bird has rebroadcast 29 CGS broadcasts in Gillette. The last four, the suit contends, were rebroadcast after Bird was notified that such broadcasts violate the Copyright Act and CGS's copyright that has been exclusively licensed to Gillette.

Al (Smoky) Wilderman, KLGT general manager, declined to comment, saying the matter is in the hands of the station attorney. But Bird said he felt his rebroadcasts were legal and within FCC regulations. "I'm rebroadcasting what I'm given by Buffalo," he said. "Once those signals leave the antenna, they're in the public domain. I'm not sure CGS has the right to those signals once they leave the antenna." Bird also expressed the view that commission rules would prevent him from eliminating signals of a station whose programming he has permission to rebroadcast. "I'm abiding by FCC regulations," he said. □

Changing Hands

PROPOSED

WVAB(AM) Virginia Beach, **WIAV(FM)** Cape Charles (Virginia Beach), and **WSVS-AM-FM** Crewe, all Virginia; **WCAI(AM)** Elizabeth City, **WWOK(FM)** Columbia (Elizabeth City), **WFLB(AM)** Fayetteville, **WVBS-AM-FM** Burgaw, **WRCS(AM)-WQDK(FM)** Ahoskie, and **WHCC(AM)-WQNS-FM** Waynesville, all North Carolina; **WETT(AM)** Ocean City, Md.; **WWTR-FM** Bethany Beach, Del.; **WYAK-AM-FM** Surfside Beach, **WDSC(AM)-WZNS(FM)** Dillon, **WNLB(AM)** Charleston and **WNLB-FM** Goose Creek, all South Carolina, and **WRRE(AM)** College Park, Ga. (CP) □ Sold by Resort Broadcasters to Telstar Corp. for \$71 million (see story, page 67). **WVAB** is daytimer on 1550 khz with 5 kw. **WIAV** is on 96.1 mhz with 50 kw and antenna 490 feet above average terrain. **WSVS** is daytimer on 800 khz with 5 kw. **WSVS-FM** is on 104.7 mhz with 100 kw and antenna 404 feet above average terrain. **WGAI** is daytimer on 1440 khz with 5 kw. **WWOK** is on 105.7 mhz with 100 kw and antenna 600 feet above average terrain. **WFLB** is on 1490 khz with 1 kw day and 250 w night. **WVBS** is daytimer on 1470 khz with 1 kw. **WVBS-FM** is on 99.9 mhz with 100 kw and antenna 520 feet above average terrain. **WRCS** is daytimer on 970 khz with 1 kw. **WQDK(FM)** is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. **WHCC** is on 1400 khz full time with 1 kw. **WQNS-FM** is on 104.9 mhz with 100 kw and antenna 1,640 feet above average terrain.

WETT is on 1590 khz with 1 kw day and 500 w night. **WWTR-FM** is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. **WYAK** is daytimer on 1270 khz with 5 kw. **WYAK-FM** is on 103.1 mhz with 3 kw and antenna 327 feet above average terrain. **WDSC** is daytimer on 800 khz with 1 kw. **WZNS** is on 92.9 mhz with 100 kw and antenna 604 feet above average terrain. **WNLB** is on 1450 khz with 1 kw day and 250 w night. **WNLB-FM** is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. **WRRE(AM)** is construction permit for daytimer on 890 khz with 2.5 kw.

WWDB(FM) Philadelphia, **WTUX(AM)-WTLC(FM)** Indianapolis and **WBLZ(FM)** Hamilton, Ohio (Cincinnati) □ Sold by NEWSys-tems Group Inc. to Panache Broadcasting for \$28.5 million. Seller is Philadelphia-based group of two AM and four FM's principally owned by Ragan A. Henry. It also owns **KDIA(AM)** Oakland, Calif., and **WBUS(FM)** Atlanta. Henry cited changes in tax laws as reason for selling. Buyer is principally owned by Charles D. Schwartz, president of seller. It has no other broadcast interests. **WWDB** is on 96.5 mhz with 18 kw and antenna 850 feet above average terrain. **WTUX** is on 1310 khz day and 1 kw night. **WTLC** is on 105.7 mhz with 50 kw and antenna 445 feet above average terrain. **WBLZ(FM)** is on 103.5 mhz with 19.3 kw and antenna 790 feet above average terrain. Broker: Communica-

September 10, 1986

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KNDO(TV) Yakima and satellite, KNDU(TV) Richland, both Washington □ Sold by Columbia Empire Broadcasting Corp. to Beam Communications Inc. for \$16,250,000. Seller, owned by Hugh E. Davis, has no other broadcast interests. Buyer is Key Biscayne, Fla.-based group of six TV's owned by Frank Beam. KNDO is NBC affiliate on channel 23 with 500 kw visual, 61 kw aural and antenna 960 feet above average terrain. KNDU is satellite on channel 25 with 163 kw visual, 16.3 kw aural and antenna 1,271 feet above average terrain.

KAHI(AM)-KHYL(FM) Auburn (Sacramento), Calif. □ Sold by Auburn Broadcasting Corp. to Delta Communications Corp. for \$8 million. Seller is headed by William F. Scandling, president. It has no other broadcast interests. Buyer is owned by Kathleen Parker and her husband, John. It owns KIKI(AM)-KMAI(FM) Honolulu; KTCJ(AM)-KCTZ-FM Minneapolis; KLZE-FM San Jose, Calif., and KXTZ(FM) Henderson, Nev. KAH1 is daytimer on 950 khz with 5 kw. KHYL is on 101.1 mhz with 36.3 kw and antenna 577 feet above average terrain. Broker: Blackburn & Co.

KOKA(AM)-KVKI(FM) Shreveport, La. □ Sold by Triple J Communications Inc. to Encore Communications Associates for \$6.5 million. Seller is principally owned by J.L. Buddy Woolley, John R. Thomas and John R.L. Vaughn, who have no other broadcast interests. Stations were originally sold to Penn Communications ("Changing Hands," July 28) but deal fell through. Buyer is owned by George Duncan, former senior vice president of Metromedia Inc. It has no other broadcast interests. KOKA is on 1040 khz with 10 kw day and 500 w night. KVKI is on 96.5 mhz with 100 kw and antenna 275 feet above average terrain. Broker: Frank Boyle & Co.

WZXI(FM) Gastonia, N.C. □ Sold by WZXI Inc. to Beasley Broadcasting of Charlotte Inc. for \$6.1 million. Seller is owned by Catherine T. McSwain and family. It also owns co-located WGNC(AM) and WFGN(AM) Gaffney, S.C. Buyer is Goldsboro, N.C.-based group of seven AM's, 11 FM's and one TV owned by George Beasley. It also has interest in cable system in Warsaw, N.C. WZXI is on 101.9 mhz with 100 kw and antenna 870 feet above average terrain.

KSRF(FM) Santa Monica, Calif. □ Sold by Santa Monica Broadcasting Inc. to Radio Broadcasters Inc. for \$5,250,000. Seller is principally owned by George A. Baron, John Q. Hearne and Deane Funk, who have no other broadcast interests. Buyer is subsidiary of Best Communications, owned by Jack L. Seigal. It owns KNTF(FM) Ontario, Calif. KSRF is on 103.1 mhz with 2 kw and antenna 570 feet above average terrain. Broker: Chapman Associates.

WGYL(FM) Vero Beach, Fla. □ Sold by WGYL Radio Inc. to Treasure Coast Broadcasting Co. for \$4.5 million. Seller is headed by Christopher Hubbard. It has no other broadcast interests. Buyer is principally owned by Gregory D. Bone. It also has interest in WQRC(FM) Barnstable, Mass. WGYL is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

KNFO(FM) Waco, Tex. □ Sold by Sunburst Communications Inc. to KNFO Broadcasting Co. for \$2,840,000. Seller is owned by John M. Borders. It has no other broadcast interests. Buyer is owned by T.H. Dinerstein, owner of Houston-based construction company and his sons, Vincent and Jack Caltagirone. It has no other broadcast interests. KNFO is on 95.5 mhz with 10 kw and antenna 200 feet above average terrain. Broker: Norman Fischer & Associates Inc.

WABD-AM-FM Fort Campbell, Ky. □ Sold by Fort Campbell Broadcasting Co. to Southern Broadcasting Corp. for \$1,425,000. Seller is owned by J. Shelby McCallum, Gary H. Latham and E.T. Breathitt. McCallum owns WCLB-AM-FM Benton, Ky., and KMIS-AM-FM Portageville, Mo. Others have no other broadcast interests. Buyer is owned by John M. Jones and family. It owns WMTN(AM)-WAZI(FM) Morristown, Tenn., and publishes seven newspapers in Tennessee. WABD is daytimer on 1370 khz with 1 kw. WABD-FM is on 107.9 mhz with 80 kw and antenna 230 feet above average terrain.

KDXU(AM)-KZEZ(FM) St. George, Utah □ Sold by Julie P. Miner to Simmons Family Inc. for \$807,000. Seller has no other broadcast interests. Buyer is owned by Roy W. Simmons and his wife, Elizabeth. It also owns KDYL(AM)-KSFI(FM) Salt Lake City and KID-AM-FM Idaho Falls, Idaho. KDXU is on 890 khz with 1 kw day and 250 w night. KZEZ is on 93.5 mhz with 3 kw and antenna 125 feet below average terrain.

KGEE(FM) Monahans, Tex. □ Sold by KGEE Communications Inc. to American General Media Inc. for \$750,000. Seller is owned by John Patton, Ronald Driver and Jerry Reed. It has no other broadcast interests. Buyer is Aurora Grande, Calif.-based group of four AM's and two FM's principally owned by Anthony Brandon. KGEE is on 99.9 mhz with 100 kw and antenna 500 feet above average terrain. Broker: Norman Fischer and Associates.

WMSR-FM Manchester, Tenn. □ Sold by WMSR Inc. to H&L Broadcasting Inc. for \$750,000. Seller is owned by Ray Spivey and Russell Downs, who also own co-located WMSR(AM). Buyer is owned by Sam Littleton, former general manager of WSM(AM) Nashville and WLRQ(FM) Franklin, Tenn. He recently purchased WIZO(AM) Franklin, Tenn. ("Changing Hands," April



Birthday bash. Noncommercial WETA-TV Washington celebrated a quarter-century of service with two parties—one Oct. 1 at the National Press Club and the other, a black-tie event, Oct. 2 at the Departmental Auditorium. On hand at the events were several stars of Public Broadcasting Service programs and station executives, including (at right above, l-r): Peter Bowles (*The Irish R.M.*); Ward Chamberlin, WETA-TV president; Hodding Carter (*Capitol Journal*); Liliias Folan (*Liliias, Yoga and You*); Elizabeth Campbell, WETA-TV vice president, community affairs; E.G. Marshall (*Ike and A Capitol Fourth*); Gordon Jackson (*Upstairs, Downstairs*); Paul Duke, *Washington Week in Review*, and David McCullough, *Smithsonian World*. The black-tie event was hosted by Corporation for Public Broadcasting board member Sharon Rockefeller (on the right with Justice Sandra Day O'Connor in left photo) and her husband, Senator John D. Rockefeller IV (D-Va.). Master of ceremonies was comedian Steve Allen.

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14). WMSR is on 99.7 mhz with 30 kw and antenna 200 feet above average terrain. *Broker: Mack Sanders.*

WDVR(FM) Ocean City, N.J. □ Sold by Ocean City Radio of New Jersey Inc. to Atlantic Morriss Broadcasting Inc. for \$550,000. Seller is principally owned by Francis J. Fernandez and Robert R. Spain. It has no other broadcast interests. Buyer, headed by Patrick J. Chambers, president, is subsidiary of Orange and Rockland Utilities, New Jersey-based, public utility company headed by James F. Smith, chairman. It has no other broadcast interests. WDVR is on 98.3 mhz with 3 kw and antenna 194 feet above average terrain.

WKKI(FM) Celina, Ohio □ Sold by Cage Media Inc. to Pegasus Broadcasting Inc. for \$475,000. Seller is owned by Chris Cage, who has no other broadcast interests. Buyer is owned by Paul L. Kempff, former general manager of WHIO-FM Dayton, Ohio. WKKI is on 94.3 mhz with 1.2 kw and antenna 448 feet above average terrain. *Broker: R.C. Crisler & Co.*

WDNY(AM) Dansville, N.Y. □ Sold by Gennessee Valley Broadcasting Co. to C.T.B. Communications Inc. for \$400,000. Seller is principally owned by David W. Mance, who also owns WCDO-AM-FM Sidney, N.H. Buyer is principally owned by Charles Barthold and Steve Van Vliet and six others. Barthold and Van Vliet are producers at KARE(TV) Minneapolis. WDNY is on 1400 khz full time

with 1 kw. *Broker: Kozacko-Horton Co.*

KIPO-AM-FM Lihue, Hawaii □ Sold by Kauai Broadcasting Co. to John Hutton Corp. for \$400,000. Seller is owned by Nanette Slavin, who has no other broadcast interests. Buyer is owned by John H. Weiser. It also owns KUMU-AM-FM Honolulu. KIPO is on 570 khz full time with 1 kw. KIPO-FM is on 93.5 mhz with 3 kw and antenna 1,006 feet above average terrain.

KUUK-AM-FM Wickenburg, Ariz. □ Sold by

Wickenburg Broadcasting Co. to Consolidated Communications Network Inc. for \$340,000. Seller is owned by J. Eldon Turnidge and his wife, Mary. It has no other broadcast interests. Buyer is owned by Frederick I. Shaffer and his sons, Ron, Timothy and John. Shaffer is investor in Liberty, Kan., with no other broadcast interests. KUUK is on 1250 khz with 1 kw day and 250 w night. KUUK-FM is on 105.9 mhz with 3 kw and antenna 328 feet above average terrain.

For the Record

As compiled by BROADCASTING, Oct. 2 through Oct. 8, 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

■ **KUUK-AM-FM Wickenburg, Ariz.** (AM: 1250 khz; 1 kw-D; 250 w-N; FM: 105.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Wickenburg Broadcasting Co. to Consolidated Communications Network Inc. for \$340,000. Seller is owned by J. Eldon Turnidge and his wife, Mary. It has no other broadcast interests. Buyer is owned by Frederick I. Shaffer and his sons, Ron, Timothy and John. It has no other broadcast interests. Filed Sept. 29.

■ **KAHI(AM)-KHYL(FM) Auburn, Calif.** (AM: 950 khz; 5 kw-D; FM: 101.1 mhz; 36.3 kw; HAAT: 577 ft.)—Seeks assignment of license from Auburn Broadcasting Corp. to Delta Communications Corp. for \$8 million. Seller is headed by William F. Scandling, president. It has no other broadcast interests. Buyer is owned by Kathleen Parker and her husband, John. It owns KIKI(AM)-KMAI(FM) Honolulu, KTCJ(AM)-KCTZ-FM Minneapolis, KLZE-FM San Jose, Calif., and KXTZ(FM) Henderson, Nev. Filed Sept. 30.

■ **KUHL(AM)-KXFM(FM) Santa Maria, Calif.** (AM: 1440 khz; 5 kw-D; 1 kw-N; FM: 99.1 mhz; 50 kw; HAAT: 1,900 ft.)—Seeks assignment of license from KXFM Broadcasting Inc. to Great Electric Communications Inc. for \$2,250,000. Seller is owned by Jim Ranger and his wife, Betty. They have no other broadcast interests. Buyer is owned by Andrew Whatley and Michael Reichert, former owners and now, general manager and sales manager, respectively, of KTXF(FM) Brownsville, Tex. Filed Sept. 30.

■ **KSRR(FM) Santa Monica, Calif.** (103.1 mhz; 2 kw; HAAT: 570 ft.)—Seeks assignment of license from Santa Monica Broadcasting Inc. to Radio Broadcasters Inc. for \$5,250,000. Seller is principally owned by George A. Barton, John Q. Hearne and Deane Funk, who have no other broadcast interests. Buyer is subsidiary of Best Communications, owned by Jack L. Seigal. It owns KNTR(FM) Ontario, Calif. Filed Sept. 26.

■ **WGYL(FM) Vero Beach, Fla.** (93.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from WGYL Radio Inc. to Treasure Coast Broadcasting Co. for \$4.5 million. Seller is headed by Christopher Hubbard. It has no other broadcast interests. Buyer is principally owned by Gregory D. Bone. It also has interest in WQRC(FM) Barnstable, Mass. Filed Sept. 30.

■ **KIPO-AM-FM Lihue, Hawaii** (AM: 570 khz; 1 kw-U; FM: 93.5 mhz; 3 kw; HAAT: 1,006 ft.)—Seeks assignment of license from Kauai Broadcasting Co. to John Hutton Corp. for \$400,000. Seller is owned by Nanette Slavin, who has no other broadcast interests. Buyer is owned by John H. Weiser. It also owns KUMU-AM-FM Honolulu. Filed Sept. 26.

■ **WABD-AM-FM Fort Campbell, Ky.** (AM: 1370 khz; 1 kw-D; FM: 107.9 mhz; 80 kw; HAAT: 230 ft.)—Seeks assignment of license from Fort Campbell Broadcasting Co. to Southern Broadcasting Corp. for \$1,425,000. Seller is owned by J. Shelby McCallum, Gary H. Latham and E.T. Breathitt. McCallum owns WCBL-AM-FM Benton, Ky., and KMIS-AM-FM Portageville, Mo. Others have no other broadcast interests. Buyer is owned by John M. Jones and family. It owns WMTN(AM)-WAZI(FM) Morristown, Tenn., and publishes seven newspapers in Tennessee. Filed Sept. 26.

■ **KOKA(AM)-KVKI(FM) Shreveport, La.** (AM: 1040 khz; 10 kw-D; 500 w-N; FM: 96.5 mhz; 100 kw; HAAT: 275

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ft.)—Seeks assignment of license from Triple J Communications Inc. to Encore Communications Associates for \$6.5 million. Seller is principally owned by J.L. (Buddy) Woolley, John R. Thomas and John R.L. Vaughn, Billy Wilson and Dave McMillan, who have no other broadcast interests. Station was originally sold to Penn Communications ("Changing Hands," July 28) but deal fell through. Buyer is owned by George Duncan and Mutual Life Insurance Co. of New York. Duncan is former senior vice president of Metro-media Inc. It has no other broadcast interests. Filed Sept. 30.

■ WYGR(AM) Wyoming, Mich. (1530 kHz; 500 w-D; 250 w-N)—Seeks assignment of license from Donna Broadcasting Co. to Stuart P. Noordyk for assumption of liabilities. Seller is principally owned by Avis Primack. It also owns WNL(AM) Charlotte, Mich.; WKGN(AM) Knoxville, Tenn., and WGLY-FM Gaults, Fla. Buyer owns WSHN-FM Fremont, Mich. Filed Sept. 26.

■ WZFL-AM-FM Centerville, Miss. (AM: 1580 kHz; 250 w-D; FM: 104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from R.M. Smith to Rhino Broadcasting Inc. for \$82,500. Seller has no other broadcast interests. Buyer is owned by Paul L. Coates and his wife, Elizabeth. It also owns KLPL-AM-FM Lake Providence, La. Filed Sept. 29.

■ WDVR(FM) Ocean City, N.J. (98.3 mhz; 3 kw; HAAT: 194 ft.)—Seeks assignment of license from Ocean City Radio of New Jersey Inc. to Atlantic Morris Broadcasting Inc. for \$550,000. Seller is principally owned by Francis J. Fernandez and Robert R. Spain. It has no other broadcast interests. Buyer, headed by Patrick J. Chambers, president, is subsidiary of Orange and Rockland Utilities, state regulated. New Jersey-based, public utility company headed by James F. Smith, chairman. It has no other broadcast interests. Filed Sept. 29.

■ WDNV(AM) Dansville, N.Y. (1400 kHz; 1 kw-U)—Seeks assignment of license from Genessee Valley Broadcasting Co. to C.T.B. Communications Inc. for \$400,000. Seller is principally owned by David W. Mance, who also owns WCDO-AM-FM Sidney, N.H. Buyer is principally owned by Charles Barthold and Steve Van Vliet and six others. Barthold and Van Vliet are producers at KARE(TV) Minneapolis. Filed Sept. 24.

■ WZXI(FM) Gastonia, N.C. (101.9 mhz; 100 kw; HAAT: 870 ft.)—Seeks assignment of license from WZXI Inc. to Beasley Broadcasting of Charlotte Inc. for \$6.1 million. Seller is owned by Catherine T. McSwain and family. It also owns colocated WGN(AM) and WFGN(AM) Gaffney, S.C. Buyer is Goldsboro, N.C.-based group of seven AM's, 11 FM's and one TV owned by George Beasley. Filed Sept. 30.

■ WKKI(FM) Celina, Ohio (94.3 mhz; 1.2 kw; HAAT: 448 ft.)—Seeks assignment of license from Cage Media Inc. to Pegasus Broadcasting Inc. for \$475,000. Seller is owned by Chris Cage, who has no other broadcast interests. Buyer is owned by Paul L. Kempff, is former general manager of WHIO-FM Dayton, Ohio. It has no other broadcast interests. Filed Oct. 1.

■ KWSH(AM) Wewoka, Okla. (1260 kHz; 1 kw-U)—Seeks assignment of license from The Five Bells Inc. to Diane K. Weber and her husband, Gary, for \$240,000. Seller is owned by Jean Bell. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 29.

■ WPGH-TV Pittsburgh (ch. 53; ERP vis. 2,338 kw; aur. 233.8 kw; HAAT: 1,010 ft.)—Seeks assignment of license from Meredith Corp. to LTB Corp. for \$35 million. Seller is publicly owned publisher and station group of eight TV's. Broadcast division is headed by W.C. McReynolds, president. Buyer is subsidiary of Lorimar-Telepictures Corp., Culver City, Calif.-based diversified entertainment company, publisher, advertising firm and group of four TV's. It is headed by Merv Adelson, chairman. It recently purchased seven KKR TV stations (BROADCASTING, May 26). Filed Sept. 26.

■ WKEG(AM) Washington, Pa. (1100 kHz; 1 kw-D)—Seeks assignment of license from Genas Broadcasting Inc. to William A. Ferguson and David Lambert for \$375,000. Seller is owned by Joseph P. Nascone, who has no other broadcast interests. Buyer, Ferguson, is Pittsburgh-based real estate investor. Lambert owns Pittsburgh-based printing firm. Filed Sept. 26.

■ WMSR-FM Manchester, Tenn. (99.7 mhz; 30 kw; HAAT: 200 ft.)—Seeks assignment of license from WMSR Inc. to H&L Broadcasting Inc. for \$750,000. Seller is owned by Ray Spivey and Russell Downs, who also own colocated WMSR(AM). Buyer is owned by Sam Littleton, former general manager of WSM(AM) Nashville and WLRQ(FM) Franklin, both Tennessee. He recently purchased WIZO(AM) Franklin, Tenn. ("Changing Hands," April 14). Filed Sept. 25.

■ KNFO(FM) Waco, Tex. (95.5 mhz; 10 kw; HAAT: 200 ft.)—Seeks assignment of license from Sunburst Communications Inc. to KNFO Broadcasting Co. for \$2,840,000. Seller is owned by John M. Borders. It has no other broad-

cast interests. Buyer is owned by T.H. Dinerstein, owner of Houston-based construction company and his sons, Vincent and Jack Caltagirone. It has no other broadcast interests. Filed Sept. 25.

■ KDXU(AM)-KZEZ(FM) St. George, Utah (AM: 890 kHz; 1 kw-D; 250 w-N; FM: 93.5 mhz; 3 kw; HAAT: minus 125 ft.)—Seeks assignment of license from Julie P. Miner to Simmons Family Inc. for \$807,000. Seller has no other broadcast interests. Buyer is owned by Roy W. Simmons and his wife, Elizabeth. It also owns KDYL(AM)-KSFI(FM) Salt Lake City, and KID-AM-FM Idaho Falls, Idaho. Filed Sept. 18.

■ KNDO(TV) Yakima and satellite station, KNDU(TV) Richland, both Washington (KNDO: NBC; ch. 23; ERP vis. 500 kw; aur. 61 kw; HAAT: 960 ft.; KNDU: ch. 25; NBC; ERP vis. 163 kw; aur. 16.3 kw; HAAT: 1,271 ft.)—Seeks transfer of control of Columbia Empire Broadcasting Corp. from Hugh E. Davis to Beam Communications Inc. for \$16,250,000. Seller has no other broadcast interests. Buyer is Key Biscayne, Fla.-based group of six TV's owned by Frank Beam. Filed Sept. 26.

New Stations

New FM's

■ Ketchikan, Alaska—Media Ltd. seeks 106.7 mhz; 4 kw; HAAT: minus 308 ft. Address: 3161 Channel Dr., Juneau, Alaska 99801. Principal has no other broadcast interests. Filed Sept. 18.

■ Oxford, Ala.—Julie N. Frew seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Route 4, Cartersville, Ga. 30120. Principal has interest in WXYC(AM) Cartersville, Ga., and WXYI(AM) Athens, Tenn. Filed Sept. 18.

■ Oro Valley, Ariz.—Hal S. Widsten seeks 97.5 mhz; 3 kw; HAAT: minus 105.8 ft. Address: 3006 Charter Crest, San Antonio, Tex. 78230. Principal also owns KSAQ(FM) San Antonio. Filed Oct. 2.

■ Oro Valley, Ariz.—Gila Monster Broadcasting Inc. seeks 97.5 mhz; 3 kw; HAAT: minus 137.3 ft. Address: 2517 West Calle Padilla, Tucson, Ariz. 85745. Principal is owned by Homero Serapio Pacheco. It has no other broadcast interests. Filed Oct. 2.

■ Oro Valley, Ariz.—William N. Freeman seeks 97.5 mhz; 3 kw; HAAT: minus 144.32 ft. Address: 6610 N. 14th St., Phoenix 85014. Principal has no other broadcast interests. Filed Oct. 2.

■ Oro Valley, Ariz.—Pueblo Radio Broadcasting Service seeks 97.5 mhz; 3 kw; HAAT: 300 ft. Address: 839 Timber Cove Dr., Seabrook, Tex. 77586. Principal is owned by Roy E. Henderson, who also owns colocated KLEF(AM) and LPTV in Clear Lake, Tex. Filed Oct. 2.

■ Oro Valley, Ariz.—Sanchez Communications Inc. seeks 97.5 mhz; 3 kw; HAAT: minus 185 ft. Address: 212 N. Westmoreland, Tucson 85745. Principal is owned by Anna M. Sanchez and B. Howard Bernstein. It has no other broadcast interests. Filed Oct. 2.

■ Oro Valley, Ariz.—Classic Media Inc. seeks 97.5 mhz; 3 kw; HAAT: minus 328 ft. Address: 121 Sandoval, Santa Fe, 87501. Principal is principally owned by William R. Sims and Gary Boal. It owns KLSK(FM) Santa Fe. Filed Oct. 2.

■ Oro Valley, Ariz.—Buena Suerte Broadcasting Corp. seeks 97.5 mhz; 3 kw; HAAT: minus 105.8 ft. Address: 5210 East Williams Circle St. Suite 800, Tucson 85711. Principal is owned by Patty Ruiz and Laurie N. Weisert. Weisert has interest in KHYT(AM) Tucson. Filed Oct. 2.

■ Hoxie, Ark.—Dennis H. Mitchell seeks 100.5 mhz; 3 kw; HAAT: 156 ft. Address: 309 S.E. 2nd St., Walnut Ridge, Ark. 72476. Principal has no other broadcast interests. Filed Sept. 29.

■ Shingle Springs, Calif.—Kidd Broadcasting Co. seeks 102.1 mhz; 1.3 kw; HAAT: 495 ft. Address: 4096 Bridge St., Suite 4, Fair Oaks, Calif. 95628. Principal is owned by Chris W. Kidd and James O'Brien. Kidd also owns LPTV's in Fergus Falls and Foxmore, both Minnesota. Filed Sept. 29.

■ Shingle Springs, Calif.—Robert Simpson seeks 102.1 mhz; 270 w; HAAT: 1,020 ft. Address: 6 Concord St., Charlestown, Mass. 02129. Principal has no other broadcast interests. Filed Sept. 29.

■ Shingle Springs, Calif.—Los Banos Broadcasting seeks 102.1 mhz; 1 kw; HAAT: 550 ft. Address: 162 West 21st St., Merced, Calif. 95340. Principal is owned by Gloria K. McAdam and Terry D. Lloyd. It has no other broadcast interests. Filed Sept. 29.

■ Shingle Springs, Calif.—Leo Kesselman seeks 102.1

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mhz; 980 w; HAAT: 563 ft. Address: 200 Glenridge Ave., Los Gatos, Calif. 95030. Principal owns KTAP(AM) Santa Maria, Calif. Filed Sept. 29.

■ Shingle Springs, Calif.—Lobster Communications Corp. seeks 102.1 mhz; 970 w; HAAT: 563 ft. Address: 2850 Wentworth Rd., 95682. Principal John M. McRae and W. Richard Green. It has no other broadcast interests. Filed Sept. 29.

■ Shingle Springs, Calif.—Tours Broadcasting Co. seeks 102.1 mhz; 210 w; HAAT: 1,116 ft. Address: 3738 Robertson Ave., Sacramento, Calif. 95821. Principal is owned by Irene Tours, who has no other broadcast interests. Filed Sept. 30.

■ Shingle Springs, Calif.—Sierra-Shingle Springs Broadcasting seeks 102.1 mhz; 240 w; HAAT: 1,074 ft. Address: 4131 S. Shingle Springs Rd., Suite 16-7. 95682. Principal is owned by Barbara E. Ashwill, Eleanor L. Bailey and Catherine Hanzich. It has no other broadcast interests. Filed Sept. 26.

■ Shingle Springs, Calif.—Donna M. Crosson seeks 102.1 mhz; 1.88 kw; HAAT: 414.9 ft. Address: 3639 Buena Vista Dr., 95682. Principal has no other broadcast interests. Filed Sept. 29.

■ Dwight, Ill.—Joseph (Don) Powers seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 2 Oak Ave., Wenonah, N.J. 08090. Principal has interest in WMKX-FM Brookville, Pa. Filed Sept. 30.

■ Rantoul, Ill.—Eleanor L. Martin seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: Box 177, Sullivan, Ill. 61951. Principal, with her husband, James, owns WSAK-FM Sullivan, Ill. Filed Sept. 24.

■ Mt. Pleasant, Mich.—Great Lakes Radio Corp. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 11149 N. Pingree, Elwell, Mich. 48832. Principal is owned by Gary L. Randall and his wife, Brenda, and Peter Collinson. Randalls own WWMI(AM) Sheperd, Mich. Filed Oct. 1.

■ Little Falls, Minn.—Little Falls Broadcasting Co. seeks 94.1 mhz; 3 kw; HAAT: 328 ft. Address: 70 N.E. First Ave. 56345. Principal is owned by John H. Lemme and his wife, Jeanne. It also owns colocated KLTF(AM). Filed Sept. 26.

■ Sartell, Minn.—Marlene Beecroft seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 912 Third Ave., 56377. Principal has no other broadcast interests. Filed Sept. 29.

■ Sartell, Minn.—Mary H. Montgomery seeks 96.1 mhz;

3 kw; HAAT: 328 ft. Address: 1205 Royal Oaks Rd., St. Cloud, Minn. 56301. Principal has no other broadcast interests. Filed Sept. 26.

■ Sartell, Minn.—Sartell Communications seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 5116 Logan Ave., Minneapolis 55430. Principal is owned by James Houston, Richard Schmitt and Joseph M. Schaefer. It has no other broadcast interests. Filed Sept. 29.

■ Thief River Falls, Minn.—Thief River Radio seeks 102.7 mhz; 100 kw; HAAT: 475.4 ft. Address: Route 4, Box 7, 56701. Principal is owned by Dale R. Olmstead and his wife, Connie. It owns KKAQ(AM) Thief River Falls and KKDQ(FM) Fosston, both Minnesota. Filed Sept. 30.

■ Thief River Falls, Minn.—Rita Cole seeks 102.7 mhz; 100 kw; HAAT: 981 ft. Address: 621 N. Arnold Ave., 56701. Principal has no other broadcast interests. Filed Oct. 2.

■ Macon, Mo.—John Jakubowski seeks 99.9 mhz; 3 kw; HAAT: 281.3 ft. Address: 423 Cedar Creek Dr., Jacksonville, N.C. 28540. Principal has no other broadcast interests. Filed Oct. 1.

■ Las Cruces, N.M.—STL Broadcasting Corp. seeks 99.5 mhz; 63.9 kw; HAAT: 2,219 ft. Address: 223 Jupiter Dr., WSMR, N.M. 88002. Principal is owned by Carol P. Mathis and her husband, Robert. It has no other broadcast interests. Filed Sept. 29.

■ Las Cruces, N.M.—Omega Broadcasting Corp. seeks 99.5 mhz; 44.91 kw; HAAT: 2,740 ft. Address: 750 South Solano, 88001. Principal is owned by Vivian P. Dominguez and his wife, Patricia, and Jose L. Garcia and his wife, Alice. It has no other broadcast interests. Filed Sept. 29.

■ Tyler, Tex.—Educational Radio Foundation Inc. seeks 91.3 mhz; 12.5 kw; HAAT: 390 ft. Address: 2721 E. Erwin, 75701. Principal is nonprofit corporation headed by Connally McKay, president. Filed Sept. 24.

■ Lebanon, Va.—W.B. Moore seeks 107.3 mhz; 1.6 kw; HAAT: 430 ft. Address: Rt. 3, Box 362, Gate City, Va. 24251. Principal owns WDUF(AM) Duffield, Va. Oct. 1.

■ Lebanon, Va.—J.T. Parker Broadcasting Corp. seeks 107.3 mhz; 60 kw; HAAT: 2,221 ft. Address: P.O. Box 1380, 24266. Principal is owned by J.T. Parker, William M. Sandidge and Phil Roberts. It also owns WLRV(AM) Lebanon and WJTP(AM) Newland, N.C. Parker also owns WGOC(AM) Kingsport, Tenn. Filed Oct. 3.

■ Lebanon, Va.—Yeary Broadcasting Inc. seeks 107.3 mhz; 2.6 kw; HAAT: 359 ft. Address: Box 250, Hwy 65, Dugannon Rd., Castletown, Va. 24224. Principal is owned by Lannis Yeary, who owns WSPC(AM) St. Pauls, Va. Filed Oct. 1.

■ *Newport News, Va.—School Board of the City of Newport News seeks 90.1 mhz; 4 kw; HAAT: 426 ft. Address: 12465 Warwick Blvd., 23606. Principal is public educational institution headed by Donald S. Bruno, superintendent. Filed Oct. 2.

New TV's

■ Hanford, Calif.—Hispanic Broadcasting Systems seeks ch. 21, Address: 1450 Madruca Ave., Coral Gables, Fla. 33146. Principal is owned by Noland Hill, Evelio Ley, Mercedes Ferre and her husband, Maurice. Filed Sept. 26.

■ Los Angeles—Hispanic Broadcasting Systems seeks ch. 34, Address: 1450 Madruca Ave., Coral Gables, Fla. 33146. Principal is owned by Noland Hill, Evelio Ley, Mercedes Ferre and her husband, Maurice. Filed Sept. 26.

■ Los Angeles—Hispanic Broadcasting Systems seeks ch. 34, Address: 1450 Madruca Ave., Coral Gables, Fla. 33146. Principal is owned by Noland Hill, Evelio Ley, Mercedes Ferre and her husband, Maurice. Filed Sept. 26.

■ San Francisco—Hispanic Broadcasting Systems seeks ch. 14, Address: 1450 Madruca Ave., Coral Gables, Fla. 33146. Principal is owned by Noland Hill, Evelio Ley, Mercedes Ferre and her husband, Maurice. Filed Sept. 26.

■ Patterson, N.J.—Hispanic Broadcasting Systems seeks ch. 41, Address: 1450 Madruca Ave., Coral Gables, Fla. 33146. Principal is owned by Noland Hill, Evelio Ley, Mercedes Ferre and her husband, Maurice. Filed Sept. 26.

■ San Antonio, Tex.—Hispanic Broadcasting Systems seeks ch. 41, Address: 1450 Madruca Ave., Coral Gables, Fla. 33146. Principal is owned by Noland Hill, Evelio Ley, Mercedes Ferre and her husband, Maurice. Filed Sept. 26.

■ Jackson, Wyo.—Western Telecasting Co. seeks ch. 2, ERP vis. 9.1 mhz; aur. 910 w; HAAT: 1,056 ft. Address: 7600 Potomac Falls Rd., McLean, Va. 22102. Principal is owned by W.L. Armstrong and his wife, Ellen. It owns KPVI(TV) Pocatello, Idaho. Filed Sept. 26.

Facilities Changes

Applications

AM's

Tendered

■ WGAB (1550 khz) Bloomfield, Conn.—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 3.

■ WRCD (1430 khz) Dalton, Ga.—Seeks CP to increase power to 5 kw. App. Sept. 30.

■ WOLA (1380 khz) Barranquitas, P.R.—Seeks CP to increase day and night power to 1 kw. App. Oct. 2.

■ KFYO (790 khz) Lubbock, Tex.—Seeks CP to install new ant. and change TL. App. Oct. 3.

Accepted

■ WMIB (1480 khz) Wickenburg, Ariz.—Seeks CP to make changes in DA pattern. App. Oct. 6.

■ KPRM (870 khz) Park Rapids, Minn.—Seeks CP to increase power to 550 w. App. Sept. 30.

■ KDMO (1490 khz) Carthage, Mo.—Seeks CP to change TL. App. Oct. 1.

■ WNBT (1490 khz) Wellsboro, Pa.—Seeks CP to make changes in ant. sys. App. Sept. 30.

■ WGSF (1220 khz) Arlington, Tenn.—Seeks MP to change to DA-D. App. Oct. 6.

■ KRIZ (1420 khz) Renton, Wash.—Seeks mod. of lic. to move SL to Seattle. App. Oct. 6.

FM's

Tendered

■ *KUOR-FM (89.1 mhz) Redlands, Calif.—Seeks CP to change TL; change ERP to 35 w; change HAAT to 2,781.44 ft., and make changes in ant. sys. App. Oct. 3.

■ *KRDC-FM (99.3 mhz) St. George, Utah—Seeks CP to change freq. to 91.7 mhz; change ERP to 105 kw; change HAAT to minus 95 ft., and make changes in ant. sys. App. Oct. 3.

September 10, 1986

Imagery Inc.

has completed the acquisition of the assets of

WKAN/WLRT

Kankakee, IL

from

The Mid America Media Group

The undersigned initiated this transaction on behalf of the seller and assisted both parties during the negotiations

THE
TED HEPBURN
COMPANY

325 Garden Road, Palm Beach, Florida 33480
P.O. Box 42401, Cincinnati, Ohio 45242

Accepted

- KEZG (92.1 mhz) Green Valley, Ariz.—Seeks CP to change TL; change ERP to 1.83 kw. and change HAAT to 406.72 ft. App. Sept. 30.
- KKXX (107.9 mhz) Bakersfield, Calif.—Seeks CP to change ERP to 5.75 kw and change HAAT to 1,359.56 ft. App. Sept. 30.
- KRQ (104.9 mhz) Rohnert Park, Calif.—Seeks CP to change ERP to 340 w and change HAAT to 915 ft. App. Sept. 30.
- WFYV (104.5 mhz) Atlantic Beach, Fla.—Seeks mod. of CP to change ERP to 100 kw. App. Sept. 30.
- WCB-FM (107.1 mhz) Hindman, Ky.—Seeks CP to change ERP to 768 w. App. Oct. 1.
- *WJTM (88.1 mhz) Frederick, Md.—Seeks mod. of CP to change TL; change ERP to 9.2 kw. and change HAAT to 266.34 ft. App. Oct. 3.
- KNFT-FM (102.9 mhz) Bayard, N.M.—Seeks CP to change freq. to 102.9 mhz; change TL; change ERP to 29.14 kw. and change HAAT to 1,611.14 ft. App. Oct. 6.
- WZXI (101.9 mhz) Gastonia, N.C.—Seeks CP to change HAAT to 1,164.73 ft. App. Sept. 30.
- WSEC (103.7 mhz) Williamston, N.C.—Seeks mod. of CP to change TL and change HAAT to 980.72 ft. App. Sept. 30.
- WLLT (94.9 mhz) Fairfield, Ohio—Seeks CP to change TL; change ERP to 15 kw. and change HAAT to 898.72 ft. App. Oct. 1.
- *WGTE-FM (91.3 mhz) Toledo, Ohio—Seeks CP to change ERP to 13.5 kw and change HAAT to 948.25 ft. App. Oct. 1.
- WERI-FM (103.7 mhz) Westerly, R.I.—Seeks CP to install aux. sys. App. Oct. 3.
- WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks mod. of CP to change DA pattern. App. Oct. 1.
- KESS (94.1 mhz) Fort Worth—Seeks MP to change overall height above ground to 600.24 ft. App. Oct. 1.
- WMJR (107.7 mhz) Warrenton, Va.—Seeks CP to change TL; change ERP to 45 kw. and change HAAT to 514.96 ft. App. Oct. 6.

TV's

Accepted

- WTMV (ch. 32) Lakeland, Fla.—Seeks MP to change ERP to vis. 3,039 kw. aur. 304 kw. App. Oct. 3.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- WCTV (ch. 6) Thomasville, Ga.—Seeks MP to change HAAT to 2,030 ft. App. Oct. 3.
- WPWR-TV (ch. 60) Aurora, Ill.—Seeks CP to install new ant.; install new aux. ant. sys.; and change HAAT to 1,620.65 ft. App. Oct. 3.
- WLLA (ch. 54) Kalamazoo, Mich.—Seeks MP to change TL. App. Oct. 3.
- WWUP-TV (ch. 10) Sault Ste. Marie, Mich.—Seeks CP to change ERP to vis. 316 kw. aur. 31.6 kw. App. Oct. 3.
- WNEQ-TV (ch. 23) Buffalo, N.Y.—Seeks MP to change ERP to vis. 975 kw and change HAAT to 1,029.92 ft. App. Oct. 3.
- WFYF (ch. 50) Watertown, N.Y.—Seeks MP to change ERP to vis. 1,112 kw. aur. 111.2 kw; change HAAT to 1,258 ft.; and change TL. App. Oct. 3.
- WECN (ch. 64) Naranjito, P.R.—Seeks CP to change ERP to vis. 1,000 kw. aur. 15.8 kw. App. Oct. 3.
- KRIS-TV (ch. 6) Corpus Christi, Tex.—Seeks CP to change HAAT to 953.5 ft. and change TL. App. Oct. 3.
- *KLJ (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 1,738 kw. aur. 174 kw and change HAAT to 971 ft. App. Oct. 3.

Actions

AM's

- KCNO (570 khz) Alturas, Calif.—Dismissed app. to change TL. Action Sept. 23.
- KBRT (740 khz) Avalon, Calif.—Granted app. to move SL to 3183-E Airway Ave. Costa Mesa, Calif. Action Sept. 19.
- KPPL (1390 khz) Denver—Granted app. to change TL and make changes in ant. sys. Action Sept. 19.
- WLOB (1310 khz) Portland, Me.—Granted app. to make changes in DA pattern. Action Sept. 24.

FM's

- WAQT (94.1 mhz) Carrollton, Ala.—Granted app. to

- change TL and change HAAT to 990 ft. Action Sept. 30.
- KZLO (100.7 mhz) Pueblo, Colo.—Granted app. to change TL; change ERP to 63 kw. and change HAAT to 1,206 ft. Action Sept. 26.
- KSPK (102.3 mhz) Walsenburg, Colo.—Granted app. to change ERP to 2.2 kw. Action Sept. 23.
- WIOF (104.1 mhz) Waterbury, Conn.—Granted app. to change ERP to 2,754 kw. Action Sept. 25.
- WAFL (97.7 mhz) Milford, Del.—Granted app. to change HAAT to 328 ft. Action Sept. 30.
- WEZV (101.7 mhz) Fort Wayne, Ind.—Granted app. to change ERP to 328 ft. Action Sept. 26.
- KRIT (96.9 mhz) Clarion, Iowa—Granted app. to change ERP to 100 kw and change HAAT to 567.77 ft. Action Sept. 30.
- KFMW (107.9 mhz) Waterloo, Iowa—Granted app. to change ERP to 76.54 kw and make changes in ant. sys. Action Sept. 26.
- KCTT-FM (107.1 mhz) Corbin, Ky.—Granted app. to change freq. to 107.3 mhz; change ERP to 50 kw. and change HAAT to 492 ft. Action Sept. 29.
- WJSN-FM (97.7 mhz) Jackson, Ky.—Granted app. to change ERP to 638 w. Action Sept. 26.
- WCKW-FM (92.3 mhz) LaPlace, La.—Granted app. to change TL. Action Sept. 25.
- KISY (98.3 mhz) Tioga, La.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 26.
- WMJX (106.7 mhz) Boston—Granted app. to install aux. sys. Action Sept. 30.
- *WICN (90.5 mhz) Worcester, Mass.—Granted app. to install aux. sys. Action Sept. 30.
- *WMUW (88.5 mhz) Columbus, Miss.—Dismissed app. to replace ant. and tower. Action Sept. 19.
- WBLI (106.1 mhz) Patchogue, N.Y.—Granted app. to change HAAT to 492 ft. Action Sept. 30.
- WCLV (95.5 mhz) Cleveland—Granted app. to move SL to 26501 Emery Industrial Parkway. Warrensville Heights, Ohio. Action Sept. 29.
- WEDA-FM (95.1 mhz) Grove City, Pa.—Dismissed app. to change TL; change ERP to 15 kw. and change HAAT to 899.7 ft. Action Sept. 19.

September 9, 1986

Morris Communications

has acquired

WDHN Television (ABC)

Dothan, Alabama

and

WVGA Television (ABC)

Valdosta, Georgia

from

HI-HO Television, Inc.

The undersigned initiated the above, assisted in the negotiations and acted as broker for the transaction.

Richard A. Foreman Associates

Media Brokerage & Consulting

330 Emery Drive East, Stamford, Connecticut 06902, 203/327-2800

■ WRFY-FM (102.5 mhz) Reading, Pa.—Granted app. to change ERP to 19.05 kw. Action Sept. 30.

■ WMJR (107.7 mhz) Warrenton, Va.—Returned app. to change TL; change ERP to 45 kw. and change HAAT to 514.96 ft. Action Sept. 19.

■ WUSQ (102.5 mhz) Winchester, Va.—Granted app. to change ERP to 28 kw and change HAAT to 669.12 ft. Action Sept. 30.

■ *WVEP (88.9 mhz) Martinsburg, W. Va.—Granted app. to change TL; change ERP to 3.6 kw. and change HAAT to 1,623.6 ft. Action Sept. 30.

TV's

■ WDAI (ch. 56) Gary, Ind.—Granted app. to change ERP to vis. 1,353 kw; change HAAT to 1,003.3 ft., and change TL. Action Sept. 18.

■ KTGF (ch. 16) Great Falls, Mont.—Granted app. to change ERP to vis. 2,030 kw. aur. 203 kw and change HAAT to 1,046 ft. Action Sept. 23.

■ KOAT-TV (ch. 7) Albuquerque, N.M.—Granted app. to replace ant. Action Sept. 26.

Call Letters

Applications

Call	Sought by
New FM	
*KPFR	Family Stations Inc., Pueblo, Colo.
New TV's	
WCCL	Crescent City Communications Inc., Crescent City, La.
KLDT	Opal Thornton, Lake Dallas, Tex.
Existing AM's	
KRKR	KVOL Voice of Lafayette Inc., Lafayette, La.

WCRU	WMSO Bott Broadcasting Co., Collierville, Tenn.
Existing FM's	
KTYX	KZEA Thomas Broadcasting Inc., Halderton, Okla.
KNOW	KTAW Hicks Broadcasting Corp., College Station, Tex.
KAEZ	KNIF Curtis Broadcasting Stations Inc., Gilmer, Tex.
Existing TV	
KICN	KCVT Indian Country Network Inc., Shawnee, Okla.

Grants

Call	Assigned to
New FM's	
KBZT-FM	Pennio Music Co., La Quinta, Calif.
*WOLR	Christian Family Cinema Inc., Branford, Fla.
WGA-FM	Nankin Broadcasting Co., Quitman, Ga.
*WDRF	Family Stations Inc., Des Moines, Iowa
*WBFJ	Bethel Fellowship Inc., McDaniel, Ky.
WPXC	Radio Hyannis Inc., Hyannis, Mass.
Existing AM's	
KHTE	KSXO Norcal Broadcasting Corp., Redding, Calif.
WQXM	WMKS Quality Broadcasting Inc., Gordon, Ga.
WDEN	WPTC WDEW Communications, Macon, Ga.
KIZN	KTOX Conidacom, Boise, Idaho
WIKY	WROZ South Central Communications Corp., Evansville, Ind.
KCNV	KMOB Long Lines Broadcasting Inc., Moab, Utah
WUSQ	WVAI Holt Corp. of Virginia, Winchester, Va.
Existing FM's	
KLSX	KBZT Greater Los Angeles Radio Inc., Los Angeles
KIZN-FM	KIZN Conidacom, New Plymouth, Idaho
KLIO	KSAY Marcom of Quad Cities Ltd., Clinton, Iowa
WYMC-FM	WCRG Purchase Sound Inc., Wickliffe, Ky.
WXLT	WCCA Dowdy Broadcasting Inc., McComb, Miss.
KLTY	KKCI-FM Transcolumbia Communications Ltd., Liberty, Mo.
KKHJ	KNIT Burns Broadcasting, Portales, N.M.
KTAO	KVNM Taos Communications Corp., Taos, N.M.
WVNC	WJGT B & B Broadcasting Inc., Canton, N.Y.
WLRY	WMJQ WBBF Inc., Rochester, N.Y.
WBVE	WSKS Republic Broadcasting Corp., Hamilton, Ohio
WCPH-FM	WVKS Bvack Broadcasting Co., Etowah, Tenn.
KLQT	KOKE-FM KOKE Inc., Austin, Tex.
KKHT	KSRR Malrite of Texas Inc., Houston
*WLCX	WUTA Longwood Radio Association, Farmville, Va.
WUSQ-FM	WUSQ Holt Corp. of Virginia, Winchester, Va.
Existing TV	
WROZ	WPCA Power Communications, Owensboro, Ky.

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RADIO

HELP WANTED MANAGEMENT

General manager: for number one AM/FM combo in Missoula, Montana. Aggressive six station group with rapid expansion plans. Beautiful area, excellent comp package. Resumes to: Larry Roberts, President, Sanbrook Radio Corp., c/o KCSJ Radio First and Main St., Pueblo, CO 81003 EOE.

General manager: Are you a sales manager or assistant manager looking for more challenge? Southern small market C/FM needs aggressive leader to handle upgrade to a larger market. Must be a proven sales trainer, have motivational skills, and the ability to program for results. Compensation and benefits are good and get better with results. Send resume with salary requirements and references to Box J-162.

General manager for Class C FM in eastern North Carolina top 100 market. Rapidly expanding group looking for experienced GM with strong sales background. Excellent compensation package with opportunity for equity participation. Resume, references and salary requirements to Caravelle Broadcast Group, 212 South Tryon, Charlotte, NC 28281. EOE.

Wanted: general manager with strong sales background for group-owned Class C FM station in north Iowa. Send resumes to John Linder, Box 1420, Mankato, MN 56001.

General manager/sales. General manager medium market AM stereo. Exciting opportunity with new owner, new format. Need take charge, people oriented person with sales experience. Ample salary, generous sales override. Inquiries: Geedc, 18 West 9th Street, Erie, PA 16501. EOE.

Sales manager for market-leading AM-FM in Midwest. Stable 7-person staff. Excellent facilities. \$7 million market. If you are a positive motivator who understands the importance of people, send resume and salary history to: Box K-41. EOE, M/F.

Opportunity! Persons with successful radio management experience, let us hear from you. Investors seek management with desire to own and operate their own radio stations. Resumes handled in strictest confidence. Write HKM Corp., P.O. 65092; Washington, D.C. 20035.

General manager for Fort Morgan, Colorado; absentee owned; resume, references to Kim Love, Box N, Sheridan, WY 82801.

Wanted for AM-FM in Great Lakes area. Must be highly motivated to sell, recruit and train. This job pays well. If you have a proven track record as a sales manager, please respond with letter and resume. Box K-59.

Sales manager needed to lead 5 person staff. AM/FM in central Texas market over 30,000 population. We are acquiring other properties, move to GM with results. Outstanding product, personnel, ratings 44.2 share. Salary plus commission on gross sales. Letter, resume, salary history to: Box K-57.

General manager. Small group seeks person ready to move up. Three years sales and programming experience required, 612-222-5555.

Number-one producer wanted to be selling general manager for 50,000 watt FM, full-time AM combo in northern Shenandoah Valley. If you love being on the street, writing orders every day, training and motivating a number-one sales staff and fully taking charge of every aspect of a dynamic radio operation -- this could be your kind of challenge. Promotions and community-involvement a must. If twelve-hour days don't appeal to you, skip this one. If being the best, running the best, making the best money of your life sounds good, let's talk. It's happening in two other markets. We want you to make it in a third. Character qualification essential; minimum five years' experience. Send information to Bill Prettyman, President, Prettyman Broadcasting Co, Box 909, Salisbury, MD 21801. EOE.

HELP WANTED SALES

Young aggressive salespeople wanted! New owner, new general manager, looking for future sales management personnel. AM/FM combo. Only FM in country. Come on out to Nebraska "the good life." Send information to general manager, KICS/KEZH, Box 1005, Hastings, NE 68901.

National sales manager: New York metropolitan market. N.Y.C. advertising agency experience a must. Ability to travel. Replies will be held in strict confidence. Resumes to Box K-6. EOE M/F.

Excellent opportunity for an experienced, small market radio sales professional. Our top sales person is moving up in company group, opening this position. Must have impressive track record. Don't apply unless you're a dedicated sales pro, willing to give 150% effort, accept direction, continue your sales training and want to grow. Straight commission earns well into five figures and more potential to go. Mid-Wisconsin is great for families and outdoors oriented people. Call Jack Gennaro of Dennis Gibson, 715-424-1300. Send resume and other information. WFHR/WWRW, P.O. Box 2222, Wisconsin Rapids, WI 54494. An equal opportunity employer.

Small New England AM/FM in fast-growing resort area seeks person experienced in radio or other media. Send resume and income requirements to Box K-29.

California. Top 75. Easy listening station is seeking a professional salesperson with experience in direct and agency sales. Salary plus commission, established accounts, and benefits. Contact Steve Katonski, KGFM, Box 260, Bakersfield, CA 93302 805-842-5436.

Aggressive, selling sales manager needed for new Albany FM. Growing 14 station group has the resources to make this station a winner. Successful, experienced salespeople looking for first management job considered. Resume, references to: Jeff Weber, Vice President/General Manager, WMVQ, P.O. Box 5 Albany, NY 12201. EOE.

#1 rated station: great opportunity for someone to move up to 200,000 population market in west Texas. Must be extremely dedicated and committed with min. Two years advertising sales experience. Top list available. Send resume to P.O. Box 9830, Odessa, TX 79767, Attention: Steve or call Steve 915-366-2801.

Sales assistant northern NJ Christian station. Secretarial and support position; good writing, typing, and people skills necessary. Send resume to Edward Abels, WWJD, Box 970, Hackensack, NJ 07602. EOE.

Account executive... Sell for the #1 FM in a market of 90,000. Call on established accounts with opportunity to make money and move up! Live in a recreational community located between Milwaukee and Green Bay. Send resume to: Sales Manager, P.O. Box 1195, Fond du Lac, WI 54935.

Help wanted sales: experienced sales manager full-time AM near Dallas, must be able to carry own list, train and supervise account executives, plan sales campaigns. Resume to Dennis Grandcolas, KDNT, 1440 Wheeler Drive, Denton, TX 76205. EOE/M/F.

HELP WANTED ANNOUNCERS

New Hampshire Public Radio seeks classical music announcer, who can also handle jazz and new age. Requires excellent pronunciation and personable on-air presence. Production skills desirable. Salary commensurate. Resume, audition tape and letter to WEVO-FM, 26 Pleasant, Concord, NH 03301. EOE/AA.

Evening position open, good A/C communicator, PBP helpful not necessary. T & R to WLBR Box 1270, Lebanon, PA 17042.

New religious radio station in Louisville looking for full time announcers. Must have at least 3 years experience. Send resume and air-check to WJIE, Drawer B, Louisville, KY 40219.

Broadcast music coordinator \$1664 - \$2117 per month. Classical music programmer/announcer - for Northwest Public Radio. Possible cume audience of 800,000. Position responsible for developing, on-air hosting, producing and programming classical, semi-classical, and concert performances for live or pre-recorded radio broadcast. Also responsible for maintaining and cataloging extensive classical music collection. Requires: Bachelor's degree with major or minor in music and two years of professional experience in music field. Additional professional experience as a classical musician may be substituted, year-for-year, for up to two years of the required formal education. Preferred two years of radio announcing experience. Final phase of the examination will be an evaluation of a five minute audition tape to be submitted with the application forms to Staff Personnel and limited to the top eight scoring applicants. Application must be requested prior to October 23, 1986. Apply to Washington State University, Office of Staff Personnel, 134 French Administration Building, Pullman, WA 99164-1014, or 509-335-4521. WSU is an EOE.

We're number 1 in the market and need a number 1 morning man to help us stay there. Funny, topical, able to work with our female co-talent, and able to relate to an adult CHR audience. We're hot and we're willing to pay for our morning show to be nothing less than great. C & R to "Mornings" P.O. Box 9530 South Burlington, VT 05401 EOE.

Looking for a career move? KSYZ is seeking talented pro to manage our production dept. Competitive salary, state-of-the-art 1/4 trk facility. CHR powerhouse covers 1/2 of Nebraska. Possible air show. T. R. Prod. samples to: Grand Island, NE 68801.

HELP WANTED TECHNICAL

Knight Quality Stations: looking for broadcast engineers for its New England operations. An exciting opportunity in a growing company. Please send resume to: Knight Quality Stations, P.O. Box 610, Manchester, NH 03105. Attention: Warren Small. EOE.

Engineering manager for New Hampshire Public Radio. Maintains, designs, and constructs new studio, transmission facilities, audio equipment. Requires minimum of three years of FM broadcast engineering. Knowledge of digital electronics a must. Salary highly competitive. Resume and letter to Personnel, WEVO-FM, 26 Pleasant, Concord, NH 03301. EOE/AA.

Broadcast TV-radio technician I. First class radio engineer to help maintain 2 FM's. 2 years experience minimum. Starting salary \$14,870 plus excellent fringes. Send letter of application, resume and references to: Mr. Jonh Pieper, KUNI/KNKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. AA/EOE.

I need a CE for 1kw AM, 3kw FM in southern Arizona. Must have at least three years hands on experience at similar broadcast operation. Call or write Gordon, Box 2770, Sierra Vista, AZ 85636. 602-458-4313.

Broadcast engineer. The Department of Speech Communication and Theatre in a small, church related, liberal arts college is seeking a broadcast engineer to maintain equipment and insure smooth operation of a 1.3kw FM campus radio station and a cable access television studio. Must show evidence of technical expertise and training. Work experience is essential. Some teaching possible. Year round responsibility with one month vacation. Preferred starting date March 1, 1987 (negotiable). Salary competitive. Send letter, vita, and three recent references to Jerry Martin, Chair, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762. Deadline January 15, 1987.

Transmitter technician. San Francisco CBS O & O are seeking qualified high powered AM/FM transmitter maintenance technician. Ideal applicant would have at least 2 years college degree, General class FCC license and/or SBE certification and minimum 3-5 years experience with 50kw AM and/or 40kw FM transmitters. Submit resumes to: CBS, Placement Office, 7800 Beverly Blvd., Los Angeles, CA 90036. An equal opportunity employer.

Chief engineer. Class B FM and directional AM medium market in New England. 3 years experience required. Salary negotiable. Reply in writing to Box K-52.

HELP WANTED NEWS

News director for start-up AM in beautiful Williamsburg, Virginia. Immediate. Send tape, resume and salary requirements to Steve Batton, WMBG-AM, P.O. Box 380, Williamsburg, VA 23187. EOE.

WJR radio news reporter. Anchoring and street reporting. A minimum of 3-5 years experience. Send resume to Bob Schuman, News Director, WJR Radio, 2100 Fisher Building, Detroit, MI 48202. No phone calls!

Newsperson for established Midwest AM/FM/ North Central Illinois, 90 miles from Chicago. Experience in gathering, writing and interviewing required. Send tape and resume to J. McCullough, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301.

New statewide radio network seeks metro-market quality news anchor/reporter for Philadelphia headquarters. Strong writing skills. PA experience desirable. T&R, salary history to: Pennsylvania Network, 260 S. Broad St., Philadelphia, PA 19102.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Humanities producer for New Hampshire public radio. Produces weekly features about history, literature and other humanities disciplines for daily news magazine programs. Excellent writing, reporting and production skills. Salary commensurate. Resume, audition tape and letter to WEVO-FM, 26 Pleasant, Concord, NH 03301. EOE/AA.

On air PD. Controversial small market daytimer, soon to increase power. Contemporary, country, emphasis on news & information with afternoon talk show projected. Need experienced, dedicated, aggressive, well informed self starter/good production skills necessary. Excellent benefits package and growth potential. T&R to: Bill Maniaci, P.O. Box 248, Brunswick, MD 21716. EOE.

SITUATIONS WANTED MANAGEMENT

Successful well experienced general manager looking for a new rewarding challenge. Strong on sales training and revenue production. Box J-143.

Radio TV-Cable sales manager employed, major market, seeks upward move. Well qualified. 415—731-0395.

High performing general manager, 19 years managing all markets. Expertise includes building sales profits, heavy promotions, programing. No-nonsense hands on professional that leads by example. Want a quality leader, write: Box K-42.

General manager: Twenty plus years; bottom line oriented, medium market, Southeast. Best at turn-around, sales, promotions, community involvement 713—481-9583.

I can solve your sales management problems... 20 years successful experience building stations. 905 Rivercrest, Allen, TX 75002.

General manager looking for underdeveloped or new AM/FM or FM in a top 100 market. Sales and programing oriented. Box K-53.

Major market sales pro, excellent credentials and references, seeks GM opportunity in medium to large market. Would also consider equity/buy-in participation in a smaller market. Presently national SM, top 15 market. Box K-54.

SITUATIONS WANTED ANNOUNCERS

Available now. First rate announcer with three years experience seeks move to larger market as announcer or to lateral market as PD. Excellent production and on-air. Call Drew anytime 601—445-5260/442-4895.

Solid and fun to listen to afternoon drive talent available today. Medium market experience. Call Craig 718—343-2192

Part time lover. UH jock available now for N.Y., N.J., C.T., Long Island. Call C.J. at 718—343-2192.

Combo chief engineer announcer MOR or CW. 20 years exp. Consider all offers. Lets talk. 703—344-5451.

Humorous air personality/ novelty production for medium market drive. Dennis Staples 419—255-5665(work); 255-1221(home).

Announcer 5 years experience. Some sales and news. Degree telecommunications. Interested in combo of above. Scott 601—446-7032.

Top rated adult contemporary and country air and production talent available. Call 214—539-0877.

I got the button-pressing blues. 8 yrs, exp. Some college. Broadcast school grad. Ex-military. Fred 216-755-1847.

SITUATIONS WANTED TECHNICAL

Engineer. Experienced AM/FM. FCC Gen. certified. Good references. Tim Low. 65 Cod St. Eureka, CA 95501. 707—443-1621.

SITUATIONS WANTED NEWS

Newsman looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, professional. Prefer Midwest. 309—833-3129.

News pro and play by play whiz with dramatic delivery and excellent production skills seeks opportunity to enhance your station's news/sports programing. Extensive newsanchor and field reporting experience with 4 years P-B-P of NCAA basketball, football and pro soccer. Will relocate. Andrew 516—484-4128.

Veteran on air sports talent with 10 years experience in Boston market, play-by-play, sports talk, drive time reports, television anchor regional cable net, winner of 3 awards, seeks new opportunity top 20 market. Play-by-play basketball is a priority, but will certainly listen to your situation. If you need a pro, call 617—523-6562.

Recent college graduate seeking radio on air position - reporter, commentator, anchor. Have experience in same. Have worked in Chicago and Champaign, Illinois. Tapes available. Steve Goldish 312—675-2313.

News department operating in the past, unaware of the eighties audience? Young reporters without direction? You need ND who knows how to program news, not just report it. Twenty years, all formats. 901—794-4695.

Retired network newsman/announcer seeks part-time AM/FM slot metro NYarea. Salary secondary. Now teaching one night new school. Tops in all formats, from news, interviews, to pop, classical music, commercials. Box K-67.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Double your money with solid programer and air talent. Available yesterday. Call Craig at 718—343-2192.

Serious promotion-minded PD /mornings looking for stable FM. Seven years experience. Sunbelt preferred. Call today 715—878-4170.

MISCELLANEOUS

We buy records— 45s and LPs - No quantity too large. Immediate payment; all sounds and vintages; for export; can travel. Florida-Rock Distributors, 7315 NW 79 Terrace, Miami, FL 33168.

RADIOBOOK. Affordable, accurate, usable audience surveys for small and medium markets. Full demographics and dayparts. Call 406—752-7857.

Silent partner willing to buy an interest in your station or help you raise operating capital. Prefer MI, IN, OH, or IL. Send confidential inquiry to Box K-2.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Needed for LPTV station in Honolulu. Proven track record, and experience with market required. Resume and income requirements to K-16.

Television group is looking for an individual to manage one of its highly attractive properties. Station is #1 in market. We wish an aggressive individual with commitment to broadcasting and desire to associate with growing television company. EOE. Send resume to Box K-28.

Christian television-sales/marketing manager. Established fulltime religious programming operation is expanding and seeking capable professional with specific experience in two areas: First, the direct sales of air time to established program time buyers (no spot sales); second, management and development of giving appeals through telethons, announcements and direct mail campaigns. Looking for hands-on manager to upgrade current efforts with immediate results. Attractive northern California location. Excellent salary and benefits. Send detailed resume with specific employment experience and salary information to: TRC, Box 66, Los Gatos, CA 95031.

Assistant director, assists the director of operations and engineering in supervising the technical operation and maintenance of the WHMM-TV facility. Also, ensures that the transmitter is functioning at optimum capacity and in compliance with FCC regulations. Successful candidate must have BS degree or equivalent in electronic engineering with three (3) years of supervisory radio or TV engineering work experience in management or maintenance. Must have a valid FCC first class license with a demonstrated knowledge of digital electronics and state of the art television equipment. Salary is \$38K or commensurate with experience. Submit resume to Howard University Department of Personnel Services, 4th and Bryant Streets, NW, Washington, DC 20059. AA/EOE. ATTN: Mr. James Johnson.

Jamestown, NY: new full power station starting January. Sales manager and sales reps needed. Send resume to George Kimble, P.O. Box 1012, Canandaigua, NY 14424.

Membership manager. Manage entire public TV and radio membership program. On-air fundraising, direct mail, computer software systems, renewals, and major donor programs. Resume, salary history, and examples of fundraising success to: Personnel, WMFE-TV/FM, 11510 East Colonial Dr., Orlando, FL 32817. EOE.

Promotion manager/TV station. Leading independent Southeastern TV station seeks aggressive, knowledgeable and organized promotion manager. Must have minimum three years experience in television, ability to write, direct and produce, and execute quality ideas for press, TV and radio. Prefer experience in broadcast promotion and capability of handling total coordination of major promotion program. Send resume, portfolio or tape to TV Promotion, P.O. Box 59020, Birmingham, AL 33259. EOE.

Local sales manager: Harrisburg-Lancaster-Lebanon-York #44 market. WPMT-TV only in the market. Candidate should have local sales and management experience. Must have leadership and management skills. Great opportunity at a great station. Send resumes to: Mike Conway, WPMT-TV, 2005 S. Queen St., York, PA 17403. EOE.

Marketing director. The Independent Television Association is seeking candidates for the position of marketing director in its Chicago office. Qualified candidates will have a broad understanding of independent television, understand applications of marketing research and be able to communicate with VPs marketing at client level. This is a highly visible assignment within the industry. You will work with the best people in independent television. Forward resumes to: Ron Inman, VP Marketing, INTV, 1140 6th Avenue, NY 10036.

HELP WANTED SALES

Local-regional sales manager: Medium market CBS affiliate seeks a creative, self-motivator with the skills and desire to lead a young, aggressive sales team. If you possess a proven track record and can demonstrate a leadership role in TV sales, send resume and salary requirements to Box K-12.

TV sales manager for Southwest indy. An organized planner with high motivational skills to direct sales staff. Must have aspirations of succeeding with a growing broadcast group. All benefits paid. Salary + commissions commensurate with skill. Box K-30.

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Road, Virginia Beach, VA 23451.

Large Midwest UHF in major market looking for a closer. Success in selling sports a must. We are the fastest growing station in town and we cater to the sports viewer. If you meet these simple qualifications, and are willing to give a 110% effort, you'll make a lot of money. Send resume to Box K-51.

Account executive. Organized, self-motivated person with strong negotiation/selling ability. Prior media/advertising experience, quality verbal/written presentation skills, ability to analyze and manipulate statistical data. College degree preferred. Resumes only; Sales Manager, P.O. Box 400, Hampton, VA 23669. An equal opportunity employer.

Retail sales development manager. Aggressive sales/marketing person sought for position of retail sales development manager in top 10 television market. Must have minimum of five years local experience, must be familiar with radio, print and TV sales, also TV production; retail store management experience is desirable. Co-op and vendor support expertise is a must. Creativity and good business sense should be personal strengths. Mail resume to Box K-43. An equal opportunity employer.

Account executive for established local list with South East network affiliate. Experience required. Send resume to Jim Davis, Local Sales Manager, WSAW, P.O. Box 2429, Savannah, GA 31402. EOE.

Local account executive position now available with the expanding Heritage Communications Group at KDLT-TV, the NBC affiliate serving the 95th market in Sioux Falls, one of the country's most livable, growing cities. Letter and resume to Ken Ulrich, GSM, 3932 South Willow, Sioux Falls, SD 57105. Replies will be kept confidential, and applications will close October 31, 1986. EOE.

Account executive. KGSW-TV, FBC Albuquerque, New Mexico is looking for a top notch salesperson with a minimum of 2 to 3 years experience in independent television sales. Knowledge of and experience in all aspects of spot sales. Send resume to: Jason Gould, GSM, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. Equal opportunity employer.

Syndication sales manager: Southeast territory. Aggressive television production/syndication company seeks experienced salesperson familiar with TV station execs. in the southeast United States and who can demonstrate a successful track record with TV sales organizations. Please submit resume, salary history and requirement, industry references. Box K-46.

HELP WANTED TECHNICAL

Maintenance engineer: experienced on CMX editing systems, GVG switchers. Excellent working conditions; full benefits package; salary commensurate with experience. Send resumes to Norman Rosenshein, VP/Chief Engineer, Unitel Video, 515 W. 57th St., New York, NY 10019.

Transmitter maintenance engineer for medium market PBS affiliate in Northeast. Previous UHF experience preferred. Send resume to Box K-19.

Videotape editor needed for new state of the art suite: Ampex VTRS, Grass Valley editor, switcher; ADO, Chyron. Experienced required. Producer relation skills important. Send resume to: Fran Abramowicz, CT, Public Broadcasting, 24 Summit Street, Hartford, CT 06106.

Broadcast engineering supervisor. Responsible for supervision, installation, operation, and overall maintenance and major repair of the technical systems and facilities. BS or specialized technical degree with 5-7 years of broadcast experience required. Supervisory experience desired. Equivalent education or experience accepted in lieu of degree. Submit application and/or resume to UNM Personnel, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad on your application and reference request #722A. AA/EOE.

TV maintenance engineer. Maintain latest state-of-the-art video broadcast equipment, including Sony one-inch machines. Experience in RCA TK-47's and TCR-100 cart machines desirable. Salary commensurate with experience. Send resume to Chief Engineer, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. An equal opportunity employer.

UHF transmitter maintenance: We're looking for a person who will take pride in beaming a crystal clear full coverage TV signal to the Washington, DC market. Our transmitter is young with some projects to be completed including multi-channel sound. Microwave and two-way radio experience is desirable. Resume and salary requirements to Howard University, Department of Personnel Services, 4th and Bryant Streets, NW, Washington, DC 20059. AA/EOE. ATTN: Mr. James Johnson.

Television engineering supervisor. Community college district with growing cable television operation, seeks highly experienced individual with strong video/audio/media engineering and supervisory skills. Responsible for the development, supervision, and performance of technical systems design, maintenance, repair, installation, and production engineering relating to cable, instructional television, broadcast radio, media production, and classroom media equipment. Supervision of television engineers and media repair specialists. Extensive production engineering, troubleshooting, and hands-on bench skills essential. Broadcast radio experience desirable. Salary \$39,326 to \$47,817 plus generous benefits. Classified management position. Send resume to NOCCCD, Personnel Office, 1000 N. Lemon, Fullerton, CA 92634 by 10/29/86.

Immediate opening for broadcast engineer. If you enjoy the outdoor life along with the desire to work in a public radio and television facility, we invite your application to KTOO-FM & TV, Juneau, Alaska. Applicant should be experienced in maintaining and operating FM & TV production and transmission equipment. Ability to maintain 1, 2 and 3/4 inch video recorders. Handle new equipment installation, and transmitter proof of performance. Juneau, located in Alaska's SE region, is an outdoors person's paradise with mild winters. Send your resume and references to Laurie Whistler, Admin. Assist., KTOO-FM & TV, 224 4th St., Juneau, AK 99801. Applications postmarked no later than October 24, 1986. KTOO-FM & TV is an EOE.

Videotape editor. Evening editor needed for growing Southeast production company. Two years CMX experience required. Client relation skills important. Send resume to: Editor, Southern Productions, Box 121583, Nashville, TN 37212.

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.

Video engineer: Immediate opening for a video engineer experienced in studio design and the maintenance and repair of Sony BVU 800's, 5800's, 5000's, Ikegami 79 & 730 cameras, Grass Valley switchers, and automated commercial insertion equipment. Position requires interfacing between two cable television production facilities. Send resume to: Sue Bennett, Program Director, Lowell Cable Television, 12 Washer St., Lowell, MA 01853. Equal opportunity employer.

Chief engineer for Midwest affiliated television station. Bachelor's degree in electrical engineering or equivalent combination of education and experience, first class radiotelephone license and 6-8 years television broadcast engineering experience necessary. Need common sense person who can watch costs through wise purchasing and capable preventative maintenance. Experience in plant expansion planning preferred. Submit letter of application and resume by November 28, 1986. University of Missouri-Columbia, Employment Services, 201 S. Seventh St., Heinkel Bldg., Room 130, Columbia, MO 65211. AA/EOE.

Chief engineer for satellite telecommunications company in Washington, DC area. Candidate must have demonstrated technical skills in operation and maintenance of M/W equipment, satellite receivers, HPAs, and test equipment. Person must enjoy planning and carrying through on construction projects. Prior supervisory experience a plus. Salary dependent on qualifications. Send resume and salary requirements to World Communications, 8150 Leesburg Pike, Vienna, VA 22180.

Assistant chief engineer: Southwestern, top 40 market, excellent technical skills needed, management and people skills equally important. Growing group operation, flagship station with heavy ENG, SNG, production activities. Resumes to Box J-151.

Maintenance engineer: Broadcast engineer w/5 years experience in the maintenance and repair of studio and transmitter equipment. Experience w/TCR-100, RCA cameras. TTU-55, microwave helpful. Contact Richard Large, CEA, KUSI-TV, San Diego, CA 619-571-5151. EOE.

Senior editor familiar with Grass Valley switcher and DVE, ADO, CMX 340. Baltimore/Washington market. Send resume to Box K-26.

HELP WANTED NEWS

Co-anchor to work with current male on 11PM nightly newscast. Must have anchor experience. Strong reporting skills essential. Tape and resume to: Fred Caesar, P.O. Box 1731, Portland, ME 04104. EOE.

Kiplinger fellowships. Broadcast journalists with three or more years experience are invited to apply to Kiplinger graduate program in public affairs reporting at Ohio State University. Yearlong mid-career program, beginning Sept 23, 1987, leads to master's degree. Fellows produce news documentaries and minidocs for air. One week reporting trip to Washington is included. The ten appointed receive free tuition plus monthly stipends. Selection is competitive. Write or call Prof. John Wickline, Director, Kiplinger Program, School of Journalism, OSU, 242 West 18th Ave. Columbus OH 43210. Prospective candidates may schedule interviews with the director at Atlanta Marriott Nov. 13-15 during SDX Convention.

Reporter qualified to handle general news assignments plus weekend sports and/or weather. South Texas VHF. EOE Box K-33.

Two positions: general assignment reporter, strong writer and communicator with 1-2 years experience. 10 pm newscast producer with 1-2 years experience. Resume with salary requirements and tape to: News Director, WEAR-TV, 4990 Mobile Highway, Pensacola, FL 32506.

Meteorologist with good technical background, able to present weather in clear, crisp manner. Texas VHF. EOE. Box 27.

News editor with good writing and editing skills, sound news judgment and supervisory ability. EOE. Box K-23.

Producer, KWTW in Oklahoma City is looking for a weekend producer to help us build on our strong number one position. Must have degree and 2 years experience. Send tape, resume, references and writing samples to Billie Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE. MF.

Weathercasters. The Weather Channel is developing a bank of prospective on-camera meteorologists. Previous on-air experience required. Degree preferred. Send current tape and resume to Ray Ban, The Weather Channel, 2840 Mt. Wilkinson Pkwy., Atlanta, GA 30339. EOE.

Producer, who loves putting together visually interesting, dynamic newscasts, and has a way with words. Live ENG and SNG and our trademark. Walter Saddler, WJTV, Box 8887, Jackson, MS 39204.

Top rated station on the Gulf Coast is looking for an assignment editor, producer and reporters. Send resume and salary requirements to: Box K-56.

Anchor-reporter, strong & professional, to complement our male anchor. Must be able to produce, write, and work with people. Send tape and resume to News Director, KCOY, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

New anchor position for 6 and 11 o'clock newscast. CBS affiliate/top 50 market - Action News format. Minimum 5 anchoring years experience. No phone calls. Send resume and 3/4" videotape to: WOWK-TV, 555 5th Ave., Huntington, WV 25701. EOE.

Producer: top 20 NBC affiliate seeks innovative news producer. Must have strong writing and production skills, with experience in state of the art "live" technology. Send resume, tape and references to Frank C. Biancuzzo, WSVN-TV, 1401 79th St. Causeway, Miami, FL 33141. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PM Magazine videographer/editor: Fulltime position. Experience required in field camera shooting, lighting and 3/4 inch videotape editing. Creative writing and story production skills are preferred. Erratic working hours due to 'shooting on location' requirements. Qualified applicants should send tape and resume by October 17th to: Marjane Landis, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. WGAL-TV is an equal opportunity employer.

TV producer for nationally broadcast Catholic television magazine. Field production experience, writing skills and lots of traveling required. Salary competitive and commensurate with experience. Tape and resume to: Real to Reel, 850 Sligo Ave. Suite 602 Silver Spring, MD 20910.

Public information supervisor for leading Southwest television station. Responsible for the broadcast and non-broadcast, overall promotional, publicity, and public relations activities of the station. Good writing and editing skills a must along with enthusiasm and creativity. Supervisory experience desired. BA in broadcasting with at least 3 years experience in media promotion, of which at least 2 years should be in television. Application deadline is 10/17/86. Submit resume to UNM Personnel, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad and reference requisition #843A. AA-EOE.

Video documentary producers needed for a 4 part TV series exploring daily challenges and motivations for conserving energy in transportation, housing, products, agriculture. 3-5 years experience and knowledge of issues. No tapes. No phone calls. Send resume to: Energy, KBDI-TV, Box 427, Broomfield, CO 80020.

Main-line Midwest church establishing television ministry, seeks qualified person to direct and edit weekly production and manage a volunteer staff. Working with new professional equipment. Salary \$25,000+, dependent on qualifications. Send resume to: Bill Ramsey, 20th and D Streets, Lincoln, NE 68502.

Producer/reporter. Minimum 1 year experience. Must be an aggressive, innovative producer with strong visual perception. Also entails some reporting. Send tape and resume to Jim Holland, New Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls, please. We are an equal opportunity employer.

Promotion assistant: Entry level position for beginner with some EFP and creative video production experience. You will be writing, shooting and editing your own promos! Four state market. Send tape and resume to Gayle Kirchner, KODE-TV, P.O. Box 46, Joplin, MO 64802. EOE.

Art director: Top 20 movie movie/sports oriented independent. Minimum 5 years experience, 2 years management. Be able to show us your best TV Guide ads, in-house animation, set design, intelligent use of digital effects, consistency in on-air and print. BFA or related education. Perfect spelling skills. Send resume to Department AD, P.O. Box 98828, Tacoma, WA 98499. EOE.

Chief engineer. Small market network UHF needs take charge chief. Must possess knowledge of RCA transmitters. Maintenance, management, and design skills required. Excellent pay and benefits. EOE. Send resume and salary history to Box K-47.

Self-motivated promotion writer/technician wanted. Fantastic opportunity to join growing top 50 indy! Must possess strong technical abilities. We'll put them to the test. Send resume to Box K-49.

Technical director needed: top 50 market. Operates video switcher per director during live shows, and functions as A/V switcher. Requires hi-school or equivalent; 1 1/2 years prior related experience. Excellent working conditions and company benefits. Reply to C. Plank, KWTW, 7401 N. Kelley, Oklahoma City, OK 73113. EOE.

Emerging conservative Christian cable television network featuring diversified entertainment, educational, and sports programming seeks personnel for various positions including director/producer, experienced news/scriptwriter, switcher, and aggressive business manager. Send resume and references to BBCM/Position B, 6445 Powers Ferry Rd., #108, Atlanta, GA 30339. EOE.

Wanted: Field producer for weekly nationally-syndicated magazine-format TV program. 2-3 years experience in segment writing, production and editing. Send resumes to Box K-60.

Chief producer/advertising & promotion. We need a self-starter with exceptional creative talent, whose writing and production skills are sharp. Duties include creating and executing news, entertainment and special event promotion. Two years TV experience a must. Radio background helpful. Send tape and resume to: Ginny Morris, KSTP-TV, 3415 University Ave., Minneapolis, MN 55414.

Promotion producer/writer for major market ABC affiliate needed to create innovative on-air, print and radio advertising for all facets of station promotion. Work with a multi-talented promotion team including director, videographer and art staff. Two years television promotion or agency related experience preferred. Send tape and resume to Sherri Tolar Rollison, Promotion Director, KTVI-TV, 5915 Berthold, St. Louis, MO 63110

TV director/producer. Produce/direct programs for Spanish TV station. Master Spanish language and knowledge of hispanic music. B.A. in broadcasting or communications or equivalent experience. Minimum six years experience in related occupation. Job location San Francisco may have to relocate to San Jose. Salary \$2,025.00 per month. Send resume to job number FHC 1907, P.O. Box 9570, Sacramento, CA 95823-0570, no later than October 27, 1986.

Experienced promotion manager capable of creative audience and sales promotion. EOE. Send resume and salary requirements to Box J-152.

SITUATIONS WANTED MANAGEMENT

Radio-TV-cable sales manager. employed, major market. seeks upward move. well qualified. 415-731-0395.

Start-up TV general manager: Have already successfully started two stations whose combined value within four years exceeds \$50,000,000. Experienced all phases, unquestionably a producer. Looking for a new challenge. Reply in confidence Box K-25.

SITUATIONS WANTED TECHNICAL

Attention new owners, did old management leave a fancy looking but falling apart plant? I am a quality chief engineer that can work with what's on hand and improve without big spending. Experienced. able & employed. Box K-44.

SITUATIONS WANTED NEWS

News management: Super experience. Super people-person. Victim of high management shake-up. 25 years in journalism, most in TV news management. Latest technology. Anchor experience also. 40 years old. Box J-150.

Chief assignment editor at large market looking to move up to an executive producer position or as a news director in a medium market. I'm a young, strong motivator and organizer with 12 years broadcast experience, including #1 newsradio news director. Looking to build a quality operation for a station wanting to be at the top. Box K-1.

Anchor. Getting restless in radio. Attractive 29 year old male radio personality. Excellent vocal skills. Mature voice. Good writer. Eager to conquer the challenge of TV news anchor. Much radio and TV. Box K-17.

Seeking entry level position in TV news department of medium market. Have internship experience. BA in broadcasting communications and political science. Very hard worker and willing to move anywhere for the right opportunity. Call Robin Ring, 501-229-4360.

O&O photographer/editor. 8 years experience. Looking for new creative challenge. Will travel & relocate. Tom 215-544-8349.

Recent college graduate seeking TV on-air position. Reporter, commentator, anchor. Have experience in same. Have worked in Chicago and Champaign, Illinois. Tapes available. Steve Goldish, 312-675-2313.

Sports anchor/TV host (B. Gumble style). Looking to expand. Exp. award-winning & versatile. Tape, resume, ref. & great success available. L.W. 9370 Los Torres Dr., Elk Grove, CA 95624. 916-686-5519.

Ten year radio news pro wants to make transition to TV. Good writer, prefer Ohio area but will consider all offers. Kevin 513-653-6651.

Sports journalism isn't dead. Radio sports standout seeks TV challenge. Impeccable track record. 6 years experience, some on-camera. 100% professional, poised, glib, creative, meticulous. Eager learner, dynamic talent can make sudden impact! Barry. 802-885-9428.

Topflight newsmen, now in major midwest market. Six years experience. Let's communicate! Box K-50.

Sports - TV: Exciting, young talent seeking anchor/reporter position in Southern market. Six months experience in medium Midwest market. PBP college football, basketball, baseball. Have worked NBC network productions of NFL games. Box K-48.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Top gun! Award-winning writer, producer, promotions director with hands-on experience. Looking for move up. For promotions that work, respond now! Box J-137.

Need an art director? The Broadcast Designers' Association Employment Service can send you, at no charge, members' resumes - some of the most experienced, talented designers in the business. If you need an art director, graphic designer and/or video designer, call the BDA office at 415-788-2324.

Enthusiastic director-editor-shooter: recently CMX factory trained, know DVE, GVG, one inch, audio, much more. Dedicated employee, willing to work my way up. Kenneth Stainton 512-335-0644.

Rent me! Freelance production person available for any studio or remote assignment in the U.S. Twelve years experience, grip to producer. Bob Pelletier 919-442-0123. Save this ad!

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 looking for the very best investigative, consumer, medical and feature reporters. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Tenure-track faculty position for January 1987 in attractive Northeast setting. Communication Arts & Sciences Department, Lyndon State College. Teach courses in television production, videography, theory and application of video equipment. College has broadcast facility, instructional lab with full equipment in growing, vital program. Qualifications: M.S., M.F.A., M.Ed. degree; extensive video expertise in both 1/2" and 3/4" studio/field production and editing. Teaching desirable. Resume, tape on 1/2" Beta or 3/4" must accompany application and resume. Faculty have strong fringe benefits, consulting time. Send tape and resume to Dr. Perry Viles, Academic Dean, Lyndon State College, Lyndonville, VT 05851 no later than November 3, 1986. Position will be filled as soon as possible.

Expanding Broadcast & Cinematic Arts department seeks three new tenure-track instructor/assistant professors to implement further programmatic development. POSITION #1: teach film and broadcast criticism; broadcast copywriting. POSITION #2: direct beginning and advance video production classes including studio. ENG and EFP applications. POSITION #3 develop coursework in announcing/performance, introduction to media, broadcast/cable promotion. For all positions, MA required, doctorate preferred and required for tenure. Applicants should present evidence of creative activity and teaching excellence. Send application letter, vita, three recent letters for reference by October 24, 1986 to Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, Michigan 48859. CMU is an equal opportunity affirmative action employer.

HELP WANTED SALES

Manufacturing firm seeks sales oriented video specialist, to produce in-house sales and service tapes for nationwide distribution. Reporting or sales background a plus. Competitive salary. Call Mr. Waller 608-783-5691 or write L.B. White Co., Box 188, Onalaska, WI 54650.

HELP WANTED TECHNICAL

Senior editor familiar with Grass Valley switcher and DVE, ADO, CMX 340. Baltimore/Washington market. Send resume to Box K-26.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Corporate production rep. Leading Chicago videotape production company seeks experienced corporate producer. (minimum 2-3 years experience) to represent all company services to corporate clients. Working knowledge of film and videotape production/post-production and sales experience required. Box K-58.

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

For sale:MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

Unity Awards in Media recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5:00 p.m. January 9, 1987. For entry forms contact: Department of Communications, Lincoln University of Missouri 65101. 314-681-5306 or 681-5307.

EMPLOYMENT SERVICES

The Hot Sheet provides solid job leads and potential openings. Television, radio, corporate communications. Free listings for employers. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

CONSULTANTS

Consultants. Solutions to technical problems 24 hours a day. New facility construction and planning a specialty. Bill Elliott, 230-773-8072.

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.

Equipment wanted: ACR-25 with TBC (not buffer). 1977 or later model preferred. Box J-142.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

FM transmitters: 25kw-Harris FM25K(1986), Harris FM 25K(1982), Sparta 625(1975)**20 kw-CCA 20,000DS**10kw-Harris/Gates 10G, **5kw Bauer 605B. RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B **1kw-Syntronics 1.5kw. Gates FM1B, Gates FM1C, Transcom Corp. 215-884-0888.

AM transmitters: 25kw-CSI(1985)**10kw-RCA BTA 10H**5kw-Harris BC5H, **1kw-Harris SX1, Harris BC1H**250W-Collins 250G, Transcom Corp. 215-884-0888.

50kw AM-GE 4BT50A2, on air, excellent condition, w/over \$15,000 in spares, Transcom Corp. 215-884-0888.

Harris SX-1, 1KW AM, 1985, mint, going up in power, Transcom Corp. 215-884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again, Bill Kitchen, Quality Media 303-665-3767

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303-665-3767.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303-665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303-665-3767.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303-665-3767.

Excellent equipment! UHF-VHF transmitters: 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM, 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher; Ikegami HL-77-immaculate! Laird 3615A; Sony VO-2800s; Antennas-TX line; much more! Call Ray LaRue 813-685-2938.

Major production house has bought new GV300. Now need to sell Grass Valley 1600-7K switcher with 3 M-Es plus downstream mix/keyer, bus, quad split, rotary wipes, and RGB keyer. Encoded chrome keyer option available. \$29,500. Call Clint 215-568-4134.

Chyron RGU-2 graphics generator. 2 years old. \$11,500. Call Clint 215-568-4134.

Bosch TVS-TAS-1000 20X20 routing switcher audio/video w/control head & multiplexers \$7500; TEK 529 Waveform \$500. Video-It 213-876-4055.

Several Spot mono/stereo boards, QRR/Russco TT's TEAC R/R, cassette decks available up to 50% off cost. Lewis, 213-659-5776.

Over 100 AM/FM transmitters in stock. AM - 50kw thru 1kw. FM 40kw thru 1kw. All complete - all books - all spares. Besco International, 5946 Club Oaks DR, Dallas TX 75248. 214-630-3600. New # 276-9725.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer to equipment listings. 213-641-2042.

Blank tapes half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training copying etc. Field mini KCS-20 minute cassettes. \$6.99 Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video, Inc. 301-845-8888, or call toll free, 800-238-4300.

RCA TP-55, TP-7, TP-66, island. GMC motor coach with switcher and Chyron. Hitachi FP-15s. Sony M3As. Grass 1600-3K reduced from 73K to 55K. Grass 32X48 router. RCA TK-46 and TK-44 cameras. If you don't see it here, call! We may have just what you need -- Lynwood Taylor or Marvin Luke 919-977-3600.

RCA TTU110 transmitter for sale and will be available mid March 1987. Unit currently on the air 24 hours per day. For full information, please write Box K-45.

Ikegami HL79A: new tubes, outstanding condition - \$13,500. Also BVU-110 with timecode - \$2500. Leave message at 213-557-0213.

Cado hardware: processing unit, 3 terminals, 2 printers. Phoenix system software - includes: traffic, payroll, G/L & payables for 2 stations. Call 801-359-9536, Terrie.

Television equipment: excellent condition, GV 3240 Proc amps, Mosley Assoc SCG8 subcarrier generators, Tek 1410 signal generator, Tek 1480R Waveform monitor, Tek 2335 100 Mhz scope, Sony BVE500 editor, SA modulators, SA demodulator. Call Paul Garnet, WNUV-TV 301-462-5400.

Abekas A 42 still frame store. 300 frames on three drives. Second output channel and tape demo. Diehl 201-444-2911.

Used or new equipment... from cart machines to towers. For your specific needs, call Dale Hendrix, Holt Technical Services at 215-866-2131. A division of the Holt Corporation.

Harris/ADDA dual TBC and digital effects unit, half price. Call Video Brokers at 305-851-4595.

Grass Valley 1600-1X switcher, loaded with options, including E-MEM (1 1/2 yr. old). New price, \$60,000, net \$29,000. Call Video Brokers at 305-851-4595.

Grass Valley 1600-3K switcher, (2 yr. old). 16 inputs. 3 ME, 6 AUX BUSES, quad split, digital border generator, save up to 50%. Call Video Brokers at 305-851-4595.

Sony BVU 800 A-B roll edit package with BVT 2000 TBC's. All options, including monitors, scopes, editor, edit list printer, switcher, key camera and stand. Gray Engineering Time Code equipment. Approximately 300 hours use, half price. Call Video Brokers at 305-851-4595.

Datatek video DAs and mounting tray with power supply. \$950. New equipment racks half price. Call Video Brokers at 305-851-4595.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

RADIO

Help Wanted Management

GENERAL MANAGER

AM/FM in attractive top-50 market owned by quality group needs professional broadcaster. Sales and programming background, a people developer, a planner and strategist. You're in charge. Prefer some background of success in quality small/medium market stations where agencies and ratings were less important. Incentive compensation and possible equity. Box K-62.

TOP 20 MARKET SPANISH FM

Outstanding opportunity for general manager to assume full responsibility and authority of 100,000 watt station in a very desirable growing market. Excellent income and benefits package. Fluent Spanish helpful. Rush resume and references to Box J-127. EOE.

Help Wanted Sales

RADIO SALES

WTIC AM/FM Southern New England's leading radio stations are seeking an experienced radio sales person. Applicant must be able to demonstrate a successful sales track record and possess superb communication abilities. We seek only talented individuals looking for an opportunity to grow in a profession broadcast sales atmosphere. To be considered send cover letter and resume to:

Virginia Maniche
WTIC AM/FM
1 Financial Plaza
Hartford, CT 06103
EOE

Situations Wanted Management

GENERAL MANAGER

Sold my own radio properties. Huge profits! Knows bottom line! Available Now!

Box K-35

Situations Wanted Announcers

AVAILABLE MORNINGS LONG JOHN WADE (15 yrs. Major Market Exp.)

Meticulously prepared to join your AC morning wake-up team - understanding, stimulating, and attracting the semiconscious 617-255-9149 or 305-942-8861.

Situations Wanted Technical

EXPERIENCED ENGINEER Now Director For Major Radio Group

Audio, directionals, studio design, construction, budgets, supervision, FCC applications, measurements, computers. SBE senior certified - FCC 1st degree.

Box K-63

WCCO Radio – One of America's Legendary Stations – Is Accepting Applications For Director of Broadcast Operations.

There have been, maybe, a half-dozen PM/OMs in the station's 63 years. Our retiring O/M is completing 19 years.

Why should *you* leave a perfectly good situation to come to Minneapolis/St. Paul?

Because for *once* in your life you'd like to do radio *right*. And be with a perennial *winner* (our shares are consistently among the top five stations in the first 20 markets)!

Because you're ready to put down roots in one of the most *livable* cities in the U.S. – with four distinct seasons, four (going on five) professional sports teams, two world-class orchestras, 13 professional theatres, three major rivers and 200 fishing lakes in the metro (and that's only five percent of Minnesota's waters)!

Because you believe radio can serve human needs in a unique and entertaining way.

And, sure. Because you want exceptional income and benefits.

What would it take for you to make it at 'CCO?

For starters, you'd have to have an extensive track record as PM/OM at an A/C or Full-Service station – in a medium or major market.

You'd have a college background and be a voracious reader with myriad interests.

You'd be a tightrope walker – able to adjust the station's sound for younger come – *without* turning-off its enormous older core audience. And do it mostly without records.

You could manage 20 of the strongest – and best – personalities in broadcasting in a productive way. And within the limitations of union contracts.

Chances are you've been on the air, but now you're devoted full-time to making *others* sound great.

We'd like to find one exceptional man or woman who believes that *real* radio is more than rip, read and records.

If this sounds like you, we'd like to hear from you right away.
But, please, don't call. Send us a letter telling us why you're that one person to keep WCCO Radio dominant into the '90s! Write:

L. Steven Goldstein
VP/General Manager
WCCO Radio
625 Second Avenue South
Minneapolis, MN 55402

Miscellaneous

NEWS HORIZONS
Radio News Consultants
(818) 506-5793
(914) 241-3120

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER

Rapidly growing ABC affiliate seeks high-caliber individual capable of producing results in a competitive market. Must be self-starter with winning track record. Daily hands-on involvement required to keep pace with aggressive management team. If you're tired of deep snow and long commutes, send cover letter, resume, salary requirements, and references to: Jess Allred, KBMT-TV P.O. Box 1550, Beaumont, Texas 77704.

EQUAL OPPORTUNITY EMPLOYER

KBMT TV 12

Help Wanted Sales

TV COMMERCIALS ★ SALES ★

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add capable sales people. We're looking for people with the following qualifications. Experience in 1 on 1 selling to retailers . . . experienced and able to travel extensively—7 mos. per yr. on the road (willing to enjoy 5 mos. vacation) . . . 26 to 40 yrs. old and single.

If you would like to join our unique and special sales force, who have sold what is undoubtedly the finest package of syndicated TV commercials available . . . we want to talk to you. Write, include resume, or call 203-435-2551.
MADISON, MUYSKENS AND JONES, INC
P.O. Box 432/Main Street/Lakeville, CT 06039
An equal opportunity employer

Help Wanted Sales Continued

Advertising

MIDWEST DIVISION MANAGER TELEVISION ADVERTISER/ AGENCY SALES

The Arbitron Ratings Company, a leader in broadcast research and audience measurement, has a challenging opportunity in its Chicago office for a Manager of their Television Advertiser/Agency Sales Department. The person we are seeking should have a minimum of 5 years' experience at an agency and/or in a broadcast sales environment. Hands-on experience with Arbitron research data is a plus this position directs a sales staff of three. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer a competitive salary/incentive program, with a comprehensive benefits package. We provide a professional atmosphere for the career-minded individual. To explore this opportunity further, send resume with salary history in confidence to: Roberta DePolo, Personnel Administrator, Arbitron Ratings Company, 1350 Avenue of the Americas, New York, NY 10019. An Affirmative Action Employer

 **ARBITRON RATINGS**
a Control Data Company

GENERAL SALES MANAGER SOUTHWEST INDEPENDENT UHF STATION IN TOP 100 MARKET

Super growth potential and great opportunity for hardhitting take charge person to lead young aggressive sales team. Must have successful background in local sales. National or rep experience also very helpful.

Send complete resume and salary in confidence to:

Box K-21

GENERAL SALES MANAGER

Major market So. Ca. Indy is looking for experienced GSM to lead large sales force. Must have national Indy sales experience and a successful track record. Send full details (no blue sky, please) with salary history first letter. Superb opportunity but only for heavy hitters. EOE.

Box K-61

Help Wanted News

NEWS DIRECTOR NETWORK AFFILIATE IS LOOKING FOR A NEWS DIRECTOR

Individual must have a minimum of 5 years experience in that position that included a "turnaround" situation leading to a stabilized operation. We are looking for leadership qualities that translate into strong people and management skills. This is a challenging and exciting career opportunity with a growing organization. Send resume to Box K-66. EOE.

CNN NEWS PRODUCER

CNN needs experienced TV news producer for CNN/Europe operations. Editing skills a must.

Send resume to John Baker, CNN, 1050 Techwood Drive, Atlanta, GA 30318.

No phone calls please. An EOE.

Help Wanted Technical

TV TECHNICAL DIRECTOR

The Christian Broadcast Network, Inc., located in Virginia Beach, Virginia, has an immediate opening for a Technical Director in their production services division. The qualified candidate will have 5 years experience in live television production. News experience helpful. Position requires audio/video routing, digital video effects, and all areas of production... camera, audio, lighting, videotape. Must have the ability to work well under pressure. Must be willing to work nights, holidays and weekends. If CBN's mission excites you, send resume and salary requirements, in confidence, to:

**The Christian Broadcasting
Network, Inc.
Employment Department- Box TD
CBN Center
Virginia Beach, VA 23463**

TELEVISION MAINTENANCE MANAGER

for NASA television support services contract at JSC in Houston. BSET preferred or AAS with extensive industry related schooling required. At least 10 years experience in electronic maintenance with 5 years supervisory experience. Experience with Ikegami, Grass Valley, CMX and AMPEX equipment a plus. Will oversee maintenance supervisors and maintenance staff of over 15 personnel. Salary commensurate with experience. good benefits package. Call Jeff Van Pelt 713-480-3377 SteeleCom, Inc., 16441 Space Center Blvd. Building A, Houston, TX 77058

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience broadcast engineering (general class license), truck driving, satellite communications. Will train. Send resume & photograph to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452

Help Wanted Programming, Production, Others

VIDEOTAPE OPERATOR

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced Videotape Operator. Must be familiar with RCA TR70C, TR600, TCR100, VPR2, Sony BVU 800 and 200 series VT recorders. Four years experience as a Videotape Operator with at least 3 years at a major production or broadcast facility. If CBN's mission excites you, send resume and salary requirements, in confidence, to:

**The Christian Broadcasting
Network, Inc.
Employment Department
Box VTO
Virginia Beach, VA 23463**

Help Wanted Programing, Production, Others Continued

COMMUNITY AFFAIRS HOST

Fantastic opportunity for individual seeking position with a new independent television station. Interviewing, researching, production, and editing skills needed for hosting an on-air Community Affairs Program and News Updates. Individual must have good on-air personality and the ability to relate well to the public. Interested applicants should submit resume and tape to:

Mindy Vazquez
Community Affairs Director
WHCT-TV 18
18 Garden Street
Hartford, Connecticut 06105



Minorities are encouraged to apply. WHCT-TV 18 is an equal opportunity employer.

DIRECTOR: COMMERCIAL PRODUCTION

Highly skilled in EFP, camera, lighting, graphics, CMX, and program production. Five years experience in production/broadcast. A great opportunity to grow with Maine's first independent television station. Send resume and reel to: David Greenfield, Production Manager, WPXT-TV, 2320 Congress Street, Portland, ME 04102.

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.

ALLIED FIELDS

Director, Educational Media Department

Major private research university enrolling 8,500 students seeks person to direct staff in audio and video production, instructional television network, photography, illustration, graphics, and audio-visual services. Develop budgets for department; coordinate departmental activities with University services including libraries, computer center, and public relations; and advise University departments and individuals on uses of educational media. Manage student-operated FM radio station. Director reports to Office of Academic Affairs. Candidates should hold at least a bachelor's degree, preferably with a major in a field related to the work of the department, plus five years of professional-level experience in relevant areas of technology and management.

Send letters of application by Nov. 15 to:

Jean S. Calhoun
Associate Vice President
Office of Academic Affairs
Case Western Reserve University
Cleveland, Ohio 44106

The University is an EEO/AA employer.



CASE WESTERN RESERVE UNIVERSITY
CLEVELAND, OHIO 44106

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Panasonic Broadcast Systems Company announces a major turning point in serving the needs of the television industry.

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The Panasonic commitment to product development and engineering has resulted in the overwhelming acceptance of M-II as a universal format.

Challenging and rewarding assignments exist for knowledgeable professionals who are both sensitive to the needs of the industry and capable of representing and promoting broadcast quality/innovative products.

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Now on air 24 hrs/day, 7 days/wk
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Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, October 23, 1986, beginning at 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Election of Chairman, Vice Chairman, officers and appointment of committees. The committees will meet following the Board meeting at the same location. The Board will meet again on Friday, October 24, beginning at 9 am. Subject to amendment, the agenda includes Chairman's report, President's report, and committee reports.

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A working knowledge of broadcast equipment and the radio/TV marketplace are required, along with prior demonstrated sales achievement. Limited travel required.

Our mid-size company, located in the Northeast, offers a stimulating and supportive work environment along with an attractive salary/benefits package. The timing is excellent... our newest product is out of the lab and ready to be launched. Come aboard and grow with us!

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Broadcast Group with strong financial backing wishes to purchase AM-FM or FM only properties in the Midwest. Can pay all cash for consistent, positive cash flow operations. Ability to move quickly. Serious sellers only. Box K-64.

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Over 60 years combined broadcasting and brokering experience.

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Very profitable AM with excellent ratings and new companion FM on air shortly. Located in growing market. Attractively priced at approximately 8 X cash flow.

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Diversified, expanding economy, and major university town. Perfect for family living. Excellent physical set-up, all real estate included. Available at only 8 X cash flow.

Contact Roy Rowan, Blackburn & Company, Inc 213-274-8151

For Sale Stations Continued

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CLASS "B" - TOP 50 SOUTHERN MARKET

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Bethlehem, PA 18017

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Falls Church, VA 22042

One Tower Park
Route 9 - Box 34
Winchester, VA 22601

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#62 ADI, \$17 million in revenue, fast growth

Well equipped facility, excellent growth opportunity. Owner selling to take advantage of capital gains. Bids must be submitted by October 22, 1986. Brochure sent upon proof of financial qualifications. Contact Elliot Evers at (415) 495-3516



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Terms available to qualified buyers.
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Florida AM \$30,000 down payment.
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Box K-8

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David Hill 214-423-6562.

Creating Original Programming for Cable TV.

Cable television now reaches over 30% of America's households—and the ever growing number of stations available on new cable TV stations has created a huge need as well as a viable market for original programming. This basic how-to manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programming services, producers and a communications attorney explain the ins and outs of how to create programming for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programming; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programming. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.

0-86729-043-9. \$29.95.

Please send me _____ copies of **Creating Original Programming for Cable TV**. My payment in the amount of _____ is enclosed. (Payment must accompany order.) Mastercard and Visa accepted.

Broadcasting Book Division
1735 DeSales Street, N.W.
Washington, D.C. 20036

Name _____
Address _____
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For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	FM	\$4000K	Terms	Jim Mergen	(818) 366-2554
All	Sm	AM/FM	\$1800K	Cash	Ron Hickman	(401) 423-1271
SE	Sm	AM/FM	\$1200K	\$200K	Mitt Younts	(202) 822-8913
Rky. Mtn	Med	AM/FM	\$1100K	\$175K	David LaFrance	(303) 234-0405
Rky. Mtn	Met	AM/FM	\$800K	\$250K	Greg Merrill	(801) 753-8090
MW	Sm	AM/FM	\$750K	Terms	Bill Lytle	(816) 941-3733
MW	Med	AM/FM	\$725K	\$175K	Bill Lochman	(816) 941-3733
West	Met	AM	\$700K	Cash	Jim Mergen	(818) 366-2554
Rky. Mtn	Sm	AM/FM	\$650K	\$95K	David LaFrance	(303) 234-0405
Rky. Mtn	Sm	AM/FM	\$450K	\$75K	Greg Merrill	(801) 753-8090
MW	Sm	AM	\$350K	\$75K	Bill Lochman	(816) 941-3733
SW	Sm	FM	\$250K	Terms	Bill Whitley	(214) 680-2807

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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11.1 TIMES SALES!

No, That's not a misprint! We offer you a north-east AM with good owned studios. Owned transmitter site, good equipment, good cash flow at a price that represents just 1.11 times income for the last 12 months. I don't care HOW prejudiced you are, you've got to agree that an AM for that multiple should be checked out! \$425,000 total price

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(802) 524-5963
GEORGE WILDEY 207-947-6083 (IME)

- Class C's of B's in AL, CA, GA, MD, TX.
- Montana and S. Dakota UHF TV CP's \$35,000 and \$65,000.
- FM's in AL, CA, GA, Guam, IL, MD, MN, MS, NE, OH, TN, TX, VA.

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This fast rising affiliate won't be on the market long. Located in a thriving small-market; well equipped. Small positive cash flow this year with 30% increase in sales over 1985. Excellent future prospects. \$5.5 million.

Box K-38.

MONEYMAKING FM-STEREO FOR SALE

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Media Investment Analysts & Brokers
Bob Marshall, President

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word. \$18 weekly minimum. Situations Wanted: 60¢ per word. \$9.00 weekly minimum. All other classifications: \$1.10 per word. \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, P.D., etc., count as one word each. Phone number with area code or zip code counts as one word each.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Fates & Fortunes

Media

Terry P. McKenna, Atlanta attorney, named president. Gray Communications Systems Inc., Albany, Ga.-based newspaper publisher and owner of three TV stations. He succeeds late James H. Gray Sr., who died Sept. 19 ("Fates & Fortunes," Sept. 29.). **Raymond E. Carow**, VP, Gray Communications, named executive VP.

John E. Cravens, VP and general manager, KSRR(FM) Houston, joins WYHT(FM) Detroit as president and general manager.

Gary Gross, VP, broadcast standards and practices, United Broadcasting Co., Bethesda, Md., owner of five AM and four FM stations, named general manager. United's WDJY(FM) Washington.

Robert J. Furlong, general sales manager, WCIX(TV) Miami, joins WCGV-TV Milwaukee as general manager.



Hiber

Jhan Hiber, president, Jhan Hiber & Associates, Pebble Beach, Calif., research firm, joins Malrite Communications Inc., Cleveland-based owner of five AM, seven FM and four TV stations, as VP, research. Hiber & Associates will close effective Dec. 1.

Bradley L. Johnson, senior VP, technical operations, Group W Cable, New York, joins Warner Cable Communications Inc., Dublin, Ohio, as senior VP, operations services.

Lyn P. Stoyer, senior VP and general manager, WGRZ-TV Buffalo, N.Y., joins WLKY-TV Louisville, Ky., as VP and general manager.

William E. Haley Jr., general manager, non-commercial WPHY-TV Huntington, W. Va., joins noncommercial WMHT-FM-TV Schenectady, N.Y., as VP and general manager.

John Cavinee, station manager, WLEC(AM) Sandusky, Ohio, named VP and general manager. WLEC and co-located WCPZ(FM).

Paul J. Cassidy, station manager and general sales manager, KOLD-TV Tucson, Ariz., joins WILX-TV Onondaga, Mich., as president and general manager.

Kenton Wayne Fish, president, Fish Ministries, evangelical broadcasting company, and host of weekly radio show, *Goin' Fishing* on KZIQ-AM-FM Ridgecrest, Calif., named general manager. KZIQ.

Grace Anna Boggs, account executive, WWIZ(FM) Mercer, Pa., joins WKST(AM)-WFEM(FM) Elwood City, Pa., as general manager.

Gerry Friedman, counsel, Fox Television Stations, Los Angeles, named VP, legal affairs.

David A. Lowe, general sales manager, WNOG (AM) Naples, Fla., named station manager.

Mike Dion, announcer, WHMP-AM-FM Northampton, Mass., named operations manager.

Marketing

David Jedelev, former senior VP and director, database development, Ogilvy & Mather Direct, London, joins Grey Direct, West, San Francisco, direct marketing subsidiary of Grey Advertising, as president.

Mike Slosberg, executive VP and creative director, Bozell, Jacobs Kenyon & Eckhardt Inc., New York, named president Bozell, Jacobs Kenyon & Eckhardt/Direct.



Johnson

Robert J. Johnson, senior VP, Campbell-Mithun Inc., Minneapolis, joins Red Baron Inc., Minnetonka, Minn., advertising agency, as president and CEO.

Charles Abrams and **David Herzbrun**, group creative directors, and **Carole Cohan**, manager, broadcast promotion, Saatchi & Saatchi Compton Inc., New York, named executive VP's.

Peter Levitan, account supervisor, DFS Dorland, Minneapolis, named senior VP, management supervisor and Minneapolis office manager.

Roy Herbert, VP and senior art director, and **Kathy Kiely**, **Karen Larson** and **John Peebles**, VP's, HCM/Creamer Inc., New York, named senior VP's and associate creative directors.

Richard Simon, VP, associate director, network group, D'Arcy Masius Benton & Bowles, New York, retires after 17 years with firm. Appointments at DMB&B, Chicago: **Gary Rosebaum**, from J. Walter Thompson, Chicago, to associate creative director; **Mike Jablonski**, from W.B. Doner & Co., Detroit, to copywriter.

Richard Weber, account supervisor, Grey Advertising, New York, joins Geers Gross Advertising Inc. there as VP and management supervisor.

Edward Rotondi, former art director, Wells, Rich, Greene Inc., New York, joins FCB/Leber Katz Partners there as VP and associate creative director.

James A. Hushon, manager, art services department, DFS Dorland, New York, named VP.

David Klehr, creative director, DDB Needham Worldwide, Chicago, named VP.

Stephen D. Schwartz, account supervisor, Grey Advertising, New York, joins Harvey Herman Associates Inc., Astoria, N.Y., ad-

vertising agency, as VP and director, account services.

Andria Gilmore, account executive, Blair Television, Seattle, named Seattle office manager. **Mary Medd**, from TeleRep, New York, joins Blair Television there as account executive. **Bruce A. Graham**, national sales manager, WCXI-AM-FM Detroit, joins Blair Radio there as account executive. Appointments in retail development program, Blair Radio, representation division, New York: **Lisa Morrison**, director, retail development program, to exclusive consultant; **Dorothy Leonhart**, new business development manager, KGW(AM) Portland, Ore., to manager, East Coast retail development.

R. Gibson Trub Jr., senior account executive, Cosmopolos, Crowley & Daly, Boston, joins Ingalls, Quinn & Johnson there as account manager.

Linda F. Segal, manager, corporate licensing, Hasbro Inc., New York, joins Creative Directors, New York advertising firm, as account manager.

Amy McKenna, assistant media buyer, Taylor Brown & Barnhill, Houston, named media buyer.

Gloria Kostyrka, account executive, CBS Radio Representatives, New York, named sales manager, Atlanta office.

Appointments at Katz Communications Inc.: **Jeffrey Jones**, account executive, Katz Television, Washington, to manager, Washington office; **Peter Habib**, account executive, WTZA(TV) Kingston, N.Y., and **Victoria Tepper**, recent graduate, Ithaca (N.Y.) College, to research analysts, Katz Continental Television, New York; **Rieta J. McCord**, account executive, KSL-TV Salt Lake City, to sales executive, Katz Continental, Los Angeles; **Craig Broitman**, sales promotion manager, WBS-TV New York, to sales executive, Katz Independent Television, New York; **Wendy Weinberg**, sales assistant, Katz American Television, New York, to production coordinator, creative service department.

Appointments in affiliate sales and marketing department, Arts & Entertainment Network, New York: **Sandra Mosiello**, manager direct response advertising, to account representative; **Jackie Paschkes** and **Dana E. Levine**, advertising sales representatives, *New York* magazine, to account executives.

Ann McGovern, account executive, Mogan Agency Inc., Alexandria, Va., advertising firm, named senior account executive.

Robert Balin, account executive, Seltel, Atlanta, named account executive, Dallas office.

Dean DiValerio, account executive, Lopatin Associates, Philadelphia, joins Radnor Creative Group, King of Prussia, Pa., as account executive.

Larry Maloney, general manager, WFTY(TV) Washington, joins WTTG(TV) there as general

sales manager.

Mike Valentino, general sales manager, WNSR(FM) New York, named VP, sales.

Alan Grossman, from WGNX(TV) Atlanta, joins TeleRep there as account executive.

Jeffrey J. Taylor, Southeastern sales manager, CBS Radio, joins WYLD-AM-FM New Orleans as VP and general sales manager.

Jim Galvin, local sales manager, KTVK(TV) Phoenix, named general sales manager.

Robert G. Salat, national sales manager, WCJB(TV) Gainesville, Fla., named general sales manager. **Herb Woodall**, account executive, named local sales manager.

Jack Young, regional account manager, KIRO-TV Seattle, joins KRPM(FM) Tacoma, Wash., as general sales manager.

John Hirsch, sales manager, MMT Sales, New York, joins WTEN(TV) Albany, N.Y., as general sales manager.

Marty Clanin, sales executive, KMJ(AM)-KNAX(FM) Fresno, Calif., named sales manager.

Robert L. Calvert, general sales manager, KMIZ(TV) Columbia, Mo., joins KCWY-TV Casper, Wyo., in same capacity.

Mark Tupper, account executive, national sales, CBS-TV, New York, joins WBBM-TV Chicago as national sales manager.

Tim Baxter, news photographer, WKBW-TV Buffalo, N.Y., named assistant commercial producer.

Michael F. Lee, art director, KCPO(TV) Tacoma, Wash., joins KOTV(TV) Tulsa, Okla., in same capacity.

Francis Hickey, account executive, WMRY(FM) Belleville, Ill., and **Mary Antonelli**, sales assistant, WLS-TV Chicago, join WLS(AM)-WYTZ(FM) Chicago as account executives.

Debby Dye, account executive, Greater Rochester (N.Y.) Cablevision, joins WHEC-TV there as account executive.

Anna Jiries, from WCZE(AM) Chicago, and **Scott Becker**, media director, Russell Advertising, Dallas, join WCLR(FM) Skokie, Ill., as account executives.

Vincent Raimondo, account executive, WHAT(AM)-WWDB(FM) Philadelphia, joins WPEN(AM)-WMGK(FM) there as account executive.

Programing



Randall

Gary A. Randall, VP, development, Orion Television, Los Angeles, named senior VP, development. **Lynn Field-Jacobson**, associate director, motion pictures for television, CBS Entertainment, Los Angeles, joins Orion as VP, development.

David G. Stanley, attorney with Los Angeles firm, Armstrong & Hirsch, joins Lorimar-Telepictures, Culver

City, Calif., as senior VP, business affairs, network television group.



Stanley



Sambus

Carl A. Sambus, VP, planning and development, Showtime/The Movie Channel, New York, joins Telstar Corp., Los Angeles as executive VP.

Appointments at MTV Networks Inc., New York: **Geraldine Laybourne**, senior VP and general manager, Nickelodeon and Nick at Night, to executive VP and general manager, Nickelodeon and Nick at Night; **John Reardon**, senior VP and general manager, affiliate sales, MTV Networks, to executive VP and general manager, affiliate sales and marketing; **Lee Masters**, VP, VH-1, to senior VP and general manager, MTV and VH-1; **Edye Tarbox**, anchor, KXXV(TV) Waco, Tex., to VJ, VH-1.

Layne Leslie Britton, director, business affairs, NBC, Los Angeles, named VP, program and talent negotiations.

Charles Goldstein, VP, film production, NBC Entertainment, Los Angeles, joins 20th Century Film Corp. there as senior VP, production and finance, TV production division.

Sid Pike, VP, Turner Program Services (TPS), syndication division of Turner Broadcasting System Inc., Atlanta, named senior VP, international marketing. **Robert Schuessler**, VP, domestic television sales, TPS, named VP, Cable News Network and special project sales, TPS. Both Pike and Schuessler will be responsible for marketing CNN to broadcast stations. Pike will also be in charge of TBS sales offices in Canada, Mexico and Brazil, obtained in TBS's acquisition of MGM Entertainment Co.

Appointments at SFM Media Corp., New York TV program distributor: **John Doscher**, VP and director, syndicated sales, to senior VP and director, syndicated sales; **Michael Moore**, VP, client services, to senior VP, client services; **Gary Montanus**, director, program marketing, to VP and director, program marketing; **Annette Mendola**, director, spot broadcast, to VP and director, spot broadcast.

Robert A. Stern, VP, administrative services, 20th Century Fox Films, Los Angeles, joins New World Television Group, Los Angeles as senior VP, finance and administrations.

Appointments at QVC Network Inc., Philadelphia, which will begin operating satellite-delivered, home shopping service in November: **Gary R. Ozaroff**, former senior VP and general manager, Richway division, Federated Department Stores, Atlanta, to executive VP and general merchandise manager; **D. Bruce Sellers**, VP, marketing, PRISM, Bala Cynwyd, Pa., regional pay cable service, to senior VP and director, affiliate relations; **Michael N. Roberts**, director, marketing oper-

ations, Ameritech Mobil, Schaumburg, Ill., to senior VP and director, fulfillment; **Douglas S. Briggs**, VP, marketing, Franklin Mint Corp., Franklin Center, Pa., to senior VP and director, marketing research and planning; **Ronald D. Giles**, former VP, broadcast operations, Warner Cable, Pittsburgh, to senior VP and executive producer; **Stanley N. Bennett**, VP and creative director, Franklin Mint, to senior VP and executive art director; **Gary F. Mathern**, executive director, human resources, CIT-Alcatel Inc., Reston, Va., to VP and director, human resources; **Louis J. Danna**, purchasing director, Franklin Mint, to VP and purchasing director.

Ron Yatter, senior VP, and **Leo Bookman**, VP, William Morris Agency, New York, named co-heads, New York television department.

Alan Baker, VP, entertainment marketing, Burson-Marsteller, Los Angeles, joins Paramount Pictures Corp. there as VP, current programming.

Sharon Rubin, independent producer, joins J2 Communications, Los Angeles, as VP, programming. J2 is recently formed production and distribution firm, headed by James Jimirro, former president, The Disney Channel.

Wayne Baruch, consultant, Radio City Music Hall Productions, New York TV production subsidiary of The Rockefeller Group, named VP, West Coast operations in new Los Angeles office.

Michael Wiese, VP, original programming, Vestron Video, Stamford, Conn., named VP, nontheatrical programming. **C.J. Kettler**, VP, children's video library, named VP, film acquisition.

Jerry Digney, VP, marketing communications, Solters/Roskin/Friedman, Los Angeles public relations firm, joins Larry Harmon Pictures Corp. there as VP, marketing and development. Harmon Pictures syndicates *Bozo the Clown*, *Laurel and Hardy* and other animated shows.

Richard M. Grove, former central division manager, Group W Productions, Chicago, joins LBS Communications Inc. there as VP, Midwest sales.

Marilyn Russell, VP, affiliate relations, HBO Inc., New York, joins Comcast Cable Communications Inc., Bala Cynwyd, Pa., multiple cable systems operator, as programming director.

Sandi Newton, host, *Hollywood Insider*, USA Cable Network, New York, and life-style reporter for syndicated *P.M. Magazine*, joins KHJ-TV Los Angeles as entertainment reporter.

Nancy O. Burrows, producer, Howard Production Services Inc., Jacksonville, Fla., named executive manager.

John Jenkins, from WMJJ(FM) Birmingham, Ala., joins WMAG(FM) High Point, N.C., as program manager.

Esther Ready, director, educational services, noncommercial KCPT(TV) Kansas City, Mo., joins noncommercial WNET(TV) Newark, N.J., as instructional television program manager.

Donna Fry, recent graduate, University of Tennessee, Knoxville, joins WITA(AM) there

as program director.

Joseph Klimovitz, cameraman, WNBC-TV New York, joins WBBM-TV Chicago in same capacity.

News and Public Affairs

Tom Winship, former editor, the *Boston Globe*, named chairman, newly formed editorial review committee, United Press International, Washington. Other members of committee named: **Robert W. Chandler**, chairman and editor, *The Bulletin*, Bend, Ore.; **Paul Davis**, news director, WGN-TV Chicago; **Wallace Jorgenson**, president, Jefferson Pilot Communications Co., Charlotte, N.C.; **Roger Tatarian**, journalism teacher, Fresno State University, Fresno, Calif., and former editor-in-chief, UPI. Editorial review committee is independent panel that will monitor UPI's news reports for editorial integrity.

Louisa Hart, producer and writer, WJLA-TV Washington, joins The Newsfeed Network, satellite newsgathering services owned by Group W, New York, as Washington bureau chief.

Ian Rae, executive producer, *A Current Affair*, public affairs program, WNYW-TV New York, named news director.

David Nuell, station manager, WRC-TV Washington, adds title of news director.

Joseph M. Kirik, independent news consultant, joins WSTM-TV Syracuse, N.Y., as news director.

Ron Reams, news director, WABB-AM-FM Mobile, Ala., joins WKRQ-AM-FM there in same capacity.

Appointments at Associated Press: **Will Lester**, news editor, Columbia, S.C., to news editor, Miami; **Brent Kallestad**, Kansas City, Mo., correspondent, to Tallahassee, Fla., correspondent; **Joyce Venezia**, Evansville, Ind., correspondent, to Atlantic City correspondent; **Carolyn Lumsden**, Boston correspondent, to Springfield, Mass., correspondent; **Jennifer Dixon**, Oklahoma City correspondent, to Harlingen, Tex., correspondent.

Charlie Neal, from Black Entertainment Television, Washington, joins Turner Broadcasting System, sports department, as co-anchor, *The Coors Sports Page*, and half-time studio host for National Basketball Association telecasts.

John Nugent, from WCJB-TV Gainesville, Fla., joins WDAU-TV Scranton, Pa., as sports director.

Bill Wagner, news producer, WUSA-TV Washington, to executive producer. **Samara Martin**, producer, *The Carol Randolph Show*, named associate producer, consumer unit.

Jim Van Sickle, reporter, WNBC-TV New York, joins New Jersey Network, Trenton-based owner of four noncommercial TV stations, as business correspondent.

David Watson, from KBMT-TV Beaumont, Tex., joins The Weather Channel, Atlanta, as meteorologist.

Hasker Nelson, community affairs executive, WCPO-TV Cincinnati, named public affairs director. **Carol Williams**, from WGAL-TV Lan-

caster, Pa., joins WCPO-TV as anchor.

Judd McIlvain, from KHOU-TV Houston, joins KTTV-TV Los Angeles as reporter.

Appointments in news department, KSAT-TV San Antonio, Tex.: **Kirby Oliver**, executive producer, *PM Magazine*, to special programs producer, news; **Lisa Rudolph**, from WCBSTV New York, to reporter; **Jessie DeGollado**, from Dublin-McCarter & Associates, San Antonio public relations firm, to neighborhood reporter; **Peggy Kokernot**, co-host, *PM Magazine*, to feature reporter; **Mike Pesina**, weekend weather anchor, to weekday weather anchor; **Burce Maniscalco** and **Russell Shaver**, field producers, *PM Magazine*, and **Rod Perez**, from KMOL-TV San Antonio, to news photographers; **Jeri Eaton**, field producer, *PM Magazine*, to news researcher.

Timothy S. Goeglein, recent graduate, Indiana University, Bloomington, joins WKJG-TV Fort Wayne, Ind., as news supervisor.

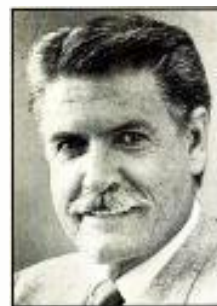
Larry Conners, anchor, KTVI-TV St. Louis, joins KMOV-TV there as anchor.

Ken Jenkins, running back and kick returner, who recently rejoined National Football League's Washington Redskins, joins WJLA-TV Washington as sports reporter. He will make few appearances on air this fall because of commitment to Redskins.

Technology

David A. Baylor, VP, broadcast operations and engineering, NBC, New York, named VP,

production and broadcast operations.



Murphy

Lyle O. Keys, president and CEO, Utah Scientific Inc., Salt Lake City, resigns as president. He will continue to be CEO. **Jerald C. Murphy**, partner, Leider, Murphy & Associates, Los Angeles business management firm, joins Utah Scientific as president.

Robert E. Sullivan, senior VP, finance and administration, Harris Graphics Corp. division of Harris Corp., Melbourne, Fla., named senior VP, administration, Harris Corp.

David W. Feldman, VP, sales, Cybernetic Data Products, miniaturized electronic systems manufacturing subsidiary of SilentRadio Inc., Chatsworth, Calif., named senior VP, sales and marketing.

Bill Kovari, former director, corporate purchasing, ABC, New York, forms Buygroup Ltd., New York broadcast equipment buying firm.

Gary Williams, director, video services, MVP Communications Inc., Troy Mich., named operations director.

Laura Robinson, accountant, video equipment division, Robert Bosch Corp., Salt Lake City, named controller.

Danny McNeese, news and commercial production director, KATV-TV Little Rock, Ark.,

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named senior camera operator. **Bryan Frazer**, camera operator, to audio technician: **Carroll Horne**, maintenance engineer, to senior maintenance engineer.

Promotion and PR

Ted Albert, New York office manager, Mahoney/Wasserman & Associates, joins Dennis Davidson Associates Inc., London-based public relations firm, as VP, New York operations.



Crum

Brad Crum, writer and producer, on-air promotion, NBC Entertainment, Los Angeles, joins CBS Entertainment there as director, affiliate promotion and special projects, West Coast.

Dean A. Gilbert, VP, corporate marketing, TKR Cable Co., Warren, N.J., joint venture between Knight-Ridder, Miami, and TCI, Denver, joins THE ENERCOM, Denver, as VP, marketing and public affairs.

Richard Bock, account executive, Lapin & Rose, New York public relations firm, joins Showtime/The Movie Channel there as writer/publisher.

Nancy Weisinger, promotion director, Taylor Guitars, San Diego, joins Laura Walcher Public Relations there as account executive.

Knight fellowship. Damon Runyon-Walter Winchell Cancer Fund, New York, has established research fellowship in memory of Ted Knight, TV actor who died of cancer Aug. 26 ("Fates & Fortunes," Sept. 1). Fellowship is made possible through grant from Donald Taffner of D.L. Taffner Ltd., New York, and his wife, Eleanor. Taffner, who sits on Runyon-Winchell board, produced Knight's show, *Too Close for Comfort*. First recipient of fellowship will be announced at meeting of Runyon-Winchell board of directors, Nov. 19.

Becky Dan, assistant creative services director, WAVY-TV Portsmouth, Va., joins WCPO-TV Cincinnati as promotion manager.

Edward Staak, news promotion producer and writer, KATV(TV) Little Rock, Ark., named promotion director.

Carmen Brown, announcer, WKRQ-FM Mobile, Ala., named promotion director, WKRQ-AM-FM.

Joy Katzen Guthrie, announcer, WXCR(FM) Safety Harbor, Fla., named public information director.

Mary Jane Roark, promotion producer, WRC-TV Washington, joins co-owned KNBC-TV Los Angeles, as senior producer, advertising and promotion, news.

Lenny Colon Jr., production assistant, WHCT-TV Hartford, Conn., joins WVIT(TV) New Berlin, Conn., as public service director. He will produce public service announcements.

Allied Fields

Doug Widner, manager, network operations, U.S. Chamber of Commerce, Washington, joins Public Service Satellite Consortium, Washington nonprofit organization that aids other nonprofit organizations with satellite technology, as VP, corporate programs.

Kevin O'Sullivan, chairman and CEO, Worldvision Enterprises Inc., New York, and his wife, **Carole**, presented "The Child of Peace Award" by Catholic Home Bureau, Archdiocese of New York, for support of children's charities through O'Sullivan Children Foundation.

Charles Fries, chairman and president, Fries Entertainment, Los Angeles, presented Cedars-Sinai Medallion Group's "Heart of Gold Award" for philanthropic and community leadership. Fries will receive award at Medallion Group's 20th Annual Carousel Dinner, Oct. 25 at Beverly Hilton hotel. Proceeds of event will go to development of newly opened Laser Research Center, Cedars-Sinai medical center, Los Angeles.

Howard E. Horton, executive director, Massachusetts Cable Television Commission, joins Foley, Hoag & Eliot, Boston communications law firm, as associate.

Albert J. Catalano, formerly with disbanded Washington law firm, McKenna, Wilkinson & Kittner, joins newly formed firm, Gurman, Kurtis & Blask there.

Lynn Fairbanks, general sales manager,

WAWs(TV) Jacksonville, Fla., named chairman, sales advisory committee, Television Bureau of Advertising, New York. **John Long**, VP and director of sales, WJLA-TV Washington, named co-chairman.

Alvin Hollander, former program director, at variously, WABC-TV New York and WCAU-TV Philadelphia, joins Princeton University, Princeton, N.J., politics department, to teach weekly seminar, "The Political Documentary."

Thomas P. Proietti, former VP, marketing and programming, Greater Rochester (N.Y.) Cablevision, joins Monroe Community College, Rochester, as professor, communication.

Deaths

John A. Scott, 70, former chairman, Gannett Foundation, Rochester, N.Y., died Oct. 1 at his home in Cocoa Beach, Fla. After serving as publisher of Gannett newspapers, including *Honolulu Star-Bulletin* and *Idaho Statesman*, Scott joined Gannett Foundation, philanthropic organization which provides grants for journalism schools, in 1976 as president. From 1981 until his retirement in May he served as chairman of foundation's board. He is survived by his wife, Patricia, two sons and two daughters.

Tommy Reynolds, 69, RKO General executive and former band leader, died Sept. 30 of ruptured aorta at Beth Israel hospital, New York. Reynolds, who played clarinet, led band which in 1940's featured Hal Linden, later star of ABC's *Barney Miller*, as vocalist. He also served as road orchestra conductor for several Bob Hope tours. In 1957 Reynolds joined RKO's WOR(AM) New York as music director. He later served as studio manager, WOR-TV, and general manager, WOR-FM (now WRKS-FM). At time of his death, Reynolds was director, broadcast standards for RKO General. He is survived by his wife, Alberta.

James T. Ownby, 68, owner, president and general manager, KNDI(AM) Honolulu since 1958, died Sept. 18 of heart attack at his Honolulu home. He is survived by son.

Tom Mayhew, 60, former TV and radio anchor, died Sept. 27 of liver failure at Veteran's hospital, Nashville. After service during World War II, Mayhew worked at WKGN(AM) Knoxville, Tenn. In 1950's and early 1960's he was anchor, WATE-TV Knoxville, and later news director and anchor, WLAC(TV) (now WTVF(TV)) Nashville. Mayhew then worked as freelance reporter for Nashville area TV stations and newspapers. He is survived by two sons and five daughters.

James Taglia, 62, retired Southeastern regional sales manager, microwave communications products, Hughes Aircraft Co., died Sept. 22 of heart attack at Shallowford hospital, Atlanta. In early 1960's he was staff member of National Community Television Association (now National Cable Television Association), Washington. He is survived by wife, Jean, two sons and daughter.

James Alvin Wollert, 46, director, broadcast journalism, Memphis State University, Memphis, Tenn., died Oct. 3 of cancer. In late 1960's and early 1970's Wollert was news producer, WAGA-TV Atlanta. He began college teaching career in 1973. He is survived by wife, Eva, two sons and daughter.

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LAWRENCE B. TAISHOFF
Publisher

Smulyan of Emmis: casually building a radio empire

Jeff Smulyan combs his hair Kennedy style and sports a George Hamilton tan. The casual look is deceiving. He is the driving force in the rapid growth of Emmis Broadcasting.

Coming out of nowhere, Emmis now owns one AM and six FM stations in major markets, including KMGG(FM) Los Angeles and WHN(AM)-WQHT(FM) New York. Within just a few years Smulyan has gained industry prominence, demonstrated by his election to the boards of both the National Radio Broadcasters Association and the radio board of the National Association of Broadcasters before the two were merged.

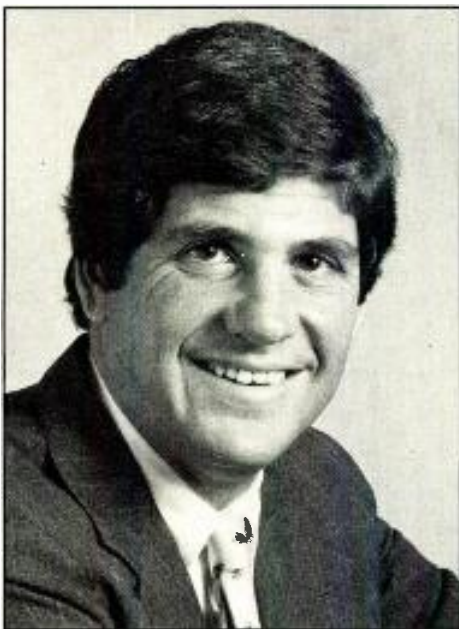
The 39-year-old Smulyan says he knew all along he wanted to be in radio: "Growing up I used to listen to Russ Hodges and Don Simmons [announcers for the San Francisco Giants] and also to top-40 stations. I really became a student of it." Concurring is Smulyan's long-time friend and Emmis general counsel, Stephen Crane, who says that as high school students, the two used to "cruise around in a '63 Corvair convertible listening to the radio." Smulyan "was very aware of the medium at that time. He knew how it worked and who these personalities were and what they did."

Smulyan's interest in media—he also spent several summers working at newspapers, including a stint as a sports writer for the *Indianapolis Star*—continued while he was in college. After he graduated from the University of Southern California he worked one summer at KABC(AM) Los Angeles, producing Michael Jackson's talk show.

In his senior year, Smulyan had been president of his class. Collegiate politics were a natural outgrowth of his concern for issues and debate. "I was fairly idealistic, and probably still am. I don't know if that idealism equates to naivete. Hopefully it is tempered by some realism."

Smulyan was at USC during the height of campus political activism. Reflecting on his generation now, he says it still is special but "I guess I am a little cynical [about] how easily the people in my generation made the transition into a button-down collar and 9-to-5 jobs. I'd like to think it was all about more than avoiding the draft."

In law school, also at USC, Smulyan found another avenue to express his interest in radio. His contribution to the USC law review was an article on the clear channel problem. The exercise, he says, "provided good insight into how the FCC operated," while law school taught him "how to solve problems."



JEFFREY HOWARD SMULYAN—chairman and president, Emmis Broadcasting Corp., Indianapolis; b. April 6, 1947, Indianapolis; BA, University of Southern California, 1969; JD, University of Southern California, 1972; general manager, WNTS(AM) Indianapolis, 1973-75; vice president and general manager, 1975-77; president, 1977-80; president, KCRO(AM) Omaha, 1980; present position since 1980; m. Janine Ginger, Nov. 1, 1975; children: Cari, 6; Bradley, 9.

Smulyan's serious side influenced both the radio format he first used, talk, and the name he chose for the company he now heads as 56% owner: Emmis is Hebrew for truth.

Smulyan got off to a fast start on his career, after getting his law degree, as general manager of WNTS(AM) Indianapolis, which his father owned. The call letters stood for news, talk and sports. The station's midday host was David Letterman, now the NBC late-night star. Letterman "used to satirize all the typical callers," Smulyan recalls. But despite Letterman's talent, the show didn't work. It appealed to the wrong demographics. "You aren't going to get 20-year-olds to call in," says Smulyan. "It was a good lesson in programming to the available audience." Eventually WNTS changed format and went with NBC.

Smulyan later ran KCRO(AM) Omaha, also owned by his father, Sam, primarily as an investment. The elder Smulyan's main business is operating hotels.

Emmis Broadcasting was founded when Jeff Smulyan signed a contract to purchase WSVL(FM) Shelbyville, Ind., for \$1.2 million. With a new format, new calls (WENS)

and a new tower moved to cover Indianapolis, the station is now, given its current cash flow, worth at least 10 times what Emmis paid for it. Building on that success, the company raised additional financing and has achieved turnarounds at WLOL-FM Minneapolis, KSHE-FM St. Louis and KMGG.

The elder Smulyan says his son's success can be attributed to his ability to get along with and motivate people. One of those people, Rick Cummings, now the company's vice president of programming, recounts the day he was hired by Smulyan at WNTS: "They were just starting this project, and I knew they needed a lot of help in this place. I said: 'I will do production,' and he said, 'OK, you will also do news and help out on the talk shows.' He has a tendency to get things out of people that they may not have known they have inside them and put people in a position which they may not have been in before."

Cummings once again was asked to undertake a task entirely new to him when the chairman and president asked him to develop a music format for WENS. Cummings's previous experience had been limited to talk shows. While Smulyan's expectations put pressure on people, Cummings says, the company's style works because it is team oriented with many people participating in decisions.

Smulyan himself participates in many decisions, a management style he says he is not sure he can continue as the company grows: "This business is so management intensive that if you don't love it, it's hard to put in the hours. For me it's almost a hobby, reading the trades and ratings reports and analyses. The only problem is that it makes me a little narrower than I'd like to be." He adds he will probably have to learn how to delegate more.

Crane says his friend's success is also due to "his ability to keep on top of popular trends better than anyone else I have ever seen. He recognizes a trend before everyone else."

Another reason his associates say Smulyan is so successful is his copious reading coupled with an excellent memory. Steve Rattner, a principal at Morgan Stanley, which has helped to raise money for Emmis, says of Smulyan: "He seems to know everything there is to know about music and sports."

That characteristic came in handy at what must have been one of Smulyan's more memorable National Association of Broadcasters conventions. "My wife and I were having breakfast in Las Vegas when we were asked if we wanted to be on a game show hosted by Wink Martindale, *Gambit*. We ended up winning more than \$10,000."

Omnibus appropriations bill (continuing resolution) pending in Congress contains morale booster for **U.S. copyright holders** who are trying to obtain compensation for **retransmission of U.S. television signals by Canadian cable systems**. Amendment, authored by Senators Patrick Leahy (D-Vt.) and Charles McC. (Mac) Mathias (R-Md.), chairman of Copyright Subcommittee, was added to funding bill. It expresses "sense of the Senate" that "unauthorized and uncompensated retransmission of U.S. television programing signals should not be permitted to expand further in Canada." Furthermore, it calls for "speedy and efficient resolution" of issue. Amendment calls on Senate to support U.S. Senior Interagency Group on International Communication and Information Policy in its efforts to achieve immediate settlement of this issue with government of Canada. Executive branch, in statement responding to amendment, said: "The Leahy-Mathias amendment represents a long-standing U.S. policy seeking to halt unauthorized and uncompensated retransmission of U.S.-origin television programing contained in U.S. broadcast signals. For several years, those signals have been picked up either off the air or off U.S. domestic satellites by Canadian firms, uplinked to Canadian satellite and retransmitted via cable throughout Canada without compensation to U.S. copyright holders. U.S. government continues to seek an early solution to this dispute, which has been a long-standing irritant dividing our two countries."

At meeting of **NATPE Board of Governors** this past weekend (Oct. 11-12) in New Orleans, topic of **moving organization's headquarters from New York to Los Angeles was on agenda for vote**. Going into meeting, large number of syndicators based on West Coast were said to be in favor of move. Also on agenda is prospect of hiring outside publicity firm in Los Angeles. NATPE now does in-house publicity, and uses Bob Bernstein's March Five publicity firm in New York. In other news, **NATPE and Association of Independent Television Stations** have agreed to donate staff resources to **add Jan. 14 to Television Critics Association press tour for viewing first-run syndicated product** and meetings with producers and talent. Cost of tour would be paid by producers.

ABC Radio signs Harvey for seven more years. As anticipated, network radio's most-listened-to news personality, **Paul Harvey**, has signed a new contract with **Capital Cities/ABC**, extending his previous 10-year agreement for another seven years ("Closed Circuit," Aug. 18). The event marks the culmination of negotiations between Harvey and ABC that date back as far as June 1984. (In 1985 Harvey was contemplating other ways of distributing his broadcasts, including launching an independent satellite-delivered news network [BROADCASTING, May 6, 1985].)

Harvey, who just turned 68, reportedly brings in more than \$10 million in revenue each year for the ABC Radio Networks. Although the precise terms of the new deal were not disclosed, its total value is said to be at least \$25 million. The agreement, which may make Harvey the most highly paid news personality in broadcasting, is retroactive to July 1.

In Statistical Research Inc.'s **RADAR 33** spring 1986 report, Harvey, who is marking his 35th year on ABC, had the top four network radio programs. Paul Harvey News, Monday through Friday at 8:30 a.m. NYT, was first with 5,779,000 12-plus listeners (audience listening to commercials within programs). Next was Harvey's 15-minute weekday news program (12:06 p.m.) with 4,215,000 listeners. His 15-minute weekend edition (11:10 a.m., Saturday) landed third, pulling 3,539,000 listeners. And The Rest of the Story, Harvey's five-minute, Monday-Friday afternoon (3:06 p.m.) broadcast finished fourth with 3,367,000 listeners. (ABC Entertainment Network affiliates have the right of first refusal for all of Harvey's broadcasts.)

Harvey is currently heard on 1,290 stations plus 400 stations of the American Forces Radio network. When asked how he describes his approach to news, Harvey said: "I try to make the hard, cold, sometimes acrid news palatable and interesting."



John S. Hendricks, chairman and chief executive officer, **Discover Channel** (above, left), announced last week appointment of **Ruth Otte** (above, right) as Discovery's new president and chief operating officer. Otte joins basic service, based in Landover, Md., from MTV Networks, where she was vice president of marketing for MTV and VH-1. Otte fills void created in October 1985 with resignation of Edward Peabody. Discovery Channel, 16 months old features documentary programing. It is half owned by group of cable companies—Group W Satellite Communications, Tele-Communications Inc., Cox Cable, United Cable and Newhouse Broadcasting—that are committed to providing up to \$30 million to Discovery over next five years.

Anti-Defamation League of B'nai B'rith has given support to what it described as FCC's brief in **Steele case** "rejecting preferential treatment for women and minorities in the granting of radio and TV licenses" (see box, page 44). In letter to FCC Chairman Marjorie Fowler, ADL Chairman Burton Levinson said league had consistently opposed discriminatory policies that grant special rights or privileges based on race or gender. "Preferences based on race and gender will not promote the FCC's mandate of insuring increase in the diversity of broadcast programing," Levinson said. "ADL concurs with the FCC that the racial and gender preference must be abolished."

Final negotiations were reported to be **taking place last week for purchase of Wometco Cable properties**. Industry sources said there were several bidders still in running for systems worth roughly \$650 million, with First Carolina cable, in joint bid with Boston Ventures, said to be in lead. Also said to be among final bidder was Storer Communications, which, like Wometco, is owned by investor group headed by Kohlberg Kravis Roberts & Co.

Los Angeles Television has asked Court of Appeals in Washington to force FCC to act on its petition seeking waiver of cut-off rule that would permit consideration of **LATV's competing application for RKO General Inc.'s KHTV Los Angeles** (BROADCASTING, March 3). LATV is limited partnership whose 4% general partner is Rita M. Carr, executive for IBM in Los Angeles.

Robert M. Bass Group said it had raised its holdings in **Taft Broadcasting** from 19.7% to 21.1%. In filing with Securities and Exchange Commission, Bass Group said it had purchased 133,100 Taft shares since Sept. 2, at prices between \$109.06 and \$117.69.

SFN Companies said last Thursday it had **completed sale of broadcasting properties** to management-led buyout group, **Pegast Broadcasting** (see page 68). Properties being bought for roughly \$160 million include WJBF-TV Augusta and WTVM-TV Columbus, both Georgia, and KSCH-TV Stockton (Sacramento), Calif.

Conservative budgeting for next year will take place at leading

television network, **NBC**. Company spokesman said recent management review begun under former NBC Chairman Grant Tinker will result in **operating budget reduction for 1987**. Spokesman added it would be reasonable to expect that at least some of cutbacks could take form of personnel reductions.

California Cable Television Association, in comments to California Public Utilities Commission, **protested proposal of Pacific Bell to build mini-cable system in San Francisco** to transmit Spectradyn's pay movie channels to 18 downtown hotels. In trying to build and operate cable system "without proper authority and without a franchised cable operator as its channel lease customer," CCTA said, Pacific Bell is trying to "make an end run" around entire cable regulatory scheme. If PUC were to give Pacific Bell go-ahead, it said, "it would establish dangerous mechanism for Pacific Bell to circumvent all safeguards against cross-subsidization." That would not only leave cable operators facing unfair competition, it said, but "would put California's ratepayers at risk of seeing their home telephone rates go up in order to subsidize the provision of video services to out-of-town guests at luxury hotels such as the Fairmont, Mark Hopkins and the St. Francis."

Erik Sorenson, news director, **KCBS-TV Los Angeles**, **resigned** last Friday citing "philosophical differences" with new management here (see story, page 58).

Oppenheimer & Co., New York-based financial firm, said last Friday it had **purchased stock or call options for 1.78 million shares of Viacom** at prices ranging from \$40.25 to \$44.625 per share. Late Friday afternoon, Viacom was trading at 43 $\frac{7}{8}$ on moderate volume.

John Zaccaro, real estate broker and husband of former Democratic vice presidential candidate, Geraldine Ferraro, **has pleaded not guilty to charges of receiving bribe and attempted grand larceny** by extortion, in indictment unsealed last week in Queens, N.Y. Among charges in grand jury indictment: that in 1981 Zaccaro acted "in concert" with late Donald Manes, then Queens Borough president, and "attempted to steal" undisclosed sum of money from cable television company seeking cable franchise in Queens, "by instilling a fear" in executives of company that unless money was paid, Manes would disapprove application. Zaccaro, who was with his wife, said outside Queen's courthouse last week: "I want to say in plain English, I am simply and completely innocent."

Showtime will launch new multi-media subscriber acquisition promotional campaign in first quarter 1987, paying \$10 rebate to "qualified" new subscribers upon installation, and additional \$5 rebate if subscriber retains service after three months. Showtime said also last week that its summer promotional campaign yielded 200,000 new subscribers for Showtime and its affiliates. About half of Showtime's homes passed were exposed to summer campaign, with company distributing more than 25 million pieces of direct mail during promotional period.

Coca-Cola announced that Richard C. Gallop, executive VP of Entertainment Business Sector and president/CEO of Columbia Pictures, **will resign at end of year**. Columbia said it does not expect to replace Gallop, which would mean that president of Columbia Pictures Television Group, Herman Rush, would then report directly to Francis T. Vincent, president of Entertainment Business Sector. Gallop will join investment banking firm, Allen & Co., which has close ties to Coca-Cola and is located several floors away in same building as his previous office.

Tri-Star pictures has hired Bill Kunkel, vice president at Tribune Entertainment, **to head Televentures**, new television syndication division. With move to Tri-Star, Kunkel will get back into cash sales. At Tribune he was mostly clearing barter properties.

Senate last week confirmed Douglas Ginsburg, assistant attorney general for antitrust division, as **judge of U.S. Court of Appeals in Washington**. He fills vacancy left by Judge J. Skelly Wright, who has taken senior status. Still to be filled on 10-member court is vacancy left by elevation of Antonin Scalia to Supreme Court.

Jacob Robert (Jack) Poppele, 88, early broadcast engineer, died Oct. 7 of heart failure at The Hospital Center, Orange, N.J. After serving as ship radio operator during World War I, Poppele was first engineer of WOR(AM) New York when it signed on Feb. 22, 1922, as 250 w station that operated from roof of department store owned by station's owner, Louis Bamberger. Poppele served as chief engineer as station grew through 1920's and 1930's. In 1935 WOR became first station to broadcast with 50 kw. Next year he was elected to board of directors of Bamberger Broadcasting Service. He helped found Television Broadcasters Association in 1944. President Dwight Eisenhower appointed Poppele to two terms as director of Voice of America, in 1952 and 1956. He founded Tele-Measurements Inc., Livingston, N.J., closed-circuit TV dealership, in 1961. At time of his death, Poppele was chairman of board of Tele-Measurements. He is survived by wife, Pauline, and three daughters.

Picard E. (Pic) Wagner, 60, retired spokesman, American Telephone & Telegraph, Washington, died Oct. 8 of kidney failure in Venice, Fla. Wagner was chief AT&T spokesman in Washington from 1978 until his retirement in 1985, era marked by divestment of Bell companies from AT&T and new communications policies from Congress and FCC affecting AT&T.

Football pitch. Kay Koplovitz, president and chief executive officer of USA Network, believes the time is right for NFL football on cable—and that the USA cable network is the "proper place" for it. In a letter to 36 cable executives sent last Thursday (Oct. 9), Koplovitz proposed forming a cable operator board "comprised of representatives from various-sized MSO's." The board, with USA's input, would be responsible for making cable's offer to the NFL, Koplovitz said. It would also control "major financial and marketing decisions regarding the NFL package" and determine the division of time between national and local advertising sales. USA would handle all production, promotion and advertising sales responsibilities at cost, and provide the games on the main USA feed. Those stations not participating would receive alternate programming from another transponder, she said. Additionally, USA would provide pre-game programming in conjunction with the NFL coverage and would share "net national ad revenue with the system operators," Koplovitz said in her letter.

The proposal follows that of Turner Broadcasting, ESPN and possibly HBO, to acquire the National Football League games (BROADCASTING, Oct. 6). According to Koplovitz's letter, the plans of both ESPN and Turner have "significant shortcomings." ESPN, she said, "is asking the system operator to pay 43 cents per subscriber per month in order to create a 'war chest' for ESPN." ESPN, she said, would "determine what the still-unknown package is worth, whether it makes sense to them and how much of your money they want to part with. ESPN would keep all the decision-making to itself while asking you to pay a fixed amount. Perhaps the greatest concern is whether ESPN will aggressively pursue a package which might be at cross purposes with the needs of its corporate parent."

WTBS, she said in the letter, "at least places the decision-making where it belongs—in the hands of those who are footing the bill. However, when all is said and done, WTBS is simply not a cable network. It is an independent station in Atlanta, without local commercial availabilities and with uncertain copyright liabilities." She added that an "increase in WTBS's overall viewership will probably lead only to increased copyright fees."

Editorials

Politics as usual

As was to be expected, Capitol Hill was suddenly overrun last week with legislative gimmicks to derail judicial review of the fairness doctrine. Forget the national debt, the federal budget, the grave questions of defense in a nuclear world. On with the search for a way to counter the appellate court's finding that the fairness doctrine is a creature of the FCC, not the Congress, and is therefore the FCC's to repeal.

The way devised by Fritz Hollings was to slip a provision into the monstrous "continuing resolution" that keeps the government going. The Hollings amendment, adopted by the Senate, would have instructed the FCC to reopen its fairness inquiry. It would have effectively negated the broadcasters' appeal of the FCC's statement of August 1985 concluding that the doctrine was probably unconstitutional but outside the FCC's authority to kill.

Another was proposed last week by the Speaker of the House. With the shadow of a former assistant, Charles Ferris, falling on the scene, Tip O'Neill told a Friday-morning news conference that he would introduce legislation asserting that the fairness doctrine was indeed a federal law. Ferris, Jimmy Carter's chairman of the FCC and before that aide to Tip O'Neill, includes the Democratic National Committee among his present law clients and has invoked the fairness doctrine on the committee's behalf.

Happily for broadcasters, the O'Neill legislation was rejected by a Senate-House conference committee which adopted a toned-down version of the Hollings gimmick. The FCC is now instructed to "re-examine" methods of administering and enforcing the doctrine. Presumably the cases now before the court may survive.

Hollings, O'Neill and the rest of the conferees conveniently ignored the constitutional questions about the fairness doctrine raised by the FCC in its 1985 statement and now at issue before the appellate court. Last month, a panel of that court all but said that the Supreme Court's *Red Lion* decision of 1969, rejecting a First Amendment challenge to the fairness doctrine, was ripe for review. Two weeks ago, another panel heard arguments in two other cases: the appeal by the Radio-Television News Directors Association and others of the FCC's 1985 fairness statement and Meredith's appeal of an FCC finding that Meredith's WTVH(TV) Syracuse, N.Y., violated the doctrine by carrying opinion-stating ads.

What is to be done?

Broadcasters obviously will do what they can to keep the Congress from codifying the doctrine. Surely legislators who understand the First Amendment can be enlisted in the cause.

Beyond that, broadcasters must not lose heart in the campaign before the courts, where the ultimate test of the doctrine's constitutionality must be made. Despite the diversions on the Hill, it should not be forgotten that the Supreme Court itself, in footnotes to a 1984 opinion declaring the prohibition of editorializing by noncommercial broadcasters to be unconstitutional, said it would reconsider *Red Lion* upon a proper showing.

Let the showing be made.

Rerun

The country has been spared one bad piece of legislation with the imminent departure of this Congress. Senator Paul Simon (D-Ill.) conned his colleagues into passing his TV violence bill but was unable to get action in the House. It's generally agreed that he'll be luckier next year, if the country won't be.

Simon's bill sounds harmless enough: It would exempt broadcasters, cable operators and programmers from the antitrust laws to permit the creation of standards to limit television violence. All voluntary, you understand. No government censorship.

It puts this page in mind of the "family viewing hour" engineered in 1975 by the then-chairman of the FCC, Richard Wiley. The television code of the National Association of Broadcasters was in existence then, and it was amended to exclude excessive sex and violence from 7-9 p.m. When Hollywood producers went to court to challenge family viewing on First Amendment grounds, the programming restrictions in the NAB code were quietly suspended. The whole code was thrown out later when the NAB signed a consent decree in an antitrust suit brought by the government.

The Simon bill would remove the antitrust inconveniences that were encountered by family viewing, but not the very real conflict with the First Amendment.

The lobbyists say it is hard to oppose the Simon bill without appearing to be for violence on television. Hard as it may be, it must be done.

Vindication

To those U.S. senators who doggedly worked on recalcitrant colleagues until they won the admission of television to the Senate chamber, an editorial in last Thursday's *Washington Post* must have made it all seem worthwhile.

"For the first time in 50 years, the Senate is conducting an impeachment trial," said the *Post* in commenting on the case of U.S. District Judge Harry Claiborne. "Familiar legislative business and its attendant rhetoric and debate have been replaced by the formality of courtroom proceedings. The Vice President is presiding, opposing counsel sit at opposite tables, oral argument is solemnly presented. And fortunately, television has come to the Senate chamber just in time for the whole country to witness this rare event. Anyone who feared that the camera would not show Congress at its best hasn't been watching this trial."

Appearing on an editorial page that rarely speaks as well of Congress or television, those remarks are to be savored by champions of the modern medium. Score another advance by the Fifth Estate.



Drawn for BROADCASTING by Jack Schmidt
"It was a slow news day, so I interviewed reporters from the other stations."



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