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RADIO TELEVISION CABLE SATELLITE

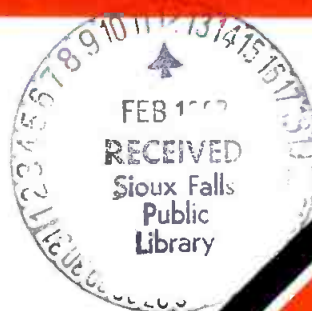
# Broadcasting Feb 9

## VOLUME 27

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## More time

Nielsen has extended deadline, for undetermined length of time, by which television networks must accept or reject three-year contracts for Nielsen people meter service. Deadline had been March 1, but that was contingent on Nielsen's setting firm price for service at time company said it was going people meter route (so-called integrated service) in fall 1987. That announcement came in early January, but company failed to come up with price acceptable to networks, which earlier rejected \$5 million-plus Nielsen said it would charge them for people meter service. Networks are currently paying about \$3.5 million for Nielsen's diary/Audimeter service, while AGB has offered price of \$2 million for first year of service and \$3.5 million annually for next four years for its people meter service. Pressure is on Nielsen to make its pricing competitive with AGB.

## Penalty box

National Association of Broadcasters executive committee chose Martin Umansky of KAKE-TV Wichita, Kan., to receive this year's Distinguished Service Award (see "Top of the Week") after voting down FCC Chairman Mark Fowler. Some on committee felt Fowler would be wrong choice for this year's DSA because of his distaste for must-carry rules and for husbanding spectrum for high-definition television, contrary to NAB's position on both. Fowler may be considered next year for his contributions to broadcasting deregulation.

## Burch for Intelsat?

The scandal that surrounds America's last candidate for director general of Intelsat seems not to have discouraged U.S. from considering putting up another of its own for that post. U.S. officials say U.S. has number of individuals who would be strong candidates and they are considering submitting one. Apparently, they do not think American's chances would be hurt by uproar over Richard Colino, first American to head world organization, whom board fired in connection with investigation of financial irregularities. Among those said to be under consideration as U.S. candidate is former FCC Chairman Dean Burch. He impressed State Department when he served as chairman of U.S. delegation to Space WARC in 1985. Deadline for

signatories to submit candidates is Feb. 16. And board of governors, at four-day meeting that begins on next day, will decide on those it wishes to interview at its next meeting, in March.

## Bench strength

Look for five new midseason programs to join CBS schedule in next few months. They include comedies that have been in midseason corral for some time—*Pop Corn Kid*, (Lee Goldberg Productions), *The Andrea Martin Show* (Reeves Entertainment)—and new entry from Imagine Entertainment, *The George Segal Show*, in which Segal plays press agent. Kim Lemasters, number-two program executive at CBS, told affiliates at regional meeting in New York last week he was hot on all three, as well as new hour shows, *Spies* (Lorimar), which bows March 3, and *Houston Knights*, cop show (Columbia/Bernstein) that will probably get shot in spring.

## Uneagerly awaited

National Telecommunications and Information Administration plans to release its study on marketplace acceptance of AM stereo this week at Washington press conference. NTIA head Al Sikes ordered study last September in hope it would help establish de facto AM broadcasting standard, lack of which has severely retarded development of new service.

Study is not expected to recommend standard or legislative or regulatory action of any kind. As consequence, AM stereo proponents are skeptical that it will accomplish purpose. Said one: "It will just be another blue-covered government study that will be put on a shelf to collect dust."

## Concentration of power

Higher profile of Fox Television Stations brought on by incipient television network, Fox Broadcasting, has not escaped notice of executives of rival unions who will meet this week to discuss whether they should negotiate coincidentally with different Fox stations. At least three unions represent technical employees: National Association of Broadcast Employees & Technicians at WFLD-TV Chicago and KTTV(TV) Los Angeles; International Brotherhood of Electrical Workers at WFXT-TV Boston and International Alliance of Theatrical and

Stage Employees at WNYW-TV New York and WTTG(TV) Washington. Neither of Fox's stations in Texas is said to have technical union representation. Questions to be discussed at meeting this week may include "handling of network feed," according to one union executive. Fox does not call FBC network, but "satellite-delivered national program service."

## Standard sought

NBC technical chief Michael Sherlock, with full support of CBS engineers and hoped-for support of Capital Cities/ABC, was to call for standardization of digital component small-format video technology in speech to SMPTE meeting in San Francisco last Saturday. Such format, which would be half-inch or less and for use with world studio digital standard, is already believed to be in works at least one major videorecorder manufacturer. SMPTE itself would be body sought to develop standard; it already has standards group in place.

## Two birds

Effort by CBS to cut costs shows no shortage of imagination. Company has pushed back annual stockholders meeting by several weeks, to early May. Reason, according to informed sources, is that delay will allow shareholders' statement and annual report, latter unavailable until sometime in March, to be mailed together at bulk rate. If meeting were held in mid-April, as was previously done, bulk mail might not get proxies to shareholders in time.

## Piling up

Voice of America has its friends in Congress, but they may be running out of patience with way Voice is managing its \$1.3-billion modernization program. For past two years, Voice has been unable to spend all money allocated for new transmitters; as result, unobligated funds were carried over to succeeding years, and congressional sources say that made cuts in subsequent administration requests for Voice inevitable. Critics say problem seems to stem from strategy followed, of seeking funds for transmitters in countries where agreements for sites had to be negotiated. When negotiations dragged on in some countries, funds for transmitters piled up. Critics say agency should have concentrated initially on modernizing existing facilities.

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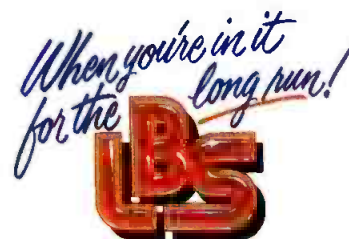
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## Counterprogramming 'Amerika'

Ted Turner, TBS founder and chairman, has given 12-plus hours on superstation WTBS-TV to the Better World Society, of which Turner is also founder and chairman, to counterprogram the ABC mini-series, *Amerika*, which is about life in U.S. under Soviet control. The counter series was announced at a press conference Feb. 2 by Better World executive director, Tom Belford. There will be no advertising in the program, said Belford, who estimated the value of Turner's donated time at over a million dollars. Belford said the five programs in the series will not air at the same time as *Amerika*, scheduled to premiere Feb. 15, so that viewers can watch both. Only the first offering in the series will be aired in prime time (8:05-11:05 p.m., Thursday, Feb. 12). The rest will run after 11 p.m., and one on a Saturday afternoon.

"Our series," said Turner in a written statement handed out at the conference, "will illustrate the constructive role television should play to bring individuals and nations together, inform them about one another, nurture mutual tolerance and identify common interests and pursuits." He contrasted that with *Amerika*, which he said "exploits ignorance, fear and paranoia about the Soviet Union."

The programs—which will air between Feb. 12 and Feb. 28—will be, in order of their broadcast: *Letters from a Dead Man*, a Soviet-produced feature film about the effects of a nuclear war, described as a Russian version of *The Day After*; *Breaking the Spell*, described as a one-hour discussion among Soviet and American military experts; *Behind the Threat*, examining U.S. and Soviet perceptions of each other; *Are We Winning, Mommy? America and the Cold War*, which "traces the history of American and Soviet relations from World War II to the present," and *A Thousand Cranes*, about a joint Soviet and U.S. effort to save the endangered Siberian crane.

The Better World Society, founded by Turner in 1985 to address a variety of world problems, buys or produces what it describes as "solutions-oriented television programming for international distribution."

## Looking up

The new cable factbook compiled and distributed by the Cabletelevision Advertising Bureau paints a generally rosy picture of the cable industry. Although the number of pay cable subscribers has declined (from 24.2 million in 1985 to 23.7 million in 1986), the number of total cable subscribers has increased from about 39.9 million in 1985 to 42.2 million last year, with cable penetration currently at 48.1%. CAB said that almost \$12 billion will be spent by consumers on cable service in 1987; and that "combined sales revenues for cable networks and local cable systems" will surpass \$1 billion. CAB noted that broadcast network audience shares are 27% less in cable households than in noncable homes (56% to 77%).

CAB said that of total television households, 43% watch the broadcast networks, 19% watch cable, 23% watch nonnetwork affiliate programming, and 15% watch programming offered by independent stations. In cable households 36% of the viewing is to broadcast network programming, 34% to cable programming, 20% to nonnetwork programming and 12% to independents. When all pay cable households were examined, the number of those watching cable programming increase to 40%, compared to 33% who watch the broadcast networks, 18% who watch nonnetwork shows and 13% who watch independents. Three percent of the viewers in all three household categories watched noncommercial television, CAB said.

## New look

The 17-year-old Madison Square Garden Network has undergone a makeover, using a multifaceted advertising campaign that includes a new logo, animated video and music and, for the first time, broadcast television advertising. Also included in MSG's new marketing campaign, which is centered on the theme, "We bring the Garden

den home," are radio and print ads, station identifications and tune-in promotions and direct mailings.

## What's in a name?

When American Television & Communications Corp. and Houston Industries Inc. formed a joint venture in February 1986 to pick up more than a half-million cable subscribers spun off by the breakup of Group W Cable, they picked a rather unwieldy name for it—THE ENRCOM.

Eventually recognizing that the name had to go, the joint venture launched a search for a new one. After a name-the-company contest among employees and some extensive market testing, it announced last week that Paragon Communications would be its new name. Meaning "a model of excellence or perfection," Paragon can serve as a goal as well as a name.

"Renaming THE ENRCOM has been a long, painstaking process," said Paragon President David Van Valkenburg. "We believe the name has meaning to our employees, to our communities and to our owners."

ATC was part of the consortium of cable operators that purchased Group W Cable for \$2.1 billion. But instead of absorbing its share of Group W systems into its existing operations, ATC decided to form the joint venture with Houston Industries to acquire and operate them.

Today, Paragon operates on cable systems serving 550,000 subscribers. Most of the systems came from the Group W deal, but a handful came from subsequent acquisitions. Paragon expects to pick up three more former Group W systems in southern California as soon as it can iron out difficulties with local franchising authorities.

Paragon has divided itself into four operating divisions: northern Manhattan—serving the northern half of the New York borough of Manhattan; Northeast—Caribou, Me; Keene, N.H., and Elmira, Islip, Illion, Jamestown, Mount Vernon, Newburgh and Oswego, all New York; Southwest—Prescott, Ariz., and Commerce, Coppel, El Paso, Graham, Grapevine, Irving, Lewisville and Palestine, all Texas; Tampa Bay—Hillborough county, Lakeland, Manatee county and St. Petersburg, all Florida.

John Rigsby heads the Northeast Division; Nathan Garner, northern Manhattan; John Neal, Southwest, and Jeff McQuinn, Tampa Bay.

## Interconnect action

One of the newest of the nation's growing number of interconnects—D.C. Cable Interconnect—invited about 50 representatives of Washington-area advertisers and advertising agencies to breakfast in the Washington suburb of Greenbelt, Md., last week to persuade them to consider local cable (and

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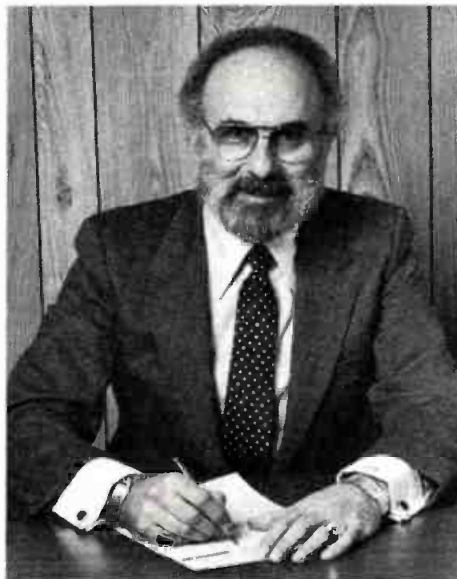
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*Richard Oppenheimer*  
President  
Capital Cities Broadcasting



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**Refinancing:** By reviewing your current debt structure, Americom can help you arrange refinancing if you anticipate debt service short falls. Call before your bank eliminates refinancing options.



**Radio Station Brokerage & Financing**



# Broadcasting Feb 9

## Patrick gets FCC chairmanship

### Relief from comparative renewal tops NAB board agenda

### Heritage gets a buyout bid

**NEW CHAIRMAN** □ White House announces its intention to name FCC Commissioner Dennis Patrick to agency chairmanship. **PAGE 43.**

**SUNNY CALIFORNIA** □ NAB board moves to seek legislative relief from comparative renewal process. **PAGE 45.**

**COMPANY BIDDING** □ Heritage management, partnered with TCI, makes bid for Des Moines-based MSO. **PAGE 48.** National Amusements makes counter offer for Viacom. **PAGE 49.**

**SPECIAL REPORT: STATION TRADING** □ Lower interest rates and the new tax law push broadcast station trading to an all-time dollar high in 1986 to over \$6.1 billion. In all, 145 television stations, 522 FM's and 617 AM's changed hands. **PAGE 53-91.**

**ONE DOWN** □ Parties come to agreement in one (WHBQ[AM] Memphis) of the 13 RKO station cases before the FCC. **PAGE 92.**

**EARLY LINE** □ Markey raps FCC over fairness doctrine, minority relations, must carry. **PAGE 92.**

**GOIN' SOUTH** □ RAB Managing Sales Conference gets under way in Atlanta. **PAGE 94.**

**SLOW GOING** □ First-quarter national spot radio sales appears nearly stagnant. **PAGE 94.**

**RATINGS BATTLE** □ Birch Radio continues to make inroads in radio audience measurement field against Arbitron, which has not been standing still in the face of competition. **PAGE 96.**

**UPI MAKEOVER** □ Milton Benjamin, president of UPI, begins task of restoring wire service to profitability. **PAGE 100.**

**PILOT TAKEOFF** □ CBS orders 16 pilots for fall 1987, while ABC and NBC put finishing touches on their orders. **PAGE 103.**

**SHOPPING LIMITS** □ The number of home shopping services continues to increase, but there is evidence a shakeout may be beginning. **PAGE 106.**

**LOOSER RULES** □ Networks are relaxing rules on mentions of condoms in prime time programming. **PAGE 110.**

**INTERACTIVE BET** □ Syndicators of animated programming hope interactive shows will boost ratings. **PAGE 110.**

**WAITING IN WINGS** □ Financial problems of some independent television stations is affording investors and buyers to make good deals. **PAGE 116.**

**THE MESSAGE IS THE MESSAGE** □ National Religious Broadcasters convention in Washington hears speakers implore the faithful to get the word out. **PAGE 119.**

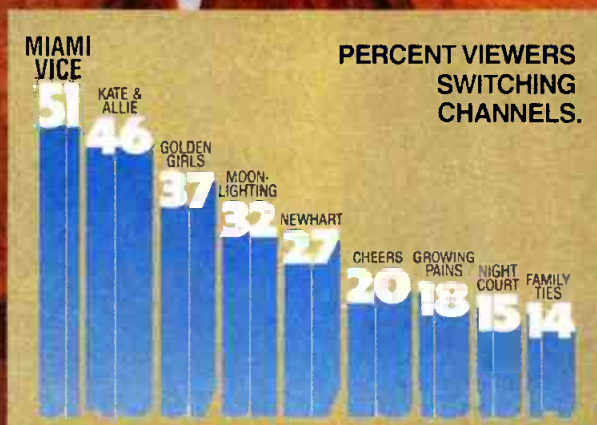
**VOICE'S VOICE** □ VOAs Willis Conover's signature is known around the world as he plays the music he feels best conveys the vitality and variety of America. **PAGE 143.**

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FOR BROADCAST.



the D.C. Cable Interconnect) the next time they make an advertising buy.

The D.C. Cable Interconnect, a subsidiary of High Industries Inc. of Lancaster, Pa., represents six cable services (CNN, ESPN, MTV, Black Entertainment Television, USA Network and Home Team Sports) on the two cable systems that serve 100,000 subscribers in Prince George's county, Md.—Prime Cable of Maryland (serving the northern half of county) and Metrovision (the southern half). It hopes to strike deals to represent the same services on other cable systems in the Washington market.

Helping the interconnect make its pitch were representatives of the six cable services as well as Bob Alter, president of the Cabletelevision Advertising Bureau. Of the group, Shirley Rohn-Saito, national ac-

counts manager, ESPN, may have put the message of the day most succinctly: "If you are a media buyer and there is cable in your market, how can you buy media, not buy cable, and think you are getting the job done?"

Eric Lund, president of the interconnect, said 40% of total viewing in pay cable homes is of cable programming services. That means, he said, advertisers that buy broadcast only are missing 40% of the audience. What's more, he said, cable gives advertisers a "unique and affordable opportunity to reach specific geographic areas and demographic groups."

According to Alter, viewership of the basic cable service is on an "upward tick." During last November's sweeps, the combined share of the broadcast networks

dropped, while that of the cable services rose 17%. The trend should continue, he said, as cable operators pump more money into programming and program promotion.

Although still hopeful of bringing the partially built systems serving Montgomery county, Md. (Hauser Communications) and the city of Washington (District Cablevision Inc.) into the interconnect, it has given up on the Fairfax county, Va., system (Media General), which has hired its own sales staff and has begun selling local spots independently. However, Nancy Herzog, general sales manager of the D.C. Cable Interconnect, said some sort of reciprocity agreement might yet be worked out with Media General, whereby it and the interconnect would represent each other off their home turf.

### For the birds

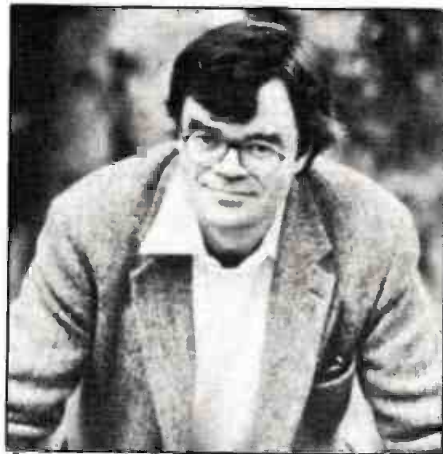
Turner Broadcasting System Inc. and the National Audubon Society held a reception in New York to announce a three-year commitment by The Stroh Brewery Co. to sponsor 12 hours of *World of Audubon Specials*, which air on Turner's superstation WTBS(TV) Atlanta and the Public Broadcasting Service. Each special is co-produced by the Audubon Society, TBS and noncommercial WETA-TV Washington.

### All signed up

Viewer's Choice announced that it has reached 100% affiliate participation in *Wrestlemania III*, which the pay-per-view service will cablecast live on March 29, with a replay later that evening. It will be distributed on Satcom III, transponder 5.

### Keillor to TV

Garrison Keillor's weekly radio program, *A Prairie Home Companion*, enters a new dimension next month when it becomes a television variety series on The Disney Channel. Beginning Saturday, March 7, a taped televised version of *PHC* will air at 9 p.m. (NYT and PT) on The Disney Channel.



Keillor

Keillor records *PHC* before a live theater audience St. Paul each Saturday at 6 p.m. The weekly radio series is produced by Minnesota Public Radio and distributed nationwide to 270 affiliates of American Public Radio. The Disney Channel has more than 3.175 million subscribers and 4,300 affiliates.

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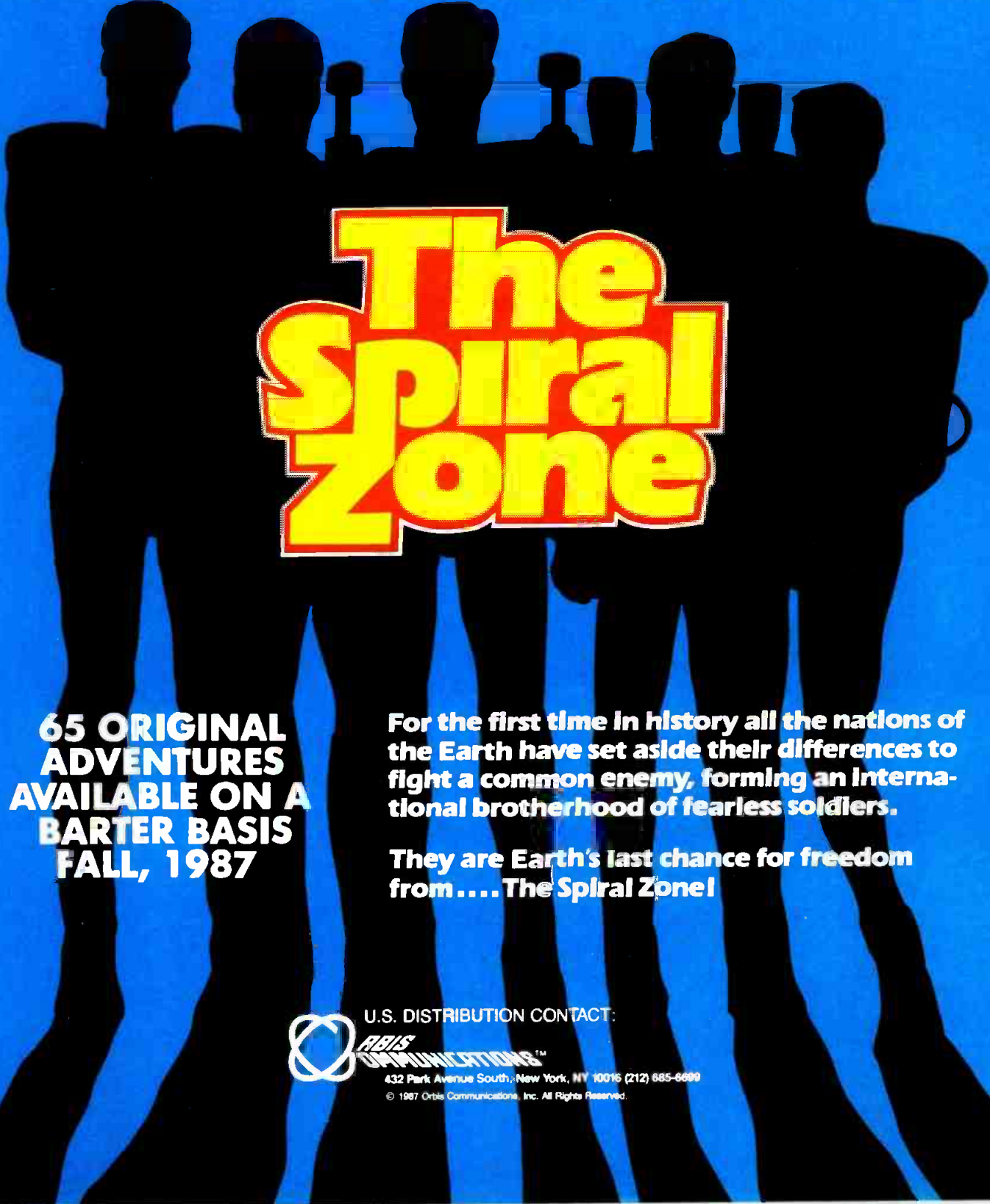
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AVAILABLE ON A  
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**For the first time in history all the nations of  
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**They are Earth's last chance for freedom  
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# Changing the ba

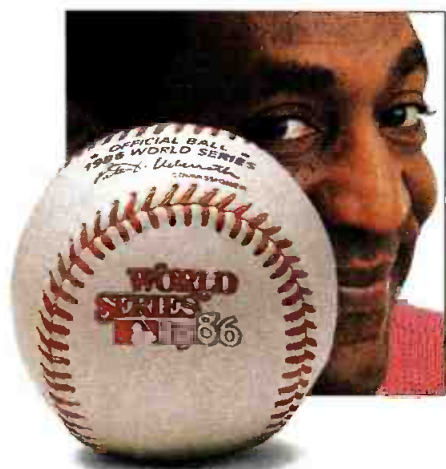
**T**he Cosby Show. The most dominant factor in television for the last three years. A show that helped turn around a network, catapulting it from number three to number one. A show that tripled the number of NBC network affiliates in the number one position in prime time. A show with the power to affect your station's entire lineup.



## Cosby power.

| 1984-85 |       | 1985-86 |       | 1986-87 |       |
|---------|-------|---------|-------|---------|-------|
| Rating  | Share | Rating  | Share | Rating  | Share |
| 21.5    | 35    | 31.8    | 47    | 34.0    | 53    |

Now in its third year, The Cosby Show is more powerful than ever. The only show that can beat Cosby is Cosby itself.



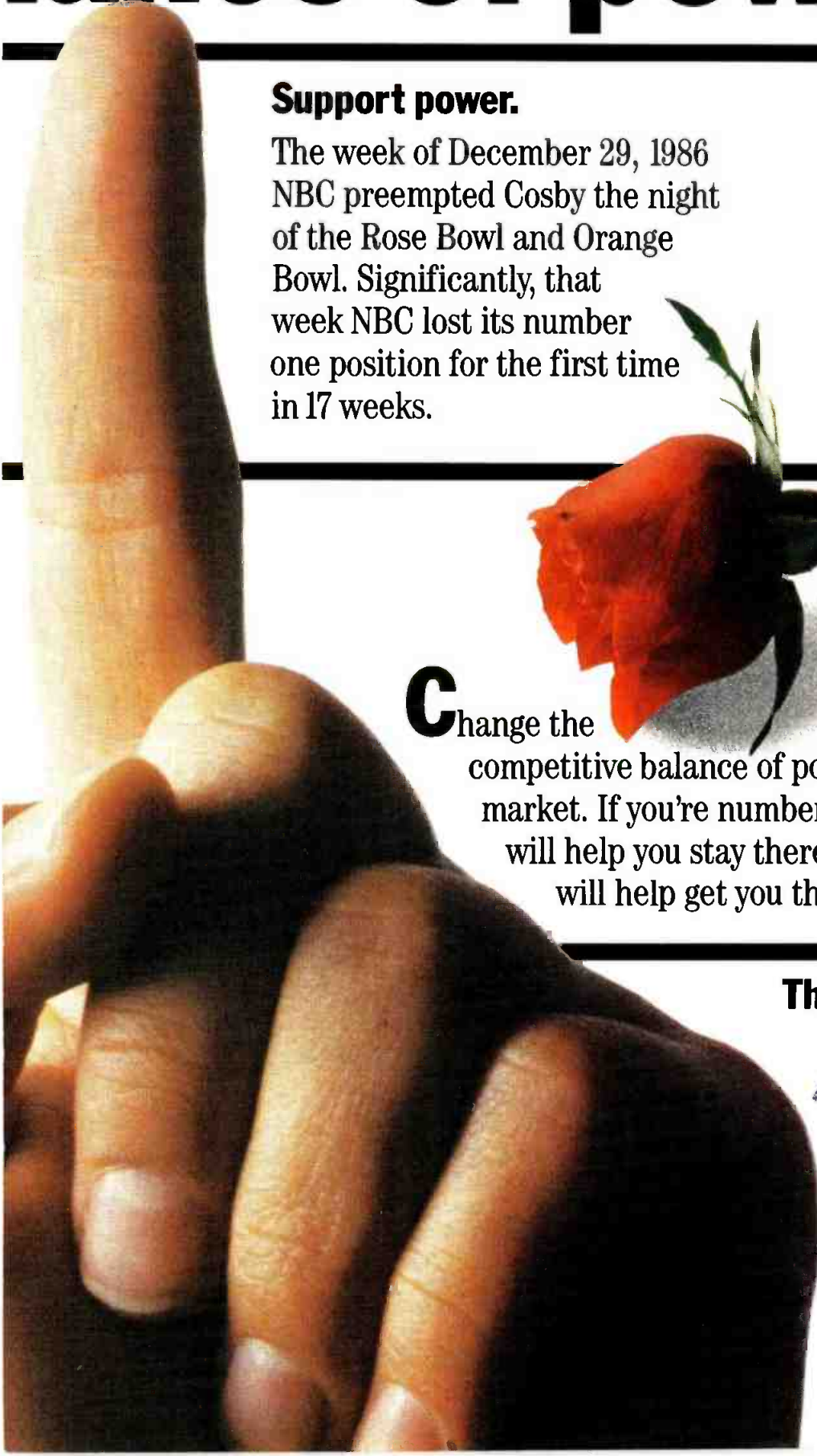
## Ratings power.

In the first quarter of its third year, Cosby was number one for the week 12 out of 13 weeks. What did it take to beat Cosby? The seventh game of the World Series.

Source: NTL, 1984-1986

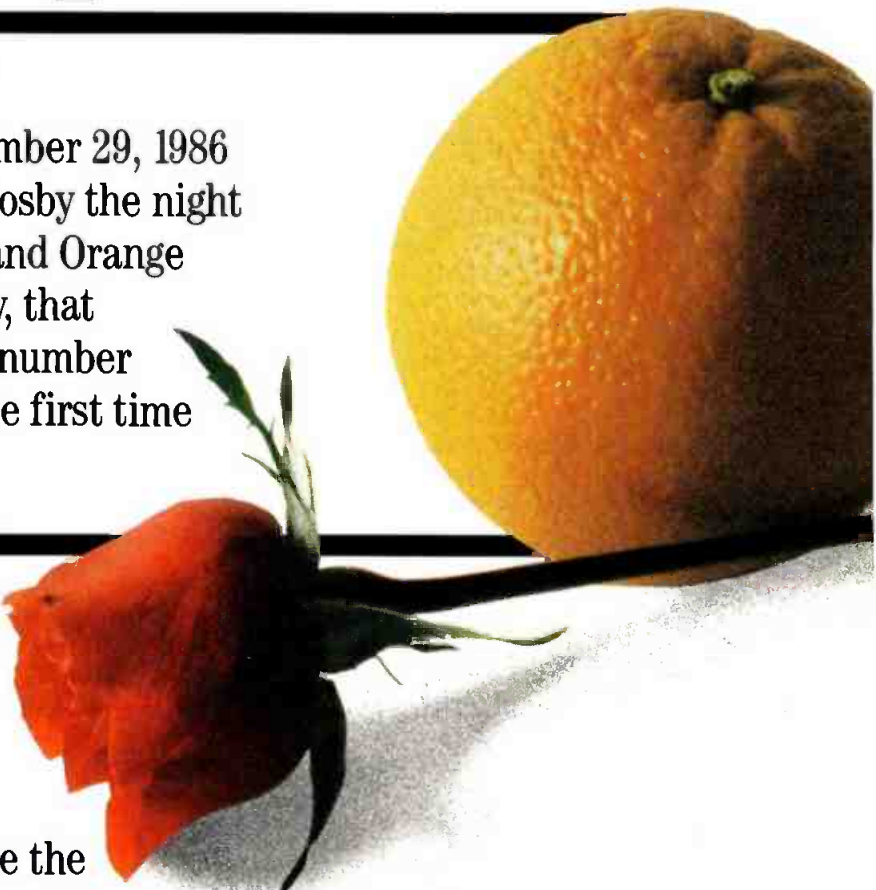


# lance of power.



## Support power.

The week of December 29, 1986 NBC preempted *Cosby* the night of the Rose Bowl and Orange Bowl. Significantly, that week NBC lost its number one position for the first time in 17 weeks.



**C**hange the competitive balance of power in your market. If you're number one now, *Cosby* will help you stay there. If you're not, *Cosby* will help get you there.

**The Power of *Cosby*.**

**Profit from it.**



# Business Briefly

## TELEVISION

**Bumble Bee Seafood** □ Tuna fish and salmon will be promoted in separate markets during one-week flight in late March. Commercials will be presented in daytime slots. Target: women, 18-49. Agency: BBDO/West, Los Angeles.

**Liberty National Life Insurance Co.** □ Campaign kicks off on Feb. 16 and runs from six to 10 weeks in large number of Southern markets, including Atlanta, and Tennessee markets of Memphis, Knoxville and Chattanooga. Commercials will be carried in all time slots. Target: adults, 25-54. Agency: Luckie & Forney, Birmingham, Ala.

**Kohl's Department Stores** □ Four-week flight is set to break in early March for about four weeks in seven markets in Wisconsin and Illinois. Commercials will be slotted in all dayparts. Target: women, 25-54. Agency: William Eisner & Associates, Milwaukee.

**Big Drum/ALCO** □ Frozen ice cream specialties will be highlighted in five-week flight beginning in late March in 85 markets, including, Richmond, Va.; Raleigh, N.C., and Cincinnati. Commercials will appear in all dayparts. Target: women, 25-54. Agency: Fahlgren & Swink, Marion, Ohio.

**SCM Corp.** □ Glidden paint products will be featured in two-week flight during March or April in about 85 markets. Commercials will be used in fringe, news, weather and prime-access periods. Target: adults, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

**Honey Baked Ham Co.** □ One-week flight is scheduled to start this week in five markets. Commercials will be

concentrated in daytime. Target: women, 21-54. Agency: Smeltzer Communications, Alpharetta, Ga.

## RADIO

**Oregon-Washington-California Pear Bureau** □ Promotion for pears begins this week in more than 30 markets for two weeks. Commercials will be carried in daytime, particularly in midday periods. Target: women, 25-54. Agency: Evans/Kraft, Seattle.

## RADIO & TV

**Sundor Brands** □ Six-week campaign for Sunny Delight fruit flavor punch was launched in 22 television markets last week, backed by radio in several markets, largely on black and Hispanic radio stations. TV commercials will be placed in daytime, fringe and prime periods. Target: women, 25-54. Agency: Gumpertz/Bentley/Fried, Los Angeles.

**Rose Express** □ Cut flowers delivery service will be advertised on radio and television for Valentine's Day, starting later this week and continuing for eight to nine days in three markets—San Francisco, Los Angeles and San Diego. Similar flights will be conducted for Mother's Day in May and for Christmas in December. Commercials will be scheduled in daytime periods. Target: adults, 25-54. Agency: Semloh Advertising, Medford, Ore.

## TELEVISION & CABLE

**Insurance Information Institute** □ In its first use of television, institute started five-week corporate image campaign on three networks' news programs and

later this month will begin to appear on Cable News Network. Commercial stresses contributions insurance makes to various industries and ends with tagline, "We Do a Lot More than Sell Insurance." Target: adults, 25-54. Agency: Siegel & Gale, New York.

## Rep Report

KTHV(TV) Little Rock: To Seltel from Katz Television Continental.

W-HN(FM) Hartford, Conn.: To Christal Radio from Queen Co., Boston.

W-SX-AM-FM Muskegon, Mich.: To Christal Radio from Blair Radio.

W-MC-AM-FM Lansing, Mich.: To Katz Radio from Blair Radio.

W-KSZ(FM) Media, Pa.: To Hillier Newmark Wechsler & Howard from Masla Radio.

KWEZ(AM)-KJLO(FM) Monroe, La.: To Hillier Newmark Wechsler & Howard from Roslin Radio Sales.

WAGQ(AM)-WOM(FM) Reading, Pa.: To Hillier Newmark Wechsler & Howard from Republic Radio.

W-SKR(AM)-WISD(FM) Almore, Ala.: To Republic Radio from Eastman Radio.

W-PTN(AM)-WFLY(FM) Albany, N.Y.: To Katz Radio from Major Market Radio.

W-GTC(AM)-W-TTS(FM) Bloomington, Ind.: To Republic Radio (no previous rep).

KWEB(AM)-KRCH(FM) Rochester, Minn., and KKPE(AM)-KQMD(FM) Cape Girardeau, Mo.: To Hillier Newmark Wechsler & Howard (no previous rep).

**Moving days.** Seltel has moved corporate headquarters in New York to 575 Fifth Avenue, New York 10017, effective today (Feb. 9). Telephone: (212) 370-4100. Torbet Radio has moved its Minneapolis office to Baker building, 706 Second Avenue South, suite 732, 55402. Phone is: (612) 338-1111. And in St. Louis, Torbet office has moved to Equitable building, 10 Broadway suite 205, 63102. Phone is: (314) 241-8130.

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Mike Fischer, Vice President/Station Mgr.  
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KOMO, Seattle

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Evans A. Nord, President/GM  
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News-12, Long Island

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Richard F. Manship, Vice President/GM  
WBRZ, Baton Rouge

Nolan Quam

Nolan Quam, General Manager  
WESH, Orlando

Jerry Danziger

Jerry Danziger, Vice President/GM  
KOB, Albuquerque

Bettie Cleveland

Bettie Cleveland, General Manager  
KOB, Farmington

John Amodeo

John Amodeo, Station Manager  
KOB, Roswell

Stanley S. Hubbard

Stanley S. Hubbard, President/CEO  
KSTP, Minneapolis/St. Paul

John Greene

John Greene, Vice President/GM  
WRAL, Raleigh

S. James Coppersmith

S. James Coppersmith, Vice President/GM  
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William H. Dilday

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And become the 51st. The 51st station to take total control of its most important product. News.

In just 30 months' time, we've grown to 50 members strong.

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They want their own SNG® newsvan and like getting the

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They also like working together on projects that they could never afford to do alone. Working together to get complete,



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Harry M. Apel, Vice President/GM  
WTVT, Tampa

John Caserta

John Caserta, Vice President/GM  
KSNT, Topeka

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Dino Dinovitz, Vice President/GM  
KMBC, Kansas City

Jerry Anderson

Jerry Anderson, News Division Chief  
Worldnet, USA-TV

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Thomas E. Erwin, Vice President/GM  
WTVF, Nashville

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Cullie M. Tarleton, Sr. VP/Managing Director  
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James H. Smith, Vice President/GM  
KRON, San Francisco

Howard F. Ritchie Jr.

Howard F. Ritchie, Jr., Vice President/GM  
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Alan Perris

Alan Perris, Vice President/GM  
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Ken Taishoff

Ken Taishoff, Vice President/GM  
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Steve Mauldin

Steve Mauldin, Vice President/GM  
WVUE, New Orleans

Richard Lehner

Richard Lehner, General Manager  
WUFT, Gainesville

Lynwood Wright

Lynwood Wright, General Manager  
WTVX, W. Palm Beach, FL

Jeanne Findlater

Jeanne Findlater, Vice President/GM  
WXYZ, Detroit

Dennis Siewert

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KTVN, Reno

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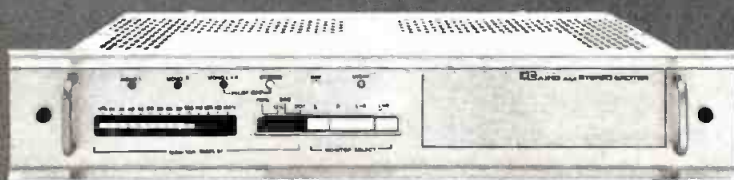


## AdVantage

**Red Cross rock-a-thon.** Upcoming spring campaign of American Red Cross aims to attract younger volunteers to its ranks through use of commercials that combine disaster film footage and contemporary music. New 30- and 15-second commercials feature scenes of disasters—fires, storms, floods—while special arrangement of Madonna's "Material Girl" is played. J. Walter Thompson/New York, created commercials which will be available for network and spot TV use in spring.

**Cable can be hot.** Discovery Systems, Dublin, Ohio, is offering cable television systems series of syndicated TV commercials designed to generate local sales. Called HotSpots, generic commercials now are running on 104 cable systems. Titles include pizza restaurants, bookstores, car washers, realtors, pet stores, dry cleaners, jewelry stores, auto supply stores, tax preparation services and shoe stores. Total of 32 different titles are now available as well as three different promotion spots and six different ID's. Spots are 30 seconds in length, and 10 new ones are issued each quarter.

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AX-10 AM STEREO EXCITER



AS-10 AM STEREO MODULATION MONITOR

## For AM Stereo

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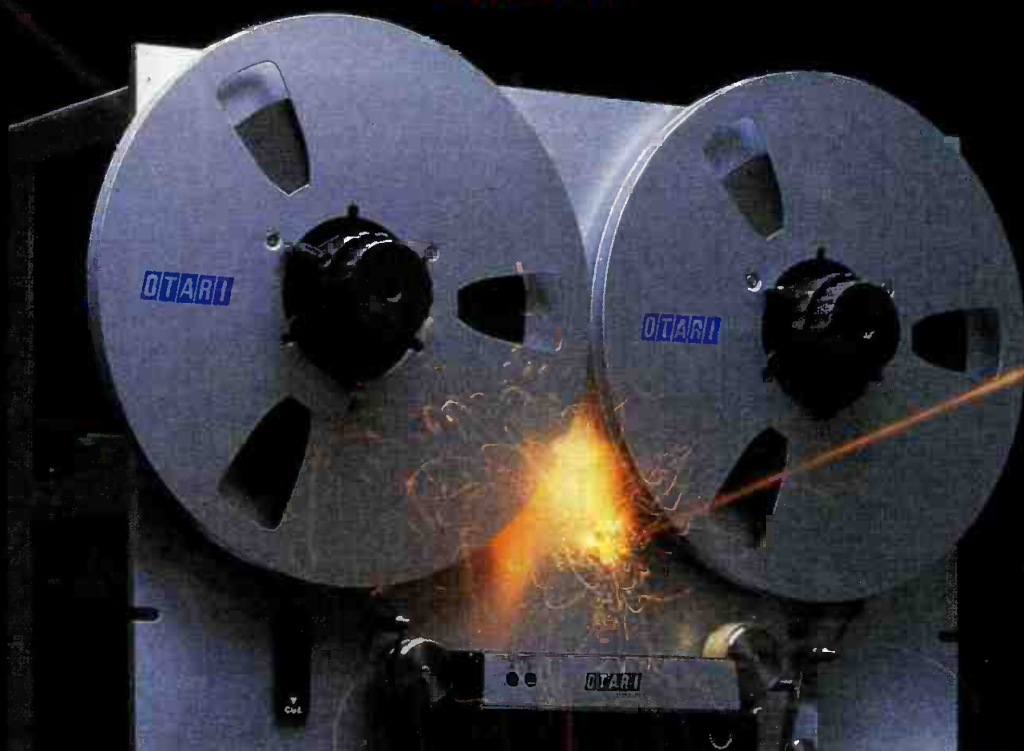


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Source: NSI.  
Small Wonder is a joint venture of the New Program Group and  
MPC Producers, Inc. Produced by MVP Video Productions, Inc.  
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# Small Wonder! 9 to 5!

The Fox first-run syndicated situation comedies finish one-two in November '86 Cassandras!

|         |                        | AVERAGE<br>RATING |
|---------|------------------------|-------------------|
| 1       | <b>SMALL WONDER</b>    | <b>6.2</b>        |
| 2       | <b>9 TO 5</b>          | <b>5.0</b>        |
| 3 (tie) | Throb                  | 4.6               |
| 3 (tie) | Mama's Family          | 4.6               |
| 5       | What's Happening Now!! | 4.2               |
| 6       | Ted Knight Show        | 4.1               |
| 7       | It's A Living          | 3.9               |
| 8       | What A Country!        | 3.8               |
| 9       | One Big Family         | 3.4               |
| 10      | New Gidget             | 2.6               |
| 11      | Check It Out!          | 1.7               |

**SMALL WONDER** still the #1 comedy power! Already a go for Year 3 and Year 4. Available for stripping Fall '89.

**9 TO 5** the #1 new comedy that works 'round the clock! Minimum 85 episodes available to strip Fall '88.



## A technical standards commentary from Richard Streeter, director of advanced development, CBS/Broadcast Group

### Is standardization obsolete?

The cornerstone of the Society of Motion Picture and Television Engineers, since the day it was founded, has been standards. In 1916, the first president of the society, C. Francis Jenkins, stated that "it is our duty, therefore, as engineers to wisely direct this standardization." Since that time the society has provided a valuable and needed service to the motion picture and television industries, providing hundreds of standards and recommended practices. The 24-frame-per-second 35 mm sound film standard was approved by the society in 1929. The society charges no fees to be a part of the standardization effort. No one has to be a member of the society to participate. Today there are several hundred engineers involved with this work within the SMPTE; they are all volunteers.

But standards do not come free. First there are the obvious costs of travel and accommodations involved in attending meetings. Many hours are required, not only during the business day, but evenings and weekends as well. When individuals become actively involved, they and their company make a substantial financial commitment to this effort.

In the past there has been little question that there was value received for these expenditures. But what about today? It is a time when technology is changing rapidly, when the economic climate is also changing and when many major corporations are re-examining costs closely.

Today we hear the term "down-sizing" all too often, and the impact of this is felt throughout our industry. But we must not forget where we've been, where we are now and how we got here. Technology doesn't stand still. We deal with increasingly complex and expensive equipment and systems. The costs of development are enormous, and the end products must all work together.

Digital technology is playing an increasingly important role in our television plants today, and it certainly will in the future. The digital islands are becoming larger. The individual "black boxes" are now being interconnected. Fortunately, these needs were recognized, and digital and component standards are in place.

Without such standards, the manufacturer would be faced with entering a marketplace with equipment that might be incompatible with other equipment. Of course, the user faces the same dilemma.

In the beginning of this article I raised the question of whether standardization is obsolete. I submit that the answer is *no*. I feel it is even more important today than ever before. Both the manufacturers and the users benefit from a competitive marketplace that allows them to choose among a multiplicity



Richard Streeter is director of advanced development of the CBS/Broadcast Group and is engineering vice president of the Society of Motion Picture and Television Engineers. His engineering career started in 1956 when he joined the Bell Telephone Co. as a participant in the management training program. His first assignment was the design of municipal and private radio mobile systems. In July 1960, he joined the CBS Television Network as a project engineer in the audio/video group. He became involved with television cameras and other video projects. Since the mid-1960's, he has had project management responsibility for CBS Television Network development. Streeter was involved with the development of a laser TVR and the CBS Emmy Award-winning minicam, which was first used at the 1968 political conventions. Recent projects included high definition television, digital scrambling and the development of the EC-35 electronic cinematography camera.

of products to meet a given need.

From the manufacturer's standpoint, some suggested that it is doubtful whether any manufacturer today can afford to risk the large capital required in developing a product that may not be accepted in the marketplace, may not be accepted with establishing a de facto standard, may just be too expensive. Unfortunately the trend is clear. The number of broadcast equipment manufacturers is decreasing. Some companies have joined forces either by consolidation or acquisition. Others have entered cross-licensing agreements, and some simply went out of the business.

It's an expensive business, and ultimately it is the user that pays the price. I would like to suggest that the question is not whether one can afford to be involved but rather

whether one can afford not to be involved.

Within SMPTE, standards are devised through due process; those affected must be represented proportionately. Both manufacturers and users must be represented.

History speaks for itself. In the vast majority of cases, standards have been fashioned, and they have stood the test of time.

Some may have taken longer than one would like. But it also must be recognized that many address difficult and complex subjects. Alternatives must be carefully considered and decisions reached. In some cases compromises must be made to reach a consensus.

Yes, there have been failures to reach agreement. In most cases a technical solution was not at hand.

It is important to recognize that a standard should not be a deterrent to progress. It is a living document, subject to review and change. Many, such as those associated with the D-1 Digital Video Tape Recording Standards, are extremely complex, and, through usage, additions or changes may be required. But the framework is there when it is needed.

Today more than ever we deal on an international basis. Much of our equipment comes from foreign manufacturers. On the users' side we have found commonality. Thus more and more we see international agreements. The cooperation between the SMPTE and the European Broadcasting Union is an excellent example of this.

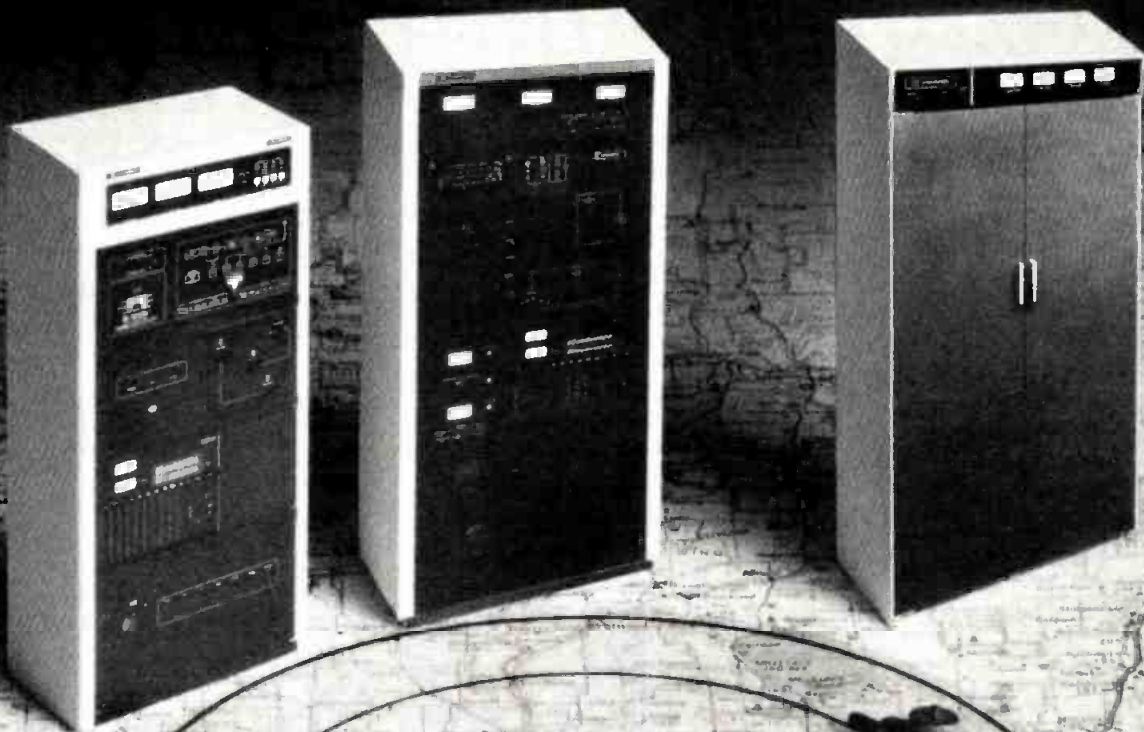
No, I don't believe that standardization is obsolete. But we must look for ways to do our job effectively. And the "bean counters" of the world must be convinced that the costs of not participating are far greater than the cost of being a part of this important work. This is not easy.

An article in the *New York Times*, "Cost Accounting's Blind Spot," told about a Boston manufacturing company that was considering buying an industrial robot that cost \$200,000. There was no way an MBA could have justified it. It was hard enough to convince the company it was a reasonable risk, let alone a positive investment. But it bought it anyway, and the decision paid off many-fold. The article concluded that standard accounting procedures have great difficulty dealing with intangibles.

My mind turns to a quote from one of those papers to be found in pigeon holes at the International Broadcasting Convention. One London facility's manager commented: "It's gotten to the stage that equipment is so expensive and the choice of systems so great that you can't afford to get your sums wrong."

I would only add that standardization plays a large part in helping. That seems to say it all.





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# Datebook

## Major Meetings

**Feb. 6-7**—*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**—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

**Feb. 18-20**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

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

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

**March 28-31**—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Dallas, March 24-27, 1990, and Dallas, April 13-16, 1991.

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

**April 1-5**—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

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

**April 26-29**—*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 26-29**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

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

**May 17-20**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

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

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

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

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

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

**June 10-14**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

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

**Aug. 30-Sept. 1**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

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

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

**Oct. 6-8**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 18-21**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

**Oct. 30-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

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

**Jan. 30-Feb. 3, 1988**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

## This week

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

**Feb. 10**—*International Radio and Television Society* "Second Tuesday" seminar, "People Meters—The Management Perspective." Panelists: Jerry Dominus, CBS Television Network; Kay Koplovitz, USA Network; Richard Kostyra, J. Walter Thompson U.S.A., and Marcella Rosen, NWAyer. Viacom Conference Center, New York. Information: (212) 867-6650.

**Feb. 10**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**Feb. 10**—"First-Run Syndication," panel sponsored by *Academy of Television Arts and Sciences* on "how to get first-run syndication shows sold, from inception of ideas through first ratings." Directors Guild Theater, Los Angeles.

**Feb. 10**—*Washington Women in Public Relations* monthly luncheon meeting. National Lawyers Club, Washington.

**Feb. 10**—*New York Women in Cable* trade press roundtable. HBO Media Center, New York. Information: Sherri London, (212) 210-0543.

**Feb. 10-11**—Two seminars with producer/director John Rich, presented in association with *Directors Guild of America*. Tuesday seminar titled "John Rich on Comedy"; Wednesday seminar titled "John Rich on Drama." Museum of Broadcasting, New York. Information: (212) 752-4690.

**Feb. 11**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Mark Monsky, news director, WNBC-TV New York. Copacabana, New York. Information: (212) 765-2450.

**Feb. 11**—*International Television Association, St. Louis chapter*, meeting. Rosenthal Productions, St. Louis. Information: (314) 725-4334.

**Feb. 12**—"The Documentary of an Endangered Species," featuring Burton Benjamin, former senior executive producer of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

**Feb. 12-13**—"The Technologies of Communications Common Carriage," tutorial sponsored by *Washington Program of Annenberg Schools of Communications*. Washington Program office, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.

**Feb. 13-15**—*Oklahoma Association of Broadcasters* annual winter meeting with Society of Broadcast Engineers, Oklahoma City and Tulsa chapters. Doubletree hotel, Tulsa, Okla.

**Feb. 15**—Deadline for entries in 15th annual Clarion Awards sponsored by *Women in Communications Inc.* Information: WICI, Box 9561, Austin, Tex.; (512) 346-9875.

**Feb. 15-17**—*Louisiana Association of Broadcasters* annual convention. Westin Canal Place hotel, New Orleans.

**Feb. 15-20**—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

## Also in February

**Feb. 16-22**—Video Expo San Francisco '87, sponsored by *Knowledge Industry Publications*. Civic Auditorium, San Francisco. Information: (914) 328-9157.

**Feb. 17-18**—*California Broadcasters Association* government relations conference. Hilton hotel, Sacramento. Information: (914) 444-2237.

**Feb. 17-18**—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison,

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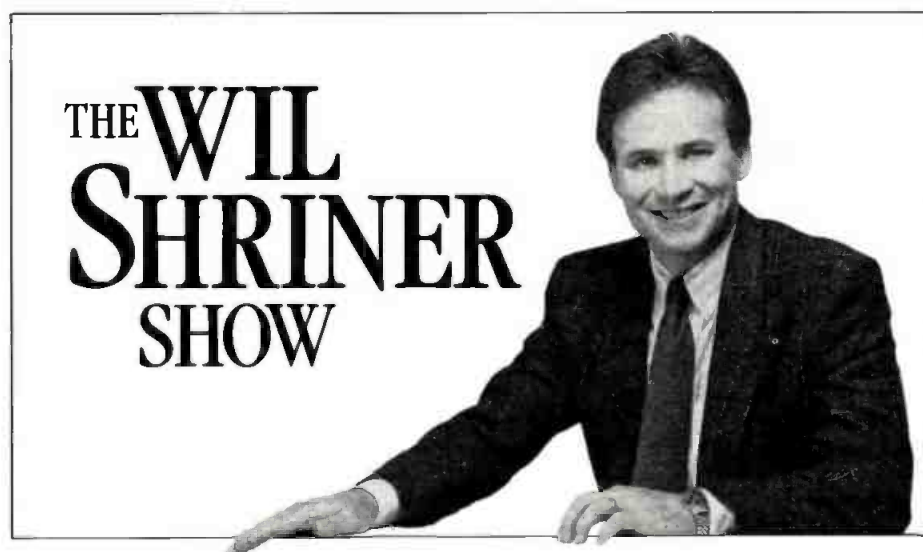
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Wis.

**Feb. 18**—*Texas Cable TV Association* annual membership meeting. Convention Center. San Antonio, Tex.

**Feb. 18**—*Cable Television Administration and Marketing Society* first general manager seminar to be held during Texas Cable Show (see above). Marriott, San Antonio. Information: Linda Dowell, (202) 371-0800.

**Feb. 18**—Deadline for entries in Roy W. Howard Award, for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

**Feb. 18**—*Ohio Association of Broadcasters* Toledo managers' meeting. Hotel Sofitel, Toledo.

**Feb. 18-19**—Fifth Cable Television and Satellite Broadcasting Conference, sponsored by *Financial Times*. Intercontinental hotel. London. Information: (01) 621-1355.

**Feb. 18-20**—The Texas Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

**Feb. 18-20**—Forum '87, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.

**Feb. 18-20**—*Television Bureau of Advertising* sales advisory committee meeting. Gene Autry hotel, Palm Springs, Calif.

■ **Feb. 18-20**—*Cable Television Public Affairs Association* second annual seminar. Keynote speech: Jim Mooney, president, National Cable Television Association. Sheraton Premiere hotel, Los Angeles. Information: John Kroll, (818) 569-7755.

**Feb. 19**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Patricia Diaz Dennis. Washington Marriott, Washington.

**Feb. 19**—Deadline for entries in Edward Willis Scripps Award, for service to the First Amendment, sponsored

by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

**Feb. 19**—*American Women in Radio and Television, Washington chapter*, reception for new members of Congress. Cannon Caucus Room, Washington.

**Feb. 19**—"60 Minutes on 60 Minutes," featuring Richard Salant, former president of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

**Feb. 19**—*Vermont Ad Club* meeting, featuring John D.C. Little, MIT, on "The Impact of Marketing Variables." Radisson-Burlington hotel, Burlington, Vt.

**Feb. 19-20**—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

**Feb. 19-21**—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**Feb. 19-21**—*Howard University's School of Communications* 16th annual communications conference. Theme: "Leadership and Power Through Communications." Blackburn Center on Howard campus and Howard Inn, Washington. Information: (202) 636-7491.

**Feb. 19-21**—*South Florida Black Media Coalition* third annual communications conference. Doral Country Club, Miami. Information: (305) 579-0021.

**Feb. 21**—*Alpha Epsilon Rho, National Broadcasting Society*, north central regional convention. University of Wisconsin-Platteville, Wis. Information: Jamie Doerge, (608) 342-1180.

**Feb. 21**—"A Conversation with Paul Duke" (moderator of *Washington Week in Review*), one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington, Va. Information: (703) 998-2713.

**Feb. 23-25**—Annual *National Association of Broadcasters* state leadership conference, formerly called state association presidents and executive directors conference. J.W. Marriott, Washington. Information: (202) 429-5310.

**Feb. 23-25**—*Kentucky Broadcasters Association* trip to Washington for NAB's annual state leadership con-

ference (see item above).

**Feb. 24**—*Broadcast Pioneers* annual Mike Award dinner. Plaza hotel, New York.

**Feb. 24-25**—*Association of National Advertisers* television and media workshops. Marriott Marquis, New York. Information: (212) 697-5950.

■ **Feb. 24-25**—*Louisiana Association of Broadcasters* visit to Congress. J.W. Marriott, Washington.

**Feb. 24-26**—"Sports Issues 1987: Economics, Contracts, Drugs," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Feb. 25**—*National Press Foundation* awards dinner, featuring presentation of fourth annual Sol Taishoff Award to Robert MacNeil and James Lehrer of PBS's *MacNeil/Lehrer NewsHour*. Sheraton Washington hotel, Washington.

**Feb. 25**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Stuart A. Hersch, chief operating officer, King World, on "Phenomenon of Oprah." Copacabana, New York. Information: (212) 765-2450.

**Feb. 25**—*Academy of Television Arts & Sciences, New York chapter*, screening and discussion of Worldnet with Alvin Snyder, director, USIA Television and Film Service. New York. Information: (212) 765-2450.

**Feb. 25-26**—*Illinois Broadcasters Association* Washington trip. J.W. Marriott, Washington.

**Feb. 26**—"See You on the Radio," seminar on using radio more effectively, sponsored by *Houston Association of Radio Broadcasters*. Luncheon speaker: CBS's Charles Osgood. Westin Galleria, Houston.

**Feb. 26**—Roundtable discussion about CBS founder William Paley, led by Sally Bedell Smith, *New York Times* reporter. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

**Feb. 26**—*American Film Market*, sponsored by *American Film Market Association*, for international sales of independent English language feature films. Beverly Hilton, Los Angeles. Information: (213) 275-8505.

**Feb. 27**—Deadline for entries in Ralph Lowell Award, recognizing outstanding contributions to public television, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

**Feb. 27**—Deadline for entries in Edward R. Murrow Brotherhood Awards, for "television and radio news production that best promotes human understanding and good relations among people," sponsored by *B'nai Brith Cinema/Radio/TV Unit*. Information: (212) 686-3199.

■ **Feb. 27**—*Society of Satellite Professionals, Mid-Atlantic regional chapter*, annual Mardi Gras meeting. Old Iranian Embassy, Washington. Information: (202) 639-8844.

**Feb. 28-March 2**—*Association of Film Commissioners* second annual trade show, "Location Expo '87," to exhibit "location filming advantages that each commission has to offer producers of theatrical feature films, TV movies and mini-series and commercials." Held in conjunction with American Film Market, Feb. 26-March 6. Beverly Hilton, Los Angeles. Information: (213) 275-3400.

## March

**March 1**—Deadline for applications for KOMO minority scholarship, sponsored by *ABC Information Radio and ABC Television affiliates*, for western Washington minority students. Scholarship provides up to three nonwhite high school or college students with college tuition for up to one year. Information: (206) 223-4024.

■ **March 1-5**—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

**March 2-3**—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of CapCities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

**March 2-4**—*SPACE/STTI* convention, sponsored by *Satellite Television Industry Association*. Bally's, Las



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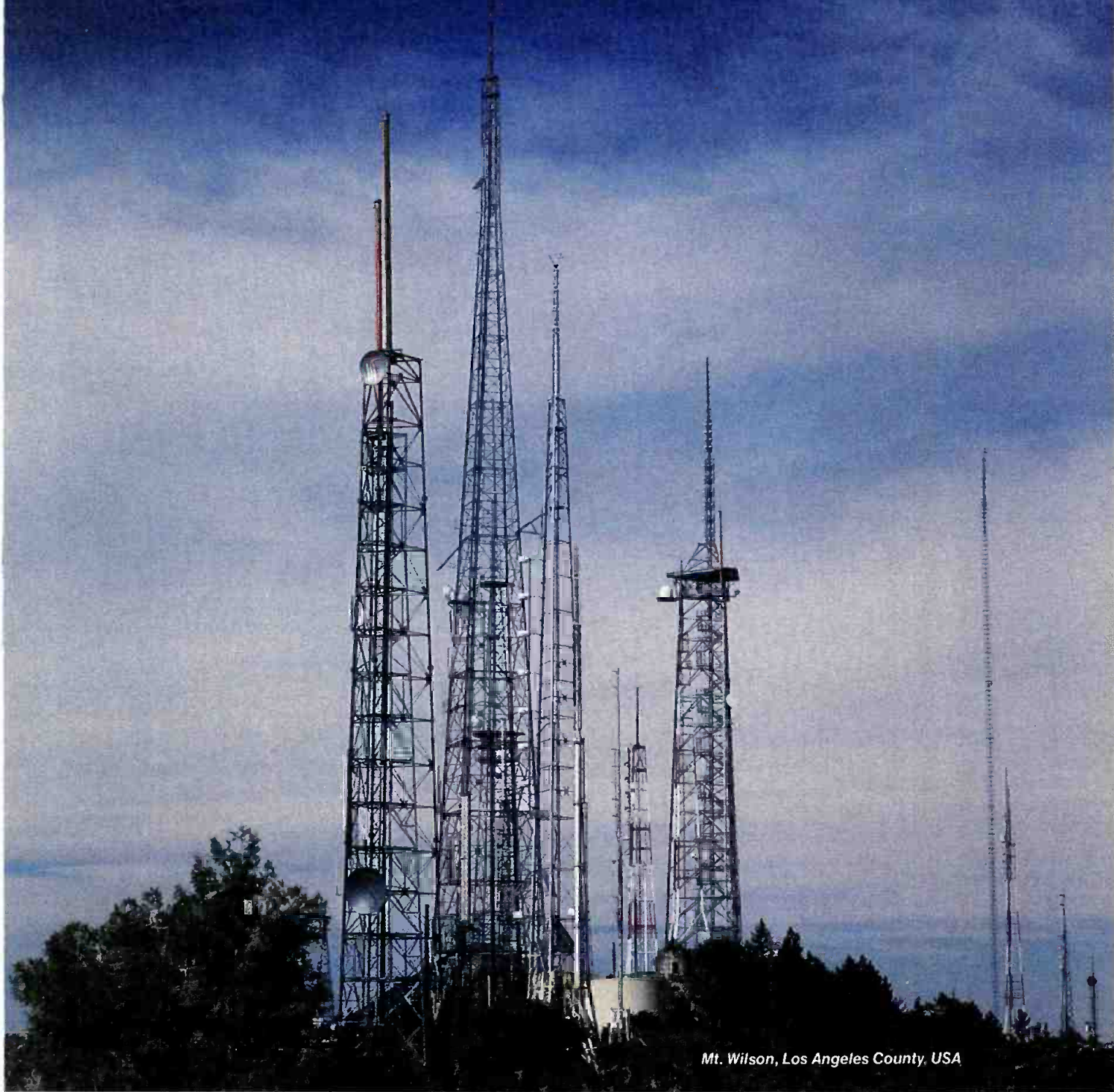


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**March 3-4—Ohio Association of Broadcasters** Ohio Congressional Salute. Hyatt on Capitol Hill, Washington.

■ **March 3-4—"Three Years After Divestiture—A Second Look at the AT&T Decree and the Status of Competition and Regulation in the Telecommunications Industry,"** conference sponsored by *American Bar Association, Section of Public Utility Law*. Washington Hilton, Washington. Information: (202) 483-3000.

**March 4—Academy of Television Arts & Sciences, New York chapter**, luncheon featuring David Hall, general manager, Nashville Network. Copacabana, New York. Information: (212) 765-2450.

**March 5—International Radio and Television Society** annual Gold Medal banquet, honoring Allen Neuharth, chairman, Gannett Co. Waldorf-Astoria, New York.

**March 5—Television Bureau of Advertising** regional sales training conference. Grosvenor Resort, Buena Vista, Fla. Information: (212) 486-1111.

**March 5—UCLA's** fifth biennial communications law symposium, "Following the Footprints: Protecting Film and TV Rights in the World Satellite Marketplace," sponsored by *UCLA School of Law, Communications Law Program*. Beverly Hilton hotel, Los Angeles. Information: (213) 206-0534 or (213) 825-6211.

**March 5-8—Athens International Video Festival**, sponsored by *Athens Center for Film & Video*. Seigfried Hall, Ohio University, Athens, Ohio. Information: (614) 594-6007.

**March 6—Television and ethics conference** sponsored by *Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter*. Keynote speaker: Fred Friendly, professor emeritus, Columbia University School of Journalism. Marriott hotel, Copley Place, Boston. (617) 578-8615.

**March 6—Ohio Association of Broadcasters** Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

**March 6-8—Sixth annual Northern California Radio-Television News Directors Association** convention and awards. LeBaron hotel, San Jose, Calif. Informa-

tion: Darryl Compton. KRON-TV San Francisco. (415) 561-8760.

**March 6-8—Women in the Director's Chair** film and video festival. Facets Multimedia, Chicago. Information: (312) 281-4988.

■ **March 7—"Deregulation of the Broadcasting Industry: Where Does It Leave the Public Interest?"** sponsored by *Listeners' Guild*. Kosciuszks Foundation, 15 East 65th Street, New York. Information: Erica Lieber, (212) 956-4532.

**March 9-11—"Racial Diversity-The Media: A Blueprint for Action,"** conference sponsored by *Institute for Journalism Education*. Westin hotel, Washington. Information: (415) 642-8288.

**March 10—International Radio and Television Society "Second Tuesday"** seminar. Viacom conference center. New York. Information: (212) 867-6650.

**March 10—Ohio Association of Broadcasters** Akron/Canton managers' meeting. Quaker Square, Akron, Ohio.

**March 10—National Association of Broadcasters** "group fly-in," open forum meeting for radio group chief executive officers and presidents. Westin O'Hare, Chicago. Information: (202) 429-5417.

■ **March 10—Deadline** for entries in *Center for New Television's* regional fellowship program. film and video production grants in Illinois, Indiana, Michigan and Ohio. Information: (312) 565-1787.

**March 10-13—Audio Engineering Society** convention. Queen Elizabeth II conference center. London. Information: (212) 661-8528.

**March 11—American Women in Radio and Television, Washington chapter**, meeting, "Where Will the Jobs Be in 1997?" National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

**March 11—Electronic Media Marketing Association** meeting. Yale Club, New York. Information: (203) 625-0101.

**March 11—National Academy of Television Arts and Sciences, New York chapter**, lunch featuring John Cor-

poron, president, INN. Copacabana, New York.

**March 12-13—American Advertising Federation** spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court. Other speakers include Senator Ernest Hollings (D-S.C.) and John Dingell (D-Mich.). Willard hotel, Washington. Information: (202) 898-0089.

**March 13—Ohio Association of Broadcasters** Cleveland managers' meeting. Stouffers, Cleveland.

**March 15—Deadline** for entries in 10th annual Home-town USA Video Festival sponsored by *National Federation of Local Cable Programmers* and *Fuji Photo Film's magnetic products division*. Awards are made to local origination productions "that address community needs, develop diverse community participation in the production process, challenge the conventional commercial television format and move viewers to look at television in a different way." Information: Julie Omelchuck, NFLCP, 906 Pennsylvania Avenue, S.E., Washington 20003; (202) 544-7272.

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

**March 16-17—West Virginia Broadcasters Association** spring meeting. West Virginia Marriott hotel, Charleston, W.Va.

**March 17—Presentation** of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

**March 17-18—New York State Broadcasters Association** sixth annual call on Congress. Capitol Hill, Washington.

**March 18—Academy of Television Arts & Sciences, New York chapter**, luncheon featuring Bruce Christensen, president, Public Broadcasting Service. Copacabana, New York. Information: (212) 765-2450.

**March 18—New Jersey Public Broadcasting Authority** board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

■ **March 18-19—Texas Association of Broadcasters** TV Day. Austin, Tex.

**March 19—Television Bureau of Advertising** regional sales training conference. Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.

**March 19—International Radio and Television Society** newsmaker luncheon. Waldorf-Astoria, New York.

**March 20-22—Intercollegiate Broadcasting System** national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

■ **March 21—"Television Syndication: A Practical Guide to Business and Legal Issues,"** symposium sponsored by *Los Angeles County Bar Association, Intellectual Property and Unfair Competition Section*. Beverly Wilshire hotel, Los Angeles. Information: David Shall, (213) 468-4375.

**March 22-26—National Computer Graphics Association** Graphics '87 conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

**March 24—American Women in Radio and Television** 12th annual National Commendation Awards luncheon. Waldorf-Astoria, New York.

**March 24—Federal Communications Bar Association** luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

**March 24—Television Bureau of Advertising** regional sales training conference. Meridian, San Francisco. Information: (212) 486-1111.

**March 24-26—"How States and Cities Are Coping as Federal Funds Shrink,"** conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**March 25—Illinois Broadcasters Association** college seminar. Illinois State University, Normal, Ill.

**March 25-27—Virginia Cable Television Association** 21st annual convention. Homestead, Hot Springs, Va.

**March 25-28—American Association of Advertising Agencies** annual convention. Boca Raton hotel and

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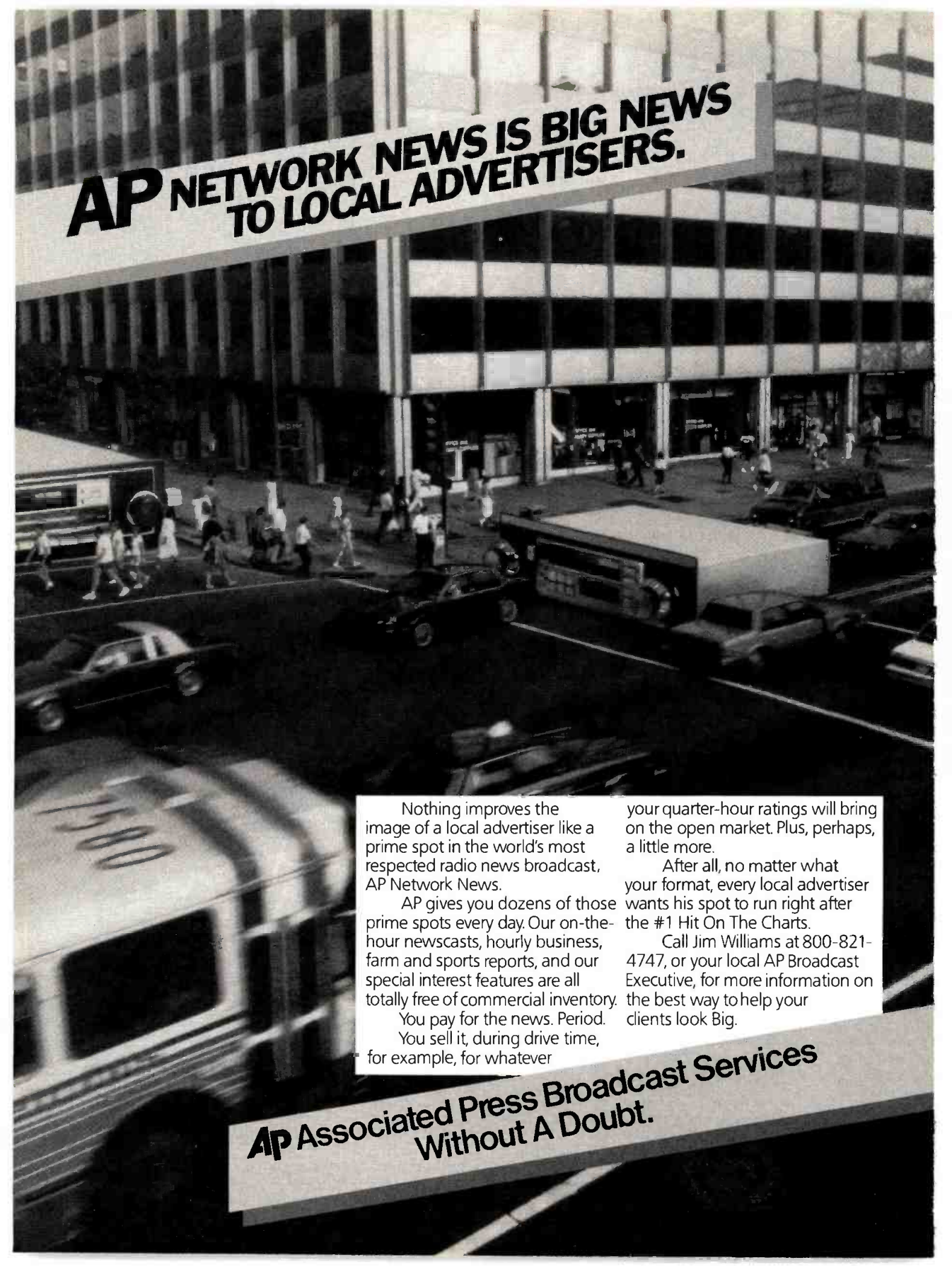
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# Broadcasting Feb 9

Vol. 112 No. 6

TOP OF THE WEEK

## It's official: Patrick for FCC chairmanship

**White House announcement accelerated by anti-pornography, pro-family campaign attacking incumbent commissioner and pushing former agency general counsel Smith; long line forming for vacancy**

Dennis Roy Patrick got the big nod last week: President Reagan announced his intention to name him as FCC chairman, "effective upon the departure of Mark S. Fowler."

The White House specified no date for the transition. But Chairman Fowler has announced his own intention to resign sometime in the spring. He also has told BROADCASTING that he planned to continue serving as chairman at least through the National Association of Broadcasters convention March 28-31 (BROADCASTING, Jan. 26).

The Patrick announcement had been expected. It had been reported that all that stood in the way was completion of a routine background check (BROADCASTING, Jan. 26). The decision to go public was believed to have been accelerated by a demonstration in support of another choice for chairman, a demonstration that went on even after the President released his decision last Thursday afternoon (Feb. 5).

The National Decency Forum, a coalition of anti-smut and pro-family groups, held a lunchtime demonstration in front of FCC headquarters in Washington last Thursday to question Patrick's qualifications and champion those of Jack Smith, the FCC's former general counsel who is now an associate general counsel at the Federal Home Loan Bank Board.

Later that afternoon, about 20 representatives of the group, with Smith in tow, met with Carl Anderson, special assistant to the President for public liaison, and Patrick Buchanan, assistant to the President and director of communications (who has announced his own resignation, effective March 1) at the old Executive Office Building to request that Patrick be dumped in favor of Smith. Representatives of the group, who requested a personal audience with President Reagan, questioned Patrick's commitment to combat obscenity and indecency. (Privately, some were also expressing concern that Patrick has been divorced and has no children.) Even after they were informed that the President had announced his decision, group members were refusing to call it quits. "Until Patrick moves into the chairman's office, we're going to continue to support Smith," said Brad Curl, forum spokesman and na-

tional director of Morality in Media.

Buchanan said he thought it "disgraceful" that the Fowler FCC, which reportedly has been receiving 20,000 obscenity or indecency complaints each year, has taken no obscenity or indecency enforcement action. He also said he would forward to chief of staff Donald Regan a letter from the group urging that Smith be nominated as chairman. "I think the President should know what we're saying," Buchanan said. Yet Buchanan offered no reason for group members to be optimistic about persuading the President to



rescind his decision. "It's possible," said Buchanan. "But probable? I doubt it."

Patrick took exception to the criticisms. "The broadcast of obscene or indecent material is prohibited by law," said Patrick in a statement. "As a commissioner, I have supported and will continue to support efforts to enforce that law. In fact, I supported the recent inquiries the commission initiated in this area. It is unfortunate that some individuals have chosen to characterize my views without taking the time to come in and discuss the issue with me. I'm anxious to meet with concerned parties any time. I hope to have a constructive dialogue with them in the future because this is in my view a very serious issue."

A well-placed source said Smith, who reportedly has the support of the National Religious Broadcasters for the commissioner seat that will be vacant when Fowler departs, if not for the chairmanship, caught the attention of that group and the National Decency Forum because of a report and editorial on a confidential memo on pornography he had given the commissioners upon leaving the agency (BROADCASTING, Jan. 5). In that memo, Smith, who had been a force behind

pending FCC staff requests that three radio licensees respond to allegations that they had aired obscene or indecent programming, identified his strong predilection for enforcement and warned that broadcasters were watching those proceedings to see how far they could go. "If we walk away now, the floodgates will be open, and much of broadcasting may begin to look like George Bailey's nightmare town in the movie classic, 'It's a Wonderful Life,'" Smith said.

Smith told BROADCASTING he had advised groups backing him for the chairmanship that Patrick had it "locked up." Yet Smith said he had no control over those groups. "I am interested in the commissionership," said Smith, whom the White House staff has interviewed for the slot.

At the agency itself, news of Patrick's announcement drew enthusiastic reviews. "President Reagan has made a superlative choice," said Fowler. Patrick, said Fowler, "has the requisite character, vision and intellect to formulate enlightened telecommunications policy and the courage to implement it."

Commissioner James Quello said Patrick had been "very close" to Fowler, "legally, personally and ideologically." Patrick will continue "the deregulatory approach" and "in a few years he'll go out and make a ton of money as a good Hollywood attorney," Quello said. "I personally expect to be able to go along with him on the great majority of things."

Commissioner Mimi Dawson, who had been vying for the chairmanship, had nice things to say. "I think he'll be an excellent chairman," said Dawson. "I think he's bright; he's capable, and he listens."

Reviews from industry associations seemed subdued in comparison. "Dennis Patrick is a dedicated and knowledgeable commissioner," said Eddie Fritts, president of the National Association of Broadcasters. "As we have in the past, broadcasters can expect him to give their views full attention and careful consideration. We look forward to working with him in his new role as chairman."

Said James Mooney, president of the National Cable Television Association: "He's been an able commissioner, and there's every reason to expect he'll be an able chairman. He also obviously is committed to deregulation of the communications industries, and while we may differ with him from time to time on specifics, we generally believe his policies are the right ones."

Said Steve Effros, president of the Com-



Jack Smith at left and the Morality in Media protest at the FCC pushing him for FCC chairman



munity Antenna Television Association: "He's a very bright and able guy. And while we obviously have some philosophical differences, he's indicated that he's open on the issues, and I appreciate that."

Patrick, 35, was still declining interviews on his plans for the agency last week. Yet the evidence would suggest he will continue in the Fowler tradition.

It has been no secret that the two have been close since Patrick joined the agency late in 1983. From his early days at the agency, Patrick, or one of his deputies, has reportedly been included in the chairman's meetings with staff aimed at formulating the groundwork for commission items, meetings to which other commissioners weren't invited. "He will promote to the maximum extent possible the marketplace concept in the telecommunications and broadcasting worlds in adherence to the precepts of the First Amendment," said one source. "He's very much a supporter of the chairman's program." Added another source: "In most cases, the chairman and Patrick come to the same bottom line."

Those hoping for a more compromising spirit may be in for an unpleasant surprise. Sources also said that Patrick, if anything, may be more conservative and "more ideological" than Fowler.

Yet Patrick is not expected to keep as high a profile as Fowler. "He's very much the lawyer," said one observer. "He's very legalistic and cautious."

Some of the cards Patrick has shown lately haven't been particularly attractive to the industry. Patrick's opposition to mandatory broadcast carriage requirements cable rules is well known, as are his authorship of the A/B switch aspects of the commission's interim must-carry rules. He has also attacked cable's compulsory copyright license and asserted that he has "tentatively concluded" that the "public interest would be fostered by adopting a modified syndicated exclusivity rule" (BROADCASTING, Dec. 15, 1986).

With Reagan's term set to expire in January 1989, Patrick may have less than two years to accomplish his personal agenda. For that reason, the White House's choice for Fowler's commission seat would appear to

be of particular importance to Patrick; because of the time pressure, he might be best off with someone who's already familiar with the telecommunications territory. Also, while some suggest that he can count on the support of Commissioner Patricia Dennis, whose candidacy for the FCC he reportedly advanced, he may lack in a reliable third vote after Fowler departs. For that reason, a like-minded candidate would seem to be at an especially high premium.

Word had it that the competition for the post will be intense, with the White House list, by one report, containing about 30 names thus far. Among the names circulating as possible candidates: Smith; Jerald Fritz, chief of staff to Fowler; Peter Pitsch, chief, FCC Office of Plans and Policy; W. Allen Moore, minority chief of staff for the Senate Commerce Committee; Walter McCormick, minority general counsel for the Senate Commerce Committee; Ira Goldman, counsel for Senator Pete Wilson (R-Calif.); Craig Smith, president of the Freedom of Expression Foundation, and Susan

Wing, partner with the law firm of Hogan & Hartson. Names still circulating, despite denials from authoritative sources as to their legitimacy, are James Hughes, general counsel for BDM International (BROADCASTING, Jan. 26), and Mark Sullivan, an associate director for presidential personnel, the same White House position Patrick held before becoming an FCC commissioner. (Hughes is reportedly attempting to advance his candidacy. Sullivan reportedly isn't interested, but several other White House staff members reportedly are.)

Patrick, the son of a Los Angeles policeman, was once a law clerk to William Clark, then a California Supreme Court judge. Clark, a friend of Reagan, later served as secretary of interior. Patrick received an AB in political science from Occidental College, Los Angeles, in 1973, and got his JD from the University of California at Los Angeles in 1976. He also was an attorney for the law firm of Adams, Duque & Hazeltine in Los Angeles from 1976 until he joined the White House staff in late 1981. □

## WARC begins on inauspicious note

Industrialized countries expecting trouble from developing countries at the World Administrative Radio Conference on shortwave broadcasting in Geneva got a taste of it on the opening day, on Feb. 2. A group of African countries and India had caucused over the preceding weekend under the leadership of Algeria, and produced a statement calling on the developed countries to make the "necessary compromises" to assure developing countries an effective broadcasting service.

The developing countries said the "compromises" were necessary in view of the failure of the computer-based plan that was proposed at the first session of the conference, in February 1984, and tested by the International Frequency Registration Board over the intervening period. There was general agreement among developed and developing countries that the plan would not meet the requirements of the world's countries (BROADCASTING, Feb. 2).

One of the first orders of business at the conference was a report by the IFRB on the results of the test, followed by a statement by W. H. Bellchambers, IFRB chairman, declaring the results of the "planning exercises" unsatisfactory. He said the failure was compounded of the volume of requirements submitted by the countries and the high-quality criteria for broadcasting standards adopted at the first session.

In picking officers, the conference elected J. K. Bjornsjö, of Sweden, who served as chairman of the first session, to serve as chairman of the second as well. Leonard Marks, who heads the U.S. delegation, is one of five vice chairman who were named. The others were from the USSR, Algeria, Colombia and Saudi Arabia.





## Renewal, cable, push for radio in NAB sights

**Association leadership, meeting in California, plans to seek legislative relief from comparative process and to produce paper on cable 'monopoly'; boosting radio's image and its share of advertising pie high on agenda**

The National Association of Broadcasters joint board of directors adjourned its week-long winter meeting last week in Laguna Niguel, Calif., satisfied that the association is on a sound course. Armed with a new set of priorities, the directors came away with what was described as a "renewed sense of vigor." Radio launched an ambitious undertaking: NAB, in cooperation with the Radio Advertising Bureau, plans to develop a long-term strategy to increase that medium's share of the total advertising pie. And television directors took a hard-line approach toward the cable industry: NAB will produce a so-called white paper, titled "Cable—The Unregulated Monopoly."

"It's time the world recognized cable is an unregulated monopoly," said NAB President Eddie Fritts. He described the white paper as falling "somewhere between a status report and a declaration of war." Cable enjoys several advantages as a monopoly, he said, "which have to be balanced out." According to Fritts, NAB still has an agreement with cable (the broadcaster-cable compromise on must carry). "You might call this a reality review of the marketplace," he said.

The television directors, motivated in large part by some of the independent broadcasters who sit on the board, voted unanimously to have NAB staff prepare the document. It will focus on five issues: "Why is cable an unregulated monopoly; broadcasters' right for local carriage; broadcasters' right to contract for local program exclusivity; the right not to be discriminated against in dial position, and the need for additional competition." On the last, NAB directors are said to be divided over whether phone companies should be permitted to offer cable services. Still another matter expected to be examined is the issue of limiting the number of systems a cable operator may own.

The 69-member joint board gathered for seven days at the luxurious Ritz-Carlton hotel in Laguna Niguel. But quite a few board members left the meeting early, a day before the final joint board session last Friday. There was strong sentiment to compress the

week-long meeting, and a proposal emerged to trim two days off the board's schedule: The legislative forum, which lasts two days and features senators and congressmen, many of whom are key players in the formulation of communications policy (see story, page 47), would occur over a weekend followed by a Monday TV board meeting, a Tuesday radio meeting and a Wednesday joint board meeting.

For the radio board, it was a meeting marked by robust discussion, much of it due to the board's size (there are 47 directors) and diverse composition. "No mountains were moved, but the earth shook a little bit," said one radio director. It was the second time the radio board had met since the board was enlarged to accommodate NAB's merger with the National Radio Broadcasters Association last year. (Twelve former NRBA directors joined the NAB board. Four of those seats expire this year; the rest expire at different intervals.) Since the merger, the directors have concentrated on melding the two organizations and developing a cohesive unit that would enable NAB to speak as the sole representative of the radio industry.

They appeared to have made progress on that front. "It's been a wonderful coming together," said Ray Saadi of KHOM(AM)-KTIB(FM), Houma, La. That view was seconded by a former NRBA director, Carl Hirsch of Legacy Broadcasting: "Going in, I wasn't sure we'd [NRBA] done the right thing. I am positive we've done the right

thing now." By week's end, it was clear there was harmony and that any traces of an "NRBA bloc versus a NAB bloc" had disappeared.

That's not to say that some of the new directors (among them were those appointed after the NAB-NRBA merger and those elected through NAB's regular process) weren't privately expressing frustration with some of the longer-serving directors who seem "resistant to change" and who, some directors feel, exhibit an unwillingness to consider "new approaches" to issues. Nevertheless, that did not detract from the overall progress the board felt it made in carrying out the goals stated in the NAB-NRBA merger agreement.

As part of the effort to make the merger a success, the radio board adopted the recommendations of a special "unification" task force, chaired by John Dille of Federated Media, Elkhart, Ind. Among those goals: "To create an independent, single-purpose, limited-life coalition between NAB and RAB to increase radio's share of total advertising expenditures and to enhance pride in the industry." To get that under way, NAB and RAB have engaged Bill Moyes of the Research Group to survey advertisers and agencies on how to position radio in the advertising market. (They hope to have a study completed in time for the NAB convention in March.) A committee comprising two RAB members and NAB directors Bill Clark of Shamrock Broadcasting, San Rafael, Ca-



**Bib and tuckered.** NAB's executive committee off the beach in Laguna Niguel (l to r): President Eddie Fritts, Eugene Cowen of Capcities/ABC, radio board chairman Bev Brown and vice chairman Jerry Lyman, joint board chairman Ted Snider, TV board vice chairman Wally Jorgenson and chairman Pete Kizer, radio unification representative Bill Clark and ex-joint board chairman Gert Schmidt.

lif., and Jerry Lee of WEAZ(FM) Bala Cynwyd, Pa., will oversee the study, while NAB's John Abel, executive vice president for operations, and one RAB staffer will supervise it. Later, an NAB-RAB coalition (whose members have not yet been selected) will likely use the study with other research to develop a strategy for a campaign to boost radio sales as well as its public image. There's a strong possibility such a campaign may require considerable funding which would mean an industrywide appeal for financial support.

Other key elements of the task force proposal sanctioned by the board was a call for "license security." It was radio's feeling that if NAB's drive to obtain relief from the comparative renewal process for both radio and television fails to gain steam, the association should consider pursuing passage of a radio-only bill. (That action has always been acceptable, said NAB staff.) And the board is asking that radio's three-member representation on the executive committee stay intact even after the unification seat expires in three years. Currently, the radio chairman and vice chairman and Shamrock's Clark, who is the unification (NRBA) representative, serve on the committee. Under this proposal, the past radio chairman would succeed Clark, but would not have a vote on the joint radio-TV executive committee.

Interest expressed by some directors in seeing NAB's radio division with its own president surfaced during deliberations. Addressing that issue before the board was director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., who talked about the need for a radio advocate, who, O'Shaughnessy said, would "focus attention on radio... and how good we are at providing leadership in our community."

He said his proposal is not meant to slight the leadership of NAB and RAB, who, he said, are all key players and essential to the industry. However, "we need an advocate who sells conceptually and generically what we already are... that medium closest to the people, free and over-the-air." O'Shaugh-

## Ledger domain

The NAB board approved a \$12,995,350 budget for the April 1987-March 1988 fiscal year, working from anticipated revenue of \$13,378,000. That represents a 5.6% increase in revenue over FY 86-87 and a 4.8% increase in expenses. Net income of \$382,650 is budgeted, \$115,350 more than that projected for this year. Expenses by departments: government relations, \$1,070,000; legal, \$904,500; public affairs and communications, \$1,072,000; station services, \$1,000,800; minority and special services, \$128,750; science and technology, \$625,500; research and planning, \$783,000; radio, \$1,136,500; television, \$742,300, and general administrative, \$5,532,000.

Among other expenses are \$395,000 for the June 1987 and January 1988 board meetings. (NAB's tab for board meetings in June 1986 and last week was \$370,000, up from \$295,000 that was approved in the FY 86-87 budget.) NAB's legislative forum held before to the Laguna Niguel meeting was listed at \$65,000. The association anticipates spending \$70,000 for next year's legislative forum.

NAB is expecting revenue of \$3,428,000 in radio dues, \$3,472,000 in television dues, \$3,505,000 from the national convention and \$1,225,000 from NAB services. NAB's radio convention is expected to raise \$500,000.

nessy also expressed desire to see NAB provide members with sales help and counsel and eventually bring RAB and NAB under one roof.

As for other reorganization that may be in the future, Radio Vice Chairman Jerry Lyman of RKO Radio suggested the association elevate the roles of both radio and television chairmanships and abolish the joint board chairmanship. Lyman said he was not offering a formal proposal but wanted to throw the idea "on the table for discussion." His idea, according to one director, "went off like a bombshell because nobody knew it was coming."

It did not go over well, said another director, who said the members felt it was the type of proposal they needed time to "mull over." Consequently, they took no action and Lyman said the item was tabled for future debate.

On the legislative front, NAB's decision to seek relief from the comparative renewal process was a major item before the joint board. The association says it is willing to discuss the possibility of making some trade-offs with Capitol Hill and public interest

groups in exchange for license security.

The matter also arose during one of the congressional panels (see story, page 47). "NAB is willing to talk," said one director, but "we're not going to give away everything." Just how far broadcasters will go was a sensitive subject, and the board was reluctant to reveal what it might consider in negotiations. That attitude apparently contributed to the board's decision to postpone taking a stand on the FCC's minority ownership inquiry. Comments are due at the FCC in May.

Robert Munoz (KCIK-TV El Paso, Tex.), chairman of NAB's minority executive council, recommended that NAB file in support of continuation of the FCC's minority and women's preferences and the commission's distress sale and tax certificate policies. But, according to sources, NAB fears such a move would make it vulnerable in its negotiations on a license renewal bill. "We don't want to compromise before we go to the floor," said one director. It was also said that Representative Mickey Leland (D-Tex.), who will be pushing for EEO requirements in a broadcasting bill, "will only want more" if NAB states its position now. The board also failed to act on Munoz's request to place a minority representative on NAB's executive committee.

There's no doubt comparative renewal is NAB's number-one priority. (The TV board also spent time reviewing NAB's strategy on gaining passage of a music licensing bill.) The directors have deep concern about what has happened with RKO in the comparative proceedings. It was suggested NAB might consider filing a class action suit on comparative renewal. "We're willing to look at it," said NAB's John Summers, senior executive vice president for government relations. But he wasn't sure if "there's a vehicle for it."

Yet another matter for the joint board was the issue of obscene and indecent programming. A resolution was introduced by radio director Dave Palmer of WATH(AM)-WXTQ(FM) Athens, Ohio, that would have reminded "broadcasters they are guests in the home and that their audiences include



**Unifiers.** Members of the NAB's unification task force met informally in Laguna Niguel. L to r: Bill Clark of Shamrock Broadcasting, Jack Clements of Mutual, Bob Herpe of TransCom Communications, Jim Arcara of Capital Cities/ABC Radio, Bernie Mann of Mann Media, Carl Wagner of Taft, Jerry Lee of WEAZ(FM) Philadelphia, Marty Greenberg of Duffy Broadcasting, Jeff Smulyan of Emmis Broadcasting, Paul Hedberg of Hedberg Broadcasting, Bill Rollins of Suburban Radio and John Dille of Federated Media.



children and adults of all ages. In view of this responsibility, the board encourages all stations to refrain voluntarily from programming of this nature." There were, however, some who opposed the resolution (director O'Shaughnessy, for one) and on the advice of counsel, NAB tabled the item. It was believed the resolution focused on individual members rather than the industry at large, a position NAB was uncomfortable with.

NAB's broadcast marketing task force assigned to explore the possibility of launching a campaign to enhance broadcasting's image with the public was expected to recommend that NAB hire an outside advertising and public relations firm to develop such a campaign. But for the time being, the committee members opted to have NAB's public affairs and communications staff prepare a plan for the task force to consider on how "broadcasters can communicate their effectiveness in the community."

Among one of the major presentations at Laguna Niguel was a new technologies update by John Abel, executive vice president for operations. Technological change, Abel told NAB directors, "continued to pose both threats and opportunities for broadcasters in 1986."

While the unification and legislative priorities dominated the board's time, other action included:

- NAB will ask the FCC for a notice of inquiry on high-definition television. Television directors, after a presentation by Harold Protter, with Gaylord's WTVV(TV) Milwaukee, agreed to establish an HDTV task force to study the marketing and sales possibilities of HDTV. It will make a specific funding recommendation (possibly \$1 million) on how to get an HDTV standard.

- Bylaws changes designed to strengthen NAB's oversight of the Television Information Office were adopted by the TV board.

- The joint board voted unanimously to state NAB's "total opposition to spectrum auctions," of any kind.

- NAB was authorized to file in the commission's proceeding on the fairness doctrine, urging repeal. And the association will continue its participation in the RTNDA case challenging the doctrine.

- The board voted two-to-one to hold the board's 1988 winter meeting in Hawaii, Jan. 15-22. NAB staff will poll the boards on where they want to convene their 1989 winter session.

- A resolution was adopted by the TV board stating its desire "for the television industry to increase its share of total advertising dollars." NAB says it is committed to "developing new channels of effort in assisting and working as a resource to the Television Bureau of Advertising directed toward achieving a larger share of total advertising expenditures for television."

- Several candidates for board office emerged during the meeting. So far, the race for radio vice chairman has attracted the most attention. Directors Bob Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; George Hyde, WQBA-AM-FM Miami; Bill Sanders, KICD-AM-FM Spencer, Iowa, and Ray Lockhart, KOGA-AM-FM Ogallala, Neb., are

poised to run. Lyman, now vice chairman, will stand for chairman. On the TV side, no one announced for chairman. Margo Cobb of WLBZ-TV Bangor, Me., is seeking the vice chairmanship, and Benjamin McKeel of Nationwide Communications, Columbus, Ohio, is thinking about making the same run. As for joint board chairman, the move to get TV vice chairman Wallace Jorgenson of Jefferson-Pilot Communications, Charlotte, N.C., to announce his candidacy for joint board chairman continued to gain momentum. TV Chairman Peter Kizer, WTTV(TV) Indianapolis, has yet to say if he'll seek the joint board chairmanship. (It appears that Bill Turner of KCAU-TV Sioux City, Iowa, will withdraw from the joint board chairmanship race if Jorgenson jumps in.)

- Martin Umansky of KAKE-TV Wichita, Kan., was the executive committee's choice to receive NAB's Distinguished Service Award—the association's highest honor—at the annual convention in Dallas this March.



Hale fellows. Bernie Mann, Carl Hirsch and Norman Wain.

- Reappointment of Glenn Mahone of WPLZ-AM-FM Petersburg, Va., and Sally Hawkins of WILM(AM) Wilmington, Del., to the minority and women positions on the board was approved. Lyman of RKO Radio and Carl Wagner of Taft TV and Radio Co., also were reappointed to serve as the major-market group representatives on the radio board.

- It was decided that NAB would conduct an economic study of radio audience research companies. (There was some concern expressed by Taft's Wagner that such a move might result in a law suit against the association.)

- The radio board voted to support the FCC's proposal to shrink its duopoly requirements, but only with regard to AM, not FM.

- Both boards voted to state NAB's support for elimination of all multiple ownership rules.

- Radio directors accepted the request of Lowry Mays of Clear Channel Communications of San Antonio, Tex., to have NAB's engineering committee consider his proposal to give increased power to class A FM stations.

- A bylaws change affecting the eligibility

of a member to serve on the association's radio and television boards was on the agenda but the committee handling the issue was not ready to make its recommendation.

### Washington input at Laguna

More than a dozen senators and congressmen participated in a two-day legislative forum preceeding the week-long meeting of NAB boards at the Ritz-Carlton hotel in Laguna Niguel, Calif.

The gathering generated some prognoses on current and future legislative issues: Senate and House Commerce Committee members agreed that the prospects of eliminating the comparative license renewal process in the 100th Congress are "considerably better" than in the past—but at a price. Broadcasters were also told that campaign finance reform will be a front-burner item and that some in Congress will try to pass legislation either to require free air time or cap political advertising rates at half the lowest unit rate charged

for commercial advertising. As to music licensing, the lawmakers said they'd prefer to see the issue settled through private negotiations instead of legislation. Problems may also arise concerning product advertising. Some congressmen suggested that the current tax write-off for advertising expenses, particularly for alcohol and tobacco products, is vulnerable as long as Congress is looking for ways to offset the federal deficit. Also voiced was the view that Capitol Hill would enter the debate over condom advertising on radio and television.

"I think the climate is considerably better for elimination of comparative renewal," said Representative Matthew Rinaldo (R-N.J.), ranking minority member of the House Telecommunications Subcommittee. "First of all," said Rinaldo, "you have a new Congress [with the Democrats now in control of the Senate] and, two, Edward Markey." Markey (D-Mass.) is the new chairman of the House Telecommunications Subcommittee. That means, said Rinaldo, "you're starting off with a clean slate."

There's no guarantee that the subcommittee will take up comparative renewal, he told the NAB directors. "It's up to you to urge the new subcommittee chairman to take up the

issue."

The directors also got more thoughts from Representative Al Swift (D-Wash.) on his concept of renewal reform. Last month he suggested broadcasters work with public interest groups on a compromise bill that would satisfy both parties. Swift also proposed language to restore the FCC's antitrafficking rules.

"If you can get grudging support out of them [public interest groups] and grudging support out of broadcasters, I think it's possible to put together a package," Swift told the NAB last week. On the table, he said, would be the one-step renewal process broadcasters want and "some way therefore of counterbalancing that with a beefing up of the petition to deny." Swift said he's "very open on how that's done" and that he is sensitive to the need to structure the petition to deny process to prevent meaningless harassment of broadcasters.

Swift believes reaffirming the public interest standard is vital. "I believe it would serve the industry very well, in that it will

give them a place to stand in which to reassert such things as must carry. It likewise serves some of the concerns of public interest groups. If properly structured it will have benefits on both sides."

Representative Tom Tauke (R-Iowa), a long-time proponent of broadcasting deregulation, thought Swift's approach would have "vast support" in Congress. Nevertheless, the Telecommunications Subcommittee member says it will be difficult to keep the measure from becoming overloaded. Tauke cited four provisions that would likely be added to a broadcasting bill: an antitrafficking provision, EEO language, minority preference provisions and some kind of regulation of children's programming. "In and of themselves," he said, "no one of those proposals is probably an anathema to your industry. But the problem is that if you add one upon another, the cumulative effect of all of those regulatory provisions tends to be such that the industry rejects it and those of us from a public policy perspective see it as too much regulation to swallow," Tauke

said.

"I'd like to work with all of you to achieve a consensus, I don't want to be an obstructionist," said Representative Mickey Leland (D-Tex.), also on the Telecommunications Subcommittee.

Leland listed what he will seek to include in any broadcasting bill. "I want minority preferences. I want to see affirmative action as an institutionalized practice by broadcasters and I want something similar to what's in the cable bill on EEO."

Asked whether it would help or hurt to prepare a radio-only deregulation bill, the sentiment was it would probably hurt. Swift thought it would confuse the situation. Tauke said the chances were better if "you keep the two [radio and television] together."

Senator John Breaux (D-La.) thinks political advertising will be dragged into the debate. "I know there will be some effort to open up the discussion to everything from negative advertising, to making free time available," Breaux said. □

## Heritage receives \$835-million buyout bid

**Management group joins with TCI to make \$32-per-share offer; new owners would spin off company's 15 broadcast stations to current management**

In these days of hostile mergers and acquisitions, Heritage Communications Inc., a rapidly growing cable MSO—now the nation's 10th largest—with extensive broadcast holdings, has been looking more and more like a sitting duck. "Of all the public cable companies," says one cable operator, "it's probably the most vulnerable" to corporate raiders.

In an apparent attempt to slam shut the window of vulnerability, Heritage management along with Tele-Communications Inc., the nation's largest cable MSO, last week offered to buy the company for \$835 million or \$32 a share (\$26 cash and \$6 in TCI stock).

According to Heritage's one-page announcement, the buyout group would spin off most of Heritage's broadcasting properties (seven TV's, five AM's and three FM's) for an undisclosed price to "certain members of management," who would operate them independently. Heritage President James Hoak Jr. would neither confirm nor deny reports putting the price of the stations at \$200 million. The sale is necessary, he said, to keep Heritage and TCI in compliance with the FCC's rules prohibiting ownership of television stations and cable systems in the same market.

According to Hoak, the bid is now being considered by "a special committee" of the Heritage board, which includes all outside, disinterested directors—all the directors except Hoak; his father, Chairman James Hoak Sr., and Executive Vice President James Cownie. Hoak said he didn't know how quickly the committee would respond to the bid. It's being assisted by Kidder, Peabody & Co. and Goldman, Sachs & Co.

Outsiders have a range of opinion on the price. Michael Kupinski, a securities analyst with A. G. Edwards & Son of St. Louis, said he felt the \$32-per-share price was "fair and reasonable." In fact, he said, it matches his December estimate of the company's worth, based on its cash flow and current multiples. But he said he would not be surprised if the special committee came back and asked for another \$1 or \$2.

John Kornreich, general partner, Newberger and Berman, on the other hand, thought the \$32 price was "several dollars too low" because of the increasing value of Heritage's assets, notably the Dallas and San Jose, Calif., cable systems, the Philadelphia cable franchise and the company's television stations. The company is worth \$40 a share, he said.

The stock price has been rising in the months leading up to the buyout bid. Last Monday (Feb. 2), the stock price, which had been hovering around \$28, jumped to \$32 with the announcement of the management bid.

On the advice of lawyers, Hoak was not providing details on the structure of the deal or talking about the motivation behind it.

Perhaps the biggest unanswered questions are how much interest TCI would obtain and, more important, how much control it would have over the operation of the company. That 19% of each share would be bought with TCI stock suggested that TCI would own at least 19% of Heritage when all is said and done. But it could be acquiring a much larger share, and probably is, by simply putting up cash.

TCI may also acquire some indirect control in the company. According to Heritage, two TCI-affiliated MSO's, United Cable Television Inc. and United Artists Communications Inc., may also join the buyout group. TCI owns around 51% of United Artists and 25% of United Cable.

According to National Cable Television

Association research released last summer, TCI controls systems serving more than 5,040,806 subscribers, 12.3% of all cable subscribers. With Heritage's 950,000 cable subscribers, TCI's subscriber count would hit six million, and its share of total cable subscribers would jump to 14.7%. (TCI also owns minority interests in at least four other cable companies serving more than 1.3 million subscribers.)

Cable security analysts and other cable operators have considered Heritage vulnerable to takeover because the company has only one class of stock, and the management owns little of it. According to Hoak, management now owns less than 8%.

According to some Heritage watchers, the company began feeling the heat last December when an investor group led by Robert Bass announced that it had upped its interest in Heritage to 5.8%. But Hoak said the Bass move did not trigger the buyout—at least not by itself. "There was not one precipitating event," he said.

Hoak said Heritage talked to a number of "aggressive cable investors" about joining it in the buyout, but settled on TCI because it helped management put together "the best offer" for the shareholders—\$32 a share.

Hoak wasn't saying who those "aggressive cable investors" were, but David O'Hayre, senior vice president, American Television & Communications, confirmed that ATC was one of them. However, O'Hayre said, ATC never got to the point of making an offer.

Heritage has rapidly expanded its broadcasting and cable operations through acquisitions over the past two years. During the period, its buys included Rollins Communications (four AM's, four TV's, 207,000 cable subscribers), parts of LIN Broadcasting (three AM-FM combinations), Dakota Broadcasting (three TV's), Warner Amex Cable Communications' Dallas system



(82,000 subscribers), 50% interest in Gill Industries' San Jose, Calif., system (110,000 subscribers) and 30% interest in Diversified Communications (five TV's, one AM, one FM). (Heritage subsequently sold two of the standalone AM stations.)

The aggressive acquisition program has burdened Heritage with more than \$600 million in debt, and, according to A.G. Edwards's Kupinski, the debt service is primarily responsible for the net losses that have begun showing up on Heritage's quarterly reports. For the nine months ending Sept. 30, 1986, Heritage reported a loss of \$3.3 million on revenue of \$122.9 million as compared to a net gain of \$5.9 million for the period a year earlier.

The broadcast properties that Heritage would spin off to management: WIL-AM-FM St. Louis; WEMP(AM)-WMYX(FM) Milwaukee; WBBF(AM)-WMJQ(FM) Rochester and WPTZ(TV) Plattsburgh, both New York; KDLT(TV) Mitchell, KEVN-TV Rapid City and KIVV-TV Lead (satellite), all South Dakota; KDAY(AM) Santa Monica, Calif.; WEAR-TV Pensacola, Fla.; WBEE(AM) Harvey, Ill.; KAUT(TV) Oklahoma City, and WCHS-TV Charleston, W.Va.

Heritage plans to hang on to its 30% interest in Diversified Communications, having assured itself that there would be no cross-ownership problems, as well as its other noncable "communications" businesses, including calendar and specialty advertising, trade show exhibits, short-run book manufacturing, meeting room products and outdoor advertising. □

## Viacom LBO bid imperiled

**National Amusement counters management offer with higher bid; it may use trustee arrangement for Viacom's TV and radio stations**

Sumner Redstone is not known for filing hostile tender offers. His reputation instead derives from running one business, a 400-screen, family-owned, movie theater chain, National Amusements Inc., and from making very profitable investments in entertainment companies, especially those that are soon taken over.

But last week Redstone broke with tradition and made a tender offer for Viacom International, an MSO, group operator and diversified entertainment company, whose management is still trying to complete a leveraged buyout offer it initiated last Sept. 16. Redstone owned 9.9% of the company five months ago and later raised his holdings in Viacom to 19.6%, just below the ownership that would trigger certain defensive measures in the company's bylaws.

Whether Redstone intends his offer to succeed, or merely was trying a new trick to accomplish the familiar end of forcing somebody else to pay more for his and others' shares, was on many observers' minds fol-

lowing the new offer's announcement last Monday, Feb. 2. Enough people apparently believed either purpose would force up the price of taking Viacom's stock out of public hands, and the stock rose 2½ on Monday to 43½. The next day it rose another 75 cents, to 44½, where it settled for the next few days, well above the \$41 at which it had been trading during the previous few months.

The trading at \$41 while management was supposedly close to buying shares for consideration worth \$6 more may indicate that some investors doubted management's buyout would ever be accomplished. The company's outside directors had earlier forced the value of the offer to be increased, and the word from one professional investor was that it was taking management, led by the company's president and chief executive officer, Terrence A. Elkes, longer than usual to file corrections and clarifications of the LBO applications with both the FCC and the Securities and Exchange Commission. Specifically, the FCC was waiting for a new shareholders' voting agreement following the addition of two new investors to the LBO group.

Also casting doubt over the LBO's health was a continuing securities investigation involving Drexel Burnham Lambert, one of three firms financing the management buyout through a placement of "junk bonds."

Redstone distinguished his offer from that of management by noting his would not be financed with "junk bonds." He would use bank loans. His per-share offer for Viacom stock was \$37.50 in cash, 50 cents more than management's, \$7.25 for preferred shares, 25 cents more, and shares totalling 20% of the new company, the same as in the management offer. But because the banks would loan at a lower interest rate than the bondholders, Redstone said that part of the offer, too, would have greater value than that of management.

Elkes and company reportedly countered that their offer had largely completed a regulatory process that would delay the Redstone offer, giving it less "present value." Redstone indicated he would, if necessary, put Viacom's five TV stations and eight radio stations in a trust, if FCC approval were a delaying factor. Viacom also has cable systems serving over 150 communities, most of which are said to have already approved the transfer of franchise to the new management-led entity.

Redstone has reportedly invested in many entertainment companies before and has been content to take a profit upon selling his shares. A *Business Week* story last October said he netted \$25 million when Coca-Cola bought Columbia Pictures and \$20 million when Marvin Davis took 20th Century Fox private. When MGM/UA tried to buy into the 15% publicly held portion of its home entertainment subsidiary, Redstone filed suit and forced the company to raise its offer significantly, earning him a profit of \$15 million. Since last September, he has gone public on several occasions with remarks indicating the bid for Viacom was inad-

equate.

There are some who think that Redstone might be willing to settle for something other than all of Viacom, or a higher price for his 19.6% stake in the company. Recently, National Amusements said it had taken a 6.4% stake in Orion Pictures Corp., the Angeles-based film and television programmer. Viacom, three of whose officers sit on the Orion board, itself has stock and warrants giving it over 20% of Orion, a block of stock, that some surmise, might be offered to Redstone in exchange for his share in Viacom. Meanwhile, Redstone has asked Viacom's outside directors to respond to it by the end of the day on Wednesday, Feb. 11.

## Justice wants to unleash BOC's

**In turnaround from AT&T breakup philosophy, it recommends letting seven phone companies compete with other telecommunications companies, including cable TV**

The Justice Department has laid the basis for a new battle among telecommunications companies fighting for room to grow in the new information age. On one side will be the seven regional Bell Operating Companies spun off in the breakup of AT&T. Among those on the other will be the cable television industry that worries about the possible entry of those companies into the business of providing information services.

Justice, in a report last week to the U.S. court supervising the implementation of the consent decree under which the giant telephone company was broken up three years ago, recommended that virtually all of the restrictions that had been imposed under the decree be lifted. The recommendations reflect most of the changes that the regional companies had sought and that government agencies had supported as advancing the Reagan administration's deregulatory philosophy.

The acting assistant attorney general in charge of the Antitrust Division, Charles F. Rule, in releasing the report and a study by outside consultant Peter W. Huber on which the report was based, said that "with the exception of local long distance, there is no longer a justification for keeping the Bell companies out of competitive businesses." He added that "the restrictions may indeed hurt competition if they are kept."

The recommendations were filed with U.S. Judge Harold Greene in accordance with a commitment made when he approved the decree in 1982. But they are a long way from being implemented. Greene is expected to invite comments on the recommendations—and supporters and opponents will shower the court with pleadings. When Greene issues his decision, Congress is expected to review it and, possibly, respond with legislation.

The section of the recommendations that

concerns the cable industry involves information services. Justice says the present restrictions are not necessary to protect competition and may be depriving large parts of the public of the benefits of the information age. Some of those services—including meter reading or alarm monitoring—are among nonvideo services the cable industry says it is considering offering. But Justice said such services are already available through local telephone systems in Western Europe and Japan. And it said companies concerned about unfair competition could look for protection to the FCC and the rules it adopted in its Computer III proceeding. Justice said those rules were adopted to advance the decree's goal of promoting competition.

But lawyers for the cable industry, on reviewing the recommendations, found themselves in agreement with AT&T in its criticism of the recommendations. AT&T—which would confront new competition if the recommendations were implemented—said the department appeared to be seeking to re-create what it sued to break up in its antitrust suit against AT&T. And Jay Ricks of Hogan & Hartson, who had represented the National Cable Television Association before Judge Greene in the proceeding that led to Greene's approval of the decree, described the recommendations in that regard as "bizarre." He said that "from cable's point of view, the local monopoly situation [with respect to local BOC's] is as apparent today as ever." He said Greene, like the NCTA, had felt that the potential for cross-subsidization from monopoly to nonmonopoly services was "overwhelming."

NCTA's general counsel, Brenda Fox, said the association would file comments in the proceeding Greene was expected to initiate. She also said the association's position would be the same as it was in the proceeding leading up to Greene's order, as well as in the comments it filed in response to the invitation of the outside consultant, Huber, when he was preparing his report. Fox, like Ricks, expressed concern about the difficulty of preventing local telephone companies from engaging in cross-subsidization. In comments it submitted to Huber in May, NCTA said that since telephone companies can subsidize losses in unregulated businesses with revenues from their rate-regulated monopoly, they do not face the same risks that might deter others from entering a new market before the potential for business exists. "In such cases," it added, "telephone ratepayers will ultimately end up subsidizing unprofitable businesses, while the BOC's will have deterred others from entering those businesses."

The question of whether the BOC's would offer programming services if the ban on information services were lifted was not clear. But the Association of Independent Television Stations would regard such a development as a blessing. Preston Padden, INTV president, noted that the association and its members have been at odds with the cable industry over various issues, including the inclination of some systems to carry stations' signals on channels whose numbers do not correspond with the stations' broadcast

channels. INTV feels it would be aided if cable were confronted with competition. "The only logical place from which such competition could emerge," said Padden, "is the telephone industry."

The National Association of Broadcasters has yet to be heard on the issue. Five years ago, in comments it filed with the Justice Department on its proposed settlement of the antitrust suit against AT&T, that NAB supported the proposed decree to the extent that the decree prohibited the BOC's from entering the information services business (BROADCASTING, April 26, 1982). The NAB board, which was meeting in Laguna Niguel, Calif., last week (see page 45) did not have the matter on its agenda. However, it's likely the issue will be on the agenda of the next executive committee meeting, Feb. 23-24.

One of the trade associations most troubled by the department's recommendations that the BOC's be allowed to offer information services is the American Newspaper Publishers Association. Its members face the prospect of competition from BOC's in such services as classified advertising. The department mentioned that specifically as a service the BOC's should be allowed to provide. ANPA's executive vice president, Jerry W. Friedheim, said the department had

"cavalierly dismissed the potential for abuse" in today's information marketplace. But he expressed confidence the court would "continue to recognize these vitally important anticompetitive and First Amendment concerns."

But the recommendations have their supporters who rival the BOC's in their enthusiasm—which was exemplified by Zane Barnes, chairman and chief executive of the Southwestern Bell Corp., who gave the department a "bravo" for what he said was "a giant step toward an eventual victory for both consumers and our country." FCC Chairman Mark Fowler said he "wholeheartedly" endorsed the department's recommendations. He said the restrictions had hobbled "seven of the most technologically advanced companies in the country." And Assistant Secretary of Commerce Alfred C. Sikes welcomed the Antitrust Division's initiative and promised to support it. He also took some credit for it. He said the Commerce Department since 1984 had been urging reforms that would let Bell companies compete "more effectively" and added that Justice's recommendations "essentially track the blueprint" that Commerce put "forward in July 1985 as part of a Commerce Department review of domestic communications policies." □

## Upbeat on the downside

CBS executives denied reports last week that CBS News has been asked to reduce its budget by \$50 million. According to George Schweitzer, CBS/Broadcast Group vice president of communications and information, all CBG divisions have been asked to reexamine how they spend their money but "no [dollar] targets have been mandated." Laurence Tisch, CBS chief executive officer, reportedly called a \$50-million cut "ludicrous," and in a wire to CBS affiliates, Gene Jankowski, president of CBG, also denied the reports. Said he: "Like everyone else at CBG, they [CBS News] have been asked to review every aspect of their operation with the strictest possible regard for efficiency and effectiveness. We do not know where that process will come out, but it will certainly not be allowed to compromise our standards of quality or our commitment to our viewers."

To some observers, the contradiction between published reports and CBS's official position was not inconsistent, for although Tisch may not have issued the \$50 million figure as a directive from the top down, he is believed to have mentioned such a number as reasonable to expect from a bottom-up examination. One source acknowledged that there could be further staff reductions throughout all of CBG, not just in its news division.

(Jankowski's remarks to affiliates followed those made Jan. 19 to CBS senior management, when the CBG president said that "just because 1,000 positions aren't on the books as we enter 1987, doesn't mean we can stop looking for ways to restructure our operations and work with fewer people." He said that there would be discussions with division presidents during which "we will be setting some targets... that we will be able to meet by the end of year." That explained why "a lot of [personnel] replacement requests that have come through my office have not been signed," he said. However, as of last week, according to Schweitzer, Jankowski did approve filling some replacement job requests, including those deemed "absolutely necessary" by CBS News.)

NBC's president and chief executive officer, Robert C. Wright, treated a similar subject with his own statement last Friday, saying that NBC News President Lawrence Grossman "has worked hard to come up with an operating plan for NBC News in 1987. That plan is being implemented now and he and I are comfortable with it." Wright called it a "responsible and sufficient budget" for NBC News "to do its job effectively. As has been widely reported, NBC News has engaged McKinsey & Co., management consultants, to work with its people to examine how the division is operating and to prepare for the future in an orderly manner," Wright said. NBC News has a 1987 budget of about \$270 million, with no cut from the 1986 budget level, one source said.



# Station and cable trading 1986

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A look back at the Fifth Estate's record sales year

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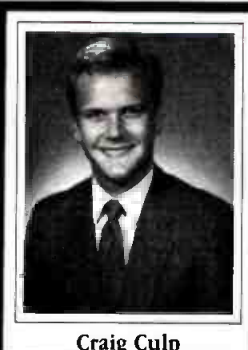
\*subject to FCC approval.

# 1986 Sales & Closings

|                                                                                  |              |                                                                          |
|----------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|
| Dick Oppenheimer <i>to</i> George Duncan                                         | \$38,000,000 | GROUP<br>Austin, TX / Baton Rouge, LA<br>/ Little Rock, AR / McAllen, TX |
| Alan Beck <i>to</i> John Gambling                                                | \$25,000,000 | WLIF (FM)<br>Baltimore, MD                                               |
| Jim and Jane Hall <i>to</i> Mac Tichenor                                         | \$14,000,000 | WOJO (FM)<br>Chicago, IL                                                 |
| Jack Roth <i>to</i> Bob Duffy <i>and</i><br>Marty Greenberg                      | \$11,000,000 | KONO/KITY<br>San Antonio, TX                                             |
| Sam Sitterle <i>to</i> John Hiatt                                                | \$ 9,270,000 | KAPE/KESI<br>San Antonio, TX                                             |
| Rob Dyson <i>to</i> James Morrell <i>and</i> John Kelly                          | \$ 7,500,000 | WPTR/WFLY<br>Albany, NY                                                  |
| Otto Schoepfle <i>to</i> Alan Beck                                               | \$ 7,500,000 | WELE (FM)<br>Orlando, FL                                                 |
| Fred Godley <i>to</i> Al Kaneb                                                   | \$ 7,000,000 | WHOM (FM)<br>Mt. Washington, NH                                          |
| Gery Swanson <i>to</i> Tom Stoner                                                | \$ 7,000,000 | WBYU (FM)<br>New Orleans, LA                                             |
| Tom Joyner <i>to</i> Kerby Confer                                                | \$ 4,400,000 | WHKY (FM)<br>Charlotte, NC                                               |
| Bill <i>and</i> Jim Glassman <i>to</i><br>Dennis Rooker <i>and</i> John Columbus | \$ 4,095,000 | GROUP<br>Wheeling, WV / Jackson, TN<br>/ Carbondale, McLeansboro, IL     |
| Bill Dudley <i>to</i> Howard Schrott<br><i>and</i> Bob Beacham                   | \$ 2,825,000 | WKCW/WDXZ<br>Charleston, SC                                              |
| Sy Goldman <i>to</i> Allan Roberts                                               | \$ 2,700,000 | WSYB/WRUT<br>Rutland, VT                                                 |



Tom Gammon



Craig Culp



Dan Gammon

## AMERICOM



Radio Station Brokerage & Financing



# 33 years of station transactions

Dollar volume of transactions approved by FCC

Number of stations changing hands

|              | <i>Total</i>     | <i>Radio only</i> | <i>Groups*</i>  | <i>TV</i>        |              | <i>Radio</i> | <i>Groups</i> | <i>TV</i> |
|--------------|------------------|-------------------|-----------------|------------------|--------------|--------------|---------------|-----------|
| <b>1954</b>  | \$ 60,344,130    | \$ 10,224,047     | \$ 26,213,323   | \$ 23,906,760    | <b>1954</b>  | 187          | 18            | 27        |
| <b>1955</b>  | 73,079,366       | 27,333,104        | 22,351,602      | 23,394,660       | <b>1955</b>  | 242          | 11            | 29        |
| <b>1956</b>  | 115,605,828      | 32,563,378        | 65,212,055      | 17,830,395       | <b>1956</b>  | 316          | 24            | 21        |
| <b>1957</b>  | 124,187,660      | 48,207,470        | 47,490,884      | 28,489,206       | <b>1957</b>  | 357          | 28            | 38        |
| <b>1958</b>  | 127,537,026      | 49,868,123        | 60,872,618      | 16,796,285       | <b>1958</b>  | 407          | 17            | 23        |
| <b>1959</b>  | 123,496,581      | 65,544,653        | 42,724,727      | 15,227,201       | <b>1959</b>  | 436          | 15            | 21        |
| <b>1960</b>  | 99,341,910       | 51,763,285        | 24,648,400      | 22,930,225       | <b>1960</b>  | 345          | 10            | 21        |
| <b>1961</b>  | 128,804,167      | 55,532,516        | 42,103,708      | 31,167,943       | <b>1961</b>  | 282          | 13            | 24        |
| <b>1962</b>  | 101,742,903      | 59,912,520        | 18,822,745      | 23,007,638       | <b>1962</b>  | 306          | 8             | 16        |
| <b>1963</b>  | 105,303,078      | 43,457,584        | 25,045,726      | 36,799,768       | <b>1963</b>  | 305          | 3             | 16        |
| <b>1964</b>  | 205,756,736      | 52,296,480        | 67,185,762      | 86,274,494       | <b>1964</b>  | 430          | 20            | 36        |
| <b>1965</b>  | 135,123,766      | 55,933,300        | 49,756,993      | 29,433,473       | <b>1965</b>  | 389          | 15            | 32        |
| <b>1966</b>  | 135,718,316      | 76,633,762        | 28,510,500      | 30,574,054       | <b>1966</b>  | 367          | 11            | 31        |
| <b>1967</b>  | 172,072,573      | 59,670,053        | 32,086,297      | 80,316,223       | <b>1967</b>  | 316          | 9             | 30        |
| <b>1968</b>  | 152,455,412      | 71,310,709        | 47,556,634      | 33,588,069       | <b>1968</b>  | 316          | 9             | 20        |
| <b>1969</b>  | 231,697,570      | 108,866,538       | 35,037,000      | 87,794,032       | <b>1969</b>  | 343          | 5             | 32        |
| <b>1970</b>  | 174,785,442      | 86,292,899        | 1,038,465       | 87,454,078       | <b>1970</b>  | 268          | 3             | 19        |
| <b>1971</b>  | 393,547,924      | 125,501,514       | 750,000         | 267,296,410      | <b>1971</b>  | 270          | 2             | 27        |
| <b>1972</b>  | 271,330,537      | 114,424,673       | 0               | 156,905,864      | <b>1972</b>  | 239          | 0             | 37        |
| <b>1973</b>  | 230,381,145      | 160,933,557       | 2,812,444       | 66,635,144       | <b>1973</b>  | 352          | 4             | 25        |
| <b>1974</b>  | 307,781,474      | 168,998,012       | 19,800,000      | 118,983,462      | <b>1974</b>  | 369          | 5             | 24        |
| <b>1975</b>  | 259,485,961      | 131,065,860       | 0               | 128,420,101      | <b>1975</b>  | 363          | 0             | 22        |
| <b>1976</b>  | 290,923,477      | 180,663,820       | 1,800,000       | 108,459,657      | <b>1976</b>  | 413          | 3             | 32        |
| <b>1977</b>  | 289,871,604      | 161,236,169       | 0               | 128,635,435      | <b>1977</b>  | 344          | 0             | 25        |
| <b>1978</b>  | 651,728,398      | 331,557,239       | 30,450,000      | 289,721,159      | <b>1978</b>  | 586          | 5             | 51        |
| <b>1979</b>  | 1,116,648,000    | 335,597,000       | 463,500,000     | 317,581,000      | <b>1979</b>  | 546          | 52            | 47        |
| <b>1980</b>  | 876,084,000      | 339,634,000       | 27,000,000      | 534,150,000      | <b>1980</b>  | 424          | 3             | 35        |
| <b>1981</b>  | 754,188,067      | 447,838,067       | 78,400,000      | 227,950,000      | <b>1981</b>  | 625          | 6             | 24        |
| <b>1982</b>  | 998,398,244      | 470,722,833       | 0               | 527,675,411      | <b>1982</b>  | 597          | 0             | 30        |
| <b>1983</b>  | 2,854,895,356    | 621,077,876       | 332,000,000     | 1,902,701,830    | <b>1983</b>  | 669          | 10            | 61        |
| <b>1984</b>  | 2,118,056,053    | 977,024,266       | 234,500,000     | 1,252,023,787    | <b>1984</b>  | 782          | 2             | 82        |
| <b>1985</b>  | 5,668,261,073    | 1,414,816,073     | 962,450,000     | \$3,290,995,000  | <b>1985</b>  | 1,558        | 218           | 99        |
| <b>1986</b>  | 6,192,669,871    | 1,490,131,426     | 1,993,021,955   | 2,709,516,490    | <b>1986</b>  | 959          | 192           | 128       |
| <b>Total</b> | \$25,541,303,648 | \$9,032,210,682   | \$5,544,636,323 | \$11,986,240,710 | <b>Total</b> | 12,147       | 346           | 1,110     |

Note: The dollar volume figures represent total considerations reported for all transactions with the exception of minority interest transfers in which control of the stations did not change hands and stations sold as part of larger company transactions, such as the Capcities buy of ABC. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility (replaced last year by Groups, see below) was counted as one station in computing the total number of stations traded. Now, AM-FM combinations as well as groups, are counted by their individual stations.

\*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when the FCC's one-to-a-customer rule, prohibiting the sale of co-located TV and and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages. In 1985, the mergers of large groups with interests other than broadcast stations could not be evaluated, since individual station values were not broken out of the larger sales. Group sales totals are now limited to compilations of "pure" stations sale—those only concerning TV and radio stations.

# MANAGING RADIO'S IMPORTANT TRANSACTIONS

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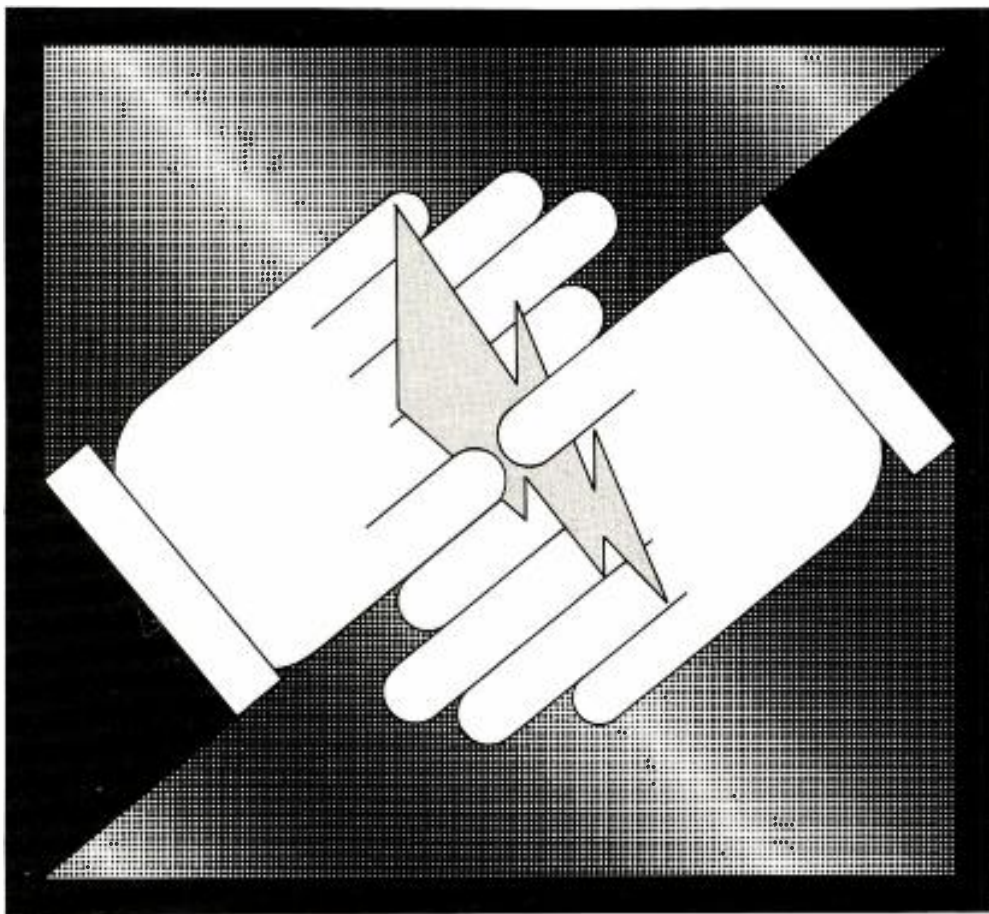
## **RADIO'S BLUE CHIP BROKER FOR MAJOR AND MEDIUM MARKETS**

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## Changing Hands 1986

### **1986 was the year of the sale; new records set for stations and cable systems**

**T**hose who thought 1985's record-shattering \$5.6-billion total for station trading was an aberration not soon to be repeated (BROADCASTING, Jan. 26, 1986) will now have to face a new era in broadcasting. Multibillion dollar trading, which began in 1983, is now the norm. Last year's dollar value for stations changing hands was a record-breaking \$6,192,669,871 generated by 873 transactions involving 145 TV stations, 522 FM's and 617 AM's.

Smaller groups and management teams took advantage of a new awareness by bankers and large and small investors of the high return on investment that broadcasting historically has provided. Low interest rates and a healthy economy gave many groups the opportunity to become much larger, and leveraged buyouts gave company management the chance to become bosses of the groups they had been running. The best example of this could turn out to be the biggest

management buyout of 1987. Members of Viacom's management were joined by several investment bankers in making an offer, accepted by the Viacom board, to purchase the company for \$2.8 billion.

The major changes in the tax laws last year also inspired a spate of sales. With an increase in capital gains of at least 8% in 1987, and changes in the general utilities provision resulting in double taxation for a traditionally structured corporation, many broadcasters felt it was time to reorganize along more tax-favorable lines—the FCC was flooded with short-form applications in the fourth quarter—or to sell out entirely and take the capital gains at last year's rate.

The major result was the breakup of many old-line broadcasters, especially radio groups. Outlet, Metromedia, SFN, Katz, Josephson, NEWSystems and Mid-America were all involved in management buyouts, and LIN Radio, Rollins, Affiliated, Group One and

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This information represents a partial listing of the transactions handled by CEA in 1986.

## CABLE TELEVISION

### SOLD

**Cablevision of Soperton, Inc.** serving Soperton, Georgia

**Sunbelt Cable, Ltd.** serving Belle Glade, Pahokee, South Bay and surrounding Palm Beach County, Florida

**Bowling Green Cable TV, Inc.** serving Bowling Green, Florida

Certain Assets of  
**Group W Cable** serving Fallon and Yerington, Nevada

**Clef Communications, Inc.** serving Ash Flat, Viola, and Horseshoe Bend, Arkansas

**Princeton Cable TV** serving Princeton, Wyanet and Tiskilwa, Illinois

**Ashdown Cablevision Inc.** serving Ashdown, Foreman and Little River County, Arkansas

**Silverton Cable TV Co., Inc.** serving Silverton and Mt. Angel, Oregon

**Matrix Enterprises, Inc.** serving Kentucky, Ohio, Tennessee and Illinois

**Sisters Cable TV Co.** serving Sisters, Oregon

**Tomberlin Technology, Inc.** serving Caldwell, Christian, Crittenden, Hopkins, Livingston, Todd, Trigg, McLean and Muhlenberg Counties, Kentucky, and Stewart County, Tennessee

**Mid-Kentucky Cable TV Co.** serving Munfordville, Tompkinsville, Edmuntson, Albany, and Burkesville, Kentucky

Certain assets of  
**Group W Cable** serving Walla Walla and College Place, Washington

**Twin Village Cable Co.** serving Milton-Freewater and parts of Umatilla County, Oregon

**Cosmic Cable of Essex County, Inc.** serving Elizabethtown, Westport, Lewis and Long Lake, New York

**Inglewood Cable TV and Pomona Cable TV** serving Inglewood and Pomona, California

**Carson Cable Television Co.** serving Carson, California

**Tennessee Valley Video, Inc.** serving Collingwood, Loretto, Iron City, St. Joseph and Westpoint, Tennessee

**Klickitat Cable, Inc.** serving Packwood and Lewis County, Washington

**Cable Arkansas & Satellite Systems Corp.** serving Little Rock Air Force Base, Cabot, Austin, Ward and Lonoke County, Arkansas

Certain assets of  
**Star CATV Investment Corp.** serving subscribers in 11 franchises in Texas

**Little River Cable T.V.** serving portions of Horry County, South Carolina

**Casey County Cablevision Inc.** serving Liberty, Dunnville, Hustonville and Moreland, Kentucky

Cable television systems owned by  
**McClatchy Newspapers** serving Fresno, Marysville, Yuba City, Visalia and Tulare, California and the suburbs of Reno, Nevada

Certain assets of  
**CATV & Communication Service Co.** and **Watson Communications, Inc.** serving Byron, Centerville, Forsyth and Gray, Georgia

**Lane County Cablevision, Inc.** serving Veneta, Noti, Elmira, Vaughn and portions of Lane County, Oregon

**Cardiff Communications, Inc.** serving Texas, Missouri and Oklahoma

Certain assets of  
**Arizona Cable TV, Inc.** serving Eloy, Heber and Superior, Arizona

Certain assets of  
**Gateway Cablevision Corp.** serving Plattsburgh, Plattsburgh Air Force Base and 9 contiguous towns in New York

**Times Mirror Cable Television of Nevada, Inc.** serving Las Vegas, North Las Vegas, Henderson, Boulder City and parts of Clark County, Nevada

**Scott Cable TV Company, Inc., Central Cable TV Company, Inc., Seemore TV, Inc., Clear Vision TV Company of Kosciusko** serving Mississippi

**Ausable Communications, Inc.** serving Jay, Black Brook and Wilmington, New York

**Roscoe Cablevision** serving Roscoe and surrounding areas of Winnebago County, Illinois

**Janney Cable TV Co.** a subsidiary of Tele Cable Corp. of Norfolk, VA serving Pax, West Virginia

Certain assets of  
**TCI Media of West Virginia, Inc.** serving West Virginia and Pennsylvania

**Midwest Cable Inc.** serving Rockport, Indiana; Whitehorse, Tennessee; and Hawesville, Calhoun, Livermore, Cloverport and Hardinsburg, Kentucky

A cable t.v. system serving **MacDill Air Force Base**, Florida

**West Chatham Cablevision, Cablevision of Effingham, Hampton County Cablevision** assets of **Kennedy Cablevision, Inc.** serving Chatham County and Effingham County, Georgia

Certain assets of  
**Cumberland Valley Cable TV Company** serving Morganfield, Kentucky

**American Cablesystems Associates** serving Calais and Princeton, Maine

**L.C. Cablevision Partners** of Winter Park, Florida serving Vanceburg and certain unincorporated areas of Lewis County, Kentucky

The assets of  
**Cablentertainment** consisting of subscribers in New Jersey, Pennsylvania, Ohio, Virginia and West Virginia

**Kennedy Cable of Florida, Inc.** serving eastern Polk County, Florida

**Highlands & Cashiers Community Cable Television** serving Highlands and Cashiers, North Carolina

**Perry Cable TV Corp.** serving Palm Beach, Martin and St. Lucie Counties, Florida



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**County Cablevision Development I & II** serving south central and west central, Illinois

**South-Western Cable Associates, Ltd.** serving 25 Illinois communities

**Comm Management, Inc.** serving subscribers in Kansas, Missouri, Nebraska, Iowa and Illinois

## ACQUIRED

**Essex Eight-Five Two Corp.** a limited partnership of Greenwich, Connecticut has acquired **Macon Cablevision, Inc.** serving Franklin, North Carolina

Certain assets of **Mickelson Media, Inc.** of Santa Fe, New Mexico acquired a 50% interest in **Free's Telecommunications, Inc.** serving Columbia County, Florida

**C4 Media Corporation** of Vienna, Virginia acquired certain assets of **Horizon Tele-Communications, Inc.** serving Princeton, Kentucky

**Tarlen Communications** of Coquille, Oregon acquired **Dunes Cable TV** serving Hauser and Saunders Lake, Oregon

**The McDonald Group, Inc.** acquired **Hammond Cable TV** serving Hammond and Amite, Louisiana

**Vision Cable Communications, Inc.** acquired **East Lake Woodlands, Ltd.**

**Tele-Media Corp.** of Calhoun, Georgia has acquired **Cablevision of Liberty** serving Liberty, North Carolina

**Tele-Media Corp.** of State College, Pennsylvania acquired **Carolina Satellite Television, Inc.** serving Denton and Davidson County, North Carolina

## TRADED

**Times Mirror Cable Television** of Delaware County, Inc. serving Aldan, Yeadon, Clifton Heights, East Lansdowne, Lansdowne, Millbourne, Upper Darby, Glenholden, Collingdale, Colwyn, Darby,

Darby Township, Folcroft, Media, Norwood, Prospect Park, Ridley Township, Ridley Park and Sharon Hill, Pennsylvania and **Community TCI of Ohio, Inc.** and **T.V. Power of North County, Inc.** serving Marion and Marion County, Ohio and Oceanside and Camp Pendleton, California

## BROADCAST

### SOLD

**KDBC-TV**, El Paso, Texas was sold by El Paso Television Company

**KAIT-TV** of Jonesboro, Arkansas and **KPLC-TV** of Lake Charles, Louisiana were sold by **Channel Communications, Inc.** a wholly owned subsidiary of **NASCO, Inc.** of Nashville, Tennessee

**WISPAW** and **WQDW-FM** were sold by **Caravelle Broadcasting Co.** of Kinston, North Carolina

**WXNE-TV** of Boston, Massachusetts was sold by **CBN Continental Broadcasting Network**

### ACQUIRED

**Silver King Broadcasting** of Massachusetts, Inc. a subsidiary of Home Shopping Network acquired the assets of **WVJV-TV** of Marlborough, Massachusetts

**Silver King Broadcasting** of New Jersey, Inc. a subsidiary of Home Shopping Network acquired the assets of **WWHT-TV** of Newark, New Jersey and **WSNL-TV** of Smithtown, New York

**Silver King Broadcasting** of Maryland, Inc. a subsidiary of Home Shopping Network acquired **WKJL-TV** Channel 24 in Baltimore, Maryland

**Silver King Broadcasting** of Ohio, Inc., a subsidiary of Home Shopping Network acquired the assets of **WCLQ-TV** in Cleveland, Ohio

## FINANCING

**\$2,500,000 Senior Secured Series C** Notes were issued by **Gulfstream Cablevision** of Pinellas County, Inc. serving Dunedin, Oldsmar, Tarpon Springs, Safety Harbor, New Port Richey and parts of Pinellas County, Florida

**\$50,000,000 Senior Debt** was arranged for **Perry Cable TV Corp.** serving various areas in Palm Beach, Martin and St. Lucie Counties, Florida

A **Revolving Credit and Term Loan** was arranged for **Colonial Cablevision Corp.** of Revere, Massachusetts and a majority interest in the stock of the company is held by **George E. Duffy**

**\$29,000,000 Senior Secured Debt** was arranged with **First Union National Bank** (agent bank), **The Toronto Dominion Bank** and **Maryland National Bank** for **Cartersville Cable TV, Inc.**, **Prestige Cable TV** of Maryland, Inc., **Prestige Cable TV** of Virginia, Inc., **Prestige Cable TV** of Warrenton, Inc.

**\$10,000,000 Equity** was raised for **Wade Communications Partnership** of Philadelphia, Pennsylvania

**\$3,500,000 Senior Secured Debt** was arranged for **Macoupin County Cablevision** serving Carlinville, Virden, Auburn, Girard and surrounding areas of Macoupin County, Illinois

## RELATED MEDIA

### ACQUIRED

**Communications Transmissions, Inc.** has acquired **Transcontinental Communication Company** of Austin, Texas

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Doubleday all sold their groups. Group sales accounted for \$1,993,021,955 of the 1986 totals, smashing the 1985 record of \$962 million, but records in group sales from now on will always have an asterisk because 1985 totals do not include the huge collateral sales of RCA/NBC, ABC, Storer, the Evening News Association and Cox (it is impossible to accurately guess the station value in those transactions). A little less than half the 1986 total came from radio group sales of \$871 million. Mixed groups of radio and TV outlets accounted for about \$1.1 billion.

Television transactions did not reach last year's record of \$3.2 billion, with a total of \$2,709,516,490 in TV-only sales. But if mixed TV and radio group sales are added together, the total is about \$4.118 billion, almost equal to both 1985's TV-only and total group sales combined, about \$4.253 billion.

The TV figures would have been much higher and would have broken last year's price had the proposed sale of KKR's seven TV stations to Lorimar-Telepictures for \$1.85 billion gone through. The collapse of the sale was blamed on a soft advertising market, among other reasons.

Additionally, the sale of RKO's KHI-TV Los Angeles to Group W for \$310 million, which fell through, and RKO's sale of WOR-TV

New York to MCA for \$387 million, which has yet to receive final FCC approval, would have pushed the TV totals to a new record. If those sales had gone through, the station total would have smashed last year's record, with \$4.559 billion.

The most unstable part of the TV universe was independent television, which saw several dramatic reverses last year. Independent TV pioneer Milt Grant was forced to file for bankruptcy, owing some 10 syndicators about \$24 million, underlining the difficulty some indie owners are facing with rising programming costs. TVX bought Taft's independent TV group for \$240 million, less than half what Taft had originally asked. Meredith Corp. reduced the price of WPGH-TV Pittsburgh from \$35 million to \$21.3 million. There were 33 independent TV sales in 1986.

Radio sales as a whole (including AM, FM, AM-FM combinations and radio only group sales) totalled \$2,361,653,381, with single station or single AM-FM combination deals—the figure used by BROADCASTING—totaling \$1,490,131,426, which sets a new record for radio-only sales, beating last year's \$1,414,816,073. A new record was set for FM's with the \$45-million sale of KROQ-FM Pasadena, Calif. The summary of all station and group sales over \$1 million follows:

## Groups

There were 29 group sales in 1986 totalling \$1,993,021,955, more than doubling 1985's \$962,450,000. The 1986 sales involved 88 AM's, 92 FM's and 17 TV's. BROADCASTING defines a group sale to be a mixture of radio and television stations or more than three radio stations, with at least one AM and FM. Twenty-five of the group sales were radio stations only, totaling \$871,521,955. The remaining four sales were radio and television combinations, which added up to \$1,121,500,000. Group sales over \$1 million are listed below.

The largest combined group of AM's, FM's and TV's sold in 1986 was the management buyout of Outlet Communications from the Rockefeller Group, led by Chairman Bruce Sundlun. The new company, Seaward Acquisition Corp., bought WJAR-TV Providence, R.I.; KOVR(TV) Stockton, Calif.; WCPX-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WXIN-TV Indianapolis; WATL-TV Atlanta; WTOP(AM) Washington; WIOQ-FM Philadelphia; KIQQ-FM Los Angeles, and WTKS-FM Bethesda, Md., for \$617,500,000. The Rockefeller Group, principally owned by members of the Rockefeller family, purchased Outlet two years ago for \$332.1 million. Joining Sundlun were David E. Henderson, who will be president; Raymond G. Chambers; former Treasury Secretary William E. Simon; Frank E. Richardson III; Frank E. Walsh Jr.; E. Burke Ross Jr., and others owning less than 5%. Seaward later recouped a large portion of the expenses for the purchase through the sales of KOVR(TV) Stockton, Calif., for \$104 million, KSAT-TV San Antonio, Tex., for \$153 million, and WCPX(TV) Orlando, Fla., for \$200 million (see TV's). Chambers, Richardson, Walsh, Ross and Simon also own, through a Morristown, N.J.-based investment firm, Wesray Inc., Forward Communications, Wausau, Wis.-based group of four AM's, four FM's and four TV's. Forward sold WKAU-AM-FM

Kaukauna, Wis., for \$1.5 million (see combos) and KOSA-TV Odessa, Tex., for \$20,150,000 (see TV's).

1986 also saw the end of Metromedia's station ownership—in the largest radio-only group sale ever—when it sold WNEW-AM-FM New York, KMET(FM) Los Angeles, WIP(AM)-WMMR(FM) Philadelphia, WOMC(FM) Detroit, KRLD(AM) Dallas, WWBA(FM) St. Petersburg, Fla., and WASH(FM) Washington to a management group headed by Carl C. Brazell Jr., president of Metromedia Radio, for \$285 million. Also included in the sale were the Texas State Networks, a group of four regional radio networks. Metromedia, which had sold all of its TV stations in 1985, sold its last remaining station, WCBM(AM) Baltimore, at the same time for \$2.5 million, but has yet to close the sale (see AM's).

In what could one of the largest sales of the year if an option is exercised, the Rollins family, owner of Rollins Inc., sold a 43.5% controlling interest in the broadcasting subsidiary, Rollins Communications, to Heritage Communications for about \$260 million. The deal included an option to purchase the remaining shares for about \$600 million in cash and notes. The properties purchased were KDAY(AM) Santa Monica, Calif.; WAMS(AM) Wilmington, Del.; WBEE(AM) Harvey, Ill.; WRAP(AM) Norfolk, Va.; WCHS(AM)-WBES(FM) Charleston, W.Va.; WEAR-TV Pensacola, Fla.; WPTZ(TV) North Pole, N.Y.; KAUT(TV) Oklahoma City, and WCHS-TV Charleston, W.Va., and cable systems in New Castle county, Del., and Branford, Conn. Rollins Inc. was begun by O. Wayne Rollins when he built WRAD(AM) Radford, Va., in 1950. He and his two sons, Randall and Gary, continue to own two other businesses, RPC Energy Services, an oil and gas equipment and services company, and Rollins Inc., which operates Orkin exterminating and a security firm. Rollins returned to station ownership, buying KLAX(TV) Alexandria, La., from Cypress Communications Corp. for \$6 million (see TV's).

Heritage grew even larger when it bought LIN Broadcasting Corp.'s WIL-AM-FM St. Louis; WEMP(AM)-WMYX(FM) Milwaukee, and WBFF(AM)-WMIQ(FM) Rochester, N.Y.,

for \$23 million. Publicly traded, New York-based LIN had owned five AM's, five FM's with seven TV's and cellular radio operations in New York, Los Angeles, Philadelphia, Dallas-Fort Worth and Houston, before it sold its radio properties, including KILT-AM-FM Houston to Legacy Broadcasting for \$36,750,000 (see combos), WUSL(FM) Philadelphia to Tak Communications for \$32 million (see FM's) and co-located WFIL(AM) for \$4.5 million (see AM's). Heritage is a Des Moines, Iowa-based group of five AM's, one FM and six TV's, and cable MSO with 950,000 subscribers in 22 states, headed by James M. Hoak Jr., president. Heritage spun off WCHS(AM)-WBES(FM) Charleston, W.Va., for \$4,000,000 (see combos).

SFN Companies sold WAPA-TV San Juan, P.R.; WJBF(TV) Augusta and WTVM(TV) Columbus, both Georgia; KSCH-TV Stockton, Calif., and KCAP(AM)-KZMT(FM) Helena and KVGO(AM) Missoula, both Montana, for \$155 million cash to a management group headed by Sherman C. Wildman, president, and Christopher J. Brennan, vice president.

SFN is a publicly traded, Orlando, Fla.-based educational publishing company and station group headed by John Purcell, chairman. It retained KVEA(TV) Los Angeles. SFN is 30% owned by Hallmark Cards, which purchased Spanish International's five TV stations (see TV's) and added KVEA(TV) Los Angeles to its new group of Spanish-language TV stations.

Lee Enterprises made several large acquisitions last year, the largest being its \$89-million purchase of May Broadcasting Co.'s KGUN-TV Tucson, Ariz.; KMTV(TV) Omaha, and most of the remaining stock of KFAB(AM)-KGOR(FM) Omaha. Lee subsequently spun off the Omaha AM-FM combination for \$22 million (see combos). May Broadcasting, based in Shenandoah, Iowa, now owns two AM's and one FM. It is principally owned by Frances M. Rankin and Edward W. May. Lee Enterprises is a publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer. It also has interests in 18 newspapers. Lee sold KHQA-TV Quincy, Ill., for \$13 million (see TV's) and WTAD(AM)-WQCY(FM) Quincy, Ill.



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for \$1,100,000.

The largest block of stations in 1986 was a record breaker: Resort Broadcasting's sale of WVAB(AM) Virginia Beach; WIAV(FM) Cape Charles (Virginia Beach); WSVS-AM-FM Crewe, all Virginia; WCAI(AM) Elizabeth City, WWOK(FM) Columbia, 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, WSDC(AM)-WZNS(FM) Dillon, WNLB(AM) Charleston, and WNLB-FM Goose Creek, all South Carolina, and WRRE(AM) College Park, Ga.—12 AM's and 10 FM's—

for \$71 million to Los Angeles-based Telstar Corp. Richmond, Va.-based Resort Broadcasting, principally owned by Ellek Seymour, owned no stations two years ago, but went through a flurry of activity last year (see AM's, FM's and combos). It also owns the USA Radio Network and publishes beach and resort guides. Telstar owns the Country Music Channel, a satellite service, and two pay-per-view movie services. In a complicated deal, Telstar signed an agreement to purchase New York-based Golden West Productions, represented by Robert F.X. Sillerman, former joint owner of Sillerman-Morrow Broadcasting. Sillerman has a substantial equity interest in Golden West

and now is chairman of Sillerman-Magee Communications Management, an investment banker representing both Golden West and Resort. Sillerman also owns a 35% interest in Resort. Resort now owns 56% of Telstar, and the company's founders, Gerald A. Bartell and Joseph A. Corrazi, along with some members of management, retain about 40%.

In another management buyout, Katz Broadcasting sold all of its stations, WYAY(FM) Gainesville, Ga.; WEZN(FM) Bridgeport, Conn.; WZZK-AM-FM Birmingham, Ala.; KWEN(FM) Tulsa, Okla.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WFTQ(AM)-WAAF(FM) Worcester, Mass., and WSYR(AM)-WYYY(FM) Syracuse, N.Y., to a group headed by Katz Broadcasting President Dick Ferguson for \$68.3 million. Katz Broadcasting is the New York-based, employee-owned radio group subsidiary of Katz Communications.

EZ Communications, a Fairfax, Va.-based group of seven FM's principally owned by Arthur Kellar, chairman, bought KFLR(AM)-KAMJ(FM) Phoenix; KFYE(FM) Fresno and KRAK-AM-FM Sacramento, both California; WOKV(AM)-WAIV-FM Jacksonville, Fla., and KMPS-AM-FM Seattle for \$65.5 million from Affiliated Publications. Publicly traded, Boston-based Affiliated publishes the *Boston Globe*. With this sale it has no other broadcast interests. EZ later sold WBMW(FM) Manassas, Va. (Washington), to Infinity Broadcasting Corp. for \$13 million.

DKM Broadcasting Corp., an Atlanta-based radio group headed by Robert R. Dyson, was involved in a number of transactions in 1986. The largest was the purchase of KLZ(AM)-KAZY(FM) Denver and WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ-AM-FM Dallas from Group One Broadcasting Co. for between \$60 million and \$65 million. Group One, principally owned by Roger G. Berk and family, also owns WAKR(TV) Akron. DKM sold its WDJO(AM)-WUBE(FM) Cincinnati (see combos) to American Media Inc. for \$9.8 million, and KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa, to Independence Broadcasting Corp. for \$6.75 million. Dyson also sold his own stations, WPTR(AM) Albany and WFLY(FM) Troy, both New York (see combos). Independence is owned by John C. Goodwill and Peter Sulick. Goodwill is former general manager of WPIX(AM) New York and Sulick is former comptroller. Cablevision Systems Inc. Goodwill was head of R&R Broadcasting, which bought WHYN-AM-FM Springfield Mass., from Affiliated Broadcasting for \$7.8 million (see combos).

Doubleday Broadcasting Co. got out of broadcasting last year when it sold WHN(AM)-WAPP(FM) New York and WAVA(AM) Washington to Indianapolis-based Emmis Broadcasting for \$53 million. Emmis, principally owned by Jeff Smulyan, owns five FM's. Doubleday paid \$29 million for the stations between 1981 and 1984.

Josephson Communications, the radio station subsidiary of publicly held Josephson International Inc., sold out to its president,

## *We thank the following clients for using our brokerage services in 1986:*

**Noble Broadcasting, Inc. to Legacy Broadcasting, Inc.**  
KJOI-FM, Los Angeles CA • \$43,500,000

**Robert J. Nolan to Harron Communications Corp.**  
Glens Falls NY Cable System • \$17,000,000

**Doubleday Broadcasting to Heritage Broadcasting Co.**  
(Arthur and Edward Shadek)  
WMET-FM, Chicago IL • \$12,500,000

**Albany TV-23, Inc. to Heritage Broadcasting Co.**  
WXXA-TV, Albany NY • \$10,100,000

**Robinson Broadcasting Co. to Chase Broadcasting Group**  
KGLD-FM/KWK-FM, St. Louis MO • \$6,900,000

**Hillebrand Electronics to Osborn Communications**  
WMHE-FM, Toledo OH • \$6,700,000

**Metromedia Co. to Resort Broadcasters**  
WCBM-AM, Baltimore MD • \$2,500,000

**Jacor Broadcasting, Inc. to Sunrise Communications**  
WTOW-AM, Baltimore MD/WVOI-AM, Toledo OH • \$2,400,000

**South Georgia Radio to Roland Radio, Inc.**  
WAYX-AM/WQCW-FM, Waycross GA • \$800,000

**FM 96 Associates to Resort Broadcasters of VA**  
WIAV-FM, Cape Charles VA • \$600,000

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Media Brokers*

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**INTEREP Broadcast Financial Services** specializes in providing professional financial assistance to sellers, current owners and qualified buyers of broadcast properties (including first-time buyers with good track records).

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### THE FIRST EIGHTEEN MONTHS' ACHIEVEMENTS

**Purchase of KGOL-FM**

(Lake Jackson)/Houston, Texas –  
Assisted in securing **\$12,500,000** of  
debt financing.

**Purchase of WSCP-AM**

(Pulaski)/Syracuse, New York –  
Secured **\$200,000** of bank  
financing.

**Purchase of KFRE AM & FM**

Fresno, California – Assisted in  
securing **\$3,000,000** of debt and  
equity financing.

**Purchase of WGSM-AM & WCTO-FM**

Long Island, New York – Assisted  
buyer in securing **\$5,200,000**  
Senior Debt Commitment.

**Current Client**

Representing buyers of WBMX-FM,  
Chicago, Illinois in raising  
**\$25,000,000** in Senior/Mezzanine  
and Equity Financing.

Ed Christian, for \$38.5 million. The new company, Saga Communications, bought WVKQ(AM)-WSNY(FM) Columbus, Ohio; WNOR-AM-FM Norfolk, Va.; WMGF(FM) Milwaukee, and WZKC(FM) Rochester, N.Y. (which it later spun off to First Valley Broadcasting Co. for \$3.7 million [see FM's]). Saga later bought WLDS(AM)-WYMG(FM) Jacksonville and WLRW(FM) Champaign, both Illinois, from Joyner Broadcasting for \$5.3 million. Thomas Joyner, who owns WZFX-FM Fayetteville, N.C., also bought KGTV-AM-FM Georgetown, Tex., and WDVA(AM)-WJLC-FM South Boston, Va. (see combos). Josephson International is headed by Marvin Josephson.

At the end of the year, KIXL(AM)-KHFI-FM Austin and KBFM(FM) Edinburg, both Texas; WXAM(AM)-WQXY-FM Baton Rouge, and KOKY(AM)-KZOU(FM) Little Rock, Ark., were sold by Capitol Cities Broadcasting for \$38 million to Encore Communications LP, a new company owned by George Duncan, former head of the radio division of Metro-media Inc. Duncan also purchased KOKA(AM)-KVKI-FM Shreveport, La., for \$6.5 million (see combos). Capitol Cities, principally owned by D. Kent Anderson, Richard E. Oppenheimer and Robert L. Clarke, got out of the radio business when it sold its last stations: KDVE(AM)-KQXY(FM) Beaumont, Tex., for \$1,175,000 (see combos).

Jacor Communications Inc., publicly owned, Cincinnati-based radio group

bought WLW(AM)-WSKS(FM) Cincinnati, WYHY(FM) Nashville and WSEV(AM)-WMYU(FM) Knoxville, Tenn., from Republic Broadcasting for \$34 million. It also bought WEBN(FM) Cincinnati from Circe Communications for \$8 million. Circe is principally owned by Frank Woods, who became president of Jacor. Terry Jacobs, chairman, is the largest stockholder of publicly owned Jacor. Among the stations owned by Jacor is WURD(FM) Georgetown, Ohio, which has a contour overlap with WEBN, leaving Jacor momentarily owning three FM stations in the same market. Jacor asked the FCC for a one-year temporary waiver to divest WURD and spun off WSKS(FM) to Reams Broadcasting Co. for \$4.3 million (see FM's). Jacor also sold WVOI(AM) Toledo, Ohio, for \$600,000.

Another broadcaster who sold off most his station group, and to a management group, was Ragan A. Henry, owner of NEWSSystems Group Inc. It sold WWDB(FM) Philadelphia, WTUX(AM)-WTLC(FM) Indianapolis and WBLZ(FM) Hamilton, Ohio (Cincinnati), to Panache Broadcasting for \$28.5 million. Henry continues to own KDIA(AM) Oakland, Calif., and WBUS(FM) Atlanta. Henry cited the changes in the tax laws as the reason for the sale. Henry's son, Vincent, bought WXTR(FM) La Plata, Md., for \$14.5 million (see FM's). Panache is owned by Charles D. Schwartz, former president of NEWSSystems.

Austin, Tex.-based Hicks Communica-

tions Inc. sold KAYI(FM) Muskogee, Okla.; WYNK-AM-FM Baton Rouge, and KLVI(AM)-KYRK(FM) Beaumont, Tex., to Naragansett Capital Corp. for \$20 million. Naragansett is a Providence, R.I.-based group of one AM, one FM and one TV, headed by John Franks, president. Hicks, principally owned by Steven Hicks, president, also purchased WTAU(AM)-KTAU(FM) College Station (Bryan), Tex., for \$1.5 million (see combos).

Nashville-based ELF Communications Inc., owned by John Lack, got out of radio when it sold WNOX(AM) Knoxville; WNKX(FM) Clinton; WRLQ(AM) Madison; WRLQ-FM Franklin, all Tennessee, and WVOK(AM)-WLTB(FM) Birmingham, Ala., to REBS Inc. for \$15 million. REBS is equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. It also owns WJTO(AM)-WIGY(FM) Bath, Me., and WIBX(AM)-WNYZ(FM) Utica.

Jeffrey E. Trumper, former general manager of WLS-AM-FM Chicago, bought WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky., from C.R. Griggs, who has no other broadcast interests, for \$10 million. Trumper later bought KKCW(FM) Beaverton, Ore., for \$7.5 million from Heritage Broadcasting (see below and FM's).

Media broker Art Holt added to his growing station group of four AM's and five FM's with the purchase of WBOP(AM)-WTKX(FM) Pensacola, Fla., and WTAM(AM)-WGCM(FM) Gulfport and WOKJ(AM)-WJMI(FM) Jackson,

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**\$30,000,000**  
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202 331-9270 404 892-4655 312 346-6460 213 274-8151

**MSP Television of Midland-Odessa, Inc.**  
has acquired  
Television Stations  
**KTPX-TV, Channel 9**  
Odessa, Texas  
and  
**KWAB-TV, Channel 4**  
Big Spring, Texas  
from  
Permian Basin Television Corporation  
for  
**\$16,500,000**  
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**HOME SHOPPING NETWORK**  
has acquired  
**WSJT-TV**  
Vineland, New Jersey  
for  
**\$23,000,000**  
from  
**PRESS BROADCASTING CORPORATION**  
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exclusive broker in this transaction.

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**FIRST NATIONAL ENTERTAINMENT CORP.**  
has acquired  
**KEYC-TV**  
El Centro, California  
for  
**\$2,350,000**  
from  
**PACIFIC MEDIA CORPORATION**  
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exclusive broker in this transaction.

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**CHRISTIAN SCIENCE PUBLISHING COMPANY**  
has acquired  
**WQTV-TV**  
Boston, Massachusetts  
for  
**\$7,500,000**  
from  
**ARLINGTON BROADCAST GROUP, INC.**  
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**JOSEPH L. BRECHNER**  
has acquired  
**KLDH-TV**  
Topeka, Kansas  
from  
**KLDH, Inc.**  
Larry D. Hudson, President  
for  
**\$6,500,000**  
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exclusive broker in this transaction.

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## Transactions we're proud to have closed since September, 1986

|                                                     |                                        |              |
|-----------------------------------------------------|----------------------------------------|--------------|
| Harlem Globetrotters, Inc.<br>and Ice Capades, Inc. |                                        | \$30,000,000 |
| WGTO (AM)                                           | Cypress Gardens, Florida               | \$1,535,000  |
| KTAB-TV                                             | Abilene, Texas                         | \$15,750,000 |
| WSKS (FM)                                           | Cincinnati, Ohio                       | \$4,500,000  |
| KRTV (TV)                                           | Great Falls, Montana                   | \$24,000,000 |
| KXLF-TV                                             | Butte, Montana                         |              |
| KPAX-TV                                             | Missoula, Montana                      |              |
| KTVZ (TV)                                           | Bend, Oregon                           | \$3,900,000  |
| KOOL (AM) &<br>KOOL-FM                              | Phoenix, Arizona                       | \$15,000,000 |
| WDAU-TV                                             | Scranton/Wilkes-Barre,<br>Pennsylvania | \$22,800,000 |
| WLNS-TV                                             | Lansing, Michigan                      | \$73,000,000 |
| WKBT (TV)                                           | LaCrosse, Wisconsin                    |              |
| KOKE-FM                                             | Austin, Texas                          | \$15,000,000 |
| KTHT (TV)                                           | Alvin (Houston), Texas                 | \$15,000,000 |
| KMEG (TV)                                           | Sioux City, Iowa                       | \$4,000,000  |

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### ***R.C. CRISLER & CO., INC.***

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both Mississippi, for \$9.5 million. E.O. Roden Stations, based in Jackson, Miss., a group of five AM's, five FM's and one TV owned by Zane Roden and family, sold the stations.

Burt W. Kaufman and George Spicer, respectively vice president and general manager of KXEG(AM) Phoenix, bought KXEG and KSHY(AM) Cheyenne, Wyo.; KBBX(AM)-KCGI(FM) Centerville, Utah; KXEN(AM) Festus-St. Louis, Mo.; KQXI(AM) Arvada, Colo., and KXAK(AM) Corrales, N.M., from Mid-America Gospel Radio Network Inc. for \$9,115,000.

Sage Broadcasting, a group owned by

Leonard A. Fassler, Gerald A. Poch, Gerald M. LeBow, Kenny Karen and two others, made several transactions last year, the largest being that of Sentry Insurance Co.'s Sentry Broadcasting stations: WXYQ(AM)-WSPT(FM) Stevens Point and WJJK(AM)-WBIZ(FM) Eau Claire, both Wisconsin; WTAX(AM)-WDBR(FM) Springfield, Ill., and KMNS(AM)-KSEZ(FM) Sioux City, Iowa, for \$8,150,000. Sentry also sold WILS-AM-FM Lansing, Mich., for \$2,820,000 (see combos) and WRJN(AM) Racine, Wis., to media broker Dex Card for \$760,000. Sage also purchased WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., and WBSM(AM) New Bedford,

Mass., from Micheal Metter, for \$2,325,000. Later in the year, Sage bought WLVB(FM) Hartford, Conn., for \$4.5 million from Jose Grimault, owner of WKSQ(AM) Newark, N.J., and KSKQ(AM) Los Angeles. Sage already owned WNAQ(AM) Naugatuck, (Waterbury) Conn., and WZFM(FM) Briarcliff Manor (White Plains), N.Y.

B. Ken Woodfin, owner of the Woodfin Group, sold WOKS(AM)-WFXE(FM) Columbus and WTHB(AM)-WFXA-FM Augusta, both Georgia, to Gregory A. Davis, sales manager of WLWT(TV) Cincinnati, for \$6,160,000. Woodfin later purchased WDLF(AM)-WGNE-FM Panama City, Fla., for \$3,070,000 (see combos).

Dennis Rooker, a Charlottesville, Va., attorney, who was former senior vice president and general counsel of Worrell Newspapers, and John Columbus, vice president of United Stations, bought WKWK-AM-FM Wheeling, W.Va.; WMCL(AM) McLeansboro and WTAQ(FM) Murphysboro-Carbondale, both Illinois, and WDXI(AM)-WRJX(FM) Jackson, Tenn., for \$4,095,000. The seller, Community Service Broadcasters, is owned by brothers, Bill and Jim Glassman, who have no other broadcast interests.

Michael R. Kassner and Joseph D. Tydings (former Democratic senator from Maryland), under the name of U.S. Media Group, bought KTAG(AM) Cody and KTRS(FM) Casper, both Wyoming, and KIXX(AM)-KTCL(FM) Fort Collins and KRAI-AM-FM Craig, both Colorado, from Alf Landon, 1936 Republican presidential candidate, and family, for \$4,840,000. The Landon family owns KEDD(AM) Dodge City and KSCB(AM) Liberal, both Kansas. U.S. Media also owns WKAB-TV Montgomery, Ala., and WTXL-TV Tallahassee, Fla.

Osborn Communications, owner of WKRZ-AM-FM Wilkes-Barre, Pa., and WMHE(FM) Toledo, Ohio, bought WBGH(AM)-WGIG(FM) Brunswick, Ga., and WTJS(AM)-WKIR(FM) Jackson, Tenn., from Jim Kirk for \$4 million. Kirk sold his last station, KVOL(AM) Lafayette, La., and has no other broadcast interests. Osborn Communications is owned by Frank Osborn and Brownlee Curry Jr., who has an interest in the *Nashville Daily Banner*. It also bought WNDR(AM)-WNTQ(FM) Syracuse, N.Y., from Ralph Guild for \$6.5 million and assumption of liabilities (see FM's).

Heritage Broadcast Group bought WAAX(AM)-WQEN(FM) Gadsden, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo., from Richard Beauchamp for \$3,211,955. Heritage is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. Polacek was former president and director of the stations. It purchased WISE(AM)-WKSF(FM) Asheville, N.C., for \$6.3 million (see combos) and sold KKCW(FM) Beaverton, Ore. for \$7,500,000 (see above and FM's).

The smallest group transaction of 1986 was William Grant's purchase of WWWB-AM-FM Jasper, WWRW(AM) Russellville and

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>September 30, 1985</p> <p><b>Banner Graphic, Inc.</b><br/>has completed the acquisition of the assets of<br/><b>The Banner Graphic</b><br/>a daily newspaper serving Cincinnati, OH<br/>from<br/><b>Lu-Max Newspapers, Inc.</b><br/>a subsidiary of<br/><b>Series Tardian, Inc.</b></p> <p>Sold by the undersigned on behalf of the seller and assumed both parties during the negotiations.</p> <p><b>THE TED HEPBURN COMPANY</b></p> <p>P.O. Box 42401, Cincinnati, Ohio 45242</p>                                                                        | <p>March 10, 1986</p> <p><b>Amateur Group, Inc.</b><br/>has completed the sale of the assets of<br/><b>KHGI-TV</b><br/>Hawes, Nebraska<br/>and satellite stations<br/><b>KSNB-TV</b> and <b>KWNB-TV</b><br/>Hawes, Neb.</p> <p><b>Gordon Broadcasting, Inc.</b><br/>a new company formed by Richard D. Gordon</p> <p>The undersigned initiated this transaction on behalf of the buyer and assumed both parties during the negotiations.</p> <p><b>THE TED HEPBURN COMPANY</b></p>                                                                                                                        | <p>May 7, 1985</p> <p><b>D.H. Overmyer Telecasting Co., Inc.</b><br/>has completed the sale of its television station<br/><b>WDHO-TV</b><br/>Toledo, OH</p> <p><b>Toledo Television Investors Limited Partnership</b><br/>A Company managed by L. Martin Pompadour and Ralph Becker</p> <p>The undersigned initiated this transaction on behalf of the seller as an advisor and assumed both parties during the negotiations.</p> <p><b>THE TED HEPBURN COMPANY</b></p> |
| <p>September 30, 1985</p> <p><b>WIN Communications, Inc.</b><br/>has completed the acquisition of the assets of<br/><b>WIRE/WITZ</b><br/>Indianapolis, IN<br/><b>KBEZ</b><br/>OR<br/><b>WIRL/WSWT</b><br/>Harris, TX<br/><b>KRVR</b><br/>Denver, CO</p> <p><b>The Mid America Media Group</b></p> <p>The undersigned entered this transaction on behalf of the seller and assumed both parties during the negotiations.</p> <p><b>THE TED HEPBURN COMPANY</b></p> <p>141 Garden Road, Palm Beach, Florida 33480<br/>P.O. Box 42401, Cincinnati, Ohio 45242</p> | <p>October 31, 1985</p> <p><b>DKM Broadcasting Company</b><br/>has completed the acquisition of the assets of<br/><b>KMEZ FM/AM</b><br/>Dallas, TX<br/><b>WAKR/WONE (FM)</b><br/>Alton, OH<br/><b>WONE (AM)/WTUE</b><br/>Dayton, OH<br/><b>KLZ/KAZY</b><br/>Denver, CO</p> <p><b>Group One Broadcasting</b><br/>and its subsidiaries</p> <p>The undersigned entered this transaction on behalf of the buyer and assumed both parties during the negotiations.</p> <p><b>THE TED HEPBURN COMPANY</b></p> <p>222 Cleveland Street, Palm Beach, Florida 33480<br/>P.O. Box 42401, Cincinnati, Ohio 45242</p> | <p>December 31, 1985</p> <p><b>CRB Broadcasting Corporation</b><br/>has completed the acquisition of the assets of radio station<br/><b>WROQ-FM &amp; WAES-AM</b><br/>Charlotte, NC</p> <p><b>Sis Radio, Inc.</b></p> <p>The undersigned initiated this transaction and assumed both parties in the negotiations.</p> <p><b>THE TED HEPBURN COMPANY</b></p> <p>222 Cleveland Street, Palm Beach, Florida 33480<br/>P.O. Box 42401, Cincinnati, Ohio 45242</p>           |

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most respected specialists  
assist you in 1987.*

**THE  
TED HEPBURN  
COMPANY**

**Ted Hepburn, President  
Todd Hepburn, Vice-President**

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*Stan McKenzie*  
President  
Seguin Broadcasting Co.



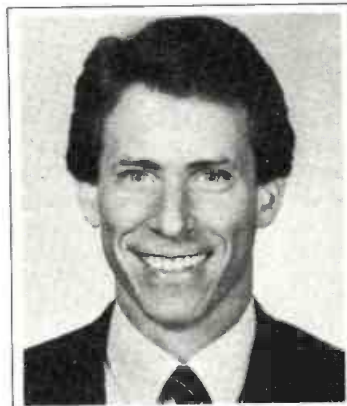
"I talked with several friends in the industry and heard some very good things about Americom. Now having worked with them, I consider them the most professional firm in the business. Their Confidential Marketing strategy targeted the best buyer for our two station group. They only had to clear one prospect with us who came in and paid us the price we wanted . . . \$13,500,000 cash."

*Jerry Atchley*  
President  
FirstCom Corp.



"We personally interviewed seven brokers when we decided to sell WOJO (FM) in Chicago. We wanted top dollar and wanted to make sure the deal closed smoothly. We chose Americom because we felt they were the most creative and sophisticated and we're glad we did—they got us \$14,000,000 cash for a station many people felt was worth only \$11 or \$12,000,000. Their understanding of financing also helped assure us that the buyer they brought us would be financially qualified to close."

*Jim & Jane Hall*  
Owners



"Art and I were impressed with Americom because they were professional, thorough and confidential in helping produce a quick deal at a record price . . . \$25 million."

*Alan Beck*  
President  
American Media Inc.



*Art Kern*  
Chairman  
American Media Inc.



**Radio Station Brokerage & Financing**

WWWF(AM) Fayette, all Alabama, from John H. Bankhead and family. The prices were \$737,500 for WWWB-AM-FM, \$212,500 for WWWF(AM) and \$125,000 for WWRW(AM). Grant also owns WJRD(AM) Tuscaloosa, Ala., and WDXB(AM) Chattanooga.

## TV's

There were 102 television-only transactions last year, involving 128 stations. The total dollar value for all those sales was

\$2,709,516,490, not reaching 1985's spectacular \$3.29 billion, but well above the \$1.252 billion of 1984. By transaction, the average price was \$26,563,887; by station, the average price was \$21,168,097.

The largest TV-only sale of 1987 began to take shape at the beginning of the year when Spanish International Communications Corp.'s (SICC) five TV's, five LPTV's and translators were denied renewal of license. Finding close ties between Reynold Anselmo, president of SICC, and the Azcarraga family, Mexican citizens who own Televisa, a Mexican TV network and media conglomerate, an FCC administrative law judge John Conlin, ruled that SICC violated FCC rules

prohibiting foreign citizens or their representatives from controlling broadcast licenses. After several weeks of negotiations with the FCC and in response to a lawsuit filed by a dissident stockholder regarding allegations of fraud, SICC settled out of court and was allowed to sell all its stations: KFTV(TV) Hanford, Calif. (ch. 21, Spanish International Network), KMEX-TV Los Angeles (ch. 34, SIN), WLTW(TV) Miami (ch. 23, SIN), WXTV(TV) Paterson, N.J. (ch. 41, SIN), and KWEX-TV San Antonio, Tex., and five LPTV's.

SICC's buyers are a new joint venture of Hallmark Cards, Kansas City-based greeting card company principally owned by Donald J. Hall, son of company founder Joyce Hall, and First Capital Corp., a subsidiary of First National Bank of Chicago. The new company paid \$301.5 million for the stations and promised to maintain the Spanish format for at least two years. At the end of the year it also purchased KDTV(TV) San Francisco (ch. 14, SIN) from Bahia de San Francisco Co., principally owned by Anselmo, for \$25 million. Hallmark was also involved in another sale in 1987, owning a 30% interest in SFN Companies Inc., which sold all but one of its stations for \$155 million (see groups). The station retained KVEA(TV) Los Angeles. Hallmark/First Capital now owns a Spanish-language group of seven TV's, large enough to place it on BROADCASTING's top 20 TV group list.

The news in television sales for the first time in many years was the declining price of independent TV stations. TVX Broadcast Group, a Virginia Beach, Va.-based group headed by Gene Loving, chairman, and Tim McDonald, president, made news with one of the largest purchases last year when it bought Taft Radio and Television Co.'s independent TV's for \$240 million. The price was less than half of what Taft had originally asked, but the complaints of most independent TV owners—increasing competition from many start-up independents along with the sky-high prices for programming—plus the enormous debt service from its purchase of Gulf Broadcasting several years ago, forced Taft to accept the lower bid. The buy moved TVX into BROADCASTING's top 20 TV group owners. It bought KTXA(TV) Fort Worth (ch. 21, independent); KTXH(TV) Houston (ch. 20, independent); WCIX(TV) Miami (ch. 6, independent); WDCA-TV Washington (ch. 20, independent), and WTAF-TV Philadelphia, (ch. 29, independent). Taft still believes in radio, however, and bought WBCS-AM-FM Milwaukee for \$4,250,000 (see combos). TVX sold WNRW-TV Winston-Salem, N.C. (ch. 45, independent) for \$11 million to Act III Broadcasting, a new group owned by producer Norman Lear, who, along with Jerry Perenchio and Alan D. (Bud) Yorkin, had earlier sold WJLU-TV Linden, N.J., to Reliance Group Inc. for \$70 million (see below).

Reliance, the investment concern of New York financier Saul Steinberg, bought John Blair & Co., publicly owned New York-based group of five TV's and advertising sales representative, for over \$300 million.

# Congratulations to Bert Ellis and

## ACT III BROADCASTING

### ON THE ACQUISITION OF THEIR FIRST STATION: WNRW-TV 45 GREENSBORO, NORTH CAROLINA

First Banks was pleased to provide all of the senior, subordinate senior, and junior subordinate financing for the acquisition.



## First Bank Minneapolis

Member First Bank System



# **ENCORE COMMUNICATIONS ASSOCIATES**

George Duncan, President  
has acquired

## **KOKA-AM & KVKI-FM**

Shreveport, LA  
from

## **TRIPLE J COMMUNICATIONS**

Buddy Woolley, John Nay Thomas, Johnny Vaughan  
Partners

for

# **\$6,500,000**

Our Associate Bob Pates represented  
the Seller in this transaction and  
assisted both parties in the negotiations

## **Frank Boyle Co.**

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The purchase followed a protracted battle between Reliance and Mcfadden Holdings to take over the company. After the FCC approved Reliance's acquisition plan and a court of appeals denied Mcfadden's attempts to block Reliance, it announced plans to build a Spanish-language TV network. It spun off Blair's KSBW-TV Salinas (ch. 8, NBC) and KSBY-TV San Luis Obispo (ch. 6, CBS), both California, and KOKH-TV Oklahoma City (ch. 25, independent) to Gillett Group Inc. for \$86 million. George Gillett owns the Nashville-based group of one AM, one FM and nine TV's; a ski resort in Vail, Colo., and a beef processing plant in Green Bay, Wis. Gillett also sold KMEG-TV Sioux City, Iowa (ch. 14, independent), to Maine Broadcasting Systems, a Portland, Me.-based group of two TV's principally owned by Fred Thompson and his wife, Mary, for \$4 million.

Gillett was involved in an even larger purchase last year when it bought WMAR-TV Baltimore (ch. 2, NBC) and WRLH-TV Richmond, Va. (ch. 35, independent) from Times Mirror Broadcasting for more than \$200 million. Times Mirror purchased the station's owner, *Baltimore Sun* publisher, A.S. Abell Co., for \$600 million and spun off the TV stations to comply with FCC rules. A.S. Abell Co. sold all its radio properties last year to S&F Communications, which, in turn, sold the last station in the group, WNVZ(FM) Norfolk, Va., for \$25 million (see FM's). Times Mirror is a publicly traded,

Los Angeles-based publisher, TV group owner and MSO, headed by Robert F. Erburu, chairman. The broadcast subsidiary is headed by John J. McCrory, president. Also, Times Mirror announced it was forming a trade publication subsidiary and bought BROADCASTING magazine from Lawrence Taishoff last year for \$75 million.

Outlet Communications Inc. was purchased by a management group headed by chairman Bruce Sundlun (see groups). It sold off WCPX-TV Orlando, Fla. (ch. 6, CBS), to First Media Corp. for \$200 million for the largest stand-alone TV sale of 1986. First Media is a Washington-based group of three AM's and eight FM's owned by Richard E. Marriott, head of Marriott Co., major hotel and food-service firm. Next, Outlet spun off KSAT-TV San Antonio, Tex. (ch. 12, ABC), to H&C Communications Inc. for \$153 million cash. H&C is a Houston-based group of one AM and five TV's, principally owned by Oveta Culp Hobby. Outlet's last TV spin-off was KOVR-TV Stockton (Sacramento), Calif. (ch. 13, ABC), to Narragansett Broadcasting Co. of Sacramento Inc. for \$104,000,000 cash. Narragansett is the publicly owned owner of KHTT(AM)-KSJO(FM) San Jose, Calif., and is headed by Edwin W. Pfeiffer, former general manager of WDMV-TV Washington.

Before CBS went through a management shake-up last year, it sold KMOX-TV St. Louis (ch. 4, CBS) to Viacom International Inc. for \$122,500,000. Viacom's broadcast divi-

sion is headed by Brian Bieler.

The well-publicized squabbles of Barry Bingham and family ended when the family sold all its assets, including WHAS-TV Louisville, Ky. (ch. 11, CBS), to the Providence Journal Co. for \$85.7 million. The Bingham family also sold WHAS(AM)-WAMZ(FM) Louisville for \$20,056,000 (see combos), the *Louisville Courier-Journal* and *Louisville Times* to Gannett Co. for \$305 million and Standard Gravure (printing company) to Atlanta businessman John Shea for \$20 million. Providence Journal Co. publishes the *Providence Journal-Bulletin*, operates 14 cable systems in five states and owns a group of TV's headed by Michael P. Metcalf, president.

Former CBS President John Backe sold WLNS-TV Lansing, Mich. (ch. 6, CBS), and WKBT-TV La Crosse, Wis. (ch. 8, CBS), for \$72 million, to Young Broadcasting, a subsidiary of Adam Young Inc., New York-based station representative. It is owned by Adam Young (66.6%) and his son, Vincent (33.3%). Backe purchased the stations in 1984 for \$48 million.

Channel Communications, which sold WCLQ-TV Cleveland to HSN for \$15 million (see below), bought, for \$18 million, KPLC-TV Lake Charles, La. (ch. 7, NBC), from Calcasieu Television and Radio Inc. Channel is a subsidiary of NASCO Inc., a sporting goods manufacturer and distributor based in Springfield, Tenn., and principally owned by Bill F. Cook. It already owned KAIT-TV Jonesboro, Ark. (ch. 8, ABC), but got out of television altogether when it sold both stations to Cosmos Broadcasting for \$68 million. Cosmos, owner of eight TV's, is based in Greenville, N.C., and is a subsidiary of Liberty Corp., owner of Liberty Life Insurance Co. It is principally owned by Francis Hipp and family. Cosmos concentrated all its energies on TV when it sold WAVE-FM Sarasota, Fla., to Susquehanna Radio Corp. for \$7 million (see FM's) and its last radio property, WIS(AM) Columbia, S.C., to Ridgely Communications Inc. for \$2 million (see AM's). It also sold WQRF-TV Rockford, Ill. (ch. 39, independent), to Family Group Broadcasting for \$4,200,000. Family Group is a group of 13 equal owners headed by Ian N. (Sandy) Wheeler. It has interests in two AM's, two FM's and five TV's.

Texoma Broadcasters Inc., principally owned by M.N. (Buddy) Bostick, president, originally sold KLFY-TV Lafayette, La. (ch. 10, CBS) to Great American Broadcasting Co., owned by Harvey Grace and three others, for \$60 million, but that deal fell through, and the station was sold to Charles Woods for \$55 million. Woods owns a Dothan, Ala.-based group of two AM's, three FM's and five TV's. Bostick purchased sole interest in Texoma's KXII-TV Ardmore, Okla. (ch. 12, CBS, NBC), at the same time for \$14 million.

General Cinema Corp., publicly traded, Chestnut Hill, Mass.-based movie theater owner and Pepsi bottler, headed by Richard Smith, sold WGRZ-TV Buffalo, N.Y. (ch. 2, NBC), for \$56 million to WGRZ Acquisition Corp., owned by Robert Smith, George Lilly, William Reyner and members of station

February 1987

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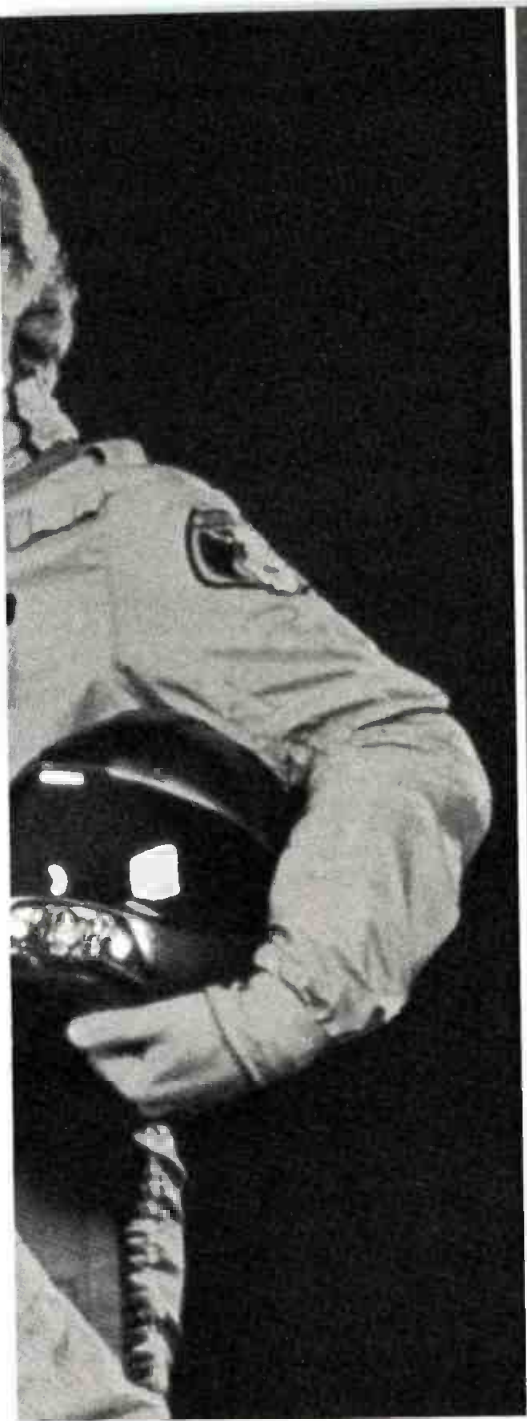
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management. It purchased WHTM-TV Harrisburg, Pa., and WETM-TV Elmira and WSTM-TV Syracuse, both New York, two years ago. Lilly also sold KPAX-TV Missoula (ch. 8, CBS), KXLF-TV Butte (ch. 4, CBS, ABC) and KRTV-TV Great Falls (ch. 3, CBS, NBC), all Montana, to Evening Post Publishing Co. for \$27 million. Evening Post is a Charleston, S.C.-based group of two TV's and publisher of four newspapers in S.C., and has interest in *Buenos Aires* (Argentina) *Herald*. It is principally owned by Peter Maingault and his sister, Mary M. Gilbreth.

Tak Communications Inc., Vienna, Va.-based computer consulting firm and group of one FM and four TV's principally owned by Sharad Tak, bought KITV-TV Honolulu (ch. 4, ABC) and satellites KMAU-TV Wailuku (ch. 12, ABC) and KHVO-TV Hilo (ch. 13, ABC), all Hawaii, from Shamrock Broadcasting Inc. for \$50 million. Burbank, Calif.-based Shamrock owns a group of four AM's, seven FM's and three TV's and is owned by Roy E. Disney and family. Shamrock also bought KTAB-TV Abilene, Tex. (ch. 32, CBS), for \$15,750,000 from Thomas K. Scallen, who purchased KOSA-TV Odessa, Tex. (ch. 7, CBS), for \$20,150,000 (see below). Tak also bought WUSL(FM) Philadelphia from LIN Broadcasting for \$32 million (see FM's).

Harte-Hanks Communications Inc. sold KYTV-TV Springfield, Mo. (ch. 3, NBC), to Schurz Communications Inc. for about \$45 million. Harte-Hanks is a publicly traded,

San Antonio, Tex.-based group of four TV's, cable MSO, publisher of 16 newspapers, direct-mail operations and other interests, headed by Robert Marbut, president. Schurz is a South Bend, Ind.-based group of one AM, one FM and three TV's, cable MSO and publisher of eight newspapers, headed by Franklin D. Schurz, president.

Worrell Newspapers Inc. got out of broadcasting when it sold WBNB-TV Charlotte Amalie, V.I. (ch. 10, CBS); WIFR-TV Freeport, Ill. (ch. 23, CBS), and WHSV-TV Harrisburg, Va. (ch. 3, ABC), to Benedek Broadcasting for \$40 million. Charlottesville, Va.-based Worrell also owns 24 daily newspapers, and is headed by Thomas Worrell Jr., chairman. A. Richard Benadek is the principal in the New York-based group of nine TV's. It also purchased KHQA-TV Quincy Ill. (ch. 7, CBS), for \$13 million from Lee Enterprises, a Davenport, Iowa-based group of nine TV's and publisher of 18 newspapers. It is headed by Lloyd G. Schermer, president, and also bought KGUN-TV Tucson, Ariz. (ch. 9, CBS), KMTV-TV Omaha (ch. 3, CBS) and a majority interest in KFAB(AM)-KGOR(FM) Omaha for \$89 million (see groups). It subsequently spun-off the AM-FM combination for \$22 million (see combos) and sold WTAD(AM)-WQCY(FM) Quincy, Ill. for \$1,100,000 (see combos).

KIHS-TV Ontario, Calif. (ch. 46, independent), was the largest purchase, at \$35 million, for Home Shopping Network, in its breathtaking ascent to an independent sta-

tion group. The station was owned by DeRance Foundation, and Santa Fe Communications, nonprofit Catholic foundations which also sold KLTH-FM Florissant, Mo., for \$3.5 million (see FM's) and now have no other broadcast interests. HSN, a Clearwater, Fla.-based producer of home shopping programs headed by Edward Speer, chairman, purchased seven other TV stations, beginning at the end of the summer with the purchase of WWHT-TV Newark, N.J. (ch. 68, independent), and WSNL-TV Smithtown, N.Y. (ch. 67, independent), from Wometco Broadcasting for \$25 million. At the same time, it purchased WVKI-TV Marlborough, Mass. (ch. 66, independent), for \$20 million from Channel 66 Associates, a limited partnership of 205 investors with no other broadcast interests. John Garabedian is the managing general partner and CEO. HSN bought WSJT-TV Vineland, N.J. (ch. 65, independent), from Press Broadcasting Co. for \$23 million. Press publishes the *Asbury Park* (N.J.) *Press* and owns WMOD-TV Melbourne, Fla., and WJLK-AM-FM Asbury Park, N.J. Press Broadcasting is headed by E. Donald Lass, president. Channel Communications also sold WCLQ-TV Cleveland (ch. 61, independent) to HSN for \$15 million. Channel owned KAIT-TV Jonesboro, Ark., and bought for \$18 million, KPLC-TV Lake Charles, La., which it later sold to Cosmos Broadcasting for \$68 million (see above). HSN later purchased KTHH-TV Alvin, Tex. (ch. 69, CP), from Harold V. Dutton, for about \$8 million, and WPWR-TV Aurora, Ill. (ch. 60, independent) in November for \$25 million from Fred Eychaner, who also has interests in two TV construction permits in Boulder, Colo., and Gary, Ind. HSN bought KPST-TV Vallejo, Calif. (ch. 66, CP), for \$8 million from Victor H. Sun, Wallace Lee, David Li and Shirley C. Lau, who have no other broadcast interests. The total outlay for all of HSN's purchases was \$143 million.

Lorimar-Telepictures Corp., Culver City, Calif.-based diversified entertainment company, publisher, advertising firm and group of four TV's bought WPGH-TV Pittsburgh (ch. 53, independent) from Meredith Corp. for an originally announced \$35 million, but at the beginning of 1987, that price was reduced to \$21.3 million because of changes in the station's results. Meredith is publicly owned publisher and station group of eight TV's. The broadcast division is headed by W.C. McReynolds, president. Lorimar is headed by Merv Adelson, chairman. Lorimar-Telepictures tried to purchase seven KKRTV stations (BROADCASTING, May 26) for \$1.85 billion, but at year's end, that deal appeared to be off for good. Included in the failed deal was WTVJ-TV Miami (ch. 4, CBS), which was to have been sold for \$405 million, but was sold to NBC at the beginning of 1987 for \$270 million.

Michael L. Waddington, owner of KARK-TV Little Rock, Ark., and WTOK-TV Meridian, Miss., bought KDBC-TV El Paso (ch. 4, CBS) from El Paso Television Co. for \$32 million cash. El Paso is a subsidiary of Evening Post Publishing Co., Charleston, S.C.-based station group that owns KOAA-TV Pueblo, Colo., and KIVI-TV Nampa, Idaho,

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and publishes four newspapers in Maryland and South Carolina.

KATC(TV) Lafayette, La. (ch. 3, ABC), was originally sold by Loyola University to Adams Communications, Wayzata, Minn.-based group of three AM's, three FM's and six TV's, principally owned by Stephen Adams, for \$31 million but the deal fell through. The station was finally sold to TV Station Partners for approximately \$28 million. TV Station Partners is a New York-based group of four TV's principally owned by Martin Pompadur and Ralph E. Becker. Loyola University, New Orleans, also owns WWL-AM-TV and WJAY-FM New Orleans.

Carl Brazell and George Duncan were not the only former Metromedia executives to start their own broadcasting companies. Albert Krivin, former senior vice president of Metromedia Inc., with Hal Gaba and Robin French, former vice president and president, respectively, of Embassy Telecommunications, bought WCGV-TV Milwaukee (ch. 24, independent) and WTO-TV Birmingham, Ala. (ch. 21, independent) from Byron Lasky for \$30.5 million. Lasky also owns WQTV(TV) Boston. Buyer is 80% owned by Krivin, Gaba and French. The remaining 20% is owned by Hal Roach Studios, principally owned by Gaba and Earl Glick, chairman. Hal Roach Studios is principally involved in recolorization of old films.

News-Press and Gazette Co. of St. Joseph, Mo., bought WECT(TV) Wilmington, N.C. (ch. 6, NBC), from Atlantic Telecasting Broadcasting Corp. for \$30 million. Atlantic is headed by J.S. Brodie, chairman, and Dan D. Camera, president, and has no other broadcast interests. News-Press publishes daily morning and evening newspapers in St. Joseph, Mo., and owns a cable system there in addition to a station group of five TV's. It is owned by David R. Bradley and family.

Rupert Murdoch's Fox Television Inc. added another major market to his fledgling network when it purchased WXNE(TV) Boston (ch. 25, independent) from CBN Continental Broadcasting Network for approximately \$28 million, bringing Fox's total to seven TV's. CBN is a Virginia Beach, Va.-based group of one FM and two TV's headed by evangelist and sometime presidential candidate, Pat Robertson.

Diversified Communications made two large purchases in 1986: WDAU-TV Scranton, Pa. (ch. 22, CBS) from Southeastern Capital Corp. for \$22.8 million and WCTI(TV) New Bern, N.C. (ch. 12, ABC) from Heritage Broadcasting Co. for \$22.5 million. Southeastern is principally owned by Terry Considine and has no other broadcast interests. Heritage Broadcasting is owned by Mario Iacobelli and Robert Smith. Diversified is based in Portland, Me., and owns a group of one AM, one FM and four TV's. It is principally owned by Horace Hildreth and family and is 20% owned by Heritage Communications (not associated with the seller), a Des Moines, Iowa-based, publicly traded station group and cable MSO. Diversified Communications also owns six cable systems in New England and publishes *National Fishermen* and *Seafood Business Report*. Heri-

tage Broadcasting Co. also bought WXXA-TV Albany, N.Y. (ch. 23, independent), from Albany TV-23 Inc. for \$10,100,000. TV-23 is a partnership of William L. Seidman, Orion Pictures Corp., Carl Touhey, Raymond Schuyler, film director Arthur Penn, Norman Hurd, Richard L. Dunham and general manager James D. Boaz.

Forward Communications Corp., Wausau, Wis.-based station group of four AM's, four FM's and four TV's owned by Morristown, N.J.-based investment firm headed by former Treasury Secretary William E. Simon, and Raymond Chambers, sold KOSA-TV Odessa, Tex. (ch. 7, CBS), to International Broadcasting Corp. for \$20,150,000. Forward also purchased an interest in Outlet Communications (see groups) and sold WKAU-AM-FM Kaukauna, Wis., for \$1.5 million (see combos). International is owned by Thomas K. Scallen, president (18.3%), and approximately 2,052 stockholders of less than 1% each. It sold KTAB(TV) (ch. 19, CBS), Abilene, Tex., to Shamrock Broadcasting Inc. for \$15,750,000 (see above).

Citadel Communications Co., a New York-based group of three TV's principally owned by Phillip J. Lombardo, grew larger when it bought WHBF-AM-FM-TV Rock Island, Ill. (ch. 4, CBS), from Ann Potter DeLong and family, who have no other broadcast interests, for \$21 million. It spun off the AM-FM combination in January 1987, to Roth Broadcasting. Citadel also bought WMGC-TV Binghamton, N.Y. (ch. 34, ABC), from Phillip D. Marella, who has no other broadcast interests, for \$5 million.

Brothers John and Roger Noel sold their only stations, KLEW-TV Lewiston, Idaho (ch. 3, CBS), and KIMA-TV Yakima (ch. 29, independent) and KEPR-TV Pasco (ch. 19, CBS), both Washington, to Retlaw Enterprises Inc. for \$17 million. Retlaw is a Fresno, Calif.-based group of two TV's owned by Lillian B. Disney, widow of Walt Disney, and family. Disney's son-in-law, Ronald W. Miller, bought KVIQ(TV) Eureka, Calif. (ch. 6, ABC), for \$3.9 million, from Leah McConnell and her husband, Carl, who have no other broadcast interests. Miller was the station's general manager. Disney's nephew, Roy E. Disney, owns Shamrock Broadcasting Inc.

Hugh E. Davis sold his only stations, KNDOTV Yakima (ch. 23, NBC) and satellite KNDU(TV) Richland, both Washington (ch. 25, NBC), to Beam Communications Inc. for \$16,250,000. Beam is a Key Biscayne, Fla.-based group of six TV's owned by Frank Beam.

Harriscop Broadcasting Corp. sold KBAK-TV Bakersfield, Calif. (ch. 29, ABC), to Burnham Broadcasting Corp. for \$15 million and KULR-TV Billings, Mont. (ch. 8, ABC) and KTWQ-TV Casper, Wyo. (ch. 2, ABC) to Wooster Republican Printing Co. for \$12,200,000. Harriscop is a Los Angeles-based group of one AM and one TV principally owned by Burt I. Harris. Burnham is a Chicago-based group of five TV's principally owned by Peter Desnoes and five others. Wooster is a subsidiary of Dix Communications, Wooster, Ohio-based station group of three AM's, three FM's and two

TV's principally owned by Al Dix and family. It also publishes seven newspapers in Ohio and owns cable systems in Woodland Park, Colo., and Gouverneur, N.Y. Wooster also bought WFUZ(FM) Ocala, Fla., for \$4 million (see FM's).

KTMA-TV Minneapolis (ch. 23, independent) was sold to Donald H. O'Connor, station's general manager, for \$13.8 million from United Cable TV Corp., Denver-based cable MSO serving nearly one million subscribers. It is headed by Gene W. Schneider.

Chester and Naomi Smith, who own KCSO-TV Modesto, Calif., and KREN-TV Reno, sold KCBA-TV Salinas, Calif. (ch. 35, SIN), to Ackerly Communications, for \$13.1 million cash. The Seattle-based buyer group of two AM's, one FM and four TV's and outdoor advertising firm is owned by Barry Ackerly, owner of the Seattle Super-sonics professional basketball team.

Stauffer Communications, publicly traded Topeka, Kan.-based newspaper publisher, cable operator and station group of four AM's, three FM's and three TV's headed by Stanley H. Stauffer, bought KCWY-TV Casper (ch. 14, CBS, ABC) and its satellites, KOWY(TV) Lander (ch. 5, CBS, ABC) and KWWY(TV) Rock Springs, all Wyoming (ch. 13, CBS, ABC), from Rocky Mountain Network Inc. for \$3.5 million. Rocky Mountain is owned by Daniel M. Burke, M. Joseph Burke, Henry Ort and Franklin Brown. Burkes are no relation to Alfred T. Burke, who owns Burke Broadcasting, which sold KYCU-TV Cheyenne, Wyo. (ch. 5, CBS, NBC); KSTF-TV Scottsbluff, Neb. (ch. 10, CBS, NBC), and KTVS-TV Sterling, Colo. (ch. 3, CBS, ABC and NBC), to Stauffer for \$13 million. Longview, Tex.-based Burke Broadcasting, a group of one AM and two FM's, also sold its last TV, KGNS-TV Laredo, Tex. (ch. 8, NBC), to ProServ Broadcasting for \$5 million. ProServ is owned by Donald Dell, Robert Briner, Raymond S. Benton, David P. Bagliebter and three others. Dell is chairman and Benton president of ProServ Inc., Washington-based professional tennis and sports management representation firm. Briner is president of ProServ TV, Dallas-based subsidiary that produces sports programming for cable and syndication. Bagliebter is parent company's general counsel.

WPTY(TV) Memphis (ch. 24, independent) was sold by Precht Communications to Chase Broadcasting of Memphis Inc. for \$12.5 million. Robert H. Precht also owns KECI(TV) Missoula, KTVM(TV) Butte and KCFW(TV) Kalispell, all Montana, and KIEM-TV Eureka, Calif. David T. Chase, who also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WSYR(FM) Stamford, both Connecticut, owns Chase Broadcasting. It also bought KGLD(AM) St. Louis and KWK(FM) Granite City, Ill., for \$6.9 million (see combos).

Price Communications bought KSNF(TV) Joplin, Mo. (ch. 16, NBC), for \$11.8 million from George and Wilda Hatch, owners of Salt Lake City-based group of five AM's, five FM's and seven TV's. Price is a publicly owned, New York-based group of nine AM's, nine FM's and three TV's, principally owned by Robert Price, president. It also

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First Media Broadcasting

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Baton Rouge Broadcasting Co.

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Price Communications

bought KOB-AM-FM Albuquerque, N.M., from Hubbard Broadcasting for \$16.5 million (see combos) and WKSE(FM) Niagara Falls (Buffalo) N.Y., from Porter Communications Corp. for \$2,450,000 (see FM's).

KTXS-TV Sweetwater (Abilene), Tex. (ch. 12, ABC), was sold by Southwest Multimedia Corp., a Houston-based group of four TV's owned by Billy Goldberg and media broker Lester Kamin, to Lamco Communications Inc. for \$11,740,000. Southwest Multimedia (SWMM) also bought KTGC(TV), a construction permit in Nederland, Tex., for assumption of liabilities and KWKT(TV) Waco, Tex., for \$536,900, plus assumption of \$375,000 notes. Lamco is a closely held Williamsport, Pa.-based station group of one AM, one FM and two TV's headed by Andrew W. Stabler, chairman. It is the former publisher of *Grit* magazine.

Harold C. Crump, former president of H&C Communications Inc., was joined by David S. Allen, president of Petry Television, New York-based station representative, to buy KDRV(TV) Medford, Ore. (ch. 12, ABC), for \$9 million from a group headed by Dunbar Carpenter, president, with no other broadcast interests.

Virginia Broadcasting Corp. sold WVIR-TV Charlottesville, Va. (ch. 29, NBC), to Waterman Broadcasting Co. for \$8,694,548. Virginia Broadcasting was owned by Charles E. Echols and 34 others; it has no other broadcast interests. Bernard E. Waterman and his wife, Edith, also own WBBH-TV

Fort Myers, Fla., and KTSA(AM)-KTFM(FM) San Antonio, Tex.

Mary F. Hulman and family, owners of the Indianapolis Motor Speedway, bought WBSP(TV) Ocala, Fla. (ch. 51, independent), from Big Sun Television Inc. for \$7,010,000. Big Sun is principally owned by Norman Savey and family who have no other broadcast interests. The Hulman family also owns WTHI-AM-FM-TV Terre Haute, Ind.

Morris Newspaper Group, Savannah, Ga.-based newspaper publisher owned by Charles H. Morris, bought WDHN(TV) Dothan, Ala. (ch. 18, ABC), and WVGA(TV) Valdosta, Ga. (ch. 44, ABC), from Hi-Ho Television Inc., owned by the estate of F. Frances D'Addario, which has no other stations, for \$6.6 million. Morris also owns WMGT(TV) Macon, Ga. It had also owned KSLE(AM) Seminole, Okla., but sold it to One Ten Broadcast Group for \$375,000.

Joseph L. Brechner, partner in John Kluge's original investment in radio, WGAY(AM) Silver Spring, Md., later sold, bought KLDH-TV Topeka, Kan. (ch. 49, ABC), from Larry D. Hudson for \$6.5 million. Brechner now has interests in WMDT(TV) Salisbury, Md., and WKFI(AM)-WSWO(FM) Wilmington, Ohio. Hudson is the owner of St. Louis cable systems.

O. Wayne Rollins, R. Randall Rollins and G. Russell Chambers bought KLAX(TV) Alexandria, La. (ch. 31, ABC) from Cypress Communications Corp. for \$6 million. Cypress is principally owned by Ben D. Johnson and James C. Richards, president. Johnson also owns WXOK(AM) Baton Rouge. Rollinses are former owners of Rollins Communications Inc., Atlanta-based group of five AM's, one FM and four TV's and cable MSO, sold to Heritage Communications (see groups).

Woody Sudbrink added to his growing portfolio of TV properties when he bought WSTG(TV) Providence, R.I. (ch. 64, independent), from Providence Television Ltd. Partnership, owned by James D. Moore and Steven J. Pruett, who have no other broadcast interests, for \$5,850,000 and WTLL(TV) Richmond, Va. (ch. 63, independent) from National Capital Christian Broadcasting Inc. for \$3 million. Seller of WTLL was owned by Lester Raker and his wife, Kaetta, who still own WTKK(TV) Manassas, Va. Sudbrink owns a Del Ray Beach, Fla.-based group of four AM's, one FM and five TV's. He also bought WZGA(TV) Rome, Ga., and WSQY-TV Forest City, N.C., and sold KBCQ(AM)-KCKN(FM) Roswell, N.M., separately for less than \$1 million.

The Amaturio Group Inc., which sold most of its properties to Keymarket Communications last year, sold its last station, KBGT-TV Albion, Neb. (ch. 8, independent), to Citadel for \$3 million. The group owns no other broadcast properties, but Joseph Amaturio, individually, owns WJQY(FM) Fort Lauderdale, Fla. Citadel made other television buys (see above).

WSVI(TV) Christiansted, St. Croix, V.I. (ch. 8, ABC, NBC), was sold to Group III Broadcasting Inc., subsidiary of Commonwealth Corp., Nashville-based financial ser-

vices company, headed by Gordon Smith, for \$4 million. WSVI is owned by Baraket Saleh, who also owns WSJU(TV) San Juan, P.R. WSVI was to be sold to ELF Communications last year for \$4,350,000, but that sale fell through. Gordon Smith, who sold WWKS-FM Gallatin (Nashville), Tenn., for \$6.6 million (see FM's), also bought KFH(AM)-KLZS(FM) Wichita, Kan., for \$5 million (see combos).

Resort Broadcasting Inc., owned by Henry J. Guziewicz, chairman; Richard J. Eberle; Robert A. Farrington, and four others (not to be confused with the Resort Broadcasting that was sold to TelStar Inc. [see groups], or the Resort Broadcasting that bought KGMJ(FM) Eagle, Colo. [see FM's]) bought KTVZ(TV) Bend, Ore. (ch. 21, CBS, NBC), from Ponderosa Television Inc. for \$3.9 million. Ponderosa is a subsidiary of Sierra Cascade Communications Inc., Medford, Ore.-based group of one AM, three FM's and one TV, principally owned by George R. Johnson.

Le SEA Inc., a nonstock corporation headed by Lester Sumrall, bought KTCT(TV) Tulsa, Okla. (ch. 47, independent), for \$3.4 million. It also owns WHME-FM-TV South Bend, Ind., WHMB(TV) Indianapolis and international broadcast station WHRI Noblesville, Ind. KTCT owned by Coit Drapery and Cleaners Inc., owned by Louis J. Kearns and family, while also has an interest in KRZD(AM) Granby, Colo. Le SEA also bought KDSC-TV Honolulu for \$825,000 and WKRW-TV Kenosha, Wis., for \$100,000.

Hal Protter sold his last station, KVHP(TV) Lake Charles, La. (ch. 29, independent), to Marvin Gorman Ministries Inc. for \$2.9 million. Protter sold WNOL(TV) New Orleans to TVX Corp. last year. Marvin E. Gorman heads the nonprofit corporation that bears his name and also owns KNHH(TV) Houma, La., and has an interest in KPWS(AM)-KAJN(FM) Crowley, La.

John Smart, former chairman of Esquire Inc., sold his only station, KECY-TV El Centro, Calif. (ch. 9, CBS), to First National Entertainment Corp. for \$2,350,000. First National is headed by Irving Brand, president. It also owns KFNB-TV Casper, KFNE-TV Riverton and KFNR-TV Rawlins, all Wyoming.

Robert R. Bingham, who sold four Alaska stations two years ago ("Changing Hands," Dec. 30, 1985) and also sold KBRO(AM) Bremerton (see AM's) and KHIT(FM), Bremerton (see FM's) and briefly had no other stations, bought KCWT-TV Wenatchee, Wash. (ch. 27, independent), from KCWT Ltd. Partnership, principally owned by Jerry R. Martin, for \$2.3 million.

Adam C. Powell III, son of the late Congressman Adam Clayton Powell Jr. (D-N.Y.), sold his only station, KDTX(TV) Dallas (ch. 58, CP), to Trinity Broadcasting of Texas Inc. for \$1.6 million. Trinity is a Santa Ana, Calif.-based nonprofit station group of 12 TV's headed by Paul F. Crouch.

Chronicle Broadcasting Co., San Francisco-based group of five TV's headed by Frances A. Martin, president, bought KLBY(TV) Colby, Kan. (ch. 4, independent), from Channel 4 Broadcasting Ltd., equally owned by Sam A. Lunsway, Richard L.

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Epard, Benjamin L. Keller and Ivan J. Stienle, for \$1,382,000. Chronicle Broadcasting is a subsidiary of Chronicle Publishing Co., publishers of the *San Francisco Chronicle*.

## FM's

FM stand-alone sales continued strong in 1986—213 FM stations were sold for \$624,925,913 at an average price of \$2,886,976.12. However, that average price is deceiving—especially for major-market outlets—since more than half of those sales (114) were for less than \$1 million, 111 were less than \$900,000, half were less than \$800,000, 89 were less than \$500,000, 55 were less than \$250,000 and 35 were less than \$100,000. The sales below \$1 million had an average price of \$292,749. The sales above \$1 million (101), total \$581,547,300, with an average price of \$5,757,894.05; they are recounted below:

Infinity Broadcasting Corp. set the record for the largest FM stand-alone sale when it bought KROQ-FM Pasadena, Calif., from Mandeville Broadcasting Corp. for \$45 million. Mandeville was owned by Kenneth J. Roberts, a Los Angeles talent promoter, who has no other broadcast interests. Infinity is a New York-based group of four AM's and six FM's owned by Michael A. Weiner, chair-

man; Gerald Carrus, president, and Mel Karmazin and Gary Rodriguez. It sold KCBQ-AM-FM San Diego for \$12.2 million (see combos). Infinity also had the second largest buy last year when it purchased WQYK(FM) St. Petersburg, Fla., from Lake Huron Broadcasting Corp. for \$27 million. William J. Edwards and Howard Wolfe, who own Lake Huron, also sold KRBE-AM-FM Houston to Susquehanna Broadcasting Co. for \$25 million (see combos) and now have no other broadcast interests. Infinity also bought WBMW(FM) Manassas, Va., for \$13 million from EZ Communications Inc., a Fairfax, Va.-based group of four AM's and 12 FM's principally owned by Arthur Kellar, chairman. It purchased Affiliated Publication's radio stations (see groups).

LIN Broadcasting sold WUSL(FM) Philadelphia to Tak Communications for \$32 million. LIN Broadcasting got out of radio business when it sold three AM's and three FM's to Heritage Communications for \$23 million (see groups) and also sold WFIL(AM) Philadelphia (see AM's).

American Media Inc., a San Francisco-based radio group owned by Art Kearn, chairman, and Alan Beck, president, sold WLIF(FM) Baltimore to JAG Communications Inc. for \$25,045,000. American bought the station in September 1984 for \$5.75 million. It also bought WDJQ(AM)-WUBE (FM) Cincinnati (see combos) from DKM Broadcasting Corp. for \$9.8 million. JAG is a New York-based group of three

AM's and three FM's principally owned by WOR(AM) New York radio personality John A. Gambling. It also bought WWVZ(FM) Summerville (Charleston) S.C., from Millennium Communications for \$2 million. Millennium is principally owned by Robert Harrison, who also owns WELP(AM)-WTLT(FM) Easley, S.C.

S&F Communications, owned by Stephen Seymour and Stuart Frankel, which purchased Abell Communications in March 1985, sold the last stations in the group, WNVZ(FM) Norfolk, Va., and WMKR-FM Baltimore, to Capitol Broadcasting Co. for just under \$25 million. Capitol is a Raleigh, N.C.-based group owner of two AM's, six FM's and one TV, and is principally owned by James F. Goodman.

Capitol also sold KISS(FM) San Antonio, Tex., to Noble Broadcast Corp. for \$13 million, which also bought KRNN(AM) Terrell Hills, Tex., to go with it for \$2 million (see AM's). Noble also bought WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, from Northeast Broadcasting Corp. for \$30.5 million (see combos) and WGBB(AM) Freeport, and WBAB-FM Babylon, both New York, from The All-Island Radio Co. for \$12,975,000 (see combos). Noble, headed by John T. Lynch, also operates XETRA-AM-FM Tijuana, Mexico, and last year sold KJOI(FM) Los Angeles for a then-record \$43.5 million.

Noble also bought WSSH-FM Lowell, Mass. for \$19.5 million from WLLH Inc., principally owned by Arnie Lerner with Myer Feldman, Feldman's wife, Adrienne Arsh and three others. WLLH Inc. owns co-located WLLH(AM) and has interests in Ardman Broadcasting which made several large purchases last year (see combos and groups).

Sky Broadcasting Co. bought WPEG(FM) Concord, N.C., from Suburban Radio Group for \$16 million. Suburban is a Belmont, N.C.-based group of four AM's and four FM's headed by William Rollins and Robert R. Hilker, president. Sky is principally owned by Foster Management, principally owned by John H. Foster, Michael J. Connelly and Dennis Israel. Sky owns WGY(AM)-WGFM(FM) Schenectady, N.Y., and has also bought WNYR(AM)-WEZO(FM) Rochester, N.Y. (see combos). Sky President Dennis Israel was replaced by former Gannett radio division head, Joe Dorton, in January of this year.

Keymarket Communications bought KOKE-FM Austin, Tex., for \$15 million from Iva Lea Worley Barton and her son David, Worley, who also own co-located KOKE(AM). Keymarket is a North Augusta, S.C.-based group of five AM's and nine FM's principally owned by Kerby Confer and Paul Rothfuss. It also bought KROS(AM)-KSAY(FM) Clinton, Iowa, for \$838,000, WIGL(AM) Augusta, Ga., for \$150,000, and KZZE-FM Poteau, Okla., for assumption of liabilities. Keymarket also bought WHKY(FM) Hickory, N.C., from Joyner Communications Inc. for \$4.4 million. Joyner purchased the station in 1985 for \$2.4 million from Jeff Long, and his father, Tom Long, who also owns co-located WHKY-AM-TV. Joyner bought

DECEMBER, 1986

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**C.V.L. Broadcasting, Inc.**

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WAZZ(FM) New Bern, N.C., from We Care Ministries Inc. for \$1.5 million. We Care is owned by L. Brent Hill, who also owns co-located WRNB(AM). Joyner also bought WDVA(AM)-WJLC-FM South Boston, Va., from Faver Broadcasting for \$2.3 million and KGTV-AM-FM Georgetown, Tex., for \$5 million (see combos), and sold WLDS(AM)-WYMG(FM) Jacksonville, Ill., and WLRW(FM) Champaign, Ill., to Saga Communications of Illinois Inc. for \$5,300,000 (see groups). Joyner already owned WZFX-FM Fayetteville, N.C.

TransCOM Ltd., a Phoenix-based group of three AM's and three FM's principally owned by Robert Herpe and Eric Hauenstein, sold KLZI(FM) Phoenix to Duffy Broadcasting for \$15 million. Duffy is a Dallas-based group of three AM's and five FM's principally owned by Robert Duffy and Martin Greenburg. Duffy also bought KONO(AM)-KITY(FM) San Antonio, Tex., for \$11 million from Jack Roth, who has no other broadcast interests, and sold KCNR(AM) Portland, Ore., to Gothis Broadcasting Corp. for \$425,033.28.

Tichenor Media Systems Inc., which thought it had the largest AM buy of the year when it tried to buy WADO(AM) New York, for \$20 million, a sale still enclosed (see AM's), also bought WOJO(FM) Evanston, Ill., from Jim and Jane Hall, who have no other broadcast interests, for \$14 million. The Harlingen, Tex.-based Tichenor is a group of six AM's and two FM's owned by McHenry Tichenor and family.

Midwestern Communications Ltd. sold WZPL(FM) Greenfield, Ind., to Booth American Co., a Detroit-based group of four AM's and eight FM's owned by John L. Booth and family, for \$13 million. Midwestern is owned by William Yde, brothers George and Reg Johns and Richard D. Horner. Booth also bought WGER-FM Bay City, Mich., from Gerity Broadcasting Co. for \$4 million. Gerity is principally owned by John J. Murtagh. It also owns a Bay City cable system. And Booth also sold WIOG(FM) Saginaw, Mich., to F-B Communications for \$2,225,000. F-B is owned by Jack FitzGerald, Kim Bene, Guyon Turner and David Schaller. FitzGerald is the operations manager at WTVN(AM) Columbus, Ohio. Bene is promotion and news director at WXFL-TV Tampa, Fla. Turner is chief executive officer at WOLF-TV Scranton, Pa., and, with Schaller, has interest in WJCK-TV Watertown, N.Y.

KKCW(FM) Beaverton, Ore. was sold by Heritage Broadcasting to Trumper Communications for \$7.5 million. Heritage also bought WISE(AM)-WKSJ(FM) Asheville, N.C. (see combos). Jeff Trumper, former general manager of WLS-AM-FM purchased WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. (see groups).

Shamrock Broadcasting Co. bought KGOL(FM) Lake Jackson, Tex., for \$13 million from John Frankhauser and Jack Rich who have no other broadcast interests. The Burbank, Calif.-based Shamrock sold KITV(TV) Honolulu and satellites, KMAU(TV) Wailuku and KHVO(TV) Hilo, both Hawaii, to Tak Communications for \$50 million, and bought KTAB(TV) Abilene, Tex., for

\$15,750,000 from Thomas K. Scallen who purchased KOSA(TV) Odessa, Tex., for \$20,150,000 (see TV's). Shamrock is a group of four AM's, seven FM's and three TV's, principally owned by Roy Disney and family.

Alexander Broadcasting Co., owned by Lester Smith, who also owns KJRB(AM)-KEXE(FM) Spokane, Wash., sold KISW(FM) Seattle to Nationwide Communications Inc. for \$12,950,000. Nationwide is a subsidiary of a Columbus, Ohio-based insurance company, Nationwide Mutual Insurance Co. It owns five AM's, 10 FM's and four TV's and is headed by Clark Pollock, president.

Daniel Cantor and Linda Jubert, who have no other broadcast interests, sold WTPI(FM) Indianapolis to The Somerset Group Inc. for \$8.5 million. Somerset is a publicly held manufacturer of construction supplies, principally owned by Robert H. McKinney and E. Kirk McKinney. After the purchase it merged its broadcasting division with Composite Communications, owner of WLTP(AM) Parkersburg, W.Va., and WNUS-FM Bel Pre, Ohio, forming Somerset Broadcasting Inc., 80% owned by Somerset and 20% owned by Composite, which is principally owned by John Patton, president, and four others.

Norman S. Drubner bought WNFJ(FM) Palatka, Fla., from Ronette Communications Corp. for \$8.5 million. Ronette is owned by Carl Como Tuter and Ronald Samuels. Drubner owns WNLC(AM)-WTYD(FM) New London, Conn., and WPAP(AM) Panama City, Fla. Drubner also bought WCOA(AM)-WLQJ(FM) Pensacola, Fla., from Summit Communications for \$5.5 million (see combos). With Samuels and Tuter, Drubner also bought KIVA(FM) Santa Fe, N.M., from Frederic W. Constant for \$1.9 million. Constant is a Portland, Ore.-based group of two AM's and four FM's principally owned by Frederic W. Constant. Drubner also bought KRXX(FM) Brownsville, Tex., from H&H Communications Inc. for \$900,000.

Jacor Communications Inc. bought WEBN(FM) Cincinnati from Frank E. Wood for \$8 million cash and one million shares of Jacor common stock (representing 14.54%). Wood became president of Jacor and also sold his other station, WQMF(FM) Jeffersonville, Ind., to John P. Otting, former WQMF general manager, for \$5 million. Publicly owned, Cincinnati-based Jacor is a group of five AM's and five FM's headed by Terry Jacobs, chairman. It also bought WLW(AM)-WSKS(FM) Cincinnati. WYHY(FM) Nashville and WSEV(AM)-WMYU(FM) Knoxville, Tenn., from Republic Broadcasting for \$34 million (see groups). Jacor asked the FCC for a temporary waiver to divest WURD(FM) Georgetown, Ohio, which has a signal contour overlap with WEBN. Jacor spun off WSKS(FM) to Reams Broadcasting Co. for \$4.3 million. Frazier Reams owns the Toledo-based group of three AM's and three FM's.

Daniel R. Lee, owner of WSBC(AM)-WXRT(FM) Chicago, and Seth Mason, general manager of WXRT, bought WAGQ(FM) Athens, Ga., from Diamond Broadcasting Inc., owned by C.A. McClure and F.K. Brown, for \$8 million. Diamond also owns WRCG(AM)-WCGQ(FM) Columbus, Ga., and

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WCHK-AM-FM Canton, Ga.

Beck-Ross Communications Inc. bought WSNE(FM) Providence, R.I., from Wilks-Schwartz Broadcasting for \$7.5 million. Michael Schwartz and Donald Wilks own the East Longmeadow, Mass.-based group of two AM's and five FM's. Beck-Ross is a Rockville Centre, N.Y.-based group of two AM's and four FM's principally owned by Martin F. Beck and George Ross. Wilks-Schwartz also bought WMLO(FM) Sarasota, Fla., from Robert M. Weeks for about \$2.4 million. Weeks also owns WMFJ(AM) Daytona Beach, Fla.

Robert A. Forrest, owner of KOGO(AM)-KBBY(FM) Ventura, Calif., bought WAYV(FM) Atlantic City from Robert F. McMurtrie, Thomas F. Donatucci and Carl G. Monk to Forrest New York Co. Inc. for \$7 million.

Cosmos Broadcasting Corp. sold WAVE-FM Sarasota, Fla., to Susquehanna Radio Corp. for \$7 million. Cosmos sold its last radio property, WIS(AM) Columbia, S.C., to Ridgely Communications Inc. for \$2 million (see AM's). It also bought KPLC-TV Lake Charles, La., and KAIT-TV Jonesboro, Ark., from Channel Communications (see TV's) and sold WQRF-TV Rockford, Ill., to Family Group Broadcasting for \$4,200,000 (see TV's). York, Pa.-based Susquehanna is a group of six AM's and nine FM's principally owned by Louis J. Appell and family.

Fred Godley and Mason Starring sold WHOM(FM) Mount Washington, N.H., to Northland Broadcasting Inc. for \$7 million.

Northland is a subsidiary of Newbarnstable Corp., Boston-based group of three AM's and three FM's, owned by Alfred J. Kaneb.

Stoner Broadcasting System bought WBYU(FM) New Orleans from Swanson Broadcasting Inc. for \$7 million. Swanson is a Tulsa, Okla.-based station group of two AM's and two FM's, principally owned by Gerock Swanson. Tom Stoner owns the Des Moines, Iowa-based station group of six AM's and eight FM's.

Inner City Broadcasting bought KSAQ(FM) San Antonio, Tex., from C&W Wireless Inc. for \$6.7 million from Hal S. Widsten and Ron Campbell. Inner City is owned by brothers, Pierre and Alexander Sutton, who own New York-based group of five AM's and five FM's and a cable MSO. It also sold KGFI(AM) Los Angeles to William Shearer, the station's general manager, for \$4.5 million (see AM's).

Gordon Smith sold WWKX(FM) Gallatin, Tenn., to Capitol Broadcasting Corp. for \$6.6 million. Smith also bought WSVI(TV) Christiansted, St. Croix, V.I., for \$4 million (see TV's) and bought KFH(AM)-KLZS(FM) Wichita, Kan., for \$5 million (see combos). Capitol Broadcasting is a Mobile, Ala.-based group of one AM and six FM's principally owned by Kenneth S. Johnson, president.

Bob Bingham, who sold four Alaska stations two years ago ("Changing Hands," Dec. 30, 1985) and KBRO(AM) Bremerton, Wash., to Everest Broadcasting Corp. for

\$1,330,000 (see AM's) sold its last station, KHIT(FM) Bremerton, Wash., to Gannett Co., for \$6.5 million. Gannett is the Arlington, Va.-based multimedia concern with seven AM's, seven FM's and eight TV's headed by John J. Curley, president and chief executive officer. It publishes 91 daily newspapers, including *USA Today*, 40 weeklies and owns an outdoor advertising company. Gannett also bought KCMO(AM)-KBKC(FM) Kansas City, Mo., for \$11.2 million (see combos) and just sold WZCY-AM-FM Detroit to Sky Broadcasting (BROADCASTING, Feb. 2).

Catherine T. McSwain and family sold WZXL(FM) Gastonia, N.C., to Beasley Broadcasting for \$6.1 million. The McSwains also own WGNC(AM)-WFGN(AM) Gaffney, S.C. George Beasley owns the Goldsboro, N.C.-based group of seven AM's, 11 FM's and one TV. Beasley also sold WTIP(AM)-WVSR(FM) Charleston, W.Va., for \$3,250,000 (see combos).

The Pete Pappas Co. sold KHOP(FM) Modesto, Calif., to Fuller-Jeffrey Broadcasting Companies Inc. for \$6 million cash. Bessie Pappas, widow of Pete Pappas, and her brother-in-law, Mike Pappas, also own KTRB(AM) Modesto. Fuller-Jeffrey is owned by Robert Fuller and Joseph Jeffrey Jr. and is based in Sacramento, Calif. The company owns three AM's and seven FM's. It also bought KSCO-AM-FM Santa Cruz, Calif., for \$2,750,000 (see combos) and KFMF(FM) Chico, Calif., from Jeffrey J. Kragwood and Ronald M. Woodward for \$1.2 million. It

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| <p><b>FAIRCOM, INC.</b><br/>has acquired<br/><b>WKMF-AM and WCRZ-FM</b><br/>Pitts., Michigan<br/>for<br/><b>\$7,750,000</b><br/>from<br/><b>Corgi Communications</b><br/>We are pleased to have served as<br/>exclusive broker in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p>                                                                                                                          | <p><b>PARKER BROADCASTING</b><br/>has acquired<br/><b>KAFI-AM and KHYL-FM</b><br/>Sacramento, California<br/>for<br/><b>\$8,000,000</b><br/>from<br/><b>AUBURN BROADCASTING CORPORATION</b><br/>We are pleased to have served as<br/>exclusive broker in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p>                                        | <p><b>INFINITY BROADCASTING CORPORATION</b><br/>has acquired<br/><b>WBMW-FM</b><br/>Washington, D.C.<br/>for<br/><b>\$13,000,000</b><br/>from<br/><b>EZ COMMUNICATIONS</b><br/>We are pleased to have served as<br/>exclusive broker in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p>                                                                                                                    | <p><b>INFINITY BROADCASTING CORPORATION</b><br/>has acquired<br/><b>KROQ-FM</b><br/>Pasadena, California<br/>for<br/><b>\$45,000,000</b><br/>from<br/><b>MANDEVILLE BROADCASTING CORPORATION</b><br/>We are pleased to have served as<br/>exclusive broker in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p>                                                        |
| <p><b>VOYAGER COMMUNICATIONS V. INC.</b><br/>Carl Venters, Chairman<br/>Jack McCarthy, President<br/>has contracted to purchase<br/><b>WKIX-FM</b><br/>Shelby/Charlotte, North Carolina<br/>for<br/><b>\$5,500,000</b><br/>from<br/><b>CAPITOL BROADCASTING, INC.</b><br/>James F. Condon, President<br/>We are pleased to have served<br/>both parties in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p> | <p><b>CAPITOL BROADCASTING CORP.</b><br/>(Kenneth S. Johnson, President)<br/>has acquired<br/><b>WWKX-FM</b><br/>Nashville, Tennessee<br/>for<br/><b>\$6,600,000</b><br/>from<br/><b>GROUP 3 BROADCASTING</b><br/>(Cordell Smith, President)<br/>We are pleased to have served<br/>as broker in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p> | <p><b>NOBLE BROADCAST GROUP</b><br/>(John Lynch, President and<br/>Chief Executive Officer)<br/>has acquired<br/><b>WVIZ-AM and WKCI-FM</b><br/>New Haven, Connecticut<br/>for<br/><b>\$30,500,000</b><br/>from<br/><b>EASTERN BROADCASTING CORPORATION</b><br/>(Roger A. Neubold, President)<br/>We are pleased to have served as<br/>exclusive broker in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p> | <p><b>NOBLE BROADCAST GROUP</b><br/>(John Lynch, President and Chief Executive Officer)<br/>has acquired<br/><b>WSSH-FM</b><br/>Boston (Lowell), Massachusetts<br/>for<br/><b>\$19,500,000</b><br/>from<br/><b>WLLH Incorporated</b><br/>(Anne Lermer, President)<br/>We are pleased to have served<br/>as broker in this transaction.</p> <p><b>BLACKBURN &amp; COMPANY</b><br/>INCORPORATED</p> <p><small>Media Brokers &amp; Appraisers Since 1947</small><br/>WASHINGTON, D.C. 20036 ATLANTA, GA. 30361 BEVERLY HILLS, CA 90212<br/>1100 Connecticut Ave., NW 400 Colony Square 9465 Wilshire Blvd.<br/>(202) 331-9270 (404) 892-4655 (213) 274-8151</p> |

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9465 Wilshire Blvd.  
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also bought KMRY(AM) Des Moines, Iowa, from Jon Enoch for \$400,000.

Jay Hoker, who also owns WCFX(AM) Kansas City, Mo., and WLLT-FM Cincinnati, bought WCRJ-FM Jacksonville, Fla., from Justice Broadcasting Corp. for \$6 million. Justice is owned by Lawrence K. Justice who also owns WCIB(AM) Falmouth, Mass. He also bought WQEZ-FM Fort Myers, Fla., from Ronald E. Pierce for \$3.5 million. Justice also bought WMYF(AM)-WERZ(FM) Exeter, N.H. (Portsmouth), for \$5 million (see combos) and sold WCRJ(AM) Jacksonville, Fla., for \$380,000.

Western Cities Broadcasting bought KLMO-FM Longmont, Colo., from William G. Stewart for \$5.5 million. Western Cities is owned by Richard C. Phalen. It sold all of its stations to Nationwide Communications Inc. two years.

George A. Baron, John Q. Hearne and Deane Funk, who have no other broadcast interests, sold KSRF(FM) Santa Monica, Calif., to Radio Broadcasters Inc. for \$5,250,000. Radio Broadcasters is a subsidiary of Best Communications, owned by Jack L. Siegal. It owns KNTF(FM) Ontario, Calif.

Christopher Hubbard sold WGYL(FM) Vero Beach, Fla., to Treasure Coast Broadcasting Co. for \$4.5 million. Treasure Coast is principally owned by Gregory D. Bone. It also has an interest in WQRC(FM) Barnstable, Mass.

Sage Hispanic Broadcasting Corp. bought WLVH(FM) Hartford, Conn., from WLVH Inc. for \$4.5 million. WLVH is principally owned by Jose Grimalt, who also has interest in WKSQ(AM) Newark, N.J., and KSKQ(AM) Los Angeles. Sage, owned by Leonard I. Fassler, Gerald A. Poch, Gerald M. LeBow and 16 others, owns seven AM's and six FM's. Sage also bought Sentry Insurance Company's Sentry Broadcasting stations—WXYQ(AM)-WSPT(FM) Stevens Point, Wis.; WJJK(AM)-WBIZ(FM) Eau Claire, Wis.; WTAX(AM)-WDBR(FM) Springfield, Ill., and KMNS(AM)-KSEZ(FM) Sioux City, Iowa—for \$8,150,000 (see groups) and WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., and WBSM(AM) New Bedford, Mass., from Michael Metter, for \$2,325,000 (see groups). Sage already owned WNAQ(AM) Naugatuck, Conn. (Waterbury), and WZFM(FM) Briarcliff Manor, N.Y. (White Plains).

Kenneth L. Dowe sold his only station, KLZE(FM) Los Altos, Calif., to Minneapolis-based Parker Companies for \$4.3 million. Parker is owned by John Parker and his wife, Kathleen. It also owns KIKI(AM)-KMAI(FM) Honolulu, KTCJ(AM)-KCTZ-FM Minneapolis and KXTZ(FM) Henderson, Nev. It also bought KAH(AM)-KHYL(FM) Auburn, Calif., for \$8 million (see combos).

KMGX-FM Hanford, Calif., was originally sold by Western Sun Communications to ABS Communications Inc. for \$4,220,000, but that deal fell through, and the station was sold to Olympic Broadcasting Corp. for \$2,880,000. Western Sun is principally owned by Ellen Adelstein, who also owns KMFL(FM) Nampa, Idaho, and is a general partner of KSKN(TV) Spokane, Wash. Olympic is a Seattle-based group of five AM's and

seven FM's principally owned by James D. Ireland, chairman; Robert E. Yaw, director, and Ivan Braiker, president.

Southern Starr Broadcasting Group, Orlando, Fla.-based group of two AM's and five FM's principally owned by Peter H. Starr, sold WTID(FM) Suffolk, Va., to Downs Radio of Virginia for \$4,140,000. Southern Starr also bought KABS(AM)-KADL(FM) Pine Bluff, Ark., from Jefferson County Broadcasting Co. for \$1.2 million (see combos). Downs is owned by Paul H. Downs, William H. Sanders, Henry Posner and two others. It also owns WQIM(FM) Prattville, Ala. Posner also owns WRGT-TV Dayton, Ohio. Downs also sold WRKB(AM)-WJZR(FM) Kannapolis, N.C., to Metroplex Communications for \$6 million (see combos).

Union Theological Seminary, a Richmond, Va.-based educational institution with no other broadcast interests, headed by Dr. Hartley Hall, president, sold WRFK(FM) Richmond, Va., to Paul T. Lucci and Wayne G. Souza for \$4.1 million. Lucci is general manager of WNVZ(FM) Norfolk, Va. Souza is a Virginia Beach, Va.-based attorney.

Ralph Tyler sold his only station, KEBC(FM) Oklahoma City, to Van Wagner Broadcasting for \$4 million. Van Wagner is owned by Jason Perline. It also owns WXCM(AM)-WIBM-FM Jackson, Mich.

John J. Shepherd, John P. Reilly and Grant J. Gruel, owners of WXMI(TV) Grand Rapids, Mich., bought WWKI(FM) Kokomo, Ind., from B.G.S. Broadcasting Inc., owned by Donald R. Rice and James L. Gregg, who also own WWKI-TV Kokomo, Ind. The price was \$3.9 million.

Saga Communications, the newly formed company that purchased Josephson Communications radio stations (see groups) spun off WZKC(FM) Rochester, N.Y., to First Valley Broadcasting Co. for \$3.7 million. Saga is a group of two AM's and four FM's headed by Ed Christian, president. Saga also bought WLRL-FM Champaign, Ill., and WLDS(AM)-WYMG(FM) Jacksonville, Ill., for \$5.3 million (see above and groups). First Valley is owned by Bob Dodenhoff and Dan Wachs. It also sold WOMP-AM-FM Wheeling, W. Va., to Porter Communications for \$4.5 million (see combos).

Joe E. Russo; his daughter, Kathryn Hamilton; Judy A. Berry; Harold B. Klinger, and John E. Johnson, owners of D. Russo Companies, a Houston-based diversified real estate and financial services firm with hotel and banking interests, bought KLEF(FM) Seabrook, Tex., from Roy E. Henderson for \$3,700,000 cash.

COMCO Inc. sold WKTK(FM) Crystal River, Fla., to Entercom Inc. for \$3.6 million. COMCO is an Orlando, Fla.-based group of six AM's and two FM's principally owned by James Robinson, Joel Sharp and Walter Windsor. It also sold WAMR(AM)-WRAV(FM) Venice, Fla., to Hall Communications Inc. for \$2.8 million (see combos). Entercom is a Bala Cynwyd, Pa.-based group of three AM's and six FM's principally owned by Joseph M. Field.

Santa Fe Communications and DeRance Inc., nonprofit Catholic Foundations, sold KLTH-FM Florissant, Mo., to Chester Broad-

casting Corp. for \$3.5 million. They also sold KHS-TV Ontario, Calif., to Home Shopping Network, for \$35 million (see TV's). They have no other broadcast interests. Chester is principally owned by Emmet A. Capstick. It also owns KXOK(AM) St. Louis.

Lewis Lloyd and Richard Borel, formerly, financial officer and vice president, respectively, of WHDH Corp., licensee of WHDH(AM) Boston, bought WXXX(FM) South Burlington, Vt., from John Hughes and his wife, Eve; Howard Ginsberg; Martin Chester; John C. Nichols, and H. Lawrence McCrorey for \$3,250,000. The Hugheses also own WVNH(AM) Salem, N.H.

J.T. Milligan and James R. Martin bought WNKS(FM) Columbus, Ga., from Aylett B. Coleman for \$3,250,000 cash. Coleman also owns WXLK(FM) Roanoke, Va. Milligan and Martin also own WPNX(AM) Phenix City, Ala.

Earle Fletcher and his son, John, owners of KOPY(AM)-KDSI(FM) Alice, Tex., sold KJNE-FM Hillsboro, Tex., to KWON Broadcasting for \$3.2 million. R.J. Moran owns the Wichita Falls, Tex.-based group of three AM's and two FM's.

Stuart W. Epperson and Edward G. Attlinger, owners of Salem Communications, bought KHAA(FM) Port Sulphur, La., from B. Eric and Dean Rhoads who also own KEYY(AM) Provo, Utah., for \$3.1 million. Rhoads also sold KLRZ(FM) Provo, Utah, for \$1.6 million to Jerome Maltz, who also bought KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California, for \$2.3 million (see combos). Salem also bought KPDQ-AM-FM Portland, Ore., for \$6.5 million (see combos), KGER(AM) Long Beach, Calif., from John Brown Schools of California Inc. for \$4,350,000 (see AM's) and KQIN(AM) Burien-Seattle, Wash., from All Pro Broadcasting for \$2,770,000 (see AM's). Salem also sold KGNW(AM) Seattle to Park Broadcasting for \$1,645,000 (see AM's).

Donrey Media sold KOCM(FM) Newport Beach, Calif., to Sam Rosenblatt for \$2,950,000. Donrey is a Fort Smith, Ark.-based group of four AM's, three FM's and one TV and is owned by Donald W. Reynolds. It also publishes newspapers in 14 states and owns cable systems in four states. Rosenblatt is the president of Financial Capital of America Inc., a Miami-based investment firm. He was general manager of WTMJ-FM Miami. Donrey also sold KOR-AM)-KYRK(FM) Las Vegas to Anchor Media Ltd. for \$3,250,000 (see combos).

Gerry Patton sold KEZA(FM) Fayetteville, Ark., to RadioVision Partners Limited Partnership for \$2,880,000. RadioVision is owned by Tony Gazzano, former sales manager at WLTS(AM)-WRMR(FM) Cleveland. It also bought WAZY(FM) Lafayette, Ind., from Richard Lightfoot for \$2 million. Lightfoot has no other broadcast interests.

Leon A. Crosby, owner of WFAT(TV) Johnstown-Altoona, Pa., sold KBRG(FM) Fremont, Calif., to Radio America for \$2,875,000. Radio America is owned by brothers, James Jay and Daniel Lee Villanueva. Daniel Villanueva has an interest in low-power TV stations W14AA Arlington,

Va., and K66BV Detroit. James Villaneuva has an interest in KKKX-FM Galveston, Tex. Their father, Daniel D. Villaneuva, is vice president and 6% owner of Spanish International Communications Corp. (which was sold to Hallmark/First Capital [see groups]) and general manager of KMEX-TV San Antonio, Tex.

T.H. Dinerstein, owner of a Houston-based construction company, and his sons, Vincent and Jack Caltagirone, bought KNFO(FM) Waco, Tex., for \$2,840,000 from John M. Borders, who has no other broadcast interests.

Terry A. McRight and Dr. Robert C. Mohr sold KKAT(FM) Ogden, Utah, to Browns Broadcasting Co. for \$2.8 million. Browns is owned by Willet H. Brown, his son, Michael, and Phil Melrose. Browns own KPQP(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento and KYNO-AM-FM Fresno, all California. Melrose is group operations manager.

Richard C. Bell sold WJJB(FM) Hyde Park, N.Y., to station's general manager, Harry Gregor, for \$2.8 million.

Robert W. (Woody) Sudbrink sold KPOI-FM Honolulu to Kilohana Broadcasting Inc. for \$2.6 million. Sudbrink owns Delray Beach, Fla.-based group of four AM's, one FM and five TV's. Sudbrink bought WSTQ(TV) Providence, R.I.; WTLL(TV) Richmond, Va., and WZGA(TV) Rome, Ga., and WSQY-TV Forest City, N.C. (see TV's), and sold KBCQ(AM)-KCKN(FM) Roswell, N.M., for \$600,000. Kilohana is owned by Charles K. Cotton and three others. Cotton is former sales manager of KFMB-AM-FM San Diego.

TM Communications, which bought KECK(AM) and KLGT(FM) (formerly KHAT-AM-FM) Lincoln, Neb., for \$1,025,000 (see combos), bought WLPR(FM) Mobile, Ala., from Nicholas C. Panayiotou for \$2,500,000. Publicly owned TM Communications produces radio and TV jingles, radio formats, videos and multimedia shows and licenses commercial use of music. It also bought KNSS-FM Carson City, Nev., for \$2,500,000, from Smokey Hyde who has no other broadcast interests.

Miller and Gresham Roskamp and Donald Rabbitt sold WFON(FM) Fond du Lac, Wis., for \$2,475,000. Donald Jones, who owns Wisconsin Cablevision, Fond du Lac-based cable MSO, WLIP(AM)-WJZQ(FM) Kenosha, Wis., and KFIZ(AM) Fond du Lac, bought the station.

Avis Primack, Frederick C. Jacob, Samuel Figenbaum, Howard N. Gilbert and Alvin R. Umans, who also own WGUY(AM) Charlotte, Mich.; WKGN(AM) Knoxville, Tenn., and WYGR(AM) Wyoming, Mich., sold WTHM(FM) Goulds, Fla., to Beach Communications Inc. for \$2.4 million. Beach is owned by Malcolm Kahn and George V. Delsou, who also bought WSBP(AM) Boca Raton, Fla., for \$1,050,000 (see AM's). Kahn also has an interest in WVBH(FM) Key Largo, Fla.

Gary Verplank, his sister, Joyce V. Hutton, and Alan Hutton and his wife, Helen, owners of low-power TV K23AE Aspen, Colo., and KTV Inc., cable channel 10 in

Denver, sold KSPN(FM) Aspen, Colo., to Aspen Broadcasting Co. for \$2 million. Aspen is owned by Albert Parker, investor, and David L. Wood, attorney, both from Fort Collins, Colo.

Thomas P. Lewis, owner of WYLD-AM-FM New Orleans and WJYL-FM Jeffersontown, Ky. (Louisville), bought WSAI-FM Erlanger, Ky., from Jack M. Mortenson and family for \$2 million. Mortenson Broadcasting is a Lexington, Ky.-based group of four AM's and three FM's.

WCEZ-FM Columbia, S.C., owned by Stuart Freeman and family, who also own WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., was sold to Ridgely Communications Inc. for \$2 million. Ridgely is owned by Robert Kramer and family. Kramer is Baltimore-based consulting engineer. It also bought co-located WIS(AM) Columbia, S.C., from Cosmos Broadcasting for \$2 million.

Eure Communications Inc. bought WKEZ-FM Yorktown, Va., for \$1,950,000, from Patricia Parker who has no other broadcast interests. Her husband, George, is the station's general manager. Eure is owned by William D. Eure, who also has an interest in WDDY(AM) Gloucester, Va. It also sold WSSV(AM)-WPLZ-FM Petersburg, Va., for \$6.5 million (see combos).

Biloxi, Miss.-based group of two AM's, two FM's and one TV, Love Broadcasting Co., bought KNAN(FM) Monroe, La., from Roger D. Pinton for \$1,760,000 cash. Love is principally owned by James S. Love and family.

Gary L. Triano and Frank R. Barreca sold KEZG(FM) Green Valley, Ariz., to Robert D. Greenlee, who has an interest in KBCO-AM-FM Boulder, Colo., for \$1.6 million.

Dr. Ira Barmak, M.D., who also owns co-located KMDY(AM), bought KNJO(FM) Thousand Oaks, Calif., from Thousand Oaks Radio Corp. for \$1.6 million. Thousand Oaks Radio is an Encino, Calif.-based group of two AM's and three FM's, principally owned by John Feldmann.

Dan Lacy, who has no other broadcast interests, sold KIQX(FM) Durango, Colo., to Four Corners Communications Co. for \$1.35 million. Four Corners is owned by Harold L. Green; his wife, Carolyn; Allen H. Brill; Paul R. Greenburg; Warren J. Kessler, and Elliot Meisel. Green was executive vice president of Wagontrain Communications, owner of Drake-Chenault Consultants, and group owner of three AM's and three FM's. The others principals are attorneys with offices in New York and Los Angeles. Greenburg has an interest in the *Oakland (Calif.) Tribune*.

Senator William L. Armstrong (R-Colo.) sold his only station, KEZW(FM) Aurora,

Colo., to Group W Radio for \$1.3 million. Group W is a division of Westinghouse Broadcasting. Group W Radio is headed by Richard Harris. Group W sold all of its cable interests to a consortium of cable MSO's and dropped the "& Cable" from its name (see Cable).

WKKW-FM Clarksburg, W.Va., was sold to Thomas Communications Corp. for \$1.3 million. Jack T. Cloyg also owns co-located WKKW(AM). Thomas Communications is owned by Wayne A. Thomas and three others. It also owns WETZ(AM)-WKG(FM) New Martinsville, W.Va., and has interest in WCSE(AM) Myrtle Beach, S.C. It also bought WCEF(FM) Ripley, W.Va., from C-98 Communications Inc. for \$385,000.

Richard D. Buckley, who owns a Greenwich, Conn.-based group of six AM's and six FM's, bought KLLY(FM) Oildale, Calif., from KB Communications for \$1.3 million. KB is owned by Kenneth B. Orchard, who also owns KVVQ-AM-FM Victorville, Calif.

Joseph C. Arogona, vice president of Rust Capital Investments, which has interest in Duffy Broadcasting and Edens Communications Inc., sold KMCK(FM) Siloam Springs, Ark., to Fred H. Baker for \$1.3 million. Baker also owns KFSA(FM)-KISR(AM) Fort Smith, Ark.

WDPN-FM Columbia, S.C., was sold by Midcom Corp. to Alpha Communications of South Carolina Inc. for \$1.3 million. Kent Burkhart and Jim Phillips, who also own KEHY-AM-FM El Paso, bought the station. Burkhart is chairman of Burkhart/Abrams/Michaels/Douglas & Associates, an Atlanta-based consulting firm.

David King, Anita Parinello, Ron Gillenardo and Ross Fleischman, who own WRIP(AM)-WOWE(FM) Rossville, Ga., bought KITE(FM) Portland, Tex., from Media Properties Inc. for \$1 million. Media Properties is owned by Jim R. Phillips and Ron Whitlock. Phillips owns KHEY-AM-FM El Paso, and has an interest in WOIC(AM)-WMMC(FM) Columbia, S.C., and Whitlock owns KINE(AM)-KDUV(FM) Kingsville, Tex.

Bob DeLuca and Richard Holberg sold WJOH(FM) Milford, Ohio, to Richard L. Plessinger for \$1,287,330. Plessinger owns WURD-FM Georgetown, Ohio.

Robert Sherman sold KLOZ(FM) El Paso, to Transcontinental Broadcasting Co. for \$1.25 million. Transcontinental is owned by George Jenne, David Walker and Leonard R. Nachman. Jenne is general manager of WJBO(AM)-WFMF(FM) Baton Rouge, and has an interest in WXCL(FM) Peoria and WKQA(FM) Pekin, both Illinois. Nachman is an attorney and Walker is an investor, both from Baton Rouge.

Robert O'Brien, who owns WKXI(AM)-WTYX(FM) Jackson, Miss., bought WDLT(FM) Chickasaw, Ala., from EJM Broadcasting for \$1.2 million. ELM is owned by Edmond J. Muniz, who owns WYAT(AM) New Orleans and WLTS(FM) Slidell, La.

KKHJ(FM) Los Alamos, N.M., was sold by Community Broadcasting Co. for \$1.2 million. Community Broadcasting is owned by Darrel K. Burns and his wife, Hazel. It owns KRSN(AM) Los Alamos, KGIW(AM)-

**Acquisition minded.** United Artists Cablesystems is creating a business acquisition department, to be responsible seeking potential cable system purchases and investments. The department will be headed by Mark McCormick, former director of planning for Tele-Communications Inc.



KALQ(FM) Alamosa, Colo. and KENM(AM)-KNIT-FM Portales, N.M. C. Robert Allen and Jennifer Warthen bought the station. Allen has interests in Allen & Co., a New York-based investment banking firm. WUWU(FM) Wethersfield, N.Y., and KBER(FM) Spanish Fork, Utah. Warthen's son, Wake, also has interests in Allen's station.

Red River Ltd. Partnership sold KRRZ(FM) Fargo, N.D., to Communications Properties Inc. for \$1.2 million. Red River is principally owned by F. Gordon Fuqua. It has interests in WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey. Communications Properties is a Dubuque, Iowa-based group of five AM's and three AM's owned by Philip T. Kelley and Richard C. Voight. It sold WNFL(AM) Green Bay, Wis., for \$1.8 million (see AM's).

Charles G. Morgan and his wife, Kay, who also own co-located KMBS(AM) sold KYEA-FM West Monroe, La., to Phoenix Broadcasting Co. for \$1.1 million. Buyer is principally owned by Lee D. King, a Jackson, Miss.-based concert promoter.

WJTT(FM) Red Bank, Tenn., was sold by WSIM Inc. to Jettcom Inc. for \$1,050,000. WSIM is owned by Robert A. Benns and family. It owns one AM, three FM's and one TV. Jettcom is principally owned by James L. Brewer, George Reed and Harold Loyd. Brewer owns WHON(AM) Centerville. WQLK(FM) Richmond, both Indiana, and WDCF(FM) Dade City and WTOT(AM)-WJAF(AM) Marianna, both Florida. Reed is sales manager at WAOK(AM)-WVEE(FM) Atlanta. Loyd is manager of WJTT(FM).

SunGroup Inc., a Nashville-based group of three AM's and four FM's bought KKQV(FM) Wichita Falls, Tex., from Sunshine Radio Co. for \$1,050,000. Sunshine is a subsidiary of American General Media Co., which owns three AM's and one FM. SunGroup Inc. is headed by Frank Woods, president (see above).

Roger Powers sold his only station, KOCN(FM) Pacific Grove, Calif., to C.R. Pasquier Properties Inc. for \$1 million. Roger Pasquier and his wife, Cheryl, own a Long Beach, Calif.-based broadcast consulting firm.

Gulf Coast Broadcasting Co. sold WZKX(FM) Gulfport, Miss., to Lawrence E. Steelman and his wife, Marilyn, owners WBND(AM) Biloxi, Miss., for \$1 million. Charles Dowdy, based in McComb, Miss., has interest in six AM's and eight FM's, his son, J. Morgan Dowdy, also based in McComb, has an interest in five AM's and 10 FM's. Gulf Coast spun-off this station and sold WKKY(FM) Moss Point, Miss., because of signal overlap with WRFM(AM)-WQLC(FM) Poplarville, Miss., which it bought for \$2,250,000 (see Combos). Charles Dowdy's other son, Wayne, is a Democratic congressman from Mississippi, who also has interest, individually, in WAKK(AM)-WAKH(FM) Oxford, Miss.

Ronald S. Marks, John A. Parry, John L. Thompson and Lewis Overstreet sold KFIM-FM El Paso, Tex., to ELP Broadcasting Associates for \$1 million. ELP is owned principally by Les Roberson, former general manager of WSTF(FM) Cocoa Beach, Fla.

## AM's

A total of 312 AM stations sold for a total of \$137,263,418, with an average price of \$439,946. However, three major AM deals may not close, including what would have been a new record for a single AM: the \$20-million sale of WADO New York. If those three sales were added to the 1986 total, the figure would jump to \$163,313,418 and the average price would rise to \$518,455. Calculated either way, per-station averages for 1986 were below 1984's average of \$553,380. (No average was calculated for AM's in BROADCASTING's 1985 summary). The record average for AM sales was achieved in 1980 at \$801,023. Of the 312 AM sales in 1986, only 24 were over \$1 million. They are recounted below.

In what would have been the largest stand-alone AM sale ever, Tichenor Media Systems Inc. attempted to buy WADO(AM) New York from Nelson Lavergne. Because of contractual difficulties over real estate, the deal has yet to close, although principals hold some hope that the sale will be consummated. Tichenor is a Harlingen, Tex.-based group of five AM's and three FM's principally owned by McHenry Tichenor and family. The other sales not closing were: WCBM(AM) Baltimore to Resort Broadcasting for \$2.5 million and Dennis Israel's purchase of KSKY(AM) Dallas.

The largest stand-alone AM sale of 1986 was that of WMCA(AM) New York to Peter Kizer, former chairman of the National Association of Broadcasters TV board. Kizer heads Federal Broadcasting, which bought the station from Straus Communications Inc. for \$11 million. Peter Straus also owns WFTB-AM-FM Front Royal, Va., and WELV-AM-FM Ellensburg, N.Y. Federal also owns WWJ(AM)-WJO(FM) Southfield, Mich.

Inner City Broadcasting Corp. sold KGFJ(AM) Los Angeles to William Shearer, the station's general manager, for \$4.5 million. Inner City is a Los Angeles-based group of five AM's and three FM's headed by Percy Sutton. It also bought KSAQ(FM) San Antonio, Tex., from C&W Wireless Inc. for \$6.7 million.

John Brown Schools of California, a subsidiary of Siloam Springs, Ark.-based John Brown University, a nonprofit corporation headed by John E. Brown, sold KGER(AM) Long Beach, Calif., to Salem Communications Corp. for \$4,350,000. John Brown University also owns KUOA(AM) Siloam Springs and WJBU(AM)-WJST(FM) Port St. Joe, Fla. Principally owned by Stuart Epperson and Edward Attsinger, Salem bought KHAA(FM) Port Sulphur, La., from B. Eric and Dean Rhoads (see FM's section), and KPQD-AM-FM Portland, Ore., for \$6.5 million (see Combos section). Salem also bought KQIN(AM) Burien-Seattle, Wash., from All Pro Broadcasting for \$2,770,000. All-Pro is principally owned by former Green Bay Packer and former NAB radio board member Willie D. Davis, who also owns KACE(FM) Inglewood, Calif.;

WAWA(AM) West Allis, Wis.; WLUM(FM) Milwaukee, and KYOK(AM) Houston. Salem also sold KGNW(AM) Seattle to Park Broadcasting for \$1,645,000. Park Broadcasting is a division of publicly traded Park Communications, Ithaca, N.Y.-based owner of 28 newspapers, eight AM's, eight FM's and seven TV's, headed by Roy H. Park, chairman.

Shreveport, La.-based Founders Broadcasting sold KSSA(AM) Fort Worth to Mark Rodriguez Jr. Broadcasting Inc. for \$3.5 million. Founders, publisher and station group of three AM's principally owned by D. Wesley Attaway, publishes three dailies, seven weeklies and two semiweeklies, all in Texas. It also sold WGIV(AM) Charlotte, N.C., for \$700,000. Mark Rodriguez, who owns KESS(FM) Fort Worth, bought the station.

Cosmos Broadcasting Inc. got out of radio when it sold its last station, WIS(AM) Columbia, S.C., for \$2 million to Ridgely Communications Inc., owned by Robert Kramer, a Baltimore-based consulting engineer. Wis was the first station in the Cosmos group, signing on in June 1930. Greenville, S.C.-based Cosmos is a group of six TV's principally owned by Frances M. Hipp and family. It also sold WAVE-FM Sarasota, Fla., to Susquehanna Radio Corp. for \$7 million. It bought KPLC-TV Lake Charles, La., and KAIT-TV Jonesboro, Ark., from Channel Communications (see TV section) and sold WQRF-TV Rockford, Ill., to Family Group Broadcasting for \$4,200,000 (see TV's). Kramer also bought co-located WCEZ-FM for \$2 million (see FM's).

Noble Broadcast Group bought KRNN(AM) Terrell Hills, Tex., from Stanley Rosenberg for \$2 million cash, to go with KISS(FM) San Antonio, Tex., which it bought from Capitol Broadcasting Co. for \$13 million (see FM's). Noble also bought WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, from Northeast Broadcasting Corp. for \$30.5 million (see Combos) and WGBB(AM) Freeport and WBAB-FM Babylon, both New York, from The All-Island Radio Co. for \$12,975,000 (see Combos). Noble, headed by John T. Lynch, also operates XETRA-AM-FM Tijuana, Mexico, and in 1985 sold KJOI(FM) Los Angeles for a then-record \$43.5 million.

William H. Hernstadt sold his only station, WKAT(AM) Miami Beach, to Howard Broadcasting Corp. for \$2 million. Howard Broadcasting is owned by Howard Premer, WKAT vice president and general manager, and Howard Ullman, Miami real estate developer. Ullman's family founded Red Top Malt Co., a Cincinnati-based brewery that was sold to Anheuser-Busch in the late 1950's.

WNFL(AM) Green Bay, Wis., was sold by Communications Properties Inc. to WinCom Wisconsin Limited Partnership for approximately \$1.8 million. WNFL was owned by Phillip T. Kelly and Richard C. Voight, who own Dubuque, Iowa-based group of five AM's and three FM's. It also bought KRRZ(FM) Fargo, N.D., for \$1.2 million (see FM's). WinCom Communications Group is owned by Don E. Winther and Wolverine Ltd., East Lansing, Mich.-based investment firm equally owned by G. Woodward Stover,

and George H. Arbaugh. WinCom also bought WKAU-AM-FM Kaukauna, Wis., from Forward Communications Inc. for \$1.5 million (see combos). To comply with FCC duopoly rules it spun off WKAU(AM) Kaukauna to Quinn Martin, a Milwaukee attorney, for \$500,000 cash.

Dean H. Wickstrom and family sold KWOW(AM) Pomona, Calif., to Money Radio for \$1,750,000. Money Radio is principally owned by Buzz Schwartz, host of *Investors Club of the Air*, on KIEV(AM) Glendale, Calif.

Atlantic Morris Broadcasting Inc., a subsidiary of Orange and Rockland Utilities Inc., Pearl River, N.Y.-based public utility company headed by James F. Smith, chairman, bought WRAN(AM) Dover, N.J., for \$1,610,000 from Richard Bell, who also owns WALL(AM)-WKGL(FM) Middletown, N.Y. It sold WJJB(FM) Hyde Park, N.Y., to the station's general manager, Harry Gregor, for \$2.8 million (see FM's).

Arnold Bloom and Mark J. Witkin, who also have an interest in WKBR(AM) Manchester, N.H., sold WFTL(AM) Fort Lauderdale, Fla., to King Broadcasting Co. for \$1,530,000. King is owned by Paul Bronstein, Fort Lauderdale-based automobile dealer, and Benjamin Panter, Detroit businessman, who have no other broadcast interests. Bloom and Witkin also sold WKZY(AM) North Fort Myers, Fla., to Paton/Cramer Broadcasting Inc. for \$1.1 million. Paton/Cramer is owned by N.E. (Pat) Paton, Theodore Cramer and two others. It also owns WREN(AM) Topeka, Kan.

WFEA(AM) Manchester, N.H., was sold by Ocean Coast Properties to Sunshine Broadcasting New Hampshire Inc. for \$1,450,000. Ocean Coast, owned by Phil Corper, Robert Delany, Roy Edwards, Robert Gold and Charles Smith, also owns WPOR-AM-FM Portland, Me. Sunshine is owned by George Silverman and also owns WMGX(FM) Portland, Me.; WZID(FM) Manchester, N.H., and WFXR(FM) Ravenel, S.C.

Antonio Costa and Joseph E. Fernandez sold their only station, WRCP(AM) Providence, R.I., to Neto Communications for \$1,353,350. Neto is owned by Manuel F. Neto, a Dartmouth, N.H.-based owner of insurance companies, retail stores and real estate.

Don C. Daily sold KHMO(AM) Hannibal, Mo., his only station, to Bick Broadcasting Co. for \$1,350,000. Bick is owned by brothers, Frank and James Bick, who also own KIDS(FM) Palmyra, N.Y.

Bob Bingham sold KBRO(AM) Bremerton, Wash., to Everest Broadcasting Corp. for \$1,330,000. Bingham sold four Alaska stations two years ago ("Changing Hands," Dec. 30, 1985) and KHIT(FM) Bremerton, Wash., to Gannett Co. for \$6.5 million (see FM's). Everest is an Olympia, Wash.-based group of two AM's and two FM's principally owned by Gerry Dennon.

Tony Welch, former general manager of KRLD(AM) Dallas, bought WRD(AM) Daytona Beach, Fla., from Daytona Beach Radio Ltd. for \$1.2 million. Daytona Beach Radio was owned by Barry Gerber, who owned no other stations.

**On the move.** BROADCASTING has moved into new Washington headquarters. The magazine's editorial, business, advertising, circulation and production staffs, as well as the staffs of the BROADCASTING/CABLECASTING YEARBOOK and the Book Division, is now based at 1705 DeSales Street, N.W. 20036, and the new phone number is (202) 659-2340.

Walter K. Kotaba, a Chicago-based investor, bought WEAU(AM) Evanston, Ill., from Forus Communications for \$1.2 million cash. Forus is a St. Petersburg, Fla.-based group of four AM's and one FM, owned by Simon Rosen, Lind Carl Voth and Lee Hague.

Jerome Lipper sold WKIP(AM) Poughkeepsie, N.Y., for \$1.1 million to Richard Novik, who sold WPUT(AM) Brewster and WRVH(FM) Patterson, both New York, to Ronald E. Graiff for \$1,400,000 (see combos).

Family Life Broadcasting Systems Inc., a nonprofit commercial christian group of three AM's and three FM's, headed by Warren Bolthouse, president, sold KFLR(AM) Phoenix and KFLT(AM) Tucson, Ariz., to Affiliated Broadcasting Inc. for \$1,050,000. Family Life also bought KGLR(AM) Tucson for \$742,300.13. Affiliated, in turn, sold the Phoenix and Tucson AM's when it got out of the broadcasting business late last year with the sale of all but two of its stations to EZ Communications for \$65.5 million (see groups). Affiliated sold the other two, WHYN-AM-FM Springfield Mass., to R&R Broadcasting for \$7.8 million.

Steven Haas, owner of no other stations, sold WSBK(AM) Boca Raton, Fla., to Beach Communications for \$1,050,000. Beach, owned by Malcolm Kahn and George V. Delsou, also bought WTHM(FM) Gouls, Fla. for \$2.4 million. Kahn also has an interest in WVBH(FM) Key Largo, Fla.

WIZO(AM) Franklin, Tenn. (Nashville) was sold by James R. Romine to Sam Littleton for \$1 million. Littleton was general manager of WSM(AM) Nashville and WLRQ(FM) Franklin, Tenn.

## AM-FM Combos

AM-FM combinations accounted for the lion's share of radio station sales, with 217 combinations (434 stations) selling for a total of \$727,942,095. The average price for an AM-FM combination was \$3,354,190. If the average price for an AM stand-alone (\$439,146) and an FM stand-alone (\$2,886,976) are added together, they total \$3,326,122, or almost exactly the AM-FM average. This suggests evidence that the FM station in an AM-FM combination sale was worth about seven times the AM.

There were roughly the same number of AM-FM combinations that sold for more than \$1 million (111) as those that sold for

less (106). The sales below \$1 million had an average price of \$436,612, while those above \$1 million averaged \$5,921,929.

Legacy Broadcasting, which must be getting used to setting records, made the highest AM-FM combination purchase last year when it bought LIN Broadcasting's KILT-AM-FM Houston for \$36,750,000. Legacy also set the record for FM stand-alones the year before with the \$43.5-million purchase of KJOI(FM) Los Angeles from Noble Broadcast Corp. When combined with the four former Doubleday stations and its purchase of KHOW(AM) Denver last year, Legacy has spent \$118,750,000 and become a Los Angeles-based group of four AM's and four FM's. It is owned by former Malrite Broadcasting president, Carl Hirsch, and a man with experience in all phases of broadcasting, Robert F.X. Sillerman. Sillerman was involved in the buyout of Resort Broadcasting; the purchase of Telstar Inc., owner of the Country Music Channel, and Golden West Productions (see Groups). Additionally, he formed Sillerman-Magee Communications Management, an investment banker, and through Telstar, bought SelecTV, a Los Angeles-based subscriber pay programming service. LIN sold three AM's and three FM's to Heritage Communications for \$23 million (see Groups) and also sold WFIL(AM) Philadelphia (see AM's), and WUSL(FM) Philadelphia (see FM's) and now has no radio properties.

KFAC-AM-FM Los Angeles, principally owned by Ralph C. Guild, was sold to Classic Communications Inc. for \$33.5 million. Classic is owned by Louis Heifetz and Edward Argow. Heifetz is sales manager of KITS-AM-FM Los Angeles. Argow is KFAC's general sales manager. Guild is president of Interep National Radio Sales (formerly McGavren Guild Inc.), and owns KFRE-AM-FM Fresno, Calif. He also sold WNDK(AM)-WNTQ(FM) Syracuse, N.Y., to Osborn Communications Inc. for \$6.5 million and assumption of liabilities. Osborn also bought WBGA(AM)-WGIG(FM) Brunswick, Ga., and WTJS(AM)-WKIR(FM) Jackson, Tenn., from Jim Kirk for \$4 million (see Groups).

Noble Broadcast Corp., invested its profits from the record \$44-million sale of KJOI(FM) Los Angeles to buy WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, from Northeast Broadcasting Corp. for \$30.5 million. Northeast is a subsidiary of Washington-based Eastern Broadcasting Corp., a group of five AM's and six FM's owned by Roger Neuhoof. Eastern also bought WEST(AM)-WLEV(FM) Easton, Pa., for \$5.7 million from Frank G. Stisser and Wallace J. Borker, who have no other broadcast interests. It also purchased WTAD(AM)-WQCY(FM) Quincy, Ill., for \$1,100,000 from Lee Enterprises, which made several large purchases last year (see below, TV's and Groups). Noble later bought WGBB(AM) Freeport and WBAB-FM Babylon, both New York, from The All-Island Radio Co., owned by Franz Allina and his wife, Marcia, for \$12,975,000. The Allinas also own WEBE(FM) Westport, Conn. And Noble also bought WSSH-FM Lowell, Mass., for \$19.5



million (see FM's). Noble is headed by John T. Lynch. It also operates XETRA-AM-FM Tijuana, Mexico.

Susquehanna Broadcasting Co. bought KRBE-AM-FM Houston from Lake Huron Broadcasting Corp. for \$25 million. Lake Huron was owned by William J. Edwards and Howard Wolfe, who also sold WQYK-FM St. Petersburg, Fla., to Infinity Broadcasting for \$27 million (see FM's) and have no other broadcast interests. Susquehanna is a York, Pa.-based group of six AM's and nine FM's principally owned by Louis J. Appell and family. It also bought WAVE-FM Sarasota, Fla., from Cosmos Broadcasting Corp. for \$7 million (see FM's), and sold a construction permit for a new AM in Miami for \$17,500.

Lee Enterprises Inc. purchased and then sold KFAB(AM)-KGOR(FM) Omaha to Henry Broadcasting for \$22 million. Lee is a publicly owned Davenport, Iowa-based TV group and publisher of 18 newspapers. It bought the Omaha radio stations when it purchased KGUN-TV Tucson, Ariz., and KMTV(TV) Omaha, but lost the grandfathered co-ownership status. Lee also sold KHQA-TV Quincy, Ill., for \$13 million (see TV's). Henry Broadcasting is a San Francisco-based group of three AM's and four FM's, owned by Charlton H. Buckley. It also bought KLCZ(AM)-KDON(FM) Salinas, Calif., from Grace Broadcasting for \$5 million. Grace attempted to sell WOOD-AM-FM Grand Rapids, Mich., to Surrey Broadcasting for \$19.25 million (see below).

Clear Channel Communications bought WHAS(AM)-WAMZ(FM) Louisville, Ky., from newspaper publisher, printer and station group owner, Barry Bingham and family, for \$20,056,000. The Bingham had sold their WHAS-TV Louisville three weeks earlier (see TV's) and have no other broadcast interests. Clear Channel is a San Antonio, Tex.-based, publicly traded group of six AM's and six FM's principally owned by L. Lowry Mays and B.J. McCombs. Clear Channel also announced last week that it is buying KTAM (AM)-KORA(FM) Bryan-College Station, Tex. for \$4.8 million (see "Changing Hands," page 118).

Belo Broadcasting, sold KRQX(AM)-KZEW(FM) Dallas to Anchor Media Ltd. for \$20 million. Belo Broadcasting, Dallas-based group owner of one AM, one FM and 5 TV's, is the broadcasting subsidiary of publicly held A.H. Belo Corp., which owns the *Dallas Morning News* and Dallas-Fort Worth Suburban Newspapers Inc. Anchor is a new Tampa, Fla.-based group of investors headed by Alan Henry, former head of Gulf Broadcast Group. It also bought KORK(AM)-KYRK(FM) Las Vegas from Donrey of Nevada Inc. for \$3,250,000. Donrey, Fort Smith, Ark.-based group of four AM's, three FM's and one TV owned by Donald W. Reynolds, also publishes newspapers in 14 states and owns cable systems in four states. Donrey also sold KOCM(FM) Newport Beach, Calif., for \$2,950,000 (see FM's).

WHBF-AM-FM-TV Rock Island, Ill., was sold by Ann Potter DeLong and family, who have no other broadcast interests, to Citadel Communications Co. for \$20 million, cash.

New York-based Citadel grew from a group of three TV's to a group of six TV's, headed by Phil Lombardo (see TV's). It sold the AM-FM combination to Roth Broadcasting in January 1987.

Grace Broadcasting attempted to sell WOOD-AM-FM Grand Rapids, Mich., to Surrey Broadcasting for \$19.25 million. Southfield, Mich.-based Grace is a group of four AM's and four FM's principally owned by Harvey Grace, but the deal has not closed. Surrey is a Denver-based group of four AM's and five FM's principally owned by John Nichols and his son, Kent. It also bought KGRE(AM)-KYOU(FM) Greeley, Colo., from O'Kieffe Broadcasting Co. for \$1,750,000. O'Kieffe is owned by Swab-Fox Companies and The Tribune Co. Swab-Fox is owned by Robert J. Swab and G. Douglas Fox. Tribune Co. is owned by Jenkin L. Jones and family and publishes the *Tulsa (Okla.) Tribune*. Neither has other broadcast interests.

Hubbard Broadcasting sold KOB-AM-FM Albuquerque, N.M., to Price Communications for \$16.5 million. Hubbard Broadcasting is a St. Paul-based group of three AM's, two FM's and six TV's headed by Stanley S. Hubbard. Price is a publicly traded New York-based publisher and station group with eight AM's, seven FM's and three TV's, headed by Bob Price. It also bought KSNF(TV) Joplin, Mo. (see TV's), for \$11.8 million and WKSE(FM) Niagara Falls, N.Y. (Buffalo), for \$2,450,000 (see FM's).

Herbert S. Dolgoff sold his only stations, WCMQ-AM-FM Hialeah, Fla., to Spanish Broadcasting System of Florida Inc. for \$15 million. Spanish Broadcasting is headed by Raul Alarcon, president. It also owns WSKQ(AM) New York and KSKQ(FM) Los Angeles.

Entertainer Merv Griffin bought WTRY(AM)-WPYX(FM) Albany-Troy, N.Y., from Scott Communications Ltd. for \$15 million. The Albany stations were sold by the Pottstown, Pa.-based group of seven AM's and five FM's owned by Faye Scott, wife of the late founder, Herb Scott. Griffin sold Merv Griffin Entertainment to Coca-Cola in June. He also owns WPOP(AM)-WIOF(FM) Hartford, Conn.

Wayzata, Minn.-based Adams Communications Corp. bought KOOL-AM-FM Phoenix from Tom Chauncey for \$15 million. Chauncey is an Arabian horse breeder with no other broadcast interests. He sold 51% of KOOL-TV Phoenix to Gulf Broadcasting in 1982 for \$48 million. Adams also tried to buy KATC(TV) Lafayette, La., from Loyola University, but that deal fell through. Adams owns three AM's, three FM's and six TV's and is owned by Stephen Adams.

Commonwealth Communications bought WSPD(AM)-WLQR(FM) Toledo, Ohio, from Bill Schroeder, Cathryn Christiansen and Thomas Jaracco for \$15 million. Commonwealth is the Harrisburg, Pa.-based owner of WHAP-AM-FM-TV Harrisburg and a book and magazine publisher principally owned by Meade Detweiler and family.

Gary Edens, former Harte-Hanks radio division head, who bought most of the radio division from Harte-Hanks, three years ago, bought KLZZ-AM-FM San Diego from South-

western Broadcasting Inc. for \$14 million. Southwestern was principally owned by Arthur and Katherine Shadek, who have no other broadcast interests. Edens Communications, now based in Phoenix, also bought WPEX(AM)-WWDE(FM) Hampton, Va., from East Broadcasting Co. for \$6.4 million cash. East was owned by Dick Lamb and Larry Sanders, who now have no other broadcast interests.

Stuart and Sis Kaplan, who have no other broadcast interests but retain a weekly newspaper in Charlotte, N.C., sold WAES(AM)-WROQ(FM) Charlotte to CRB Broadcasting for \$13.5 million. CRB, a New York-based group of five AM's and five FM's, principally owned by Carter Burden, Ed Rogoff and Robert Connor, also bought WFAS-AM-FM White Plains, N.Y., for \$7.5 million from New York Subways Advertising Co. and WJBR-AM-FM Wilmington, Del., for \$4.3 million cash from John B. Reynolds who has no other broadcast interests.

Curt Gowdy, former NBC sportscaster who also owns WWCM(AM)-WCGY(FM) Lawrence, Mass., and KOWB(AM) Laramie, Wyo., sold WEAT-AM-FM West Palm Beach, Fla., to J.J. Taylor Companies Inc. for \$13 million. John J. Taylor and family also own WCOD(FM) Hyannis, Mass., and WGAN-AM-FM Portland, Me.

Infinity Broadcasting sold KCBQ-AM-FM San Diego to Eric/Chandler Communications for \$12.2 million. Infinity Broadcasting, a New York-based group principally owned by Michael A. Weiner and Gerald Carrus, set the record for stand-alone FM's last year with its \$45-million purchase of KROQ-FM Pasadena, Calif. (see FM's). It also bought WBMW(FM) Manassas, Va., from EZ Communications Inc. for \$13 million (see FM's) and WQYK(FM) St. Petersburg, Fla. (see above and FM's). Los Angeles-based entertainment investment firm, Eric/Chandler Ltd., owned by Robert E. Geddes and Terry C. Bassett, started the broadcasting subsidiary, headed by Simon T. president (T got his unusual last name courtesy of a hard-of-hearing clerk at Ellis Island).

Summit Communications, a Winston-Salem, N.C.-based group of five AM's and five FM's, principally owned by the estate of Gordon Gray, and headed by Richard Stakes, president, sold KCMO(AM)-KBKC(FM) Kansas City, Mo., to Gannett Co. for \$11.2 million. Summit sold its entire group at the beginning of 1987 (see "In Brief," Jan. 19). Gannett Co., publicly owned, Arlington, Va.-based newspaper publisher, and owner of seven AM's, seven FM's and eight TV's, is headed by John J. Curley, president and chief executive officer. It publishes 91 daily newspapers, including *USA Today*, 40 weeklies and owns an outdoor advertising company. Gannett Co. also sold WCZY-AM-FM Detroit two weeks ago ("In Brief," Feb. 2.), because of its purchase of the *Detroit News* from Evening News Association two years ago. Summit also sold WCOA(AM)-WLJQ(FM) Pensacola, Fla., to Norman S. Drubner for \$5.5 million. Based in New London, Conn., Drubner, who already owned WNLG(AM)-WTYD(FM) New London, purchased 50% of KSLM(AM)-KXYQ(FM) Sa-

lem, Ore., from Ronette Communications, owned by Carl Como Tuter and Ronald Samuels, who owned the other 50%. Ronette also sold him WNFI(FM) Palatka, Fla., for \$8.5 million (see FM's). Drubner also bought KIVA(FM) Santa Fe, N.M., from Frederic W. Constant for \$1.9 million (see FM's) and KRIX(FM) Brownsville, Tex., from H&H Communications Inc. for \$900,000.

Lorraine Golden, Harvey Deutch and Jim Harper, owners of Metropolis Broadcasting Co., bought WERE(AM)-WGCL(FM) Cleveland from George Oliva, who has no other broadcast interests, for \$10.7 million. Metropolis also owns WDTX-FM Detroit. (Metropolis was reported in negotiation to purchase WWDC-AM-FM Washington from Bender Broadcasting for \$52 million-\$53 million, which would have been a new record for an AM-FM combination, but there has been no further word on the sale.)

Bernie Mann, former president of National Radio Broadcasters Association and radio board member of the National Association of Broadcasters, sold WKIX(AM)-WYLT(FM) Raleigh, N.C., to Metropex Communications Inc. for \$10.5 million. Mann, and his wife, Roberta, also own WGLD(AM) Greensboro and WOJY-FM High Point, both North Carolina. Metropex is a Cleveland-based group of five AM's, six FM's and one TV, principally owned by Norman Wain and Robert C. Weiss. It also bought WRKB(AM)-WJZR(FM) Kannapolis, N.C., from Downs Radio Inc. for \$6 million. Downs is owned by Paul Downs and William Sanders, who also own WQIM(AM) Prattville, Ala., and bought WTID(FM) Suffolk, Va., from Southern Starr Broadcasting Group for \$4,140,000 (see FM's).

American Media Inc., San Francisco-based radio group owned by Art Kearn, chairman, and Alan Beck, president, bought KCEE(AM)-KWFM(FM) Tucson, Ariz., from Sun-Com Limited Partnership for \$10 million. Sun-Com is principally owned by Dennis Behan and has no other broadcast interests. American Media helped finance the sale of WLIF(FM) Baltimore to JAG Communications Inc. for \$25,045,000 (see FM's). American Media also bought WDJQ(AM)-WU-BE(FM) Cincinnati from DKM Broadcasting for \$9.8 million. DKM, an Atlanta-based radio group headed by Robert R. Dyson, also bought Group One Broadcasting Co. for about \$60 million-\$65 million (see groups) and also sold KSAL (AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa, to Independence Broadcasting Corp. for \$6.75 million (see groups). Dyson sold his own stations: WPTR(AM) Albany and WFLY(FM) Troy, both New York, at the beginning of 1987 ("Changing Hands," Jan. 26).

Capital Cities/ABC Inc. bought KQRS-AM-FM Golden Valley, Minn., from Hudson Broadcasting Corp. for \$10 million. Hudson is owned by McKenna Radio Stations, a Washington-based group of three AM's and three FM's, principally owned by James A. McKenna, partner in McKenna, Wilkinson & Kittner, recently dissolved Washington-based law firm (which represented ABC before its merger with Capcities).

Don Hiatt, former general manager of KLTE(FM) Houston, bought KAPE(AM) Terrell Hills and KESI(FM) San Antonio, both Texas, from brothers Sam, Dan and Frank Sitterle for \$9,270,000 cash, not including real estate. The Sitterles have no other broadcast interests.

Bob Williams, former owner of WHLI-AM-FM Hempstead, N.Y., and Elton Spitzer, who operates WLIR(FM) Garden City, N.Y., bought WGSN(AM) Huntington and WCTO(FM) Smithtown, both New York, from Greater Media Inc. for \$9 million. Greater Media is a publicly owned, East Brunswick, N.J.-based group of seven AM's and seven FM's headed by Peter Bordes, chairman. It also publishes the *East Brunswick Sentinel-Spokesman*.

WNYS(AM)-WEZO(FM) Rochester, N.Y., was sold by Grace Broadcasting to Sky Broadcasting for \$8.5 million. Grace, based in Southfield, Mich., owns four AM's and four FM's and is principally owned by Harvey Grace.

Auburn Broadcasting Corp. sold KAH1 (AM)-KHYL(FM) Auburn, Calif., to Delta Communications Corp. for \$8 million. Auburn is headed by William F. Scandling, president, and has no other broadcast interests. Delta is a subsidiary of Minneapolis-based Parker Companies, owned by John and Kathleen Parker. It also owns KIKI(AM)-KMAI(FM) Honolulu, KTCJ(AM)-KCTZ-FM Minneapolis, and KXTZ(FM) Henderson, Nev. (Las Vegas). It also bought KLZE-FM San Jose, Calif., for \$4.3 million (see FM's).

Affiliated Publications' exodus from broadcasting began with the sale of WHY-AM-FM Springfield, Mass., to R&R Broadcasting of Massachusetts Inc. for \$7.8 million. Affiliated Broadcasting is a subsidiary of Affiliated Publications Inc., publicly traded. Boston-based publisher of the *Boston Globe*, headed by John A. Winkle, chairman and chief executive officer. R&R is a subsidiary of New York-based holding company, Robbins & Ries Inc., owned by Sherman M. Robbins and Thomas Ries. R&R Broadcasting was headed by John Goodwill, former vice president and general manager of WPIX-FM New York. Goodwill, along with Peter Sulick, former controller, Cablevision Systems Inc. started Independence Broadcasting Corp., which bought four DKM stations for \$6,750,000 (see groups). Affiliated also owned 45% of McCaw Communications Co., Bellevue, Wash.-based MSO with more than 433,000 subscribers in 11 states. McCaw was sold to Jack Kent Cooke for between \$775 million and \$800 million (see cable). One 8.6% stockholder of Affiliated, Berkshire Hathaway, is principally owned by Warren Buffett, who aided Capital Cities in its purchase of ABC. Buffett also has a 13.3% interest in the Washington Post Co., and has an interest in Sun Newspapers Inc., which publishes a daily paper in Omaha. Affiliated also bought KFLR(AM) Phoenix and KFLT(AM) Tucson, both Arizona, from Family Life Broadcasting Systems Inc. for \$1,050,000. Family Life is a nonprofit commercial christian group of three AM's and

three FM's, headed by Warren Bolthouse, president. Affiliated then sold the Arizona stations to EZ Communications along with the rest of its station group (see Groups). Affiliated now has no broadcast interests.

KGLD(AM) St. Louis and KWK-FM Granite City, Ill., were sold by Robinson Broadcasting to Chase Broadcasting Co. for \$6.9 million. Robinson is owned by Thomas L. Embrescia, Larry Pollock and Larry J.B. Robinson, owner of J.B. Robinson Jewelers. It has no other broadcast interests. Chase is owned by David T. Chase, and headed by Roger M. Friedman, chairman, and Perry Ury, president. It also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WSYR(FM) Stamford, both Connecticut. It also bought WPTY-TV Memphis from Precht Communications for \$12,500,000 (see TV's).

Glenn Mahone, former president of Sheridan Broadcasting Network, Pittsburgh-based radio network, began a new company, Paco-Jon Broadcasting Corp., that bought WSSV(AM)-WPLZ(FM) Petersburg, Va., from Eure Communications Inc. for \$6.5 million. William D. Eure also has an interest in WDDY(AM) Gloucester, Va.

George Duncan, former senior vice president in charge of the radio division of Metro-media Inc., along with Mutual Life Insurance Co. of New York, formed a new company, Encore Communications Associates, that made its first purchase when it bought KOKA(AM)-KVKK(FM) Shreveport, La., from Triple J Communications Inc. for \$6.5 million. Triple J has no other broadcast interests. Encore made its biggest splash when it bought KIXL(AM) Del Valle, KHFI-FM Austin, KBFM(FM) Edinburg, all Texas; WXA-M(AM)-WQXY-FM Baton Rouge, and KOKY(AM)-KZOU(FM) Little Rock, Ark., from Capitol Cities Broadcasting for \$38 million (see Groups). Capitol Cities then got out of broadcasting when it sold KDVE(AM) Nederland and KQXY(FM) Beaumont, both Texas, for \$1,175,000 to a group headed by the stations' general manager, Ronald G. Teaney.

Dale W. Stevens and Harold L. Brokaw, sold their only stations, WMRO(AM)-WAUR(FM) Aurora, Ill., to T. Furman Brodie for \$6.5 million. Brodie is a Florence, S.C.-based attorney. His wife, Jeanne, has an interest in WBBB(AM)-WPCM(FM) Burlington, N.C.

Stuart Epperson and Edward Atsinger, brothers-in-law who merged their various interests into Salem Communications last year, made the largest of many acquisitions and sales when it bought KPDQ-AM-FM Portland, Ore., from Inspirational Broadcasting Corp. for \$6.5 million. Inspirational Broadcasting was controlled by John W. Davis, and also owned KBMC(FM) Eugene, Ore., which it sold to McKenzie River Broadcasting Co. for \$950,000. Salem, based in Winston-Salem, N.C. It also bought KHAA(FM) Port Sulphur, La., for \$3.1 million (see FM's), KGER(AM) Long Beach, Calif., for \$4,350,000 (see AM's) and KQIN(AM) Burien-Seattle, Wash., for \$2,770,000 (see AM's). They sold KGNW(AM) Seattle to Park Broadcasting for \$1,645,000 (see AM's),



KGBA(AM) Holtville, Calif., to The Voice of International Christian Evangelism Inc. for \$350,000 and WRJZ(AM) Knoxville, Tenn., to Thomas H. Moffit Jr. for \$300,000, plus assumption of liabilities.

Heritage Broadcast Group, which added to its growing station group when it also bought WAAX(AM)-WQEN(FM) Gadsen, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (see Groups), bought WISE(AM)-WKSF(FM) Asheville, N.C., from WISE Radio Inc. for \$6.3 million cash. Tucker, Ga.-based Heritage is a group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also sold KKCW(FM) Beaverton, Ore., for \$7,500,000 (see FM's). WISE was principally owned by Eric Jorgenson, the station's general manager. Jorgenson also owns 37% of Sandia Peak Broadcasters Inc., which bought KZSS(AM)-KZRR(FM) Albuquerque, N.M., from Compass Communications for \$2,850,000. Sandia Peak's other owners are David H. Lloyd; Jorgenson's father, Norman; Dennis Lyons; G. Duane Vieth, and Melvin C. Garbow. Compass is Peoria, Ill.-based group of three AM's and three FM's owned by Peoria Journal Star Inc. and Curran-Victor Management. Peoria Journal Star Inc. publishes *Peoria* (Ill.) *Journal Star* and five magazines. It is headed by Henry P. Slane, chairman and principal owner. Curran-Victor Management bought a 50% interest in Peoria Star's Broadcast Group two years ago for \$1 million. It is owned by Don Curran and Herb Victor and is based in Larkspur, Calif.

John F. McCarthy sold his only stations, KMAK(AM) Fresno and KBOS(FM) Tulare, Calif., to Radio Fresno Inc. for \$6 million. Radio Fresno is owned by Burke Kaplan and Alex Sheftel, who also own KIST(AM)-KMGQ(FM) Santa Barbara, Calif. Sheftel was a former principal of WAVA(FM) Washington, before it was sold to Doubleday in 1982.

Monty Lang, former president of Amaturo Group, a former Fort Lauderdale, Fla.-based group owner which sold most of its stations to Keymarket Communications last year, bought WAIR(AM)-WSEZ(FM) Winston-Salem, N.C., from Triad Broadcasting Inc. for \$6 million. Triad is owned by Nick Patella, who has no other broadcast interests.

Joyner Broadcasting, owned by Thomas Joyner, bought KGTV-AM-FM Georgetown, Tex., for \$5 million from Jack Josey and his wife, Donna, who have no other broadcast interests. Joyner also bought WDVA(AM) Danville and WJLC-FM South Boston, both Virginia, for \$2.3 million from Faver Broadcasting, an Atlanta-based group of four AM's and five FM's owned by William O. Woodall, Stanley Sackin and Mark Dunaway. Joyner also sold WLRL-FM Champaign, Ill., and WLDS(AM)-WYMG(FM) Jacksonville, Ill., to Saga Communications for \$5.3 million (see Groups) and bought WHKY-FM Hickory, N.C., for \$2.4 million (see FM's) and WAZZ(FM) New Bern, N.C., for \$1.5 million (see FM's).

Edmund N. Ansin sold his interest in KTRO(AM) Port Hueneme and KCAQ(FM) Ox-

nard, both California, for \$5 million to Harold A. Frank, who owned the remaining 30% of the stations.

Gordon Smith, who sold WWKX(FM) Gallatin, Tenn., for \$6.6 million (see FM's), bought KFH(AM)-KLZS(FM) Wichita, Kan., from J. Phillip Kassebaum, former husband of Senator Nancy Kassebaum (R-Kan.), for \$5 million. Kassebaum has no other broadcast interests. Smith also bought WSVI(TV) Christiansted, St. Croix, V.I. (see TV's).

Joel M. Hartstone and Barry J. Dickstein, New York investment bankers, bought WIN(AM)-WFPQ(FM) Atlantic City from Atlantic County Radio Inc. for \$5 million. Atlantic is principally owned by Allan W. Roberts and has no other broadcast interests. Hartstone and Dickstein also own WUHN(AM)-WUPE(FM) Pittsfield, Mass.; WSUB(AM)-WQGN(FM) Groton, Conn.; WDOV(AM)-WDSO(FM) Dover, Del., and have an interest in Citidel Communications Co. (see TV's).

Winslow Porter, who also owns WWT-AM-FM Portland, Me., sold WMYF(AM)-WERZ(FM) Exeter, N.H. (Portsmouth), to Lawrence K. Justice for \$5 million. Porter also bought WMER(AM) Westbrook and WJBQ-FM Portland, both Maine, from Chandler Broadcasting Inc. for \$2,240,000 cash. Chandler was owned by John W. Bride, who also owns WMBA(AM) Ambridge, Pa., and has an interest in WKSQ(FM) Ellsworth, Me. Porter also sold WKSE(FM) Niagara Falls, N.Y., to Price Communications for \$2,350,000 (see FM's).

Larry Justice, who owns WCIB(FM) Falmouth, Mass., bought WOMP-AM-FM Belaire, Ohio, for \$4.5 million from Robert Dodenhoff and Daniel Wachs, who bought their only other station, WKLX(FM) Rochester, N.Y., from Saga Communications for \$3.7 million (see FM's and Groups). Justice also bought WQEZ(FM) Fort Myers, Fla., for \$3.5 million (see FM's). He sold WCRJ-FM Jacksonville, Fla., to Hoker Broadcasting Inc. for \$6 million (see FM's), and WCRJ(AM) Jacksonville, Fla., for \$380,000.

Norm Camp and John Linstra sold their only stations, WHAZ(AM) Troy and WGNA(FM) Albany, both New York, to Team One Inc. for \$4.5 million. Michael F. Hanson owns Team One, which also owns WNLK(AM)-WYLO(FM) Norwalk, Conn.

Michael Solan, former general manager of WLLZ(FM) Detroit, and Richard Kughn and Paul Nine bought WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan, from Ernie Winn and Thomas Merriman for \$4,348,000. Winn and Merriman have no other broadcast interests. Kughn and Nine are Detroit-based investors with no other broadcast interests.

Great Trails Broadcasting Corp., which sold all its stations to Williams Broadcasting (see Groups), spun off WBCS-AM-FM Milwaukee to Taft Television and Radio Co. for \$4,250,000. Cincinnati-based Taft, headed by George E. Castrucci, president, owns seven AM's, eight FM's and five TV's after it sold its independent TV stations to TVX Corp. (see Groups). Williams also spun off WIZE(AM) Springfield, Ohio, to Michael D. Mahaffey.

Patch-Dunn & Associates sold WHUT(AM)-WLHN(FM) Anderson, Ind., to Lamey Communications Inc. for \$3.5 million cash. Ken Patch, principal owner of Patch-Dunn, also owns WOCB(AM)-WJFK(FM) Cape Cod, Mass. Jon Mark Lamey and his brother, Timothy Lamey, have an interest in Communicable Inc., owner and operator of Indiana cable systems.

Arnold Lerner, who was principal owner of WSSH-FM Lowell, Mass., sold to Noble Broadcasting for \$19.5 million (see FM's and above) and also sold co-located WLLH(AM) to a management group. He also has an interest in Ardman Broadcasting Corp., which bought WTIP(AM)-WVSR(FM) Charleston, W.Va., from Beasley Broadcasting of Charleston Inc. for \$3,250,000. Goldsboro, N.C.-based Beasley owns six AM's and 10 FM's. It is headed by George Beasley. Ardman, with Bruce Houston, also bought WLVS(AM)-WEZI(FM) Germantown, Tenn., from Big River Broadcasting Corp. for \$3 million, principally owned by Sam C. Phillips. Big River also owns WSBM(AM)-WQLT(FM) Florence, Ala., and WLIZ(AM) Lake Worth, Fla. Ardman is principally owned by Myer Feldman, president, and his wife, Adrienne Arsht. It also owns WLAM(AM)-WZKS(FM) Lewiston, Me. Ardman also bought KBCQ(AM)-KCKN(FM) Roswell, N.M., from National Capital Christian Broadcasting Inc. for \$600,000 and WKZY(AM) North Fort Myers, Fla., for \$50,000.

Burbach Broadcasting Co., group owner of three AM's and four FM's equally owned by Jack Laubach, Robert Burstein and Larry Garrett, sold WKRT(AM)-WOKW(FM) Cortland, N.Y., to Sun Radio Broadcasting Inc. for \$3.1 million. Sun is principally owned by David E. Gerard, general manager at WTIJ(AM) New Orleans, and seven others.

Ken Woodfin bought WDLF(AM)-WGNE-FM Panama City, Fla., from Janus Broadcasting Co. for \$3,070,000 after he sold WOKS(AM)-WFXE(FM) Columbus and WTHB(AM)-WFXA-FM Augusta, both Georgia, for \$6,160,000 (see Groups). Janus is owned by Donald G. McCoy, who also has an interest in WJYR(AM) Myrtle Beach, S.C.

KRGI-AM-FM Grand Island, Neb., was sold to Harris Enterprises Inc. for \$3 million. It was owned by Stuart Broadcasting Co., a Lincoln, Neb.-based group that owned 10 stations before it sold all but these to DKM Broadcasting last year ("Changing Hands," Sept. 23, 1985). It was principally owned by Scott Stuart and family. Harris is a Garden City, Kan.-based group of six AM's and six FM's principally owned by John P. Harris and family and Lloyd Ballhagen, Robert Wells and Peter Macdonald. Harris also sold KSEL-AM-FM Lubbock, Tex., to Donald J. O'Malley, former owner of KYOU(AM)-KGRE(FM) Greeley, Colo., for \$1,350,000.

Miller Broadcasting Co., owned by Richard H. Miller, sold its only station, WLEC(AM)-WCPZ(FM) Sandusky, Ohio, to Erie Broadcasting Corp. for \$2.9 million. Erie is owned by James T. Embrescia; Kenneth Elrad; Elrad's brother, Martin; Alan Krause, and Dr. Martin Markowitz. It also owns

WADC(AM)-WMGP(FM) Parkersburg, W. Va.

WLS-AM-FM Lansing, Mich., the last station in Sentry Broadcasting Inc.'s group, was sold for \$2,820,000 to North Star Broadcasting Inc. North Star is principally owned by R. Charles McLavy, who has an interest in WLAJ-TV Lansing, Mich.

COMCO Inc., an Orlando, Fla.-based group of six AM's and two FM's owned by James C. Robinson, Joel H. Sharp and Walter M. Windsor, former general manager of WFTV-TV Orlando and an officer of SFN Communications (which sold all its stations [see groups]), sold WAMR(AM)-WRAV(FM) Venice, Fla., to Hall Communications Inc. for \$2.8 million. The Norwich, Conn.-based Hall Communications is a group of four AM's and four FM's principally owned by Robert Hall. COMCO also sold WKTK(FM) Crystal River, Fla., to Entercom Inc. for \$3.6 million (see FM's).

Robert G. Liggett Jr., who owns a Williamston, Mich.-based group of two AM's and five FM's, bought KNKS(AM)-KTLK(FM) Hanford, Calif., from Al Lobek, the stations' general manager, for \$2.8 million cash.

William F. Rust sold his only station, WSOM(AM)-WQKX(FM) Salem, Ohio, to Lincoln Broadcasting Corp. for \$2.8 million cash. Lincoln is owned by Albert L. Wertheimer, his son, Albert, and John A. Palvino. It also owns WHAM(AM)-WVOR-FM Rochester and WBUF-FM Buffalo, both New York.

KSCO-AM-FM Santa Cruz, Calif., was sold by Radio Santa Cruz to Fuller-Jeffrey Broadcasting Corp. for \$2,750,000. The stations were owned by Vernon Berlin and brothers, Fred and Maylon McPherson, who have no other broadcast interests. Fuller-Jeffrey is a Sacramento, Calif.-based group with one AM and five FM's, owned by Robert F. (Doc) Fuller, J.J. Jeffrey and Ed Bock. It also bought KHOP-FM Modesto, Calif., for \$6 million (see FM's), KFME(FM) Chico, Calif., from Kragwood Broadcasting Inc. for \$1,200,000 (see FM's) and KMRY(AM) Des Moines, Iowa, from Jon Enoch for \$400,000.

Phil Sydal, former owner of *Inside Sport* magazine, headed a group that purchased KRAM(AM)-KITT(FM) Las Vegas for \$2.5 million from Donald F. Cole, who has no other broadcast interests.

Jerome P. Maltz, owner of General Broadcasting Corp., a group of three AM's and three FM's, bought KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California, out of bankruptcy from Timothy L. Donovan, trustee for Kotcom Broadcasting, for \$2.3 million.

William S. Sanders, who owns KHEI(AM) Kihei and KVIB(FM) Makawao, both Hawaii; KAAP(AM)-KKBZ(FM) Santa Paula, Calif., and KPER(FM) Hobbs, N.M., and purchased Drake Chenault Enterprises, sold KOTE(AM)-KKZZ(FM) Lancaster-Palmdale, Calif., to Valley Wide Broadcasting Inc. for \$2,250,000. Valley is owned by Laurence Rutter, George R. Schrader, James Baker and Lyndsay Schnyder. Rutter and Schrader own KNGT(FM) Jackson and KDHI(AM)-KQYN(FM) Twenty-nine Palms, both Califor-

nia. Baker is manager and Schnyder is general manager of KDHI(AM)-KQYN(FM).

WRPM(AM)-WQLC(FM) Poplarville, Miss., was sold by the estate of Benjamin O. Griffin for \$2,250,000 to Charles Dowdy and his son, J. Morgan Dowdy. Based in McComb, Miss., Charles Dowdy has an interest in six AM's and eight FM's and J. Morgan Dowdy, also based in McComb, has an interest in five AM's and 10 FM's. Charles Dowdy's other son, Wayne Dowdy, is a Democratic congressman from Mississippi, who also has an interest in WAKT(AM)-WAKH(FM) Oxford, Miss. They also bought WAPF(AM)-WWCA(FM) McComb, Miss., from Southwestern Broadcasting Co. of Mississippi for \$600,000 and KPET(AM) Lamesa, Tex., for \$150,000. Charles Dowdy's sister-in-law, Marjorie O. Dowdy, and her son, John, who have no other broadcast interests, sold WMGR(AM)-WJAD(FM) Bainbridge, Ga., to Guardian Communications Inc. for \$1.8 million. Guardian is a subsidiary of Guardian Corp., Rocky Mount, N.C.-based franchise holder of Hardee's restaurant chain in middle Atlantic states. It is principally owned by Leon (Lindy) Dunn. The broadcast subsidiary is headed by Bob Manning. Because of signal overlap problems with the purchase of WRPM(AM)-WQLC(FM) Poplarville, Miss., the Dowdys spun off WZKX(FM) Gulfport, Miss., to Lawrence E. Steelman and his wife, Marilyn, for \$1 million (see FM's), and WKY(FM) Moss Point, Miss.

Jim Ranger and his wife, Betty, sold KUHL(AM)-KXFM(FM) Santa Maria, Calif., to Great Electric Communications Inc. for \$2,250,000. Great Electric is owned by Andrew Whatley and Michael Reichert, former owners and now general manager and sales manager, respectively, of KTXF(FM) Brownsville, Tex.

Caravelle Broadcasting Group bought WWMG(AM) New Bern and WSFL(FM) Bridgeport, both North Carolina, from J.D. Conner and Hubert G. Pierce for \$2,225,000. Caravelle, a Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bernhart, got a temporary waiver of the FCC's duopoly rule to sell WISP(AM)-WQDW(FM) Kinston, N.C., to Piedmont Broadcasting Corp. for \$1.6 million. Piedmont is owned by T. David Luther, president. It also owns WBTM(AM)-WAKG(FM) Danville, Va. Caravelle also sold WQFX-AM-FM Gulfport, Miss., to Steere Broadcasting for \$1,250,000. Steere is owned by David Steere, former owner of WKMI(AM) Kalamazoo, Mich.

SunGroup Inc., a Nashville-based group of three AM's and four FM's headed by Frank A. Woods, bought KAFE(AM)-KKSS(FM) Santa Fe, N.M., from New Mexico Broadcasting Co. Inc. for \$2,220,000, including an option to buy WPFM(FM) Panama City, Fla., and right of first refusal for KIIO(AM)-KVEE(FM) Grand Junction, Colo. John C. Culpepper Jr. and Barry Turner own the College Station, Tex.-based group. It also sold KDOK(AM) Tyler and KEYP-FM Whitehouse, both Texas, to Broadco Inc., owned by William R. Fritsch, Linda Meyer.

Fred Morton and Dennis Yelton, who also own KMZG-FM Lawton, Okla., for \$1,700,000. SunGroup also bought KKQV(FM) Wichita Falls, Tex., from Sunshine Radio Co. for \$1,050,000 (see FM's).

Howard A. Miller, who also owns WCA-C(AM)-WITS(FM) Sebring, Fla., sold WMMB(AM)-WYRL(FM) Melbourne, Fla., to City Broadcasting Co. for \$2.2 million. City is owned by Dr. Frank A. Franco, who also owns WRAW(AM)-WRFY-FM Reading, Pa.

Citadel Communications Corp. (not to be confused with Citadel Communications Co., the New York TV station group) bought KBOZ-AM-FM Bozeman, Mont., from Northern Sun Corp. for \$2,150,000. Northern Sun is headed by William Reier, who also owns a new FM in Billings, Mont. Lawrence P. Wilson, Citadel chairman, and Fritz Beesmeier, president, also own KAIR(AM)-KJYK(FM) Tucson, Ariz., and KKFM(FM) Colorado Springs.

William E. Prettyman Jr., owner of WICO-AM-FM Salisbury, Md., and WYUS(AM)-WAFM Milford, Del., bought WEPM(AM)-WKMZ(FM) Martinsburg, W. Va., for \$2 million from Charles C. (Bert) Thornton Sr., who has no other broadcast interests.

KSAV(AM) Sierra Vista and KZMK(FM) Bisbee, both Arizona, were sold by Ed Bolding to David J. Lyons for \$1,827,000.

Thomas L. Bookey bought WRJQ(AM) Appleton, Wis., and WROE(FM) Neenah-Menasha, Wis., from Fox Valley Communications Inc. for \$1.8 million. Fox Valley is owned by Harry S. Jacobs and William Hansen and also has an interest in KBUR(AM)-KGRS(FM) Burlington, Iowa; WKTT-FM Cleveland, Wis., and WCAI(AM) Fort Myers, Fla.

Harold G. McEwen sold KVSO(AM)-KKAJ(FM) Ardmore, Okla., for \$1,750,000 to Pat Nugent, who also owns KCPI(AM) Gonzales, Tex., and a new FM there.

Denny Durbin, Phoenix-based contractor and real estate broker with no other broadcast interests, bought KIKO(AM) Miami and KIKO(FM) Globe, both Arizona, from Willard Shoecraft for \$1,750,000.

James W. Harpel and Norman Slemenda, who also own WRIE(AM) Waterford, Pa., bought WHJB(AM)-WOKU(FM) Greensburg, Pa., for \$1.7 million from Melvin A. Goldberg.

WPMP(AM)-WPMO(FM) Pascagoula, Miss., was sold by Gulf Coast Country Corp. to Southern Starr Broadcasting Group Inc. for \$1,675,000. Gulf Coast was owned by Robert D. McGregor and Fred Jones who have no other broadcast interests. Southern Starr is an Altamonte Springs, Fla.-based station group of one AM, three FM's owned by Peter M. Starr. His brother, Michael, owns WDSI-TV Chattanooga. Gulf Coast also sold WTID(FM) Suffolk, Va., to Downs Radio of Virginia for \$4,140,000 (see FM's). Southern Starr also bought KABS(AM)-KADL(FM) Pine Bluff, Ark., from Jefferson County Broadcasting Co. for \$1.2 million. Jefferson County is owned by Louis Alford, Phillip D. Brady and Albert M. Smith. It also owns WAPF(AM)-WCCA(FM) McComb, Miss., and WMDC-AM-FM Hazelhurst, Miss.

Tom E. Turner sold KRYG-AM-FM Corpus Christi, Tex., to Corpus Christi Media Part-



ners for \$1.6 million. Corpus Christi is principally owned by Michael Pietrangelo, who is on the board of noncommercial WKNO-FM-TV Memphis.

New Brunswick, N.J.-based publisher, cable operator and owner of three AM's, five FM's and two TV's, Home News Co., bought KLSN(AM)-KISC(FM) Spokane, Wash., from Cowles Publishing for \$1,547,700. Home News publishes daily Brunswick, N.J., *Home News* and six weekly papers and owns cable systems in Collegeville and Trappe, both Pennsylvania. Home News Co. is owned by William M. Boyd. It also bought a license for a new TV in Christiansted, St. Croix, V.I. Cowles also owns KHQ-TV Spokane and is a subsidiary of Cowles Publishing of Washington, which publishes the *Spokane Chronicle* and *Spokesman-Review*. The subsidiary is headed by J. Birney Blair, president.

Willard J. Banyon and family, who have no other broadcast interests, sold WHFB-AM-FM Benton Harbor, Mich., to WHFB Broadcast Associates Limited Partnership for \$1.5 million. WHFB is headed by WinCom Communications Group, owned by Donn E. Winther and Wolverine Ltd., an East Lansing, Mich.-based investment firm equally owned by G. Woodward Stover, and George H. Arbaugh. Winther is a former executive vice president of Selcom, New York-based radio representative. WinCom also bought WKAU-AM-FM Kaukauna, Wis., from Forward Communications Inc. for \$1.5 million and WNFL(AM) Green Bay, Wis., for \$1.8 million (see AM's). To comply with FCC duopoly rules it spun off WKAU(AM) Kaukauna to Quinn Martin, a Milwaukee attorney, for \$500,000 cash. Forward Communications, Wausau, Wis.-based group of four AM's, four FM's and four TV's also has an interest in the management buyout of Outlet Communications (see groups). It also sold KOSA-TV Odessa, Tex., for \$20,150,000 (see TV's).

Robert H. (Rick) Devlin, former general manager of WRKS(AM) and WOR(AM), both New York, and vice president of ABC Talk-radio, and Jon Ferrari, owner of Ferrari Inc., a New York-based advertising agency, bought WUTQ(AM)-WOUR(FM) Utica, N.Y., for \$1.5 million from Dr. Rudolph Bunkfeldt, who has no other broadcast interests.

Hicks Broadcasting Corp. bought WTAW(AM)-KTAW(FM) Bryan, Tex., for \$1.5 million. Rodger B. Watkins, who also owns KLNK(AM) Lufkin, Tex., was the seller. Hicks is owned by William R. Hicks, and his brother, Steven. It owns Austin, Tex.-based group of four AM's and four FM's.

Gordon Hastings, former president of Katz Television—until 1985—and now senior vice president, bought WDOS(AM)-WSKR(FM) Oneonta, N.Y., from Oneonta Communications Corp. for \$1.5 million. Oneonta is owned by a group of New York attorneys and businessmen headed by John R. McGeehan, president, and H. Lincoln Zeve, general manager.

Cornell University sold WHCU-AM-FM Ithaca, N.Y., to Eagle Broadcasting Co. for \$1,475,000. Eagle is principally owned by

brothers, Kenneth and Charles Cowan; Barrie Summerfield and family, and Manley Thaler and family. It was former owner of KZTR(FM) Camarillo, Calif.

Donald W. Heckman, general manager of WQSN(AM)-WQLR(FM) Kalamazoo, Mich., bought WGFN(AM) South Glen Falls and WENU-FM Hudson Falls, both New York, from Premier Broadcasting Corp. for \$1,475,000. Premier is owned by Augustine Cawley, former owner of WIPS(AM)-WXTY(FM) Ticonderoga, N.Y. It also bought WWBZ(AM) Vineland, N.J., for \$250,000.

Richard Ugarte (professionally known as Rick Stacy), air personality and operations manager at WHLY(FM) Leesburg, Fla., and David Gregg III, Washington investment banker, bought WGGG-AM-FM Micanopy, Fla., from American Communications & Television Inc. for \$1,450,000. ACT is a publicly traded firm principally owned by Mark Goldstein (former Democratic candidate for governor of Florida), Harvey M. Budd and Thomas G. Sonsini. It also owns WTGS(TV) Hardeeville, S.C.; KOOG-TV Ogden, Utah; CP's for new TV's in Forest City, N.C., and Rome, Ga., and LPTV's in Gastonia, N.C.; Augusta, Ga., and Fort Myers, Fla.

Southern Broadcasting Corp. bought WABD-AM-FM Fort Campbell, Ky., from Fort Campbell Broadcasting Co. for \$1,425,000. The principal owner, J. Shelby McCallum, also owns WCBL-AM-FM Benton, Ky., and KMIS-AM-FM Portageville, Mo. Southern is owned by John M. Jones and family. It owns WMTN(AM)-WAZI(FM) Morristown, Tenn., and publishes seven newspapers in Tennessee.

Ronald E. Graiff, vice president of engineering, LIN Broadcasting Corp., and family, bought WPUT(AM) Brewster and WRVH(FM) Patterson, N.Y., from Richard D. Novik for \$1.4 million.

WXCL(AM) Peoria and WKQA(FM) Pekin, both Illinois, were sold by Manship Stations, a Baton Rouge-based group of three AM's, two FM's and two TV's principally owned by D.L. Manship and family, to Kelley Communications for \$1.4 million. Kelley is owned by James C. McCrudden, who owns WSQV(FM) Jersey Shore, Pa.

Charles E. Antony sold WCEN-AM-FM Mount Pleasant, Mich., to Sommerville Broadcasting Co. for \$1,350,000. Richard S. Sommerville and his wife, Letty, also own WSMA(AM) Marine City, Mich. Sommerville also owns 50% of WADM(AM)-WQTZ-FM Decatur, Ind.

Edward F. Baughn and family sold WPAG-AM-FM Ann Arbor, Mich., to Financial Advisory Services Inc. for \$1.3 million. FAS is a subsidiary of Domino's Farms Inc., the Ann Arbor-based owner of Domino's Pizza, franchise operation principally owned by Thomas Monaghan.

Robert Johnson sold WBBE(AM)-WRMA(FM) Georgetown, Ky., to Maycourt Co. for \$1.3 million. Maycourt is owned by Pegram Harrison and his wife, Ann, who also own WNOK-AM-FM Columbia, S.C.

Gordon Bud Pentz and family sold KWBE(AM)-KMAZ(FM) Beatrice, Neb., to The

MEG Company for \$1.2 million plus 80% of accounts receivable. MEG is owned by J. Taylor Monfort, who also has an interest in WDAR-AM-FM Darlington, S.C.

Henry J. Guzewicz, who also owns WICZ-TV Binghamton, N.Y., and who bought KTVZ(TV) Bend, Ore., for \$3.9 million (see TV's), sold WRAC(AM)-WKSB(FM) Williamsport, Pa., to Pennsylvania Broadcasting Associates for \$1.2 million. PBA is owned by J. Albert Dance who also owns WKBO(AM) Harrisburg, Pa.

WIBG(AM)-WSLT(FM) Ocean City, N.J., was sold by Ocean Communications to Philadelphia-based businessman, Robert A. Fox, for \$1,162,500. Ocean is owned by Steven L. Sinn and William L. Koplovitz, son of William Koplovitz of Dempsey & Koplovitz, Washington communications law firm, and husband of Kay Koplovitz, president of USA Network. It has no other broadcast interests.

Bethesda, Md.-based investor, Norman Understein, and Chevy Chase, Md.-based broadcast consultant, Richard Zitelman, bought WRIP(AM)-WOWE(FM) Rossville, Ga., from WOWE Inc. for \$1,150,000. WOWE is principally owned by David King, Anita Parinello, Ron Gillenardo and Ross Fleischman. It also bought KITE-FM Portland, Tex., for \$1 million (see FM's).

Bill Dunnavant sold WKXC(AM)-WWKZ(FM) New Albany, Miss., to Radio-South of Mississippi for \$1,150,000. Dunnavant also owns WJMW(AM)-WZYP(FM) Athens, Ala. RadioSouth is equally owned by Joe K. Shaw and Jack M. Norman, who own a Nashville-based masonry company. Norman is on the board of SunGroup Inc., a Nashville-based group of three AM's and five FM's.

Kelly Guglielmi, who owns LPTV's in Ventnor, N.J., bought WGNV-AM-FM Newburgh, N.Y., from Phillip A. Newman, for \$1,100,000.

R.E. James sold WIRB(AM)-WLHQ(FM) Enterprise, Ala., to Northcom Ltd. for \$1.1 million. Northcom is owned by John Oakley, president, and nine others. It also owns WHAL(AM)-WYQC(FM) Shelbyville, Tenn., and WIRC(AM)-WYRC(FM) Hickory, N.C.

Jerry Stiles, Dallas-based real estate investor, who also purchased KEBQ(FM) Ardmore, Okla., for \$540,000, bought KERV(AM)-KRVL(FM) Kerrville, Tex., for \$1.1 million from Wayne Dayton and Joe Abernathy. Dayton has no other broadcast interests. Abernathy has an interest in KTON(AM)-KTQN(FM) Belton, Tex.

John D. Mattus, a Greenwich, Conn.-based real estate investor, joined Mark Ward, the stations' general manager to form USA Broadcasting Co. and buy KLCY(AM)-KYSS-FM Missoula, Mont., from Garden City Broadcasting Corp. for \$1,050,000. Garden City is a subsidiary of Standard Communications Inc., a Salt Lake City-based group of five AM's, five FM's and seven TV's principally owned by George and Wilda Hatch. It also owns five weekly newspapers in the Northwest and the daily *Ogden* (Utah) *Standard Examiner*.

Raymond A. Lamb, chairman of Dakota

Bank & Trust Inc., Fargo, N.D., bought KBRK(AM)-KGKG(FM) Brookings, S.D., from Brookings Broadcasting Co. for \$1,035,000. Brookings was principally owned by Robert J. Reimers and Gene Plattek who have no other broadcast interests.

TM Communications, based in Dallas, bought KECK(AM) and KLGT(FM) (formerly KHAT-AM-FM) Lincoln, Neb., from J-P Enterprises Inc. for \$1,025,000, from Karan A. Shelley, Mildred Early, Susan Early and Karman Parker. Publicly owned TM Communications produces radio and TV jingles, radio formats, videos and multimedia shows and licenses commercial use of music. TM also bought WLPR(FM) Mobile, Ala., for \$2,550,000 and KNSS-FM Carson City, Nev. (see FM's).

Demaree Media Inc., a Fayetteville, Ark.-based group of three AM's and four FM's, owned by Levoy Patrick Demaree and his wife, Reba Pearl, bought KZNG(AM)-KWBO(FM) Hot Springs, Ark., from George T. Heinrich for \$1 million.

John Bomer, former chief operating officer of SunGroup Inc., a Nashville-based group of two AM's and three FM's, and Ronald E. Hale, owner of WWYN(FM) McKenzie, Tenn., bought WAKK(AM)-WAKH(FM) McComb, Miss., from Henry J. Sanders for \$1 million. Sanders also owns WSHU(AM)-WMMS(FM) Oxford, Miss.

## Cable

The following is a list of major cable sales of 1986. Since cable transactions are not required to be reported to any government agency, prices are infrequently disclosed, and a precise dollar total for 1986 sales is impossible to tabulate. The industry norm for estimating the price of a cable sale is about \$1,500 per subscriber. With that as a guide, it can be safely said that cable sales totaled in excess of \$5 billion. The following is a compilation of the larger sales reported by BROADCASTING in 1986.

The largest cable deal of 1985 closed in 1986, when Group W's sale of all its cable properties to a consortium of five major cable MSO's: Tele-Communications Inc.; American Television & Communications; Comcast Corp.; Daniels & Associates; Hauser Communications, and Century Southwest Communications Corp., was completed for about \$1.75 billion.

Entrepreneur and cable pioneer Jack Kent Cooke bought Bellevue, Wash.-based McCaw Cable for \$775 million-\$800 million. McCaw is the 22d largest cable MSO with 433,000 basic subscribers.

A joint venture of Taft Broadcasting, Robert M. Bass Group and members of Wometco Cable's management bought Wometco Cable for \$625 million. Wometco is the 28th largest cable MSO with about 360,000 basic subscribers.

Tele-Communications Inc., the largest MSO with almost four million basic subscribers, bought 51% of United Artists Cablesystems Corp. for about \$500 million. UA

is the 13th largest cable MSO with 750,000 subscribers.

McClatchey Newspapers sold all its systems to Continental Cablevision for \$127 million. The systems were around Fresno, Marysville, Visalia and Tulare, all California, and suburban Reno. Continental is the fifth largest cable MSO with about 1.3 million basic subscribers.

Televents Group was sold to Western Telecommunications Inc. for \$125 million cash and \$20 million in convertible debentures. The systems sold were in Tampa, Fla.; Berkeley and Richmond, both California; Gillette, Wyo., and portions of northwest Colorado. Televents was owned by Carl Williams. Western TCI was spun off from Tele-Communications Inc. in 1984. It is headed by TCI chairman, Bob Magness.

Tribune Company, Chicago-based group broadcaster and newspaper publisher, sold its cable systems in Danville and Newport News, both Virginia, to Cablevision Industries for \$100 million. Cablevision is the 21st largest cable system with 400,000, basic subscribers. It also bought Tribune's systems in Glen Falls, Oneida and Fredonia, all New York, and a system in Jackson, Tenn., for \$53 million.

Mid-America Capital Resources, a subsidiary of the Indianapolis Light and Power Co., sold its Indianapolis system to Comcast for \$80-\$90 million. Comcast is the seventh largest MSO.

Multivisions Inc. sold its Alaska system to SONIC Communications for \$78 million. Multivisions is owned by Robert Gould and Robert Uchitel. SONIC is an MSO with 75,000 subscribers owned by Chris Cowan, president.

Prime Cable, Austin, Tex.-based MSO with 10 systems, sold its New Jersey systems to Riverview Cablevision Inc. for about \$75 million. Riverview is a New York-based group of eight systems owned by William H. Ingram and Cathy M. Brienza.

Heritage Communications bought 50% of Gill Cable TV's San Jose, Calif., cable system for about \$60-\$70 million. Gill Cable is

owned by Allen Gilliland. San Jose was said to be the largest independent cable system, with 110,000 basic subscribers and 1,550 miles of plant.

Cablevision Systems, the 16th largest cable MSO, bought a suburban Cleveland system from a group of limited and general partners for \$43 million. It also bought Fetzer Broadcasting's Michigan cable systems for \$35 million. Fetzer is headed by Carl Lee, president.

Cencom Cable Associates bought Group W's St. Louis system in a transaction separate from Group W's divestiture (see above). Cencom, headed by Robert A. Brooks, paid about \$35 million for the system. It is based in St. Louis and owns systems in five states.

Cowlitz Cablevision sold its only system to Century Communications Inc. for approximately \$25 million. Century, based in New Canaan, Conn., is the 17th largest MSO with approximately 600,000 basic subscribers.

Rogers Communications sold its systems in Downey, Santa Fe Springs, Lynwood, Bell Gardens, Paramount and La Mirada, all California, to American Cablesystems for between \$20 million and \$30 million. Rogers, based in Toronto, is the 18th largest cable MSO and American Cablesystems the 24th largest. Americom also sold its system in Fort Smith, Ark., to Communications Services Inc. for \$25 million. CSI is the 38th largest cable MSO, with 200,000 subscribers. ATC sold its Carson, Inglewood and Pomona systems, all California, to TCI for \$18 million-\$22 million.

Community Cable TV sold its Turnersville, N.J., system to Jones Intercable, Englewood, Colo.-based MSO, for about \$18 million. Community is owned by Frank and John Scarpa. Frank Scarpa is on the board of the National Cable Television Association. Jones is the 12th largest cable MSO.

Gateway Cablevision, based in Amsterdam, N.Y., sold its Tampa, Fla., system for \$18 million to James & Associates, a Birmingham, Mich.-based operator, serving 10,000 subscribers in Wisconsin.

## Broker business boomed in 1986

**Most agree that tax incentives and availability of financing led to a record-setting year; opinions are divided, however, on what 1987 will bring**

Station brokers, almost unanimously reported record sales last year, topping 1985's record year.

Communications Equity Associates was the largest broker in 1986 with more than \$1.5 billion in sales, comprising about \$1.1 billion in cable properties and the remainder in TV and radio (from CEA's broadcast brokerage office in Washington, which celebrated its first anniversary last year). CEA derived \$175 million of that total from the sale of common carrier services. CEA vice president for marketing, Mark Sena, said that the total did not include appraisal or consulting

work. That figure also does not include CEA's investment banking transactions.

Once again, the leading broadcast broker was Howard A. Stark, who sold \$566 million worth of properties in 1986. Stark, who runs his one-man shop out of New York, has consistently managed to lead all brokers for many years and has been quietly involved in many of the industry's largest sales. Stark reached that record-setting total with only six sales, including the three Outlet spin-offs.

Blackburn & Co., based in Washington, also had, according to Richard Blackburn, another record year, with sales in excess of \$500 million. Blackburn said the company brokered 78 transactions last year, with about \$350 million in radio sales and \$150 million in television.

R.C. Crisler & Co., Cincinnati, also set a



record, selling \$360-million worth of stations, with six radio and 18 television sales.

Atlanta-based Chapman Associates did about \$300 million in sales, its best ever, according to Charlie Giddens, vice president in charge of major markets, based in Washington. Giddens said Chapman's sales included 145 radio transactions, mostly in smaller and medium markets. It also sold three TV's last year, but Giddens said, Chapman expects to sell many more in 1987.

Wertheim/Schroeder & Co. (formerly Wertheim & Co.), a New York-based investment banker, last year started a brokerage division headed by Gary Stevens, former president of Doubleday Broadcasting. Stevens sold \$280 million worth of radio properties in 11 transactions involving 21 stations.

Ted Hepburn of the Ted Hepburn Co., said that he brokered about \$150 million in a mixture of TV and radio sales, ranging from a \$50,000 FM CP in Nicholasville, Tenn., to the \$60-million Group One Sale to DKM Broadcasting (see Groups). Cincinnati-based Hepburn Co. is run by Ted and his son, Todd.

Americom Radio Brokers, a Washington-based brokerage firm owned by brothers, Tom and Dan Gammon, brokered 11 radio transactions last year worth \$112 million, said Tom Gammon.

Bob Mahlman, of the Mahlman Co., Bronxville, N.Y., said that his company had brokered \$101.7 million in 13 sales last year. Mahlman handles only radio station sales.

H.B. LaRue, Media Broker Inc., run by Ben LaRue, reported about \$100 million in broadcast sales last year, plus another \$17 million in cable sales. LaRue has offices in Beverly Hills, New York and Atlanta.

Frank Kalil, of Kalil & Co., said that his company had done almost \$60 million in business last year, a new record. Kalil, based in Tuscon, brokered 13 sales—five TV's and the remainder radios.

Dick Foreman of Richard A. Foreman Associates, Stamford, Conn., sold about \$35 million worth of properties last year. He reported a total of eight sales—three TV's and 5 radio stations.

Robert Chaisson, of Robert A. Chaisson Inc., had about \$30 million in sales. Chaisson, based in New Canaan, Conn., brokered six sales last year.

Brokers agreed that the two biggest stories of 1986, as far as the station trading scene is concerned, were the enormous increase in sales in the fourth quarter generated by the changes in the tax laws and the continuing availability of venture capital for buying, which resulted in an unprecedented number of management buyouts and other expansion.

Crisler's Larry Wood said he thought the two were tied together. "Broadcasting has traditionally been a heavily taxed industry, without the investment tax credits available to other, more capital-intensive industries." Wood said that the new tax laws, which eliminated much of that investment tax credit, led investors to broadcasting. With the general health of the economy, coupled with low interests rates, much more money went

to broadcasting, which historically has had a very high growth rate. "There's a tremendous amount of money out there with no place to go, said Wood. "With interest rates being what they are, there is no gilt-edged money market income for investors and they are looking for a relatively safe, high-yield investment... broadcasting is a good answer."

Bob Mahlman echoed that sentiment for radio and pointed to the average 8%-10% revenue growth and last year's 10%-12% as evidence of the intrinsic good investment value of radio. He said: "1986 was the year we were discovered by bankers and Wall St."

Ted Hepburn agreed that a lot of speculative lending in 1986 combined with the tax change activity to make last year a record. "About a third of the way through the year, people chose to liquidate at a favorable moment. It was a once-in-a-lifetime opportunity," said Hepburn, who added "it would take at least five years of appreciation for a seller to catch up with a tax break missed at the end of the year. A lot of buyers stepped back and decided that if they felt they were going to liquidate before, say, the end of the decade, a good time to do it was in 1986," said Hepburn. "Furthermore, if the seller was a traditionally-structured corporation, 1986 was a good time to get out," he said.

There was disagreement among brokers about the market in 1987. Many felt that it would be very slow, and some, while not wanting to go on the record, felt the market might take a sharp downward turn, but there was not much worry in the voices of those making the dire predictions. Most felt that after a slow beginning, things would recover by early summer and that 1987 would end up a very good, but not as spectacular, year as 1986.

Charlie Giddens, with Chapman Associates, echoed the feelings of most brokers, that the first quarter of 1987 was very slow: "The first quarter is always slow, but this is the slowest in my memory. Almost everyone who had been waiting for the time to sell, did so in 1986. The fourth quarter tax motivation had everybody running around [to close before year's end]. Brokers were going nuts." But Giddens felt that things would remain calm for a while. "Those who didn't sell are going to be regrouping, and will wait a little while longer before they sell," said Giddens. However Giddens, unlike Haehnle, felt that sales would be picking up, by the end of the first quarter: "1987 will be roaring by the NAB [National Association of Broadcasters convention in March]."

Clyde Haehnle, another broker with Crisler, felt that the tax law changes, and their higher interim rates would have a chilling effect on the market in 1987, at least for the first and possibly the second quarters. However, Haehnle felt that that would cause a resurgence toward the end of the year and pointed out that while Crisler & Co. had not had many sales in the first quarter of 1987, they had been very busy with appraisals in anticipation of sales in the future. As Haehnle put it, "1986 was a phenomenally good year, but not as good as next year."

Kalil also felt 1987 would be better than '86. "I just don't see how it couldn't be," he said, "there's just so much money out there looking for investments." Kalil added, "the dire predictions of a price bust in 1987 are simply not to be. Sales have not peaked."

Stevens, who was involved in LIN Radio's spin-off's and Doubleday's sale to Emmis Broadcasting, said: "Radio has always been management intensive, a good smart operator, as opposed to an investor, will always do well. Those guys will have no problems finding money for acquisitions." Mahlman echoed that sentiment: "There is certainly no decrease in demand for stations, but equity is only there for qualified new buyers."

The downside that all brokers mentioned was the softness in independent TV. There was almost complete unanimity in saying that independents generally were way off, and if the third or fourth independent in a market was mentioned, brokers simply shook thier heads in dismay. Kalil said he had turned down several offers to sell independents in recent months and one broker said he had been turning down independent sales for over a year.

The causes mentioned for the sorry indie situation were very high prices for programming combined with oversaturation of independents in certain markets, causing increased competition for an already expensive commodity. Added to the cost factor was the shaky financial status of several stations: the bankruptcy of Grant Broadcasting and WTTV(TV) Indianapolis and the price reductions Taft and Meredith had to accept in order to sell their stations.

Even Howard Stark, with a record year in TV sales, said: "It was a dull year for TV. If it weren't for HSN [Home Shopping Network] coming on the scene [HSN bought 11 stations in 1986], it would have been even worse."

Diane Healy Linen of CEA, was more optimistic. She said: "It's a Darwinian period right now and the strong will survive. Indie's have deep expense problems right now, but syndicators are beginning to be more realistic about the prices they are charging." Consequently, Linen felt there would be a resurgence in 1987, possibly as early as the late first quarter.

Ben LaRue also agreed that independents were going through a bad period right now, but felt they were not all a bad bet. "The first or even the second independent in a market has a good chance of doing well," LaRue said. "Syndicators will be more selective; there are not enough healthy independents to have a bidding war." Richards agreed, and added: "Broadcasters will be making more solid value judgements in 1987."

Some broadcasters have worried that the collapsed closings and bankruptcies might dry up some of the money for acquisitions this year, but many brokers saw the failures as helping the industry. Linen said: "Last year, there were lots of Wall Street investment dollars floating around and a lot of people got their fingers burned, they will exercise a little more caution in the future."

## One down, 12 to go in stalled RKO station derby

**Effort to settle contests for 13 stations under FCC-mediated process results in prospective sale of WHBQ(AM) Memphis; McKinney says effort should be made to rid public of 'offensive process' called comparative renewal**

The FCC-provided mediation process aimed at settling challenges for 13 RKO General Inc. stations (BROADCASTING, Feb. 2) fell with a resounding thud last week.

In his final report on the four-month process, James McKinney, FCC Mass Media Bureau chief, could only announce one settlement—for RKO's WHBQ Memphis. That station would go to George S. Flinn, a Memphis radiologist, for \$750,000, with RKO getting 70% of the purchase price, and the sole competing applicant, First City Communications, getting the remaining 30%. (At a press conference, McKinney said WHBQ was a "losing" station. The parties to that contest did not use McKinney's mediation services.)

Also in his final report, McKinney said negotiations for three of the nine RKO markets involved—New York, Boston and Washington—were still "active" at the time his report was being written. Said an RKO attorney: "We're pursuing settlements and hopeful of concluding one or more soon."

McKinney also recommended that the commissioners lift stays on hearing proceedings that have not been settled within two weeks; urged that all RKO litigation be expedited; recommended expedited consideration of the WHBQ(AM) settlement and any others; reiterated his request that the commission bypass the Review Board in hearings aimed at determining the best competitor for RKO in each market; urged that the commission provide that all discussion stemming from the mediation process be inadmissible in future RKO litigation, and recommended that the FCC strengthen its efforts to abolish the comparative-hearing process. "If the RKO saga is doomed to continue on a treadmill of litigation, so be it," said McKinney. "But every effort to rid the public of this offensive process called comparative renewal should be made. The public interest demands it."

"It is difficult to imagine a more harmful contrivance of government than one which would submerge more than a dozen broadcasting voices in nine major cities of the United States in a situation of perpetual limbo for years on end with no clear vision of the future," McKinney said. "The present licensee has no choice but to siphon off revenue to continue litigation ad infinitum. It can neither add nor subtract broadcasting properties to strengthen its position in the marketplace. Programing to the public is

**Reagan bids Fowler adieu.** President Reagan has formally accepted FCC Chairman Mark Fowler's resignation "with great regret."

"Although I had announced my intent to nominate you to another term on the commission and would have done so," said Reagan in a letter to Fowler last week, "I can well understand your decision to return to private life after almost six years of distinguished service."

"Your tenure as FCC chairman has been beneficial for the American communications industry and consumers. Your emphasis on reducing regulatory burdens and promoting competition has produced a vigorous communications industry, greater variety in telecommunications services and products, and lower prices for those goods and services. The 30% drop in long-distance interstate telephone rates is an extraordinary success in itself, and you accomplished more. America has a stronger, more competitive and efficient communications industry and occupies a stronger position in the international telecommunications world today than in 1981 when you assumed your present responsibilities. These accomplishments reflect your willingness to make hard decisions and your steadfast commitment to the principles of our administration."

"Nothing makes me prouder than the high quality of people whom we have attracted to serve in important decision-making positions in government. Your service to your country is evidenced not only by your accomplishments, but also by your willingness to serve longer than any other FCC chairman. I am very proud to have had you as an important member of my team at this critical time in our country's history, and I want to thank you personally for the outstanding job you have done as a member of my administration."

"Nancy joins me in sending you our best wishes for every future success."

Fowler has announced his intention to resign some time in the spring. The White House has reportedly selected Commissioner Dennis Patrick as Fowler's successor (BROADCASTING, Jan. 26).

bound to suffer. Good management and talent is difficult to hire or retain under such a cloud, and competing applicants are encouraged to enter the fray and begin paying the cash they might later use to operate the stations for legal fees to first obtain them. The entire process is a tragedy and one that no one seems to be able to stop—not the commission, not RKO, not the applicants."

How quickly the FCC will address the WHBQ(AM) proposal, or any others, and how the agency will ultimately dispose of them, remains unclear.

Diane Killory, FCC general counsel, declined to speculate on when the FCC would address the proposed settlement for WHBQ(AM), assuming the parties file the appropriate transfer application and requests for appropriate relief, a process that would be open to petitions to deny. (An RKO attorney said the parties were still working out a "definitive agreement" on the WHBQ deal last week.) Killory noted that the FCC had other important items on its agenda. "I think the FCC will deal with it on a reasonably timely basis," Killory said.

Killory also reaffirmed that the public interest argument for granting waivers necessary to approving settlements in this case is the resolution of litigation (BROADCASTING, Feb. 2). She said it would have been an "easier decision" for the FCC had all parties to the RKO litigation settled. She also said she could not forecast how the FCC would react to the case as it stands. "I think difficult questions are presented, and the commissioners will have to take a hard look," Kil-

lory said.

At the press conference, McKinney said the mediation process had cost the participants "millions" and speculated that the FCC commissioners wouldn't have initiated the process had they known in advance that only one settlement would result. □

## Markey intends to put 'regulation' back into FCC vocabulary

**Massachusetts Democrat warns FCC about its push to eliminate fairness doctrine, seeks return of minority preferences and urges prompt resolution of must-carry issue**

If broadcasters thought Timothy Wirth's move from the House to the Senate was the good news, Representative Edward J. Markey (D-Mass.) is serving notice that his succession to Wirth as chairman of the House Telecommunications Subcommittee (BROADCASTING, Feb. 2) may be the bad. He says "it is time to resurrect the FCC as a regulatory agency." He also says the time has come "to legislate in favor of the fairness doctrine."

Markey, who spoke at a seminar on communications matters in Washington on



Wednesday made it clear he disapproves of the deregulatory approach the commission has taken under Chairman Mark Fowler. "I think it is time we reacquire the FCC with its statutory obligation: to protect the public interest by establishing rules governing the conduct of communications firms," he said, adding, "The public interest has not been protected by the laissez-faire attitude of the FCC."

He also said that "with a new FCC chairman"—Fowler has resigned, effective sometime in the spring—and with new Democratic leadership in the House and Senate, "we can redirect the commission toward its original and vital mission."

Markey's view that the time has come to write the fairness doctrine into law—"to legislate in favor" of the doctrine, as he put it—stems from concern over the "concerted attack" he sees the commission as having mounted "on this common-sense rule, which imposes a minimal burden on broadcasters to respect differing points of view." He said the commission's decision to open an inquiry into the constitutionality of the doctrine "flouts the express desire of Congress that the FCC not modify or repeal the fairness doctrine." He said that the fairness doctrine "is central to the public trustee concept that has served the public so well for more than 50 years."

The commission is undertaking its inquiry as the result of an order by the U.S. Court of Appeals in Washington. The court ordered the inquiry in remanding the commission's decision that Meredith Corp.'s WTVH(TV) Syracuse, N.Y., had violated the fairness doctrine (BROADCASTING, Jan. 19, Jan. 26). The commission had hoped the court would resolve the constitutional issue. For members of Congress waste no opportunity to remind the agency of their dedication to the doctrine—as Markey did last week. Indeed, he even reminded the agency of the views of Representative John Dingell (D-Mich.), the powerful chairman of the parent Commerce Committee. "As is Chairman Dingell," Markey said, "I am a strong supporter of the fairness doctrine, and I look forward to working with him to reset this pillar of the Communications Act of 1934."

Markey cited a number of other matters on which he takes issue with the commission. He said they "may or may not deserve legislative remedies" but will "require the attention of the Telecommunications Subcommittee." Heading that list is the commission's "repeated failure to resolve the 'must-carry' rules." He noted that the compromise the broadcasting and cable television industries had crafted on the issue is "threatened by a foreign object—the so-called A/B switch." When it became evident the switch was a "hindrance" to a resolution of the dispute, Markey said, the commission "decided to stay the entire process, leaving independent stations and public television stations up in the air and, in many cases, off the air." He noted that the commission has been directed by both houses of Congress to resolve the must-carry question promptly. "An unbalanced marketplace continues to penalize vulnerable broadcasters—especially public and new independent stations," Markey said, "while the commission continues to

## Washington Watch

**Voice role.** Voice of America was employed by Reagan administration to help its negotiators establish their bona fides with Iranians with whom they were dealing last fall on arms/hostage deal, according to report released by Senate Select Committee on Intelligence. Report said U.S. negotiators told Iranians in September that VOA would broadcast editorial praising Iran, among other countries, for refusing landing rights to hijackers of PanAmerican airliner that had been seized in Karachi, Pakistan. Report said Central Intelligence Agency and National Security Council developed draft editorial and, through State Department, persuaded U.S. Information Agency, VOA's parent organization, to run piece. USIA director Charles Z. Wick made decision to accept editorial, after being told request came from "the highest levels," report said. Editorial ran on three successive days, beginning on Sept. 25. VOA Director Richard Carlson—who was in China at time of incident—said agency was unaware at time of State's reason for making request. But he said airing editorial was justified under terms of VOA charter that authorizes Voice to run material in support of national policy. He also said request from State was unusual—that he had never received one like it. Carlson has been running VOA for 11 months; in acting and official capacity.

□

**Ritter speaker.** Congressman Don Ritter (R-Pa.) will be featured speaker at National Association of Broadcasters annual convention engineering luncheon, March 29. Ritter, member of House Energy and Commerce Committee and Science and Technology Committee, has extensive technological background, including doctorate from Massachusetts Institute of Technology, former teaching post at Lehigh University and year in Soviet Union as U.S. science exchange fellow. Fifth-term congressman is currently vice chairman of House Republican task force on high technology initiatives. Subject of address has not been decided.

□

**Public TV on must carry.** National Association of Public Television Stations has provided FCC with list association said documented more than 150 cases of cable systems dropping public television stations. In letter to FCC Chairman Mark Fowler, Peter Fannon, NAPTS president, said those drops "have resulted in nearly three million cable subscribers losing access to public television services that they previously enjoyed!" Fannon also said some public TV stations were being forced to share single cable channel with other services and that "many, many others" were being "severely disadvantaged" or "effectively" cut off from much of their audience by cable systems shifting their carriage to "impossible, often higher tier, channel" positions. "The FCC can and should stop this damage being done by commercial cable's abuse of its 'gatekeeper' status over what Americans may see and hear in their own homes," Fannon said. "This growing disregard for the public and government's interest in noncommercial television must be addressed by the FCC."

□

**Marti reporter resigns.** Radio Marti reporter who lost her White House beat for asking two questions at President Reagan's last press conference, on Nov. 18, resigned last Monday. Annette Lopez-Munoz had complained of unfair treatment, claiming she was not aware of policy banning questions by Voice of America and Radio Marti reporters at televised presidential press conferences (BROADCASTING, Nov. 24, 1985). Violation of that policy was reason given for her reassignment. Richard Carlson, director of VOA, under which Radio Marti operates, said on Tuesday he had read results of inquiry he had ordered into incident and was persuaded Lopez-Munoz was aware of policy when she asked questions. He said resignation, submitted in letter to U.S. Information Agency Director Charles Z. Wick, was accepted, and that further action he was considering in case had been rendered "moot."

□

**One more time.** President Reagan on Jan. 26 again submitted to Senate name of Sheila Burke Tate for Republican seat on board of Corporation for Public Broadcasting. Nomination, originally made last October, died with end of 99th Congress. Tate is senior vice president at Burson Marsteller, Washington public relations firm, and former press secretary to First Lady Nancy Reagan (1981-85). She would fill one of three spots currently available on 10-person board, which will have additional vacancies when terms of three members expire in March.

□

**Nader-Simon television.** Consumer advocate Ralph Nader and Sam Simon, former head of Telecommunications Research & Action Center, last week applied for license to operate low-power television station they have built in Buffalo, N.Y. They had won construction permit in FCC lottery in June 1985. Simon said station, whose transmitter is being tested, will emphasize public affairs. He said it will be local version of C-SPAN and will promote community activities. But he also said station will operate commercially. "We are in the process of drafting a business plan."

suffer from its regulatory failure of nerve."

Markey was also critical of the commission in connection with what he called its "equally unreasonable approach" to the question of preferences the commission has

long granted minorities and women in comparative hearings involving contests for broadcast authorizations. "Here again," he said, "[the commission] has demonstrated an unhealthy urge to question the constitu-

tionality of long-standing congressionally approved policy. In this case, in particular, the commission seems to be challenging the heart of the diversity principle, which it is charged by Congress to protect." □

## Advertising & Marketing

### Radio Advertising Bureau takes Atlanta

#### Team spirit expected to dominate conference as attendees work together to plan revenue-generating strategy

More than 1,400 radio executives were expected to descend on Atlanta last weekend in search of new revenue-generating ideas from both consultants and one another at the Radio Advertising Bureau's seventh annual Managing Sales Conference (MSC). The theme of this year's meeting: "Team Radio '87: Building For Success," which, according to Wayne Cornils, RAB's executive vice president, was selected because the conference committee felt that "in order for radio sales staffs to compete effectively and professionally [with other media] they must work together as a team." To reinforce the theme, Cornils said, all MSC attendees will receive red and white jerseys with RAB's "Team '87" logo printed on the front.

Attendance at the four-day MSC (Feb. 7-10), which includes exhibitors and hospitality suite hosts, was expected to surpass last year's record-setting mark of 1,200. Total attendance for the conference was cut off at 1,475, exceeding the RAB's initial cap of 1,200. Two pre-conference sessions were scheduled for Saturday (Feb. 7) beginning at 2 p.m. with an "open discussion" of local radio marketing associations' efforts in promoting radio. Also slated for Saturday was a 90-minute workshop, entitled the "Sales Manager's Needs Analysis," where Greenwood Performance Systems, a Kansas City, Mo.-based radio sales consultancy, was to unveil an "interactive," computer-based analysis system for sales managers. The session was to attract some 60 sales managers, divided evenly among small-, medium- and large-market stations, who would respond to a series of questions on selling techniques and goals through an electronic touch pad. Feedback from the session will be used by RAB to guide the development of marketing and training programs, Cornils said.

The conference was to open on Sunday morning (Feb. 8) with a videotaped speech by President Reagan. Reagan was to be followed by RAB President & CEO Bill Stake- lin's annual "State of the Industry" address. Stake- lin's remarks were expected to focus on the need for a "united" marketing approach in promoting radio to the advertising community and to include reports of RAB's efforts on both the local and national levels.

Other major speakers: ABC Radio Commentator Paul Harvey, NBC Radio Talknet personality Sally Jessy Raphael, broadcast

consultant John Parikh, economist Ellen Berland Gibbs and sales expert and author Tom Hopkins—the last addressing the closing general assembly on Tuesday morning.

Overall, there are more than 20 separate workshops and four forums. Among the highlights was an "extension" of the "Megarates" study, conducted by Bill Moyes, president of The Research Group, Seattle, and coordinated in conjunction with the National Association of Broadcasters. The study was first unveiled at last year's NAB convention in Dallas. The session, said Cornils, also features new findings from a just-concluded "follow-up" study on "Megarates" commissioned by the NAB.

There is also a forum on major account coordination, conducted by Dr. Steven X. Doyle, of S.X.D Associates, New York, as well as workshops on new business development and co-op vs. vendor selling.

Attendees at two rep panels on Sunday were to have heard a presentation by the newly formed spot radio task force outlining plans for an overall "action" campaign for advertisers and agencies in an effort to boost

sagging national spot business (see story, below). The task force is working with both the Station Representatives Association and RAB.

The annual RAB event, which is being held away from the Amfac hotel at the Dallas-Fort Worth airport for the first time, has an exhibit hall housing 24 exhibitors. The list includes Arbitron Ratings, CBSI/Custom Business Systems, Strata Marketing, TM Communications and Tapscan.

There are also eight companies hosting hospitality suites, including Birch Research Corp., Greenwood Performance Systems, Interep, and Unidyne Direct Mail, and the newly launched Emmis Research, a unit of Emmis Broadcasting.

Headquarters hotel for the MSC is the Hyatt Regency, Atlanta, which was sold out for the meeting by mid-January. RAB obtained rooms at other hotels for the overflow. They are: the Radisson, Colony Square, Regency Suites and Lanier Plaza hotels.

MSC committee chairman is Steve Berger, vice president/radio for Nationwide Communications, Columbus, Ohio.

### National spot sales remain trouble spot

#### Most reps see only slight gains, if at all, in first quarter

There appears to be little light at the end of the tunnel for first-quarter national spot radio sales.

That grim outlook was painted by several radio rep executives last week and follows an already dismal year for the national spot advertising medium. According to Radio Expenditure Reports, the Mamaroneck, N.Y.-based company which collects financial data from different rep companies each month, national spot expenditures for 1986 totalled \$919,796,100, up only 1% over 1985. For December alone, national spot sales was down 16.6%, compared to December 1985. But when RER adjusts 1985 figures to compensate for a variance in the number of standard broadcast billing weeks between December 1985 and December 1986, the month actually experienced an increase of 4.2%. First-quarter projections by reps range from a flat, compared to first-quarter 1986's billings of \$168,152,200, to a marginal gain.

Some rep officials said that uncertainty about the new tax law is fueling an already

soft advertising economy. Another factor often cited for sluggish spot sales is network radio's appeal as an efficient and less costly medium, which, according to some reps, is luring advertisers away from market-by-market spot buying. (Although its annual ad revenue base is smaller than national spot's yearly dollar volume, the network radio medium in 1986 paced 16% ahead of its 1985 performance, reaching \$380,024,808, according to the Radio Network Association.)

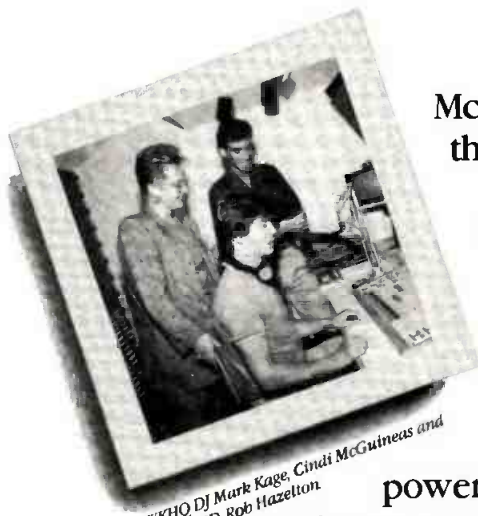
The top 20 markets will see "very little" spot sales growth in the first quarter while the smaller markets will be flat compared to the same period last year, projected Bob Ferraro, executive vice president, Blair Radio, who is projecting no more than a 2% revenue growth for first quarter 1987.

Ferraro said one crucial product category will be automotive, especially foreign manufacturers. He said the Japanese want to protect their share of imports in the highly competitive automotive market, and that may translate into more advertising dollars. (Ferraro said a recent Subaru spot radio buy called for advertising in about 70 to 75 markets.)

Don Gorski, vice president/sales for CBS



# Cindi McGuineas knows more about WKHQ and WGLQ because she's been there.



WKHQ DJ Mark Kage, Cindi McGuineas and  
WKHQ PD Rob Hazelton

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Cindi McGuineas, Account Executive from our Detroit office, recently traveled to Traverse City and Marquette to work at WKHQ and WGLQ.

"I knew before my visit that WKHQ was a powerhouse! But it goes beyond the numbers, WKHQ is so full of energy. It's great to be a part of that excitement on a national level, and use it to our best advantage. The incredible market presence of WGLQ in Marquette can only be fully understood after having been there. Market visits are a tremendous positioning tool for McGavren Guild representatives."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



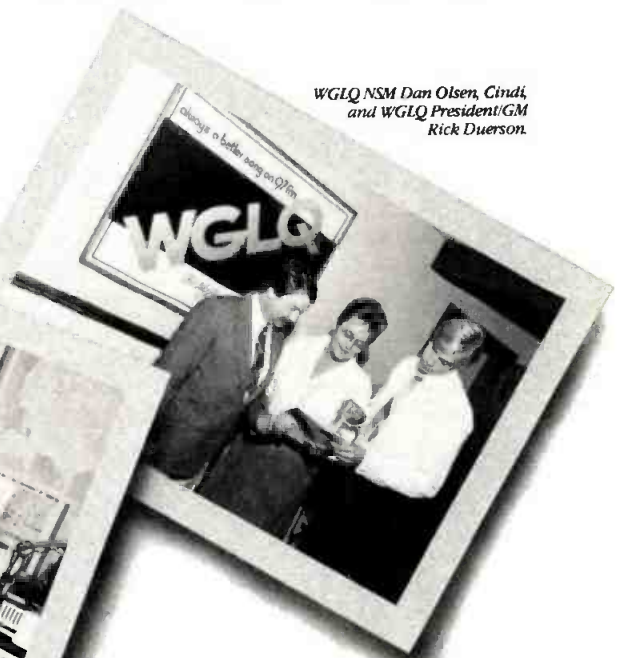
WGLQ PD & DJ Mike Daniels,  
AE Phil Shields and Cindi



Cindi, WKHQ VP Programming/GM/Partner  
Tim Moore and VP Sales/GM/Partner  
Chuck Mefford



Cindi with WGLQ  
Assoc. News Dir Judy McQuillan



WGLQ NSM Dan Olsen, Cindi,  
and WGLQ President/GM  
Rick Duerson



McGAVREN GUILD RADIO  
Innovative Leadership

AN INTEREP COMPANY

Radio Representatives, concurred with Ferraro that foreign automobiles is among the "hot" product categories this quarter. Another rising category, said Gorski, is food and beverage. Although there is some active sales activity, budgets and gross rating point levels set by advertisers are, for the most part, the same as a year ago, he said.

The current fare wars among airlines is not expected to be a boon for national spot business, added Peter Moore, executive vice president of Masla Radio. "There has been a consolidation of budgets now that Continental Airlines owns Eastern and recently purchased People Express," he said. "The first quarter will be better [about 4% ahead] when compared to first quarter 1986, but not much better when compared to the same period in 1985," Moore said. (First-quarter 1986 was down 2.9% from first-quarter 1985.)

For Stu Olds, newly appointed president of Katz Radio, sales activity is beginning to pick up within a number of different product categories. "There is presently more momentum out there than we had anticipated," Olds said.

Regarding the continuing argument of whether network radio is hindering spot's growth, Ferraro said: "As inventory increases for the networks, pricing goes down, and it therefore becomes a more attractive selling vehicle for potential spot buyers who want to buy more than 10 markets." (Many national spot buys today run only about eight

to 10 markets deep.)

However, Dave Recher, Eastman Radio's executive vice president for administration, said he doesn't agree with the theory that networks have been securing ad monies that otherwise would have gone into spot radio. "What we saw last year was a lot of overlay between the two mediums," he said.

Some companies, like Campbell Soup, are questioning whether mass marketing—network buying—is the wave of the future, said Ellen Hulleberg, president of McGavren Guild Radio, one of five Interep companies. These companies are weighing whether it's better to "pinpoint" the products by region, which would be an advantage for spot in the long run, she said.

What could be key to national radio's immediate future is a new marketing "action" plan now being formulated by the national spot radio task force, which is part of the Station Representatives Association's National Radio Marketing Group. (The task force is composed of both rep executives and broadcasters.) Working in concert with both the SRA and the Radio Advertising Bureau, the task force will soon be undertaking a series of steps at the national advertiser and ad agency level to drum up new business. The steps were to be outlined to attendees of this week's Radio Advertising Bureau's Managing Sales Conference (MSC) in Atlanta (see page 94).

Don Macfarlane, director of marketing

for CBS Radio Representatives and chairman of the task force, said the group is preparing different presentations on using national spot radio for national advertisers, ad agency planners and buyers and the "creative" community at the agencies. The presentations are primarily based upon research conducted by Butterfield Communications, Cambridge, Mass., late last year.

The task force said it will urge the creation of special "sales teams" composed of top rep officials and, in some markets, station sales managers, to "discuss advertising strategy" with key clients. This approach was tried to some degree in the past, but Macfarlane said it will be a "more organized" effort than previous attempts.

Macfarlane said the task force also plans to publish a radio "resource book" for advertisers that will list, among other things, programming information such as the number of stations heavily involved in farm programming.

The general consensus among reps is that national spot radio revenues may not record any measurable upswing until at least the second half, due to the potential outcome of the task force's efforts and the approach of a presidential election year in 1988, which, historically, has been good for national spot business. "And by then the second half, the new tax law ramifications will settle in," said Eastman's Recher. □

## Arbitron, Birch lock horns in audience measurement battle

**Competition has made Arbitron more sensitive to complaints by radio stations over response rate, diary methodology and pricing; Birch makes inroads with agencies**

The battle lines between Arbitron and Birch Radio in the local radio audience measurement field have been drawn for some time. But as 1987 gets under way, Birch Radio, the nine-year-old radio ratings company headquartered in both New York (Englewood Cliffs, N.J.) and Coral Springs, Fla., is, by many accounts, mounting its most aggressive surge against Arbitron Ratings, New York, the industry's long-time leading service, for station business.

There are many differences between Birch and Arbitron, principally in their methodologies. Birch employs a telephone recall system in which respondents are interviewed about their previous day listening habits. Arbitron has been using a diary system for the past 20 years; respondents record their listening for a given week during a specific three-month survey period.

What's occurring is a contest between two businesses not only for shares of local radio rating revenue, but also for methodology acceptance among advertising agencies, radio executives and the research community. Both companies issue print and computerized monthly and quarterly local market reports and offer qualitative services. And both companies have one-, three- and five-year contracts. An added attraction for Birch in such a cost-driven business is its pricing,

which, on a yearly basis, is less than half of Arbitron's.

Aside from prices, a key to Birch's growing success has been acceptance of its methodology and qualitative data among ad agencies, prompting broadcasters to take a closer look at the service. Birch Radio President Bill Livek, a former Arbitron executive who defected to Birch in the fall of 1984, helped guide an ambitious marketing campaign intended to persuade the advertising community of the validity of telephone methodology. That campaign convinced a number of agencies to use Birch—as a primary or secondary source—in conjunction with Arbitron.

Among the major ad agencies now using Birch in some capacity are: N W Ayer; BBDO; Ted Bates; Bozell, Jacobs, Kenyon and Eckhardt; Dancer, Fitzgerald, Sample; D'Arcy Masius Benton & Bowles; J. Walter Thompson, and McCann-Erickson. (Agencies pay much less than stations for both Birch and Arbitron data.)

Although Birch has a way to go before reaching parity with Arbitron, other competitive moves made by the company during the past two years have made Arbitron executives stand up and take notice. Just over a year ago, in an effort to answer a major complaint from agencies and broadcasters alike that Birch's telephone interviews of respondents were not being monitored, the company purchased a central watts telephone calling facility in Sarasota, Fla., from the A.C. Nielsen Co. ("Riding Gain," Feb. 10, 1986.)

More recently, Birch made a "cooperative" arrangement with Nielsen ("Riding Gain," Nov. 3, 1986), Arbitron's main competitor in television ratings, calling for the two companies to join forces on several projects, including marketing both radio and television audience information to local agencies and advertisers. Birch Radio's quantitative and qualitative data will soon be available on Nielsen's computerized "Spot Buyer" media planning and evaluation system.

Birch Radio, initially called Radio Marketing Research Inc., was formed in March 1978 by the current company chairman, Tom Birch, former program director of WQAM-AM Miami. The company was renamed Birch Radio the following year and is now a subsidiary of Birch Research Corp. Last summer, a Dutch publishing and media concern, VNU, acquired 30% of Birch Research Corp. ("Closed Circuit," July 7, 1986). Buoyed by VNU's financial support, Birch applied to the Electronic Media Ratings Council for accreditation in September, a sometimes long and costly process. That procedure is expected to be completed by year's end. (An EMRC accreditation insures that ratings services comply with the council's minimum standards for electronic media ratings research and that they make full disclosures of methodological procedures. Both Arbitron and A.C. Nielsen are EMRC-accredited companies.)

One of Birch's contentions in soliciting clients is that its telephone methodology has a higher response rate—about 60%—than





**TOP RATINGS  
LOW C.P.M.s!**

Your BMI "blanket" license agreement gives you unlimited access to over 1,500,000 songs created by more than 50,000 songwriters and composers. It also eliminates the time-consuming and expensive process of negotiating with individual copyright owners for each piece of music your station wishes to use. For almost 50 years, BMI has consistently delivered the high-quality music that has helped broadcasters achieve top ratings.

Your license to the world's greatest music



© BMI 1997



Arbitron's diary system, which has been delivering around 40%. Arbitron has repeatedly come under fire from the radio industry for its below-50% response rate.

Seeking to alleviate its response rate problem, Arbitron began offering higher incentives to diary keepers during the fall 1986 survey as part of its new "follow-up" treatment. That entailed a pre-survey telephone call followed by a written reminder during the respondent's actual survey week, accompanied by an additional \$1 premium per household. (The basic premium for each member age 12 and older of the household is either 50 cents or \$1.)

According to Rhody Bosley, vice president of radio sales and marketing for Arbitron, the new incentive approach appears to be working, with 82.4% of the measured markets (107 markets) in the fall showing a gain in response rates for both the metro survey and total survey areas compared to fall 1985. Bosley said the average metro market response increased from 39.7% to 42.9% while the average total survey area response rate climbed from 40% to 44.7%.

To bolster the return rate for 18-to-24-year-old males, a demographic that traditionally has one of the lowest response levels, Arbitron began sending a \$2 premium to each person 12 and older in a survey household with an 18-to-24-year-old male.

Arbitron also instituted a new "daypart" diary in the summer 1986 sweep period that has put radio researchers in a quandary over whether it has directly caused a slippage in listening levels compared to the previous design. The new diary, which was developed from a 1982 research study, was designed to minimize diary-keeper confusion about the time of day by eliminating the need to check "a.m." and "p.m." when entering listening data. Instead, the following time classifications were instituted: early morning (5-10 a.m.), midday (10 a.m.-3 p.m.), late afternoon (3-7 p.m.) and night (7 p.m. to 5 a.m.) The Arbitron Radio Advisory Council is concerned that fluctuations in listening estimates are occurring during hours that surround the time classification breaks. Arbitron, however, released an internal study noting that the decline in summer listening for the persons using radio (PUR) category—the percent of the population listening to radio in an average quarter hour—was fairly "consistent" with listening slippage that was recorded with the previous diary format in spring 1986 ("Top of the Week," Jan 12.) Birch, on the other hand, released a report showing that its PUR levels for summer 1986 were up slightly compared to its previous quarterly survey periods.)

Perhaps the biggest step taken by the company during the past year was expanding its 12-week continuous survey measurement periods from a minimum of 14 markets in the summer to at least 77 markets year-round, beginning with the summer 1986 survey. (That figure has since risen to 79.) At the time, Birch had year-round measurements in some 90 markets.

What continues to be most on the minds of radio executives is Arbitron's rates. With Arbitron reportedly encountering tough negotiations with some broadcasters on renewing contracts, the company has gradually been



Birch



Livek



Bosley

taking steps to make its overall pricing structure more attractive.

Bosley told BROADCASTING that subscribers who now take all available year-round market reports for their markets will have a built-in annual escalation rate of 6%. In general, the annual escalation rate for Arbitron's radio contracts is 9%, which was reduced from 11% in October 1985.

One major Arbitron subscriber that has just signed a three-year pact with Birch is Gannett Radio. The new deal, prompted in part by Birch's increasing agency support, expands the company's use of Birch data from two markets: KIIIS-AM-FM Los Angeles and WGCI-AM-FM Chicago, to 13 of the company-owned stations in seven markets. Gannett plans to continue using Arbitron data.

For some station managers, it's a case of which service—Birch or Arbitron—is more consistent in measuring radio audiences in their particular markets. "Speaking as an individual station operator, Arbitron comes closer to mirroring the radio listening in our market from quarter to quarter than Birch," said Ron Rogers, vice president and general manager, KVET(AM)-KASE(FM) Austin, Tex. Rogers is a former Arbitron Radio Advisory Council member and sits on the National Association of Broadcasters' Radio Audience Measurement Task Force.

Group W Radio President Dick Harris, whose company just signed a new five-year deal with Arbitron for all 13 Westinghouse radio properties (Group W's WBZ[AM] Boston also receives Birch), observed that one "significant" advantage that Arbitron has over Birch is Arbitron's already-established credibility among the ad agencies in buying television time. But Harris said Arbitron's prices for its radio services seem "out of sync" with reality, especially during an era of little inflation.

Birch's survival, said Livek, "helps to demonstrate [today] that the only time broadcasters can have some control [over price and quality of ratings services] is when two companies are at work in the free marketplace." And it now appears the industry may soon be faced with yet another ratings alternative.

NAB's Radio Audience Measurement Task Force (RAMTF), during a meeting at association headquarters on Jan. 27, concluded its search for other ways to measure local radio listening—in addition to Arbitron—by asking Birch and an Australian firm, McNair Anderson, to give presentations at NAB's upcoming convention in Dallas, March 28-31. (McNair Anderson, head-

quartered in North Sydney, Australia, is the radio ratings source for that country, and proposes to use a diary placement/retrieval system in the U.S.)

Arbitron, which was not a participant in the RAMTF process, has also been invited to give a presentation. The task force's presentations will be held on Saturday, March 28, at noon, just before the convention's opening general assembly at 2:30 p.m.

The 14-member task force, composed of both radio broadcasters and research executives, was assembled two years ago. The original goal was to look at starting a non-profit, industry-operated radio ratings firm. That goal stemmed from a resolution passed by the NAB board at its January 1985 meeting in Palm Springs, Calif. The resolution cited "exorbitantly high cost and annual rate increases of audience measurement, and the impact these costs have on the industry," coupled with a concern about quality, as the reason for such a probe. The task force said the resolution was not specifically directed at Arbitron (BROADCASTING, April 29, 1985), although the ratings firm commanded an overwhelming share of the radio ratings marketplace, particularly at the agencies. (As is the case today, Birch and Arbitron were the only two rating services supplying local quantitative audience data for radio on a regular basis in early 1985.)

Shortly thereafter, however, the direction shifted to exploring different ways to measure local radio audiences and produce a more competitive environment. The task force had asked for ratings proposals from many companies over the past two years, narrowing the field from 22 to three before selecting Birch and McNair Anderson ("Riding Gain," Feb. 2).

NAB's task force has also asked the association's legal department to examine the legal and economical aspects of today's radio audience measurement field. The NAB retained the services of Howry & Simon, a Washington-based law firm, to investigate, with the Justice Department, whether Arbitron's five-year agreements constitute a monopoly in the current market.

Arbitron's Bosley said that virtually 90% of Arbitron's radio subscribers, including all groups, have signed five-year contracts because they have a "reasonable dollar incentive" to do so. The company continues to offer both one- and three-year contracts.

The NAB's legal and economic study, which reportedly received an allocation of about \$35,000, is expected to be completed by the end of April. □



# Stock Index

|                                           | Closing<br>Wed<br>Feb 4 | Closing<br>Wed<br>Jan 28 |     | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |                                     | Closing<br>Wed<br>Feb 4                | Closing<br>Wed<br>Jan 28               |      | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |        |    |
|-------------------------------------------|-------------------------|--------------------------|-----|---------------|-------------------|--------------|--------------------------------------------|-------------------------------------|----------------------------------------|----------------------------------------|------|---------------|-------------------|--------------|--------------------------------------------|--------|----|
| BROADCASTING                              |                         |                          |     |               |                   |              |                                            | PROGRAMMING                         |                                        |                                        |      |               |                   |              |                                            |        |    |
| N (CCB) Capital Cities/ABC . . . . .      | 303                     | 285                      | 1/4 | 17            | 3/4               | 6.22         | 30                                         | 4,873                               | O (RVCC) Reeves Commun. . . . .        | 10                                     | 1/4  | 9             | 1/2               | 3/4          | 7.89                                       | 127    |    |
| N (CBS) CBS . . . . .                     | 147                     | 3/8                      | 138 | 1/8           | 9                 | 1/4          | 6.69                                       | 28                                  | 3,455                                  | O (RPICA) Republic Plic. 'A' . . . . . | 9    | 9             |                   |              |                                            | 64     |    |
| O (CLCH) Clear Channel . . . . .          | 14                      | 1/4                      | 14  | 1/4           |                   |              | 20                                         | 41                                  | O (RPICB) Republic Plic. 'B' . . . . . | 9                                      | 1/2  | 10            |                   | 1/2          | - 5.00                                     | 67     |    |
| O (INFTA) Infinity Broadcasting . . . . . | 14                      | 1/4                      | 13  | 3/4           | 1/2               | 3.63         | 75                                         | 148                                 | A (RHI) Robert Halmi . . . . .         | 3                                      | 7/8  | 3             | 5/8               | 1/4          | 6.89                                       | 35     |    |
| O (JCOR) Jacor Commun. . . . .            | 7                       | 6                        | 3/4 | 1/4           | 3.70              | 39           |                                            |                                     | O (SMNI) Sat. Music Net. . . . .       | 5                                      | 1/2  | 6             |                   | 1/2          | - 8.33                                     | 37     |    |
| O (LINB) LIN . . . . .                    | 65                      | 3/8                      | 61  | 4             | 3/8               | 7.17         | 49                                         | 1,731                               | N (WCI) Warner . . . . .               | 26                                     | 7/8  | 25            | 3/4               | 1            | 1/8                                        | 4.36   | 17 |
| O (MALR) Malrite . . . . .                | 12                      | 1/4                      | 12  | 1/2           | - 1/4             | - 2.00       | 14                                         | 102                                 | O (WWTW) Western World TV . . . . .    | 1                                      | 3/8  | 1             | 5/8               | - 1/4        | - 15.38                                    | 8      |    |
| O (MALRA) Malrite 'A' . . . . .           | 11                      | 11                       |     |               |                   |              | 15                                         | 46                                  | O (WONE) Westwood One . . . . .        | 36                                     | 1/4  | 34            | 2                 | 1/4          | 6.61                                       | 56     |    |
| O (OBCC) Olympic Broadcast . . . . .      | 5                       | 1/4                      | 5   | 3/4           | - 1/2             | - 8.69       | 8                                          |                                     | SERVICE                                |                                        |      |               |                   |              |                                            |        |    |
| A (PR) Price Commun. . . . .              | 10                      | 1/2                      | 9   | 1/4           | 1                 | 1/4          | 13.51                                      | 110                                 | O (BSIM) Burnup & Sims . . . . .       | 4                                      | 3    | 7/8           | 1/8               | 3.22         | - 7                                        | 63     |    |
| O (SCRP) Scripps Howard . . . . .         | 88                      | 84                       | 1/2 | 3             | 1/2               | 4.14         | 32                                         | 908                                 | O (CVSI) Compact Video . . . . .       | 3                                      | 7/8  | 4             | - 1/8             | - 3.12       | 38                                         | 22     |    |
| O (SUNN) SunGroup Inc. . . . .            | 3                       | 3                        |     |               |                   |              | 30                                         | 4                                   | N (CQ) Comsat . . . . .                | 32                                     | 3/8  | 31            | 1                 | 3/8          | 4.43                                       | 586    |    |
| N (TFB) Taft . . . . .                    | 117                     | 113                      |     | 4             | 3.53              | 95           | 1,060                                      |                                     | N (FCB) Foote Cone & B. . . . .        | 55                                     | 3/4  | 54            | 3/4               | 1            | 1.82                                       | 13     |    |
| O (TVXG) TVX Broadcast . . . . .          | 10                      | 10                       | 1/2 | - 1/2         | - 4.76            | 41           | 58                                         |                                     | O (GREY) Grey Advertising . . . . .    | 112                                    | 113  | - 1           | - 0.88            | 15           | 135                                        |        |    |
| O (UTVI) United Television . . . . .      | 29                      | 1/4                      | 30  | - 3/4         | - 2.50            | 27           | 320                                        | N (IPG) Interpublic Group . . . . . | 35                                     | 3/4                                    | 34   | 3/8           | 1                 | 3/8          | 4.00                                       | 21     |    |
| BROADCASTING WITH OTHER MAJOR INTERESTS   |                         |                          |     |               |                   |              |                                            | N (JWT) JWT Group . . . . .         | 32                                     | 3/4                                    | 34   | 1/4           | - 1               | 1/2          | - 4.37                                     | 14     |    |
| N (BLC) A.H. Belo . . . . .               | 54                      | 3/4                      | 53  | 1/2           | 1                 | 1/4          | 2.33                                       | 28                                  | 629                                    | A (MOV) Movielab . . . . .             | 6    | 1/2           | 6                 | 7/8          | - 3/8                                      | - 5.45 | 10 |
| A (AAR) Adams Russell . . . . .           | 23                      | 3/4                      | 21  | 1/2           | 2                 | 1/4          | 10.46                                      | 19                                  | 147                                    | O (OGLI) Ogilvy Group . . . . .        | 35   | 1/2           | 34                | 1/2          | 1                                          | 2.89   | 16 |
| A (AFP) Affiliated Pubs . . . . .         | 45                      | 42                       | 3/8 | 2             | 5/8               | 6.19         | 23                                         | 794                                 | O (OMCM) Omnicom Group . . . . .       | 25                                     | 3/8  | 25            | 1/4               | 1/8          | .49                                        | 22     |    |
| O (ASTV) Amer. Comm. & TV . . . . .       | 3/16                    | 1/16                     | 1/8 | 200.0         | 14                |              |                                            |                                     | O (SACHY) Saatchi & Saatchi . . . . .  | 38                                     | 3/8  | 38            |                   | 3/8          | .98                                        | 18     |    |
| N (AFL) American Family . . . . .         | 16                      | 1/4                      | 31  | - 14          | 3/4               | - 47.58      | 10                                         | 649                                 | O (TLMTB) Telemation . . . . .         | 3                                      |      | 3             |                   |              |                                            | 12     |    |
| O (ACMA) Assoc. Commun. . . . .           | 26                      | 1/2                      | 26  | 1/4           | 1/4               | .95          | 252                                        | A (TMO) TEMPO Enterprises . . . . . | 10                                     | 10                                     | 7/8  | - 7/8         | - 8.04            | 25           | 57                                         |        |    |
| O (BMAC) Bus. Men's Assur. . . . .        | 27                      | 3/4                      | 28  | - 1/4         | - 0.89            | 16           | 293                                        | A (UNV) Unitel Video . . . . .      | 8                                      | 7/8                                    | 8    | 7/8           |                   |              | 19                                         |        |    |
| N (CCN) Chris-Craft . . . . .             | 19                      | 5/8                      | 19  | 5/8           |                   |              | 8                                          | 128                                 | CABLE                                  |                                        |      |               |                   |              |                                            |        |    |
| N (DNB) Dun & Bradstreet . . . . .        | 122                     | 1/8                      | 118 | 7/8           | 3                 | 1/4          | 2.73                                       | 29                                  | 9,283                                  | A (ATN) Acton Corp. . . . .            | 2    | 3/8           | 2                 | 3/8          |                                            | - 1    | 13 |
| O (DUCO) Durham Corp. . . . .             | 42                      | 1/2                      | 43  | - 1/2         | - 1.16            | 11           | 241                                        | A (ACN) Amer. Cablestems . . . . .  | 18                                     | 1/8                                    | 17   | 3/8           | 3/4               | 4.31         | 9                                          |        |    |
| N (GCI) Gannett Co. . . . .               | 42                      | 5/8                      | 41  | 5/8           | 1                 | 2.40         | 26                                         | 6,844                               | A (CVC) Cablevision Sys. 'A' . . . . . | 22                                     | 3/8  | 20            | 1/8               | 2            | 1/4                                        | 11.18  |    |
| N (GV) GenCorp . . . . .                  | 75                      | 76                       | 3/4 | - 1           | 3/4               | - 2.28       | 18                                         | 1,676                               | N (CNT) Centel Corp. . . . .           | 60                                     | 1/8  | 60            | 3/4               | - 5/8        | - 1.02                                     | 13     |    |
| N (GCN) General Cinema . . . . .          | 52                      | 7/8                      | 48  | 3/4           | 4                 | 1/8          | 8.46                                       | 21                                  | 1,925                                  | O (CCOA) Century Commun. . . . .       | 17   | 3/4           | 16                | 1            | 3/4                                        | 10.93  |    |
| O (GCOM) Gray Commun. . . . .             | 205                     | 205                      |     |               |                   |              | 35                                         | 101                                 | O (CMCSA) Comcast . . . . .            | 21                                     | 1/4  | 19            | 5/8               | 1            | 5/8                                        | 8.28   |    |
| N (JP) Jefferson-Pilot . . . . .          | 36                      | 5/8                      | 35  | 1/2           | 1                 | 1/8          | 3.16                                       | 12                                  | 1,531                                  | N (HCL) Heritage Commun. . . . .       | 32   | 28            | 4                 | 14.28        | 118                                        |        |    |
| N (BJ) John Blair . . . . .               | 12                      | 7/8                      | 12  | 7/8           |                   |              | 60                                         |                                     | O (JOIN) Jones Intercable . . . . .    | 12                                     | 3/4  | 11            | 3/8               | 1            | 3/8                                        | 12.08  |    |
| O (JSON) Josephson Intl. . . . .          | 12                      | 3/4                      | 12  | 5/8           | 1/8               | .99          | 60                                         |                                     | T (MHRP) Maclean Hunter 'X' . . . . .  | 19                                     | 7/8  | 20            | - 1/8             | - 0.62       | 27                                         |        |    |
| N (KRI) Knight-Ridder . . . . .           | 55                      | 1/4                      | 51  | 3/8           | 3                 | 7/8          | 7.54                                       | 24                                  | 3,102                                  | O (RCCA) Rogers Cable A. . . . .       | 12   | 5/8           | 11                | 1            | 5/8                                        | 14.77  |    |
| N (LEE) Lee Enterprises . . . . .         | 27                      | 3/4                      | 34  | 3/4           | - 7               | 3/4          | - 22.30                                    | 22                                  | 683                                    | O (TCAT) TCA Cable TV . . . . .        | 19   | 1/4           | 18                | 1/4          | 1                                          | 5.47   |    |
| N (LC) Liberty . . . . .                  | 37                      | 3/4                      | 38  | - 1/4         | - 0.65            | 15           | 380                                        | O (TCOMA) Tele-Commun. . . . .      | 28                                     | 27                                     | 3/8  | 5/8           | 2.28              | 215          |                                            |        |    |
| N (MHP) McGraw-Hill . . . . .             | 66                      | 3/8                      | 64  | 3/4           | 1                 | 5/8          | 2.50                                       | 22                                  | 3,346                                  | N (TL) Time Inc. . . . .               | 78   | 7/8           | 78                | 1/8          | 3/4                                        | .96    |    |
| A (MGA) Media General . . . . .           | 48                      | 7/8                      | 48  | 3/4           | 1/8               | .25          | 21                                         | 688                                 | O (UACIA) United Art. Commun. . . . .  | 20                                     | 3/8  | 19            | 7/8               | 1/2          | 2.51                                       |        |    |
| N (MDP) Meredith Corp. . . . .            | 33                      | 1/4                      | 33  |               | 1/4               | .75          | 13                                         | 630                                 | N (UCT) United Cable TV . . . . .      | 29                                     | 1/2  | 26            | 3/4               | 2            | 3/4                                        |        |    |
| O (MMEDC) Multimedia . . . . .            | 47                      | 3/4                      | 46  | 1/2           | 1                 | 1/4          | 2.68                                       | -434                                | 524                                    | N (VIA) Viacom . . . . .               | 44   | 3/4           | 41                | 1/2          | 3                                          | 1/4    |    |
| A (NYTA) New York Times . . . . .         | 42                      | 40                       | 1/4 | 1             | 3/4               | 4.34         | 28                                         | 3,397                               | N (WU) Western Union . . . . .         | 4                                      | 3/8  | 4             | 3/4               | - 3/8        | - 7.89                                     |        |    |
| O (PARC) Park Commun. . . . .             | 27                      | 1/2                      | 27  | 1/2           |                   |              | 26                                         | 379                                 | ELECTRONICS/MANUFACTURING              |                                        |      |               |                   |              |                                            |        |    |
| T (SKHQ) Selkirk . . . . .                | 19                      | 19                       |     |               |                   |              | 41                                         | 154                                 | N (MMM) 3M . . . . .                   | 129                                    | 1/8  | 131           | 3/4               | - 2          | 5/8                                        | - 1.99 |    |
| O (STAUF) Stauffer Commun. . . . .        | 135                     | 135                      |     |               |                   |              | 22                                         | 135                                 | N (ALD) Allied-Signal . . . . .        | 46                                     | 3/4  | 46            | 3/4               |              | - 10                                       |        |    |
| A (TO) Tech/Ops Inc. . . . .              | 30                      | 1/8                      | 30  | 3/8           | - 1/4             | - 0.82       | 5                                          | 65                                  | N (ANX) Anixter Brothers . . . . .     | 13                                     | 3/4  | 13            | 3/4               |              | 25                                         |        |    |
| N (TMC) Times Mirror . . . . .            | 77                      | 1/2                      | 74  | 3/4           | 2                 | 3/4          | 3.67                                       | 22                                  | 4,995                                  | N (ARV) Arvin Industries . . . . .     | 31   | 3/8           | 31                | 3/8          |                                            | 13     |    |
| O (TMCI) TM Communications . . . . .      | 2                       | 2                        |     |               |                   |              | 10                                         | 15                                  | O (CCBL) C-Cor Electronics . . . . .   | 10                                     | 1/8  | 10            | 1/4               | - 1/8        | - 1.21                                     |        |    |
| O (TPCC) TPC Commun. . . . .              | 1/4                     | 1/4                      |     |               |                   |              | 2                                          |                                     | O (CATV) Cable TV Indus. . . . .       | 1                                      | 7/8  | 2             | 1/8               | - 1/4        | - 11.76                                    |        |    |
| N (TRB) Tribune . . . . .                 | 68                      | 7/8                      | 68  | 3/4           | 1/8               | .18          | 22                                         | 2,796                               | A (CEC) Ceteq . . . . .                | 5                                      | 4    | 7/8           | 1/8               | 2.56         |                                            |        |    |
| A (TBS) Turner Bcatg. . . . .             | 20                      | 17                       | 1/4 | 2             | 3/4               | 15.94        | 45                                         | 435                                 | A (CHY) Chyron . . . . .               | 6                                      | 7/8  | 6             | 7/8               | 14.58        |                                            |        |    |
| A (WPOB) Washington Post . . . . .        | 172                     | 165                      |     | 7             | 4.24              | 21           | 2,235                                      | A (CXC) CMX Corp. . . . .           | 1                                      | 1/4                                    | 1    | 1/8           | 1/8               | 11.11        |                                            |        |    |
| PROGRAMMING                               |                         |                          |     |               |                   |              |                                            | A (COH) Cohu . . . . .              | 7                                      | 7                                      | 1/2  | - 1/2         | - 6.66            |              |                                            |        |    |
| O (ALLT) All American TV . . . . .        | 5                       | 1/4                      | 5   | 3/4           | - 1/2             | - 8.69       | 6                                          |                                     | N (CAX) Conrac . . . . .               | 15                                     | 7/8  | 14            | 1/4               | 1            | 5/8                                        |        |    |
| O (BRRS) Barris Indus. . . . .            | 16                      | 7/8                      | 16  | 1/2           | 3/8               | 2.27         | 28                                         | 149                                 | N (EK) Easman Kodak . . . . .          | 77                                     | 1/2  | 77            |                   | 1/2          |                                            |        |    |
| O (CMCO) C.O.M.B. . . . .                 | 26                      | 5/8                      | 29  | 3/4           | - 3               | 1/8          | - 10.50                                    | 45                                  | 307                                    | O (ECIN) Elec Mis & Comm. . . . .      | 1    | 7/8           | 1                 | 7/8          |                                            |        |    |
| N (KO) Coca-Cola . . . . .                | 43                      | 42                       | 7/8 | 1/8           | .29               | 22           | 16,597                                     | N (GRL) Gen. Instrument . . . . .   | 23                                     | 3/4                                    | 20   | 1/2           | 3                 | 1/4          |                                            |        |    |
| O (CLST) Color Systems . . . . .          | 16                      | 3/4                      | 16  | 3/4           | 4.68              | 11           |                                            | N (GE) General Electric . . . . .   | 100                                    | 1/4                                    | 101  | 1/2           | - 1               | 1/4          |                                            |        |    |
| A (DEG) De Laurentis Ent. . . . .         | 12                      | 7/8                      | 13  | 3/8           | - 1/2             | - 3.73       | 123                                        |                                     | N (HRS) Harris Corp. . . . .           | 38                                     | 3/4  | 37            | 3/4               | 1            |                                            |        |    |
| O (DCPI) dick clark prod. . . . .         | 6                       | 7/8                      | 7   | - 1/8         | - 1.78            | 11           | 8                                          |                                     | N (MAI) M/A Com. Inc. . . . .          | 14                                     | 1/2  | 13            | 1/2               | 1            |                                            |        |    |
| N (DIS) Disney . . . . .                  | 58                      | 1/8                      | 55  | 3             | 1/8               | 5.68         | 40                                         | 7,519                               | O (MCDY) Microdyne . . . . .           | 4                                      | 3/8  | 4             | 1/8               | 1/4          |                                            |        |    |
| N (DJ) Dow Jones & Co. . . . .            | 48                      | 49                       | 5/8 | - 1           | 5/8               | - 3.27       | 34                                         | 4,644                               | N (MOT) Motorola . . . . .             | 48                                     | 1/4  | 45            | 1/4               | 3            |                                            |        |    |
| O (FNNI) Financial News . . . . .         | 13                      | 1/4                      | 12  | 1/8           | 1                 | 1/8          | 9.27                                       | 220                                 | N (NPH) N.A. Phillips . . . . .        | 42                                     | 1/4  | 42            | 1/4               |              |                                            |        |    |
| A (FE) Fries Entertain. . . . .           | 4                       | 4                        | 1/8 | - 1/8         | - 3.03            | 7            | 20                                         |                                     | N (OAK) Oak Industries . . . . .       | 1                                      | 1    | 1/8           | - 1/8             | - 11.11      |                                            |        |    |
| N (GW) Gulf + Western . . . . .           | 70                      | 1/4                      | 70  | 1/4           |                   |              | 20                                         | 4,343                               | A (PPI) Pico Products . . . . .        | 2                                      | 1/8  | 2             | 1/8               |              |                                            |        |    |
| O (HRSI) Hal Roach . . . . .              | 11                      | 1/4                      | 9   | 1/2           | 1                 | 3/4          | 18.42                                      | 62                                  | N (SFA) Sci-Atlanta . . . . .          | 15                                     | 13   | 3/8           | 1                 | 5/8          |                                            |        |    |
| A (HHH) Heritage Entertain. . . . .       | 8                       | 3/8                      | 8   | 1/2           | - 1/8             | - 1.47       | 9                                          | 23                                  | N (SNE) Sony Corp. . . . .             | 20                                     | 3/8  | 20            | 3/8               |              |                                            |        |    |
| A (HSN) Home Shopping Net. . . . .        | 38                      | 1/8                      | 36  | 7/8           | 1                 | 1/4          | 3.38                                       | 86                                  | 1,472                                  | N (TEK) Tektronix . . . . .            | 41   | 39            | 3/4               | 1            | 1/4                                        |        |    |
| N (KWP) King World . . . . .              | 17                      | 7/8                      | 18  | 5/8           | - 3/4             | - 4.02       | 33                                         | 549                                 | N (TAR) Varian Assoc. . . . .          | 27                                     | 7/8  | 25            | 7/8               | 2            |                                            |        |    |
| O (LAUR) Laurel Entertainment . . . . .   | 5                       | 1/8                      | 5   | 1/4           | - 1/8             | - 2.38       | 19                                         | 12                                  | N (WX) Westinghouse . . . . .          | 63                                     | 1/4  | 63            | 3/4               | - 1/2        |                                            |        |    |
| A (LT) Lorimar-Telepictures . . . . .     | 17                      | 17                       | 3/8 | - 3/8         | - 2.15            | 17           | 577                                        |                                     | N (ZE) Zenith . . . . .                | 23                                     | 1/8  | 24            | 5/8               | - 1          |                                            |        |    |
| N (MCA) MCA . . . . .                     | 42                      | 7/8                      | 43  | 1/8           | - 1/4             | - 0.57       | 19                                         | 3,347                               | Standard & Poor's 400 . . . . .        |                                        |      |               |                   |              |                                            |        |    |
| N (MGM) MGM/UA Commun. . . . .            | 12                      | 1/4                      | 11  | 5/8           | 5/8               | 5.37         | 625                                        |                                     | 315.73                                 | 309.33                                 | 6.40 | 2.06          |                   |              |                                            |        |    |
| A (NWP) New World Pictures . . . . .      | 10                      | 7/8                      | 10  | 3/4           | 1/8               | 1.16         | 20                                         | 115                                 |                                        |                                        |      |               |                   |              |                                            |        |    |
| N (OPC) Orion Pictures . . . . .          | 17                      | 1/8                      | 16  | 1/8           | 1                 | 6.20         | 163                                        |                                     |                                        |                                        |      |               |                   |              |                                            |        |    |
|                                           |                         |                          |     |               |                   |              |                                            |                                     |                                        |                                        |      |               |                   |              |                                            |        |    |

## Benjamin begins steering UPI back on course

**With infusion of money from new owner, Vazquez-Rana, wire service president starts task of beefing up sports, international coverage**

For more than a decade, UPI has been in financial hot water, spending more each year in covering the news than it has made in selling it. Over the last five years, the wire service's money problems have led to two ownership changes, upheavals in management, strained relations between management and labor, the loss of top reporters and editors, the closing of bureaus and, in April 1985, filing for protection from creditors under Chapter 11 of the U.S. bankruptcy code.

But there is new hope that the 80-year-old wire service will regain its financial footing and insure its place alongside the Associated Press as a source of worldwide news for hundreds of newspapers and thousands of broadcast stations.

The unlikely source of the hope is Mario Vazquez-Rana. The 54-year-old Mexican newspaper publisher put up most of the \$41 million last year to buy UPI and bring it out of bankruptcy. And he's now committed to spend millions of dollars more in the next couple of years to make up operating deficits and to expand and improve the service in hope of attracting additional clients.

At Vazquez-Rana's right hand is Milton Benjamin, 44, the new president and editor of UPI. As a management consultant, the one-time UPI reporter began helping Vazquez-Rana make plans for UPI last spring—just before the bankruptcy judge turned UPI over to the Mexican publisher. In November, Vazquez-Rana named Benjamin to replace Maxwell McCrohon as president, and last month, he handed him the additional title of editor, filling a post left vacant by the departure of Malcolm Hughes last November.

According to Benjamin, Vazquez-Rana is taking a completely different approach to rejuvenating UPI than did Douglas Ruhe and William Geissler, the Nashville-based media entrepreneurs who bought UPI from the E.W. Scripps family trust in 1982 and lost control of it after it went into bankruptcy. "They attempted to get UPI to break even through very aggressive cost containment, and that strategy failed," Benjamin said. "We obviously intend to be prudent with our expenditures, but we understand that the only strategy that gets us to profitability is one that enhances the quality of our news and information, photographic products and, thus, helps us to increase our revenues."

The new ownership is prepared to "make a major investment" in UPI this year to install a new electronic newsroom system, introduce a "dazzling" new digital wirephoto

service (see box, page 101), hire dozens of new reporters and editors and open (or, in some cases, reopen) domestic and foreign bureaus, Benjamin said. The "capital investment" will come on top of whatever it takes to offset the anticipated operating loss, he said. When Vazquez-Rana took control of UPI last June, the bankruptcy court estimated the company would lose \$5.3 million on revenues of \$87.6 million in 1986.

UPI expects to turn things around fairly quickly with its it-takes-money-to-make-money approach. Benjamin said he is hopeful that 1989 will be a profitable year. The new and improved services should attract new clients, he said, and bring back some old ones like the *New York Times* that have strayed during the turbulent past half-decade.

Revenues may also receive a boost from a rate increase, but not before 1988, Benjamin said. "We don't charge as much today as other services charge," he said. "I would say if we increase our value, there is a possibility that we will increase what we charge..." UPI is currently reviewing its entire "pricing strategy," he said. So far, nothing's been decided except that there will be no increase this year, he said.

One of the first things UPI has to do is cement a new contract with its editorial union, whose members have been buffeted badly by the financial storms of the past few years. Some members are up in arms over the departure last November of Ronald Cohen, the popular managing editor. They believe Vazquez-Rana, in violation of his agreement with the union, fired Cohen for the latter's decision to provide extensive coverage of the UPI bankruptcy proceedings in UPI news reports. The current contract expires April 30.

So far, the most telling evidence that UPI is committed to come back is its hiring of additional reporters and editors. According to Benjamin, since Vazquez-Rana took control, UPI has hired 50 and, if all goes well, it may hire another 50 this year. But Benjamin said he is going after quality, not quantity. He said he is looking for "mid-career people... who can get further behind the news and break more stories." He said he will hire only as many as fit the bill—be the number 12 or 50. Last month, UPI put the second level of editorial management in place, naming four assistant managing editors who will report directly to Benjamin and, with him, form an editorial board. The four include

**Parting shots.** After six years and 2,000 press briefings, Larry Speakes has stepped down as White House spokesman with some recommendations for improving the flow of information to the public—one of them being that the White House fully inform the press secretary on everything—and listen to the press secretary's advice. "Believe him when he tells you, 'It ain't good policy if the public won't buy it,'" Speakes said. Speakes, who spoke at a National Press Club luncheon on his final day in office, Jan. 30, delighted many in his office with comments as critical of the government as of the press.

He would, for instance, "make good on the age-old promise of less secrecy in government, not more." And he called for a reintroduction of "the dialogue between the press and the President." He would also "cut out the script" he says is now employed in formal press conferences, which he described as "theater." Speakes said the President comes prepared with answers while the press is not seeking information but news. He calls it "the gotcha syndrome."

"Let's not write a TV script and then create an event designed for the evening news," he said. "Let news truly be news." Then, he added, "If government engages in theatrics to convey its ideas, then don't blame television if they cover it with comic strip graphics." Like other former White House aides who have dealt with the press, Speakes feels the formal press conference, as now structured, "may have outlived its usefulness."

Speakes, who served Presidents Nixon and Ford before joining the Reagan White House, said the emergence of television as a force in covering Presidents was the "biggest change" he has observed in his days at the White House. Where once the printed press would outnumber television people 75 to 25, the ratio is now reversed, he said. Speakes also said that, because of television, "a single issue may dominate the news of the day."

Speakes began his new career last Monday (Feb. 2) as senior communications adviser at Merrill Lynch, in New York. Marlin Fitzwater, a veteran government press spokesman, succeeded Speakes at the White House.



NATIONAL PRESS CLUB





Benjamin

three newcomers and one long-time UPI hand. Barry Sussman, 52, as columnist for the *Washington Post National Weekly*, and editor in charge of the *Post's* Watergate coverage in the early 1970's, was named managing editor/national. Ben Cason, 44, assistant managing editor of the *Post*, will become managing editor/news. Kim Willenson, 49, congressional correspondent for *Newsweek*, will join UPI as managing editor/international. And Bill Ferguson, 60, broadcast executive editor, UPI, was named managing editor/broadcasting. Three weeks ago, it was announced that Leonard Shapiro, deputy sports editor of the *Washington Post*, would join UPI as deputy managing editor/sports. But two days later, citing personal reasons, Shapiro said that he had reconsidered, and would stay at the *Post*.

That Benjamin has combed the *Post* and *Newsweek* for a manager comes as no surprise. Between 1972 and 1984, he worked for the Washington Post Co. as a reporter and editor at the *Post* and *Newsweek* and as an assistant to corporate chairman Katharine Graham.

Many of the new employees are staffing bureaus. Since June, UPI has reopened bureaus in Albuquerque, N.M.; Bismarck, N.D.; Charlotte, N.C.; Reno; Roanoke, Va., and Spokane, Wash. Over the same period, it's opened bureaus for the first time in Managua, Nicaragua; Nicosia, Cyprus; San Jose, Calif., and Akron, Dayton, Toledo and Youngstown, all Ohio.

Reporters will be hired this year not only to increase the reach of the wire service, but also its strength in certain areas, notably sports and international trade, Benjamin believes international trade will be the "story of the 1990's." To make sure UPI is prepared to cover it, he said, it needs to have the right reporters in the right places—Tokyo, Hong Kong, Taipei, Singapore and Seoul.

UPI has traditionally been strong in sports, Benjamin said. And UPI plans to build on that strength by expanding coverage of sporting events in Europe, Asia and Latin America. He said interest in international amateur athletics will increase steadily as the 1988 Olympics approach.

UPI installed its existing electronic newsroom system in the early 1970's and, by Benjamin's own admission, it's "getting

pretty long in the tooth." As a consequence, he said, UPI is committed to installing a new system this year along with a new central computer that will "select and route copy in a far more flexible way than any of the other news services."

UPI is also reexamining "the crazy quilt of land lines and satellite circuits" that it now uses to gather news and disseminate it to clients, Benjamin said. Instead of distributing different services on different circuits, he said, UPI would like "to digitize everything and pump it all down one large pipe." There are "major economies" to be derived from such an approach, he said.

One ambition that UPI will probably shun is television news. AP began a television

news service, TV Direct, last year in partnership with Conus Communications, but Benjamin feels no pressure to follow suit. "We have been approached by a couple of companies that are interested in doing a joint venture with us," he said. "But we are not at a point where we have made any decision. It's not immediately obvious that that is something we have to leap into."

Of course, it's uncertain whether the hopes of Benjamin and Vazquez-Rana will be realized. But UPI has a lot of people pulling for it, including many news people and organizations who feel two thriving wire services are good for journalism, and good for the country. In wrapping up a laudatory piece on UPI for *CBS Sunday Morning* sev-

**Pxys pix.** With as much fanfare as it can generate, UPI will introduce later this month a digital wirephoto service that will deliver high-resolution, color photographs and graphics to newspaper and broadcast clients in minutes. The service will gradually replace UPI's Unifax II black-and-white service, which was introduced in 1975.

UPI President and Editor Milton Benjamin believes the system, which is tentatively called Pxys, is unique. "It's almost impossible to overstate the revolution that the digital photo system is going to cause," he said. "It will transmit pictures with absolutely dazzling color and *National Geographic* quality in two minutes and 17 seconds."

The system is the handiwork of Digital A.V. Inc., Knoxville, Tenn., which was founded four years ago to develop high-resolution video systems for medical applications. One of the first things Mario Vazquez-Rana did when he took control of UPI last summer, Benjamin said, was to award Digital A.V. a contract to apply its expertise in digital imaging to developing a system for UPI.

UPI is holding back its marketing plans and prices for the service until the formal introduction at a Washington press conference on Feb. 20. But Tom Sudman, president of Digital A.V., talks freely and enthusiastically about the technology behind the service.

According to Sudman, Pxys is much more than a photo facsimile service. The computer-based system turns photos into digital images as soon as they come out of the darkroom, permitting them to be modified and enhanced easily and inexpensively, and transmitted without degradation.

As now envisioned, Sudman said, once the photos are digitized and stored, UPI photo editors will use their computers to crop them, correct them for color and contrast and transmit them via satellite or land line. Upon receiving the images, clients will use similar computers to further modify or enhance them before sending them on to be printed or broadcast.

Judging from Sudman's description, broadcasters will receive a sophisticated hardware and software package. It is, in essence, a state-of-the-art videographics/character generator, he said. As soon as they receive and store the images in their computers, he said, the broadcasters can go to work on them—cropping, "painting," adding or subtracting elements, overlaying graphics and otherwise "manipulating" the images. So sophisticated is the package, he said, that some broadcasters may choose to use it for all their videographics and character generation needs, feeding video from sources other than UPI into it for processing.

Television clients never have to handle a hard copy of the images. Their system is designed to send the images directly to a television switcher in either component analog, component digital or composite NTSC form, Sudman said. The system can be configured to store from 50 to 150 images for immediate access, he said.

Newspaper clients will have a choice of two systems, both of which produce a hard copy of the image, Sudman said. Besides cost, the difference between the two is the degree of "manipulation capability," he said. While one will feature many of the videographic capabilities of the television system, he said, the other will be limited to a few basic functions.

According to Sudman, the time it takes to transmit an image is a function of a couple of variables: the image resolution and the transmission channel. Benjamin's assertion that it will take only two minutes, 17 seconds to send an image assumed a 56 kilobit-per-second satellite channel and the minimum resolution that was necessary to satisfy broadcasters and newspapers during field trials. The "best land line," he said, would slow the transmission time to four minutes.

The system is capable of producing images with resolution approaching that of 35 mm prints, Sudman said. But transmitting such images would be pointless since the images are significantly degraded during the printing and broadcasting processes.

Eventually, Digital A.V. hopes to eliminate all film and paper from the system, Sudman said. The company has already developed prototypes of still cameras that capture images in digital form rather than on film, he said. And, he said, it is working on hardware and software that will allow newspapers to process images and send them directly to the presses without having to produce a hard copy.



**Stepping down.** After more than 50 years in journalism, including more than 20 at NBC News, Gilbert Millstein, news editor for the *NBC Nightly News with Tom Brokaw*, retired Jan. 30. Millstein, 70, entered journalism in 1935 when he became a copy boy at the *New York Herald Tribune* while still in college. After working for several newspapers, including *The New York Times*, he moved into television in 1965 as a writer on NBC News's *The Huntley-Brinkley Report*, later joining *Nightly News*. He is shown here surrounded by the *Nightly News* staff, grasping hands with show's anchor, Tom Brokaw.

eral weeks ago, CBS correspondent Robert Pierpoint said money would be saved if UPI went out of business, "but a voice vital to our democracy would be silenced." □

## Buchanan resigns White House post

**Veteran conservative says he can be of more help to Republican fortunes by working outside administration**

Patrick J. Buchanan, the hard-nosed conservative who takes joy in bashing liberals and the media, has resigned his White House post as director of communications. Buchanan was said to believe he can do more for the conservative cause and to influence the outcome of the Republican presidential convention from outside than from inside the Reagan administration. Buchanan's resignation, effective March 1, came about a month

after the 48-year-old Buchanan publicly rejected any thought of seeking the nomination for himself.

Buchanan made his reputation as a tough combatant in the cause of conservative politics as a speech writer in the Nixon White House. He was credited with authorship—which he never denied—of the speeches that Vice President Spiro Agnew gave denouncing the media, particularly television, denouncing the "liberal establishment" for its alleged anti-Nixon bias. In an interview with *BROADCASTING*, in December 1985, Buchanan said he had not mellowed in his views, that the years had "fortified" the opinions he had expressed through Agnew 16 years earlier (*BROADCASTING*, Dec. 30, 1985).

In that interview, Buchanan, who had joined the Reagan staff in February 1985, indicated considerable enthusiasm for the opportunity he felt he had to inject his philosophical views into the policies of the Reagan administration. Giving up an income, from a newspaper column, television appearances and lectures, of an estimated

\$400,000 annually, for the \$77,400 the White House job paid, was worth that opportunity, he said.

However, the pressures and conflicts generated by the disclosures of administration activities in the Iran-Contra connection have placed him in opposition not only to the White House's external critics but to those within the White House as well. He ridiculed Republicans who have criticized the administration as "heading for the tall grass." Those and similar utterances were not cleared by the White House and reportedly put a strain on his relations with White House chief of staff Don Regan, who had picked him for the White House communications director's job. His outspokenness is also said to have led the State Department to block his ambition of becoming U.S. ambassador to the North Atlantic Treaty Organization.

Unlike his predecessor as White House director of communications, David Gergen, Buchanan does not spend much time with the press, attempting to influence the "spin" that is given stories. And until recently, he was loathe to appear on television or give interviews. But he has had direct contact with the President, and his official duties offered opportunities for affecting policy. Those duties include supervising the presidential speech writers, the research division, the television office (which consults on the President's use of radio and television), the Office of Media Liaison (which serves the press outside Washington), the Office of Public Affairs (which briefs the President in advance of press conferences and serves as liaison with the press offices of executive branch agencies) and the Office of Public Liaison (which maintains contact with virtually every kind of nongovernmental group other than political).

President Reagan issued a statement commending Buchanan. "Pat's communications skills and his commitment to conservative political beliefs have been an important part of my administration for the last two years," the President said. "I will miss his leadership and support, but I count on his voice to remain a beacon for our political agenda."

White House spokesman Marlin Fitzwater, in announcing Buchanan's resignation, said Buchanan feels "a natural break point" to make way for a successor to fill out the remaining two years of the Reagan Presidency had arrived. What's more, Fitzwater said, "Pat also feels he can better influence the issues in politics in 1988 and the direction of the conservative movement and Republican party by speaking and writing from a vantage point outside the White House." Buchanan is said to have abandoned thoughts of a presidential race of his own after conservative allies convinced him that such a race would only work to the detriment of Representative Jack Kemp (R-N.Y.), another favorite of the right wing whose campaign is having trouble getting off the ground.

Buchanan has not announced his plans for the future, beyond taking a vacation. According to published speculation, Dennis Thomas, a top presidential aide, is Buchanan's possible replacement as director of communications. □

**From China, with news.** NBC News's *Today* show staff was still down under in Australia last week, when NBC News President Larry Grossman announced another overseas assignment: From Sept. 25 through Oct. 2, all major broadcasts of NBC News, including *Today* and *NBC Nightly News with Tom Brokaw*, will originate via satellite from China. Brokaw is expected to interview top Chinese leaders, with *Today* co-hosts, Jane Pauley and Bryant Gumbel, interviewing Chinese dancers, musicians, actors and sports stars.

Additionally, *Sunday Today*, which is scheduled to begin regular broadcasts next September, will feature live and taped segments from China Sunday, Sept. 27. *Meet the Press*, *News at Sunrise* and *Weekend Nightly News* also will originate segments from China. And an NBC News special will be included as a prime time program during the trip, airing Oct. 1.

NBC will be aided by China Central Television and Shanghai TV. An NBC News team, headed by Gordon Manning, NBC News vice president, and Jeremy Lamprecht, NBC News foreign editor, spent 10 days in China to secure exclusive agreements from Chinese officials and local Chinese television organizations for NBC's eight-day visit, which will include live reports from Beijing, Shanghai, and other "newsworthy locales," NBC said. Grossman said he also intends to visit the country next March to discuss details with Chinese government officials. Said Grossman: "We are excited about this opportunity to present to the American people a portrait of this vital nation of one billion people at a time of historic change."



## Pilots on the network burners

**CBS has ordered most of its pilots for next season; other two networks still thinking**

It's pilot time in Hollywood—that time of year when the three networks each commission between 20 and 30 pilots (more or less, depending on what shape their prime time schedules are in) which will be considered as new series possibilities for the 1987-88 season. CBS confirmed reports that it had ordered most of its pilots by last week, 14 comedies and 12 dramas, while the other two networks were still knee-deep in the ordering process. ABC had earlier announced commitments to eight drama pilots and was wrapping up orders for five more last week, as well as a number of comedies. NBC said it expected to have its pilot orders completed by early this week. In NBC's new season development pool is a pilot being produced by Bob McCullough in association with NBC Productions titled *Kowalski Loves Ya'*, with former pro football player, Dick Butkus, and Harriet Nelson, who starred in the 1950's sitcom, *Ozzie & Harriet*.

CBS has already committed to two new prime time shows for next season, bypassing the pilot process. They include a one-hour *Murder, She Wrote* spin-off from Universal called *The Law and Harry McGraw* and a sitcom from the Charles Brothers and James Burrows (who produce *Cheers*), untitled, but which will star Carol Kane.

Among the comedy pilots CBS has commissioned:

- *Sounds Like*, from Orion, about a man who owns his own sound effects business for commercials, and the daughter he is raising.

- *Mable & Max*, from Warner Bros. Television, about two New York actresses, one older (Geraldine Fitzgerald) and one younger, who share an apartment.

- Two pilots from Columbia/Embassy Television. On the Columbia side, there is *Brothers Beeby*, about two brothers, one divorced, one single, who move in together. On the Embassy side, there is *Amigos*, about two Hispanic buddies, one of whom becomes a lawyer.

- Three pilots from Paramount—*King Pins*, about an idealistic father who runs a bowling alley; *Reno & Yolanda*, about a husband and wife dance team in Atlantic City, N.J.; *Sons of Gunz*, about a car salesman and his four sons.

- *Baby on Board*, from Hart/(Marlo) Thomas/Berlin Productions, about a couple in their 40's who decide to have their first child.

- *Puppetman*, from Brillstein & Co., about a puppeteer and created by Jim Henson.

- *Mickey & Nora* from Disney, about a former secret agent and his wife's attempt to

live a normal life.

- *In the Lion's Den*, from MTM, about a young, female television producer.

- *Sawdust*, from MGM-UA, about a family that decides to join the circus.

- *Sirens*, from Stephen J. Cannell, a one-camera comedy about two female policemen.

- *Three Sisters*, from Lorimar, about three adult sisters who share a close relationship.

- An untitled comedy from Viacom with Tim Reid in the starring role.

In the drama genre, CBS has ordered the following pilots:

- Two, hour-long pilots from 20th Century Fox. *Leg Work*, which will be based in New York, about a female private eye who strikes out on her own, and *Travelling Man*, about an emergency room doctor who strikes out on the road in an attempt to "reconnect" with himself after a family tragedy.

- *B-Men*, from Lorimar, about two young men who decide to become bounty hunters.

- *Zoovets*, from the Columbia side of Columbia/Embassy, about an exotic animal veterinarian and his clinic.

- *The Beast*, from Witt-Thomas productions, about a man-beast living in New York's subway system.

- *The Infiltrator*, from Tri-Star, about a young scientist who becomes a cyborg.

- *The Oldest Rookie*, from Disney, a police buddy action-adventure.

- A new version of *The Saint* from D.L. Taffner.

- *Tour of Duty*, from New World, a war drama set in Vietnam.

- *Warriors*, a father-son "Kung-fu" vehicle, from Warner Bros. Television, which will star Brendon Lee (son of the late Bruce Lee) in the role of the son.

- *Wiseguy* from Cannell, about a street-smart cop who is conscripted by the FBI to infiltrate organized crime.

ABC was still putting together its pilot list last week, but did confirm several pilot orders and several other orders and pending projects were reported by studio sources. Among the comedy pilots:

- *Our Planet Tonight*, described as a one-hour comedy/variety pilot intended to be a spoof of reality-based shows. It is from ZAZ Productions, the makers of the film "Airplane."

- Two comedies from Columbia/Embassy, including a *Who's the Boss* spin-off, *Mona* with Katherine Helmond, and *The Charmings*, about Snow White and Prince Charming in the 20th century.

- *Canteen Ladies*, from Disney, about two women who work in the White House cafeteria.

- *Divided We Stand*, a one-hour family comedy from Aaron Spelling Productions written by Don Brinkley.

- *Hooperman*, with John Ritter, written by Stephen Bochco and Terry Louise Fisher, who co-created *L.A. Law*, about a plain-clothes cop who solves crime with his wit, not his gun.

- Two untitled sitcoms from Warner Brothers, including a one-camera romantic comedy to star Tim Matheson (written by Fred Barron) and another about two daughters who inherit a diner from their mother.

- Untitled vehicle to be produced by Mike Nichols.

- Untitled vehicle to be produced by Michael Leeson.

Among the pending comedy projects at ABC are two from Paramount. *The Trouble with Women*, about a single guy in pursuit of the perfect woman, and an untitled Winkler/Rich sitcom about a woman who returns home with her child to work at Dad's company.

Several weeks ago, ABC announced orders for eight dramas, including: *Circus* (Phoenix Entertainment), *Remo Williams: The TV Series* and *After Midnight* (both from Orion), Jon Sable (Taft), *Desperate* (Warner Brothers), *Divided We Stand* (Aaron Spelling), *The Believers* (New World) and *Grown Ups* (MGM-UA) (BROADCASTING, Dec. 29, 1986). ABC has also ordered the following drama pilots (for a total of 13):

- *The Clinic*, from Lorimar, (written by Jay Presson Allen), about a psychiatric clinic and focussing on the people who work there.

- Two from Universal, including *Deadline*, about foreign correspondents and the dangerous lives they lead, shot on location in Madrid, and *Probe* (two-hour pilot), about a private eye, using intelligence and wit to solve crimes in place of violence.

- *Free Spirit*, a light-hearted drama from Aaron Spelling Productions, based on the film about a wife who remarries only to have her deceased first husband's ghost return to haunt them.

- *Red Duke*, Entertainment Partners in association with Tri-Star Productions, about a doctor with an infectious wit, who rides the range and talks to himself.

ABC is also considering a co-venture from Spelling and Columbia/Embassy titled *The Best of Times*, about a woman who holds different kinds of social reunions at her home. It is similar in concept to Spelling's *Fantasy Island* in that it will feature a regular cast joined by a group of guest stars each week. ABC has not ordered a pilot for the project, but is considering it as a possible series.

NBC appeared to have ordered fewer pilots than its two counterparts, largely because its prime time needs are not as great. Also, the network said it wouldn't talk about its pilot commitments until this week, when

it expects to have everything in place. According to production company sources, however, NBC has ordered, in addition to its own *Kowlaski Loves Ya*, the following comedy pilot:

■ *Glory Days* from Embassy, about two blue collar buddies.

NBC also has under consideration several comedy projects from Paramount, including *Making Waves*, set on an aircraft carrier, and *Wonderland Trucking*, a buddy comedy set in a trucking company. The network is also considering dramas from at least three companies including Columbia/Embassy, Warner Bros. and 20th Century Fox. □

## ABC to provide 'Viewpoint' for 'Amerika's critics

**Network reportedly will air special following series and is prepared to explain UN portrayal is fictional**

The last word on *Amerika*, ABC's controversial mini-series dealing with an America 10 years after a Soviet takeover, will not be ABC's. The network last week was reported to be preparing to produce a 90-minute *Viewpoint* on Feb. 23, following conclusion of the series, to provide time for an airing of the many criticisms and concerns that the program has generated during its production. The series—for which the network has allocated 14½ hours—begins Feb. 15.

The *Viewpoint* would not be ABC's only concession to *Amerika's* critics. ABC is reportedly prepared to run disclaimers before each of the seven segments to indicate the United Nations troops portrayed in the film as serving, in effect, as Soviet occupation forces, do not depict any existing organization.

George LeClere, director of radio and television for the UN at its headquarters in New York, said ABC had agreed to those steps—though not yet in writing—at a meeting that Theodore Sorenson, who is representing the UN in the matter, held with Capital Cities/ABC's senior vice president and general counsel, Stephen A. Weiswasser, on

Monday (Feb. 2). An ABC official declined to divulge details of the meeting, but he did not deny LeClere's report. "ABC will probably do the *Viewpoint* and the disclaimers," he said. There was no word last week on who the panelists would be—other than that a UN spokesman would be included. Liberals and conservatives have denounced the program with equal vigor.

LeClere also disclosed that the star of the mini-series, Kris Kristofferson, has offered to appear in a UN-produced television spot that would be designed to show "the reality of the UN peacekeeping force as opposed to the fiction in *Amerika*." It would be made available to stations around the country. Nor would that be the sum of the UN's advertising effort. LeClere said the Ted Bates advertising agency this week will produce and share in the cost of a 30-second spot explaining the UN's real role in peacekeeping forces. What's more, LeClere said he would offer to any station that wants it material "on the real peacekeeping operations" as shot in the field.

ABC won no praise for its reported concessions. Sorenson, who served as a special assistant to President Kennedy, said: "The show is such a travesty on the UN, I wouldn't express satisfaction [with ABC's reported steps]." The UN had hoped for more than it apparently will get, including free air time the UN would use for programming "to bolster audience understanding of the UN as it actually is."

And, although Sorenson evidently did not come away empty-handed, representatives of three citizen groups—Fairness & Accuracy in Reporting, the Committee for National Security and the American Friends Service Committee—feel they did, after a meeting on Thursday with ABC's Al Schneider, vice president, policy and standards, and Alan Wurtzel, vice president, broadcast standards and practices. Jeff Cohen, of FAIR, said he and Jonathan Halperin, of CNS, and Bruce Birchard of AFSC, accompanied by James Leonard, a former U.S. ambassador to the UN, and Leonard Boudin, a civil liberties attorney, had asked for time for public affairs programs that would accompany the series and provide contrasting views on "the political issues" raised by *Amerika*.

They also asked for the broadcast of public service announcements of where infor-

mation on the issues raised could be obtained, as well as an opportunity to help prepare an ABC's *Viewer's Guide* on the program.

Again, ABC declined to discuss what it called "a private meeting," but the groups involved said the ABC officials agreed to none of the proposals in the meeting, which lasted three hours. "We came away disappointed," Cohen said. He was particularly concerned about the rejection of the request for the "several" public affairs programs. He dismissed the proposed 90-minute *Viewpoint* following the mini-series as "too little and too late." He contrasted that proposal with the manner in which ABC handled the controversy that was building up in 1983 in advance of *The Day After*, a three-hour movie on a nuclear holocaust. He recalled that six weeks before the program aired ABC announced plans for an 80-minute discussion program at the film's conclusion, and attributed that consideration to the fact that *The Day After* critics were the "Reagan administration and its allies." An ABC News official said such consideration was shown in 1983 because the White House was among the "opponents" seeking time for a contrasting view. "The White House saw it as a policy issue," the official said. "That is not the case with *Amerika*."

As the UN's LeClere indicated, the ABC network is not the only vehicle that critics of the program are seeking to carry their ideas about it. ABC affiliates are also being approached. The United Nations Association of the U.S.A. is working through its chapters to appeal to the affiliates to carry programming to balance what the UN believes is *Amerika's* distorted picture of the UN peacekeeping forces. An official of UNA/U.S.A., James Olson, said a number—he thought it might be as many as 25—had agreed to provide time for the purpose. Groups like FAIR and CNS are working through local organizations to obtain time on ABC affiliates for discussions of the issues. Martha C. Little of CNS said three affiliates are said to have agreed to offer time for such programs and that talks are under way with a dozen others. There may be some overlap in the stations to which Olson and Little were referring.

Ignoring *Amerika* over the next couple of weeks will not be easy. □

## The ironies of ABC-TV's 'Amerika'

Donald Wrye, executive producer, director and writer of *Amerika*, likes irony. At least, he says his script for the ABC mini-series that has been generating controversy for months—never mind that the first of its 14½ hours won't be seen until Feb. 15—"was an attempt at irony." His attempt has succeeded, perhaps beyond his aims. The program is hip-deep in ironies. The right wing hates it, but the left despises it. And while the United Nations and its friends say the work slanders the world organization, the Soviet Union says the program is an effort to stir up anti-Soviet feelings—or did, until a couple of weeks ago, when Soviet officials began talks with ABC about *buying* the mini-series. (Talk about ironies.)

Perhaps the most interesting irony of all is that *Amerika*—which deals with a United States 10 years after the Soviet Union has seized control of the country in an apparently bloodless coup—is being denounced for trading in a currency television has been denounced for avoiding—the currency of ideas. The critics do not denounce the ideas, so much. Rather, they seem to have read the bootlegged

scripts that are in circulation and viewed segments of the series made available by ABC through the prism of their own biases, and with a devastating literalness.

The film may well fail. Some who have screened its first four hours say the pace is painfully slow. And the critics—more important, the public—may find the ideas as developed in the completed film hackneyed. Then there was the Chrysler Corp., the largest sponsor of the series. It thought better of its \$7 million investment in the program, and decided to cut and run after officials had screened a portion of the mini-series and decided it didn't fit well with the company's "The Pride is Back—Born in America" series of commercials. Still, ABC, a network that lost \$60 million last year, is investing \$35 million in a series whose author says he wants to express "ideas." That thought alone is breathtaking—particularly since the network's new owner, Capital Cities, is known for its respect for the bottom line. What's more, Brandon Stoddard, president of ABC Entertainment, does not think Wrye has created a piece that viewers will be able to



watch with anything but full attentiveness—"you don't just sit down in the easy chair in a T-shirt and have a can of beer and watch *Amerika*," he said at a press conference at the ABC press tour, in Los Angeles, on Jan. 9. One of the things that worries him about the program—"and there are many," he said—is that it "requires an effort on the part of the audience. This is not a passive entertainment experience." And Wrye himself, at another press conference on the same press tour, said, "There's a lot of double-speak in the picture. Things are called one thing and are... used in another way." Viewers, be warned.

Chrysler's decision to pull its commercials may well have constituted a surrender to pressure from *Amerika*'s critics, as Stoddard contends. But, the company may have a point in saying that its upbeat commercials would not mesh well with the film. The atmosphere is grim, depressing. America is a defeated, impoverished country. Even in the agricultural heartland, people stand in line for food. Brutal occupying forces that bear what some critics say is a disconcerting resemblance, in name and insignia, to United Nations peacekeeping forces, maintain control. Those who resist face imprisonment and internal exile. Drunkenness, drug abuse and vandalism are on the rise. Even anti-Soviet demonstrations by teen-age radicals are found to have been sparked by the authorities—to let the kids work off their aggressiveness. That is America in the 1990's.

*Amerika*, perhaps appropriately, was conceived in controversy. In October 1983, Ben Stein, the conservative columnist for the *Los Angeles Herald Examiner*, still seething over ABC's three-hour film on nuclear holocaust, *The Day After*, did a piece addressed to his "dear friends at ABC." Why not, he asked, do a film on America under Soviet occupation? Stoddard (under whose control *The Day After* was produced) was intrigued. But he was not interested in a film depicting the actual takeover—tanks coming down the road and planes bombing American cities—the "Red Dawn" sort of thing. It wasn't until Mary Ann Dolan (then the editor of the *Herald Examiner*), who was soon to become Stoddard's wife, suggested he simply finesse the takeover part. Begin 10 years after it occurred. Viewers never do learn how it was accomplished.

When Wrye—whose credits include *Death Be Not Proud*, with Robby Benson; *Born Innocent*, with Linda Blair, and *Heart of Steel*, with Peter Strauss—began on the project, he was thinking in terms of a three-hour movie, one that was given the working title *Topeka, Kansas—USSR*. But as he began developing the concept, it seemed to take on a life of its own, and grow. It grew into a mini-series, and then a very long mini-series. Eventually, the script would have provided material for about 17 hours of story. But the cost would have been prohibitive, so it was pared back to the still lengthy but more manageable 14½ hours (including a couple of hours of commercials and other nonprogram material). The operating plan, according to Bob Wright, a West Coast publicist for Wrye, was to permit the mini-series to go to any length the material would support (well, not to any length).

What is the core idea of *Amerika* that requires so many hours of programing—and so many diverse characters—to develop? Wrye, at the press conference on the press tour last month, attempted to address a question of that sort: "I do think that we... are in danger as a society of not perceiving the issues of our society very clearly... that we like to run off and thrash around at simple solutions and simple straw targets, and the complicated way in which a democratic society remains alive and viable is for the people who make up that democracy... to take the responsibility for [its viability]."

He also said that "a strong element in the film" is that individuals who take stock of themselves and their possibilities in a serious manner can fulfill "the assumption that our founding fathers made that there is in each human being the possibility of nobility." And if individuals can express that "potential for nobility," he said, "that will create a cohesive and viable society."

That's how the author sees his work. Critics see it differently.

Reed Irvine, chairman of Accuracy in Media, the conservatively oriented media watchdog, regards the film as an act of "sabotage." Ben Stein's original idea was fine, in Irvine's view. It held the promise of a film portraying life under Soviet domination in a "realistic" manner and conveying the message that failure to protect itself against the Soviet Union's "first strike potential"—as Irvine wrote in his Janu-



Wrye and Stoddard

ary *AIM Report*—would subject the U.S. to the danger of defeat, occupation by the Soviet Union, "and intolerable suffering." It's the kind of thing Irvine says President Reagan's policies of "resisting Communist encroachment, restoring pride in America and [developing] his Strategic Defense Initiative" are intended to prevent. But the film betrays that opportunity. And Wrye's comment that there is no "Russky-bashing" in the film is, for Irvine, a dead give-away as to the author's proclivities.

The view of some liberals is almost a mirror image of Irvine's. To some of them, the source for the idea (a former Nixon speech writer) automatically makes the project suspect. And Jeff Cohen, of Fairness & Accuracy in Reporting (itself a mirror image of AIM), sees the film as "pretty serious right-wing propaganda offered up in a dosage Americans are not used to getting unless they are devotees of Jerry Falwell programs." And if Irvine complains about an absence of "Russky-bashing," the Committee for National Security, which seeks to promote arms control and is working for a ban on all nuclear testing, says that by portraying the Soviets "as typical Hollywood villains," ABC has "reverted to the worst stereotypes of the Cold War." The CNS also says the suggestion that Americans would accept a takeover by a foreign power without putting up a fight is "insulting."

The critics are not only those who might be considered ideologues. George Kennan, one of the most respected diplomats in the post-War world and the author of President Truman's policy to contain communism, wrote to *The New York Times* to express his concern. "What good purpose," he asks, "could be served by feeding this unreal nightmare hour after hour into the minds and imagination of a considerable portion of the viewing public?" Then there are the complaints that the United Nations, backed by several former secretaries of state and U.S. ambassadors to the UN, as well as by the United Nations Association of the U.S.A., have registered with ABC regarding the depiction of UN troops in the film. The portrayal of the troops, a UNA/U.S.A. spokesman said, "is the biggest bastardization of the show." For its part, *Pravda*, the Soviet Communist Party newspaper, describes the film as "a deliberate act of psychological warfare."

All of this, and more, mind you, before anyone, even the makers, had seen the completed film. Wrye had a lot of cutting and editing to do to fit the 17-odd hours he had filmed into the 14½ hours of prime time—spread over seven nights—allowed him. But the critics evidently felt they knew enough to know *Amerika* did not comport with their respective agendas. And the comments, implicitly or explicitly, smack of elitism. FAIR's Cohen, for instance, said, "If ABC gets the 60 million viewers they want, you can count on some millions coming away with right-wing views."

Perhaps. But to Wrye, such criticisms reflect "a fear of the audience, a concern that the audience will not be able to make a rational judgment about a television project." And he sees such fear extending from the audience of a television program to the voter: "If you don't trust the audience, then you don't trust the voter."

But there is something good to be said for the turmoil—and not simply that it is likely to provide the kind of hype that will help *Amerika* attract the "huge audience" a Chrysler spokesman predicted for it when announcing the company's decision to pull its ads. Wrye has expressed the hope that the film would generate debate about the issues it raises. Well, in an imperfect way, debate has been underway for months. And now it appears ABC (with a *Viewpoint* program) and some of its affiliates will provide time for discussion of the program and the issues it raises. And that is not an irony; it's democracy at work.

# Home shopping: How high is up?

**New players continue to enter the fray as predictions for exponential growth abound; but fledgling industry is seeing its first casualties**

Home shopping by television—cable or broadcast—is the current rage. Home shopping sales, which rose from \$91 million in 1985 to an estimated \$450 million last year, according to Paul Kagan Associates, are expected to hit \$2.25 billion this year and \$7.2 billion by 1991. According to Lowell Paxson, president of Home Shopping Network, the largest home shopping service, the business is potentially "between a \$50 billion and \$75 billion industry."

But despite optimistic reports and a proliferation of cable home shopping services—more than 25 national home shopping programs are now on the air or expected to launch momentarily—there are signs that the gold mine is not for everyone to mine. HSN entered an agreement to buy one of its chief rivals, the Cable Value Network, last month, but last week talks reached an impasse. The transaction would have been the first major buyout the industry has seen. A number of other home shopping ventures have entered, and dropped out of the marketplace. Among those already declaring themselves out of the business are the Value Club of America in Rochester, N.Y. After being on 24 hours a day for almost two years, the company announced its intention to shut down (BROADCASTING, Jan. 5). The Shopping Line was canceled after a 13-week test in 20 markets about five weeks ago. Reese Schonfeld, the shopping service's former president, said last week that "we've taken our shot." The service will now "probably fold quietly," he said. And Crazy Eddie's World of Home Entertainment Shopping Network appears to be having its troubles. It was tentatively scheduled to exhibit at NATPE '87 in New Orleans but failed to show, and the service's general manager, Russ Albert, suddenly left the company on Friday, Jan. 23, with the company refusing to disclose a forwarding address.

There are some in the industry who believe that if a general shakeout of home shopping services hasn't already begun, it is certainly coming. Larry Gerbrandt, senior analyst for Kagan, predicts that there will be "extensive shakeout among occasional networks"—services that are not on the air for extended times on a regular basis. In addition, he said, the possible HSN-C.O.M.B. merger (seen in question last week) can also be viewed as part of a shakeout. "Hand in hand with shakeout goes consolidation," Gerbrandt said.

According to HSN's Paxson, it won't be "because of lack of consumer response. The shakeout is coming simply because the entities that are in it don't have the infrastructure to handle the orders or deliver. When companies thought about going into this business, they looked up at their television screen and saw a picture, and they said, 'Well, we can do that.'"

But HSN—the first and largest teleshoping service, which Paxson said prior to the announced merger is expected to gross \$1 billion in 1987—has "4,200 employees now spread out in 11 states," Paxson said. "We own 11 television stations and have affiliations with over 784 cable systems, reaching about 15 million in cabled homes and just around 20 million in broadcast homes. We have over a million square feet of regional warehouses spread out across the country, so every home is within two days delivery. We have one of the largest computer installations in the U.S."

Programing a home shopping show "is the easy part," the HSN executive said. "Anybody can do that, some probably better than others. That's not the issue. The issue is customer service—not viewer service. There's a lot of difference between the viewer and the customer." The home shopping industry, Paxson said, is a "business of order processing and fulfillment and product knowledge. And you don't get that overnight. You're going to see a lot more shakeouts."

Said Richard Berlin, vice president of operations for the El Cajon, Calif.-based America's Shopping Channel: "We're already seeing some shakeout because a lot of people jump into [the business], not really understanding what it's all about," including how to market a product, what products to sell and what prices to charge. But as a whole, the industry is "only just scratching the surface right now, because we're appealing to the meat of the market—the impulse buy. We're selling jewelry and gift items to the people that are at home who watch a great deal of television anyway. I think there's a lot of expansion to be done there as we reach more of these viewers," Berlin said. "We'll see the programing become more refined," eventually "getting into other services and products other than the impulse kind." ASC has emphasized the localness of its cable operations now in New Orleans (67,500 members), Tulsa, Okla. (30,000 members), and San Diego (32,000 members), using local hosts to present products



Paxson

appealing to a specific area. It now reaches 600,000 homes and expects to hit one million after it launches other services in Tidewater, Va., Oklahoma City and Atlanta later this year.

□

The list of home shopping services continues to grow, with a wide variety of products being displayed on broadcast stations and cable systems across the country. The Cable Value Network, the second largest stand-alone home shopping service, is 50% owned by C.O.M.B. Co., with the other half owned by 18 MSO's, including TCI, ATC, Warner, Continental Cablevision, Heritage Communications, United Cable TV, Newhouse Broadcasting, Viacom and Times Mirror Cable. The service reportedly reaches nine million homes and expects to reach roughly 15 million homes by April.

The West Chester, Pa.-based QVC Cable Network sells sports and leisure items, jewelry and consumer electronics, with about one-third of the products selected items from Sears products. QVC, which began airing 24 hours a day, seven days a week on Jan. 1, expects to earn \$1 million by the end of February.

According to QVC Chairman Joseph M. Segel: "We believe that we will pass the break-even point within the next four months and that QVC will be able to achieve a sales volume significantly greater than \$100 million in our first full fiscal year, which begins Feb. 1." The shopping program now has 42 MSO's committed to carry it, with at least 10.3 million subscribers. By May 1, about four million homes are scheduled to receive the program on a shared channel during various times of the day, and six million will receive it on a dedicated channel, QVC said.

Unlike HSN, QVC has no plans to air on broadcast stations. The company will stay on cable, Segel said. "You can't be all things to all men. We choose to be 100% cable."

■ Among the other shopping services hoping to find a place on America's television sets are The Sweepstakes Channel, offering discount subscriptions to magazines and other literary-related items, such as books and audiocassettes, and Trans World Airlines' The Travel Channel, offering a mix of travel information and entertainment, discount travel offers and direct sale of travel-related products.

The Sweepstakes Channel is currently testing the service in different sized markets on UHF stations, with future plans to make TSC available to cable operators and backyard dish owners 18 hours a day on RCA Satcom IV (transponder 12). However, "at this point, everything is hinging on how the tests come out," TSC spokesman, Lloyd Trufelman, said last week. The Travel Channel, a 24-hour-a-day service, debuted on RCA Satcom III-R (transponder 16) on Feb. 1. TTC will be seen on cable systems nationwide, with no plans to air on broadcast stations, a spokeswoman said.

■ Since last November, Tempo Television



Inc. has been airing *Tempo Galleria*, the umbrella title for its current offerings of four teleshopping programs consisting of 30- to 90-minute segments integrated into the cable network's regular programming. Tempo has aired shopping programs on a regular basis since 1980, expanding its teleshopping offerings when the home shopping craze hit in 1986, said Sarina Klaver. Tempo director of corporate communications. The network is still selling time to other shopping services not produced by Tempo. It currently offers about four hours a day, with more shopping programs to be added later this year, Klaver said.

■ **ValueTelevision**, with co-hosts Alex Trebek and Meredith MacRae, combines the entertainment and consumer information of a talk show with elements of a home shopping show. It is a joint venture of Lorimar-Telepictures, Fox Television Stations and the Hanover Cos. The merchandise sold on the program is coordinated by Hanover, a subsidiary of Horn & Hardart. In addition, Lorimar-Telepictures has announced plans for an all-night home shopping show to be introduced later this year called *VTV Late Night*. According to the development plan (BROADCASTING, Feb. 2), *VTV Late Night* will be a live, satellite-fed, daily strip show originating from a Las Vegas casino. It will run nine hours, with stations required to air a minimum of four hours. Two or three hosts will rotate shifts.

■ A lowest-price guarantee is one selling point used by Houston-based Consumer Discount Network, which began operations last Sept. 15. CDN customers who find their



The QVC Cable Network

merchandise at a lower price at another outlet are refunded the difference between the two prices plus 10% of that difference, according to CDN's cable affiliate manager, Larry Johnston. CDN offers 150,000 products, ranging from clothing and jewelry to electronics and home appliances, and is marketed to broadcast and cable outlets via Satcom IV, transponder 24. CDN I airs seven days a week from noon to 8 p.m. NYT.

CDN, which is publicly owned and listed on the American Stock Exchange, hopes to expand to 24 hours when transponder space becomes available. It offers cable systems

and broadcasters an 8% commission. (A cable operator receives a commission from a sale in its coverage area even if the buyer is a satellite dish owner or is not a system subscriber.) According to Johnston, there is much competition in the home shopping industry. "I think you'll see a few others [services] drop off," he said. "CDN will be here to stay."

■ **Video Shopping Mall**, Jenkintown, Pa., has positioned itself as a retailer of franchises and home study courses. The service, which began in June 1986, also sells electronics, jewelry and other merchandise. It is

## NBC continues winning ways

NBC took week 19, ended Feb. 1, with a 17.4 rating/27 share, 1.7 rating points over CBS's 15.7/24 and 2.3 rating points ahead of ABC's 15.1/23. Last year for prime time the numbers ran NBC 18.2/28, CBS 16.4/25 and ABC 15.8/24.

In the battle for evening news, CBS took the week with a 13.9/24. NBC claimed a 12.4/21, while ABC scored a 10.8/18. Last year CBS won with a 15.5/25 over NBC's 14.0/23 and ABC's 13.9/23.

At this point in the season, NBC has a season-to-date average of 17.9/28, while CBS has a 16.1/26, and ABC a 14.2/23. Both CBS and ABC are a bit behind their season averages of last season, while NBC is right on the mark with its average from last year.

The HUT level (homes using television) was down to 64.9%, behind week 18's 66.5% and last year's week 19 HUT level of 65.4%.

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

Tuesday evening's presidential State of the Union Address ran from 9 to 10 p.m. The accompanying analyses that ran on CBS and NBC from 10 to 11 p.m. couldn't compete for ratings and audience with ABC's repeat broadcast of *Jack & Mike*. The news analyses pulled in an 8.2/14 on CBS and a 9.1/16 on NBC. ABC had a 12.4/22 for the same hour with its programming.

Neither ABC's broadcast of *The Man With the Golden Gun* (14.9/24), nor NBC's *LBJ: The Early Years* (18.4/27) could beat CBS's lineup of *60 Minutes*, *Murder, She Wrote*, *Designing Women* and *Hard Copy*. CBS took the evening with a 19.9/29.7, over NBC's 17.3/25.5 and ABC's 14.8/22.1.

| Rank | Show                  | Network | Rating/Share | Rank | Show                  | Network | Rating/Share | Rank | Show                       | Network | Rating/Share |
|------|-----------------------|---------|--------------|------|-----------------------|---------|--------------|------|----------------------------|---------|--------------|
| 1.   | Cosby Show            | NBC     | 36.1/52      | 23.  | Head of the Class     | ABC     | 16.9/25      | 41.  | Scarecrow & Mrs. King      | CBS     | 14.1/23      |
| 2.   | Family Ties           | NBC     | 36.0/51      | 24.  | L.A. Law              | NBC     | 16.7/27      | 46.  | Our House                  | NBC     | 14.0/21      |
| 3.   | Cheers                | NBC     | 30.3/43      | 24.  | Facts of Life         | NBC     | 16.7/28      | 47.  | 20/20                      | ABC     | 13.8/22      |
| 4.   | Night Court           | NBC     | 26.2/38      | 26.  | Miami Vice            | NBC     | 16.5/26      | 48.  | Pres. State Union Analysis | NBC     | 13.3/20      |
| 5.   | Growing Pains         | ABC     | 25.4/37      | 27.  | Matlock               | NBC     | 16.4/24      | 49.  | Hard Copy                  | CBS     | 12.9/21      |
| 6.   | Murder She Wrote      | CBS     | 24.9/35      | 28.  | Perfect Strangers     | ABC     | 16.2/24      | 50.  | Colbys                     | ABC     | 12.7/18      |
| 7.   | Who's the Boss        | ABC     | 23.2/34      | 28.  | Tortellis             | NBC     | 16.2/25      | 50.  | Mike Hammer                | CBS     | 12.7/19      |
| 8.   | 60 Minutes            | CBS     | 22.4/34      | 30.  | Hotel                 | ABC     | 16.1/27      | 52.  | Jack & Mike                | ABC     | 12.4/22      |
| 9.   | American Music Awards | ABC     | 22.2/32      | 30.  | Gimme a Break         | NBC     | 16.1/24      | 53.  | Outlaws                    | CBS     | 12.3/21      |
| 10.  | Golden Girls          | NBC     | 21.8/35      | 32.  | Storyteller           | NBC     | 15.7/26      | 54.  | Ohara                      | ABC     | 12.2/20      |
| 11.  | Dallas                | CBS     | 21.2/34      | 32.  | Monday Night Movies   | NBC     | 15.7/22      | 54.  | Today at 35                | NBC     | 12.2/21      |
| 12.  | Kate & Allie          | CBS     | 20.5/28      | 34.  | Cagney & Lacey        | CBS     | 15.5/24      | 56.  | Stingray                   | NBC     | 11.9/20      |
| 13.  | Newhart               | CBS     | 19.5/27      | 35.  | St. Elsewhere         | NBC     | 15.0/25      | 57.  | Starman                    | ABC     | 10.9/19      |
| 13.  | Highway to Heaven     | NBC     | 19.5/29      | 36.  | Sunday Night Movie    | ABC     | 14.9/24      | 58.  | Sledge Hammer              | ABC     | 10.8/18      |
| 15.  | Designing Women       | CBS     | 19.2/28      | 37.  | Spenser: For Hire     | ABC     | 14.6/25      | 59.  | Wizard                     | CBS     | 10.0/15      |
| 16.  | Dynasty               | ABC     | 18.9/28      | 38.  | Crime Story           | NBC     | 14.5/25      | 60.  | Shell Game                 | CBS     | 9.8/14       |
| 17.  | Knots Landing         | CBS     | 18.8/30      | 39.  | Mr. Belvedere         | ABC     | 14.2/23      | 61.  | Sidekicks                  | ABC     | 9.2/15       |
| 18.  | My Sister Sam         | CBS     | 18.5/25      | 39.  | Simon & Simon         | CBS     | 14.2/20      | 62.  | Analysis State Union Addr. | NBC     | 9.1/16       |
| 19.  | Sunday Night Movie    | NBC     | 18.4/27      | 41.  | Webster               | ABC     | 14.1/23      | 63.  | Gung Ho                    | ABC     | 8.8/14       |
| 20.  | Easy Street Special   | NBC     | 17.8/29      | 41.  | Disney Sunday Movie   | ABC     | 14.1/20      | 64.  | State Union Summary        | CBS     | 8.2/14       |
| 21.  | Falcon Crest          | CBS     | 17.7/30      | 41.  | Hallmark Hall of Fame | CBS     | 14.1/24      | 65.  | Dads                       | ABC     | 7.6/12       |
| 22.  | Cavanaugh             | CBS     | 17.1/24      | 41.  | Special Movie         | CBS     | 14.1/22      | 66.  | Our World                  | ABC     | 6.8/10       |



seen on 70 cable systems and nine television stations. Available over the Discovery Channel transponder from 3 a.m. to 9 a.m. and Lifetime's transponder from 1 a.m. to 3 a.m., VSM reaches Alaska, Puerto Rico, the Virgin Islands and parts of Canada in addition to the continental U.S. It claims to be the only network offering information on home study courses and also produces a half-hour program, *Franchise America*, that introduces franchisers in such businesses as marketing and real estate, who then pay the service for generating leads. The service "is always looking for new accounts as far as clients and products" are concerned, says account executive Roy Miller, who claims that 75% to 80% of VSM's viewers buy merchandise or respond to information about franchises.

The publicly owned company pays systems and stations 5% on product sales. Its revenues for 1986 were in excess of \$60 million, says Miller, who claims the home shopping industry is "about ready to explode." According to Miller, VSM doesn't like to think of itself in direct competition with other video shopping services. "We like to offer things to give the viewer a better taste of what's out there in terms of opportunities," he says.

The Financial News Network's earnings

for September-November 1986 exceeded earnings for the entire year 1985, a testament to the success of FNN-Telshop, the home shopping service it launched on Aug. 4, 1986. Telshop, with production headquarters in Santa Monica, Calif., and executive offices in New York, is carried on 712 cable systems and delivered over two satellites. Satcom III R, transponder 4 (midnight-6 a.m., Monday-Friday, and 6 a.m.-5 p.m., Saturday and Sunday), and Satcom IV, transponder 6 (6 a.m.-7 p.m. Monday-Friday and 6 a.m.-noon Saturday and Sunday).

Telshop offers jewelry, clothing and other goods designed to appeal to FNN's upscale audience. It introduces about 12 items per hour, using a segmented approach so that viewers interested in a certain type of item can tune in at a certain time.

The average retail price of items purchased through Telshop is \$70, twice the national average, according to Peter Mondix, vice president-affiliate sales and operations for Telshop. Telshop offers its cable systems 8% of gross sales for the daytime service and 6% at night.

Mondix characterized the home shopping climate in the past four to five months as "wild" and "really competitive." Many services are after the same buyers, and "if everybody's after the same buyer,

there's going to be a lot of fallout." Home shopping "is a terrific business for us," Mondix said.

■ Black Entertainment Television, a basic cable service based in Washington, entered the home shopping fray in October 1986 with *BET Shopping Place*. The cable-based service deals mostly in jewelry sold at "reasonable" prices, and is testing the marketplace for viewer reaction, which a spokeswoman said has been positive. The service airs from 1 to 3 a.m. Monday through Friday, and repeats at 7 a.m. BET declined to release revenue figures.

■ All orders are taken on the air by the host of the Texas Shopping Club, a privately owned, local service based in Dallas that hires local talent and sets up production facilities locally. TSC, available since Aug. 1, 1986, reaches approximately 90,000 subscribers on the Dallas cable system owned by Heritage Communications, and hopes to be carried by other systems and broadcast outlets in the Dallas area. Cablecast 7 a.m. to 1 a.m. Monday through Saturday and Sunday 8 a.m. to 1 a.m.. TSC offers "tens of thousands" of products, beginning with 15 jewelry items in the first hour of each day.

Systems that carry TSC are offered an 8% commission, and viewers must be members of the Shopping Club to buy products. TSC's

## Syndication Marketplace

**Paramount Pictures** and **Universal Studios** announced last week that they had jointly licensed a variety of series to China's CCTV network. The agreement makes Paramount and Universal the largest suppliers of programming to Chinese television. The two companies will acquire revenue from the deal by selling advertising time to international advertisers. Among the shows that are part of the licensing agreement are the first dramas to make it to China—*Colombo*, *Marcus Welby, M.D.*, *Family Affair*, *Star Trek*—and mini-series including *Winds of War*, *The Jessie Owens Story* and *Space*. Paramount and Universal reached an agreement earlier this year with China Film Corp. for the first distribution of theatrical product there since 1949. Films from the two companies will begin to appear in China in the spring.

**Coca-Cola Telecommunications** and **Tribune Entertainment** have joined forces in association with Grosso-Jacobson Productions to produce and distribute a half-hour western drama, *The Gunfighters*, for fall 1988. *The Gunfighters* marks the first of what will be two ventures between CCT and Tribune. The script of the two-hour pilot, which will begin production in early May, was written by Jim Byrnes, whose credits include *The Sacketts*, *The Gambler* and the final 10 years of *Gunsmoke*. The show follows two fast-shooting brothers and their cousin who become outlaws after losing the family ranch. The Tribune stations, as well as Global Network in Canada, have already cleared the pilot.

What was a budding trend in programming last year, bingo shows, has seen only two new shows for fall 1987—*Satellite Bingo* (Satellite Bingo) and *Late Night Lotto* (ITF Enterprises). Ron Foster, president and chief executive officer of Satellite Bingo, said the show has been cleared on 35 stations. Foster said he is negotiating with a number of syndicators to distribute the show. National chains such as Kroeger, 7-11 and Kentucky Fried Chicken will distribute the cards. No matter what clearances *Satellite Bingo* winds up with, Foster said, it will be a definite go for fall 1987. There will be 26 one-hour episodes for weekly play; Foster hopes the show will become a strip in early 1988. Sales are cash plus barter with 10 minutes for stations, two minutes for the show. As opposed to other bingo shows that have been taped-delivered, *Satellite Bingo* will use live feeds.

Former California State Supreme Court Justice Rose Bird will become one of five guest judges on **Lorimar Telepictures** *Superior*

*Court* starting Feb. 23. Bird will join the program as it celebrates the 200th birthday of the Constitution with re-enactments of five Supreme Court cases.

**LBS Communications** has decided to stop distribution of the half-hour weekly business program, *Strictly Business*. WNBC-TV New York, the show's producer, is currently in negotiations to have distribution of the show continued, according to the station's vice president and general manager, Bud Carey.

**Syndicast Services** reports clearing *D.C. Follies*, a weekly half-hour comedy series debuting in September, on more than 30 stations coming out of NATPE and says the show is a firm go. Produced by Sid & Marty Krofft, the show stars Fred Willard as the proprietor of a Washington bar in which various puppets representing well-known politicians talk and drink and are satirized in the style of Britain's *Spitting Image*. Sales of the 36 weeks of original episodes and 16 weeks of repeats are barter, with three-and-a-half minutes for stations and three-and-a-half for Syndicast. The stations include: KABC-TV Los Angeles, KGO-TV San Francisco, WEWS-TV Cleveland, WTAE-TV Pittsburgh and KTVT-TV Dallas. A one-hour pilot for the show will air in March and April.

**GGP** reports that coming out of NATPE it has cleared its two pre-1988 Olympics specials, *Road to Seoul* (18 half-hours for the summer Olympics) and *Road to Calgary* (13 half-hours for the winter Olympics) on 47 and 49 stations, respectively. In each case the station is an affiliate of the network carrying the particular Olympic games—NBC has the summer games and ABC the winter. Both series are sold on a barter basis with four minutes for stations, and two-and-a-half for GGP. GGP also reports clearing *Countdown to the Showdown*, a preview of the Sugar Ray Leonard-Marvin Hagler fight on April 6, on 41 stations. That program is also barter, with five-and-a-half minutes for GGP and seven for stations.

**TEN** reports clearing *The International British Record Industry Awards* in 70 markets covering 65% of the country for a Feb. 14-March 14 window. The clearances include WNBC-TV New York, KPXT-TV San Francisco, WBZ-TV Boston, WFAA-TV Dallas, WJW-TV Cleveland and WATL-TV Atlanta. Distribution of the two-hour program is barter with 18 minutes for stations and six for TEN. Among those appearing are Whitney Houston, Huey Lewis and the News, Phil Collins, Peter Gabriel, The Pet Shop Boys and others.



executive producer, Rick Fox, says the home shopping field is in "a really fierce competition right now." TSC is one of two services competing head-to-head with the Home Shopping Network, he said, but it "is going to succeed. There's no question about that."

■ Merchandise representing "the good life" was the focus of the Playboy Shopping Show, a seasonal shopping service with a predominantly male audience. Furs, state-of-the-art electronics and jewelry were among items chosen to appeal to Playboy's upscale audience. The Shopping Show's most expensive offering was a personal centerfold—a package that included flight arrangements, accommodations and a photography session with Playboy photographer Pompeo Posar—with a \$12,500 price tag.

Playboy Shopping Show was launched last Nov. 15 and ran through Jan. 31. Its owners, Playboy Video Corp. and a Houston-based fulfillment house, Entertainment Marketing, decided against offering the program on a year-round basis. PSS had been airing daily on the Playboy Channel, and some basic cable networks, at 6:30-8 p.m. NYT. Entertainment Marketing is the parent company of the Consumer Discount Network, Houston.

Bruce Binkow, director of communications for Playboy Enterprises, described home shopping as "a very low-risk way of doing shopping without going out," successful because of the bargains that are offered. "As soon as money was seen in this business, you had an immediate glut of contenders," he said. "That will shake out in the next year," Binkow predicted. "You'll end up with boutiques eventually that will not be 24 hours." He said Playboy would "like to fill that niche as a high-life, good-time store."

■ At Denver-based Sky Merchant, the emphasis is on quality items, lower prices and speed of delivery. Less than 4% of the products purchased from Sky Merchant are returned, compared with a 16% return rate for some other services, says the company's director of operations, Raymond Dion. Sky Merchant sells its merchandise at prices 15% to 70% below average retail price, and ships the purchased items in 48 hours, providing a manufacturer's warranty and 30-day money-back guarantee. It offers "a department store mix with a discount store's prices," Dion says.

Sky Merchant debuted Oct. 15, 1986, and is carried on cable systems in 15 states, adding approximately 10 systems per month. It currently has no broadcast plans. It offers "first-quality, first-run" merchandise, such as automotive supplies, furniture, luggage and housewares, allotting four minutes or less to each product description. It is available 24 hours a day, seven days a week. Sky Merchant offers two shopping services, with only a five-item overlap. Sky Merchant I is produced in Denver and sent out between 11 a.m. and 11 p.m. NYT. Sky Merchant II is produced by Houston-based Entertainment Marketing (see above), and is sent out between 11 p.m. and 11 a.m.

Sky Merchant, owned by Jones International, the parent company of Jones Intercable and Jones Spacelink, gives its cable systems a 6% commission. According to Dion, many of the service's buyers are repeat cus-

**Solid soundtracks.** A radio station that programs all show tunes and movie scores has made its debut in southern California. KSHO(AM) Hesperia, some 60 miles northeast of Los Angeles, features "original Broadway cast albums, motion picture soundtracks, plus classic composers of American popular music," said station owner Saul Levine, who also owns jazz-formatted KKGO(FM) Los Angeles. (KSHO's frequency was dormant until the station's launch.)

KSHO, which bills itself as the "Station of the American Musical Theater," is currently on the air from sunrise to sunset. But it is scheduled to go to 24 hours next summer, according to Jeff Gehring, operations manager. KSHO's main studio and offices are headquartered in Hesperia with a second office and facility in Los Angeles.

In a separate development, KKGO's "Jazz Network" is now set for launch on March 1, a station spokeswoman said. However, the new, satellite-delivered jazz service has shifted its focus from programming a "cross section" of jazz 24 hours a day ("Riding Gain," July 7, 1986) to airing a four-hour, "contemporary jazz" evening (Monday through Sunday) broadcast. The program move is based on feedback from interested stations, the spokeswoman said.

The revised service is being made available to both commercial and non-commercial stations on a barter basis. It will be transmitted over Satcom III-R.

tomers. "I think [home shopping is] a very convenient way to shop," he says. "On most of the channels, the prices are excellent." Dion predicted that home shopping will become "more entertaining and more exciting." Current services have "just scratched the surface," he said. "It's a way of shopping that's here to stay. It's only in its infancy," he said.

■ At least one company is stretching the home shopping concept beyond the usual American demographics. Last month, Fujisankei Communications International launched a live home television shopping broadcast from New York City to Japan via satellite. FCI, the New York-based overseas division of a Japan media organization with 120 companies, broadcast a one-hour program live, featuring American fashions, jewelry, and other products, sold more than \$1.5 million worth of items to 1,000 customers among the two million Japanese viewers. Viewers in Japan saw the items from New York, and then phoned in their orders to Fujisankei's operators in Japan.

In addition to those fledgling services, there are a number of others on the drawing boards. Shop Television Network Ltd., Los Angeles, announced a new venture with LBS Communications and JC Penney, set to air in the second quarter of 1987. According to STN President Michael Rosen, the service will rely on the distribution and marketing capabilities of LBS and will depend on Penney for fulfillment and telemarketing.

STN will be managing partner of the ven-

ture, with the division of ownership still to be worked out. STN's initial capital was raised in Vancouver, B.C., and the company is traded on the Vancouver stock exchange under the symbol SPV. LBS is handling broadcast and cable carriage negotiations for the service, with Penney operating 14 telemarketing centers and providing 15 million square feet of warehouse space. Most merchandise will be offered at 20% to 30% below retail costs, with a 30-day return and refund of the difference if an item can be found at a lower price in 30 days.

Rosen said STN will not limit its merchandise to JC Penney products. "Large manufacturers and small manufacturers have an opportunity to get national exposure for new products in the marketplace," he said. STN will focus on "the best possible merchandise," with its theme being "to sell first-line goods."

Penney's national reputation as a company concerned with customer service will give the network an edge over competitors that have been plagued by merchandise returns, Rosen said. STN wanted to be "better than anyone else and we wanted to find the best partner to do that," he said.

Merchandising segments will be produced by Gary Smith, who is known for *Christmas in Washington*, among other shows. Celebrity hosts will be used on the

Plans are also under way for the launch of American Catalog Shopper's Network, started by Bernard Mann, former president of the National Radio Broadcasters Association and current National Association of Broadcasters radio board member. The satellite-fed televised home shopping service is expected to launch April 1 on Galaxy 1, transponder 2, and will feature the products of catalog marketers from around the country. ACSN has discussed the possibility of using noncommercial television as a vehicle for the new venture (the Shopping Line's test [see above] went out over noncommercial WNYC-TV New York), and according to C. Vincent Shortt, ACSN president, it is "not out of the question" the company would acquire UHF television stations sometime down the road. So far, about 60 catalogue companies have signed with ACSN, and last week the company announced that Michael J. Labonia, former executive vice president and station manager of noncommercial WYES-TV New Orleans, joined ACSN as vice president and general manager in charge of production services.

Chicago-based Teleaction Corp. is still in the planning stages, according to Jeffrey Wilmott, the company's vice president-business development and marketing. Wilmott declined to release details.

Just how far the home shopping industry will grow remains to be seen. Said Jim Springer, a principal in Ellentuck & Springer Inc., an advertising agency specializing in direct-response ads, the tele-shopping industry "created its own energy and moved very rapidly." But in one sense, he said, it goes back to the early days of broadcasting, when live commercials were the thrust. "There is a connection that takes place between the viewer and the seller," he said.

Perhaps that connection explains the rapid

growth of home shopping services, such as HSN. That company's market capitalization, at one point recently, was valued in the marketplace at more than CBS, MCA or Warner Communications ("Closed Circuit," Jan. 26). Some experts think the novelty will be short lived, but as each week passes a wider variety of home shopping services are being added to the roster, suggesting the growth curve continues upward. □

## Network shows deal with condom use

**AIDS threat has relaxed programing standards, allowing discussion of condoms on several network series**

In view of a growing national concern about the spread of the AIDS virus, The three television broadcast networks have adopted new prime time programing standards that permit the mention of condoms and storylines about unwanted pregnancies. Several of the so-called "reality-based" shows have broached the contraception issue, including CBS's *Cagney & Lacey* and *Kate & Allie*, ABC's canceled *Heart of the City*, NBC's *St. Elsewhere* and, as recently as last night (Feb. 8), *Valerie*. And an ABC movie now in production entitled *Daddy*, which examines the consequences of teen-age sex, is said to contain a scene showing a teen-ager handing a condom to his friend.

Despite the networks' sudden willingness to deal with contraceptives in their programs, ABC, CBS and NBC still refuse to air condom commercials (BROADCASTING, Feb. 2). Network executives say the ads condone teen-agers having sex, while programing explores the moral questions and presents a more balanced point of view—including the option to abstain. "What we are finding out about this issue is that there are many different ways of approaching it," a CBS spokesman said. "We have to be responsible broadcasters in alerting the American public when this AIDS epidemic can be prevented."

Although the networks are becoming more receptive to storylines about safe sex for teen-agers, the transition has not been entirely smooth. NBC's broadcast standards department initially balked at a scene in *Valerie* in which condoms were mentioned, but executives in New York apparently overrode the decision and allowed the scene to remain. However, a network spokesman said NBC added a disclaimer warning parents that they may want to view the program with their children.

The networks' concern that using the word "condom" on the air and addressing abortions and other sexual themes may provoke negative reaction from the public is understandable, said Barney Rosenzweig, executive producer of *Cagney & Lacey*. But he pointed out that when CBS aired the Dec. 1 episode of the series, *Rights of Passage*, which network officials said was the first time the word "condom" was used on a prime time television program, Rosenzweig said there was no interference from CBS nor

any negative mail from viewers. "I have not heard one thing," he said. "I don't think there is any controversy here. I think the only reason that there is controversy is that the networks are unwilling to run the [condom] ads."

The episode stands in contrast to an earlier *Cagney & Lacey* show about the bombing of an abortion clinic, for which Rosenzweig said he received a "tremendous" amount of "hate" mail.

At ABC, Ted Harbert, vice president of motion pictures, said that the network relaxing of controls over the use of words such as condoms and addressing themes that have relevant social value will give ABC "more fresh dimensions" to its programing.

On Madison Avenue, advertising agencies are leaving it up to their clients to decide whether they want to sponsor shows dealing with contraceptives. Decisions are made on a show-by-show basis, according to Mel Conner, senior vice president and director of network operations for DFS Dorland. Most clients would agree to advertise, he said, "assuming the programs are handled in a very tasteful way."

While no companies have pulled their advertising from a program yet, Conner said he sees at least one instance in which it could happen. "Pro-life clients...may want to apply the same rules with condoms as they do with abortions," he said. However, Conner and network officials said that in most instances advertisers know in advance that programs such as *Cagney & Lacey* and *St. Elsewhere* delve into controversial subjects and they understand the risks going in. □

## Interactive toys hit animation programing

**Four new fall 1987 series will respond to TV signals, a move that has ACT up in arms**

There are changes going on in one of the most competitive sectors of television syndication, animation, that programers hope will stem further ratings declines. In four programs slated for debut next fall, visual and audio signals will trigger reactions in interactive toys purchased by viewers. Although the FCC has said that the shows pose no signal degradation problems and thus face no technical regulatory hurdles, a number of citizen groups, unhappy with the product tie-in aspect of the programs, are asking the commission to require stations running the shows to also run announcements within the programs informing viewers that the program is being used as a marketing tool.

The four interactive shows are *Captain Power and the Soldiers of the Future* (Mattel Television Syndication), *Saber Rider* and *Vytor*, *The Starfire Champion* (World Events) and *Tech Force and the Moto- Monsters* (Coca-Cola Telecommunications).

Each of the interactive shows activates toys in the home by either an infrared light source similar to that in remote control devices, or a radio frequency signal. In *Captain Power*, for example, a viewer fires a gun at the television screen, trying to hit a

white light on an attacking spacecraft and scoring points according to the accuracy of the shooting. *Saber Rider* includes two interactive features. One employs a gun with which the shooter accumulates points, similar to *Captain Power*. The other uses a stuffed dog, Tumbleweed, which sits in front of the television and responds to the program's cues with an 800-word vocabulary programed into it. It may, for example, tell viewers: "Saber Rider is in trouble. But teamwork will get him out."

Each of the shows has passed muster with the FCC following inquiries by their producers on the interactive technology. Bill Johnson, deputy chief of the FCC Mass Media Bureau, said that the FCC's OK of the shows, which are to begin airing with *Captain Power* in August 1986, do not upset a precedent set by the commission in 1970 on cueing signals that appeared on screen. At the time it was ruled that a small square signal from the NBC network to affiliates that appeared on screen degraded signal quality. In the case of the new interactive shows, Johnson said, no degradation of broadcast signal occurs, according to the Mass Media Bureau. Each of the producers who sent letters to the commission was notified by mail.

Action for Children's Television is opposing the shows for a different reason. ACT is

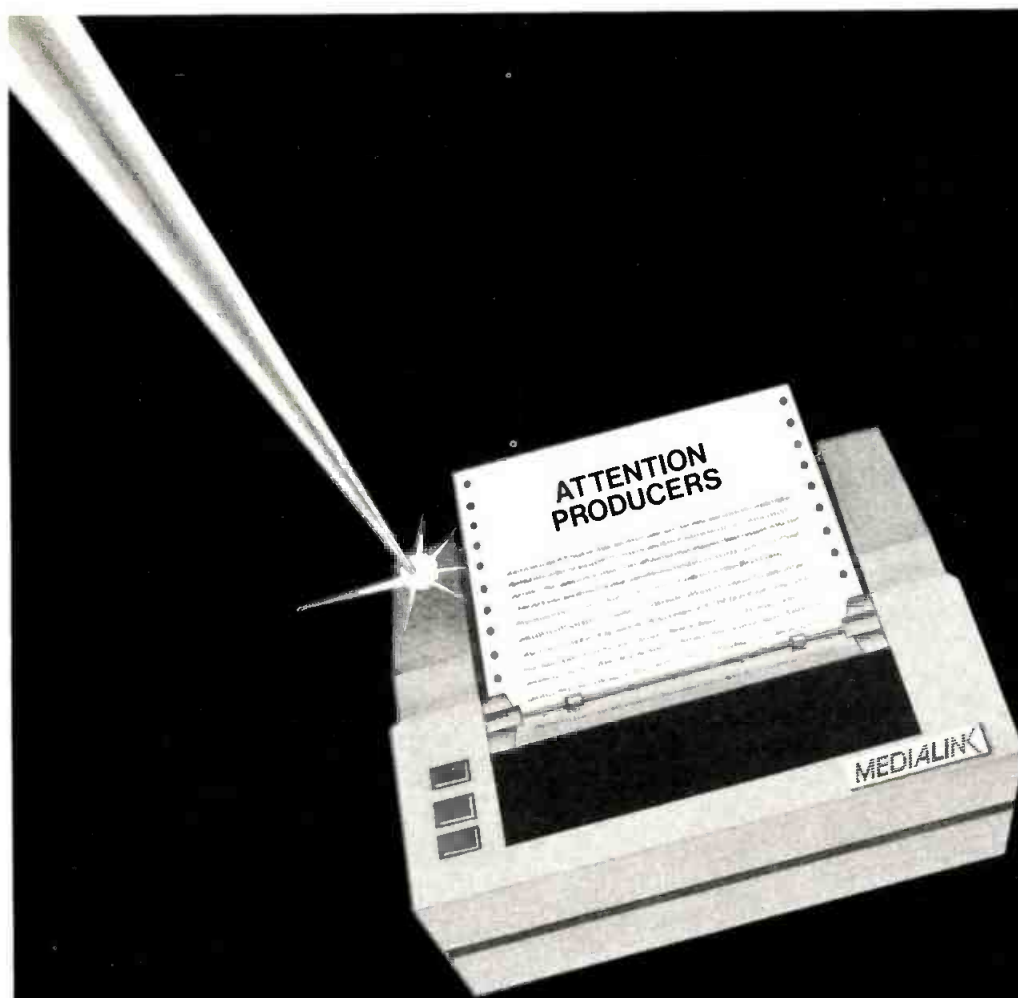
filing a "petition for declaratory ruling or notice of inquiry" on the new type of shows today (Feb. 9). In its petition, ACT, represented before the commission by Henry Geller of the Washington Center for Public Policy Research, asks that "licensees broadcasting these programs be required to intersperse the broadcasts with announcements informing children that the program is also an effort to promote the sales of products seen or used in the program."

ACT president Peggy Charren said that the interactive shows are the result of "everyone in the business letting themselves go" in pursuit of commercial success. "This adds one more development that compounds the problem" of overcommercialization in children's television shows with product tie-ins, she said. "It's the competitive nature of the business that makes this happen."

Charren said she is also bothered by the cost of the toys associated with the shows. The spacecraft/gun associated with *Captain Power* retails for about \$30, and a set of accessories associated with *Tech Force* will retail for about \$250, she said. Charren says that cost will tend to create an exclusiveness and quasi-superiority among children who have the toys.

The entry of interactive toys in the syndication marketplace comes when ratings for animated shows have been dropping, coin-





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ciding with a slump in the associated toy industry. In the November ratings books, an analysis of the ratings of those shows by the rep firm MMT Sales Inc. showed that animation was down 12.9% on independent stations, the primary carriers of animated programming, below 1985 ("Closed Circuit," Jan. 5).

Whether the new shows can revive ratings for animated shows is a matter of debate. John Von Soosten, vice president, director of programming at Katz, said the novelty factor in the shows does not necessarily mean ratings will follow, and thus is "no cause for celebration among distributors. Unless the

show is good and compelling, the novelty will wear off quickly," he said.

MTS's *Captain Power* has been cleared in 60% of the country, including the Tribune stations; *Saber Rider* on 46 stations covering 39% of the country, and *Vytor, the Starfire Champion* on 21 stations, covering 25% of the country.

Peter Keefe, vice president of World Events Productions and executive producer of *Saber Rider* and *Vytor*, agrees with Von Soosten that the interactive element in animation is no guarantee of success. But, he said, the new shows will have an extra promotional element. Keefe said the interactive

shows, like any other program, will have to be content- and not gimmick-driven.

Keefe said that building the infrared signals into the vertical blanking interval costs \$1,000 per half-hour, a comparatively low expense compared to the \$15 million to \$25 million spent on the 65 animated half-hours sold for stripping.

The shakeout in the ratings means that only the stronger players will survive in the long term, Keefe said. Series that made \$2 million to \$3 million in operating profit on \$16 million in revenue last season, stand to make only \$1 million to \$2 million this season, he said. □

# TELECASTINGS

## NATPE figures

This year's official NATPE attendance figures are in, and the total registration figure of 7,840 breaks last year's record of 7,400, although it was less than the 8,000-plus NATPE officials projected.

A number of observers at this year's show noted an increase in the international presence, including buyers, exhibitors and those just looking around. John Ranck, executive vice president, sales, Orbis Communications, said he made dozens of presentations to foreign buyers at the show and that the company's half-hour action, *Force Three*, was selling well in foreign markets. Attendees from a record 44 foreign countries were at the show, and NATPE had a record 21 foreign exhibitors. "I was really blown away by the number of international people at the show," said Mel Smith, vice president, programming, Tribune Broadcasting. His sense was that "those people were buying a lot, too."

Richard Lippin, chairman and chief executive officer of The Lippin Group, which won the bidding on a new two-year public relations contract for NATPE, said that high on his priority list is to boost even further the international presence at NATPE. (The Lippin Group, based in Los Angeles, takes over immediately the public relations chores for NATPE, which is moving its headquarters to Los Angeles in August, after 19 years in New York.)

The total number of exhibitors taking booth space this year was 257, a record for the convention floor, although in 1979, when all the exhibitors were still in hotel suites, the figure was 263. But this year there were also quite a few program suppliers on hand, in hotel rooms or suites, not accounted for by NATPE. Unofficial estimates are that group may have totalled 200 or more. Also in attendance at this year's show were over 100 financial analysts and 438 journalists, smashing last year's record of 278 people with official press credentials. NATPE attributes the gain in the press category largely to the increased number of television crews on hand at this year's show. All crew members received press credentials.

## From Russia, with Phil

*Donahue* will share the fruits of a recent stay in the Soviet Union (Jan. 22-31) with five episodes this week (Feb. 9-13) on topics including a day in the life of a Soviet family, the concerns of Soviet teen-agers, a magazine-style look at the Chernobyl disaster featuring an inside look at the facility after the accident, a trip to a Soviet military base and interviews with Jewish refuseniks, Soviet Jews unhappy in that country.

Pat McMillan, producer of *Donahue*, said that *Donahue* and the show's staff encountered an openness and acceptance among the Soviet people during its stay there that, she said, was probably born of the country's familiarity with *Donahue* through recent spacebridges moderated by *Donahue* and Soviet journalist Vladimir Posner. Lining up audiences for taping sessions in Moscow's Gosteleradio studio was never a difficulty, nor was there any problem getting them to open up, she said. There was one glitch in the otherwise smooth stay; it concerned the taping of the show on Jewish refuseniks. The Soviets had originally said that a group of 100 Jews unhappy with their status would be included in a session with 100 of their counterparts, Jews who are happy to be in Russia, but the discussion never occurred. McMillan said that the Russians acknowledged that they could not come up with a group of counterparts to the unhappy refuseniks.

On Feb. 10, when *Donahue* will tape a conversation between a group of American and Soviet journalists for an episode to air Feb. 12.

## Qaddafi interview

Half-hour news magazine, *Christian Science Monitor Reports*, was scheduled to air what it called an exclusive U.S. interview with Libyan leader Muammar Qaddafi on Feb. 7. Qaddafi gave a two-hour interview in Arabic (only about 20 minutes of which he allowed to be taped) with *Monitor* senior international correspondent, David Willis, and a reporter from Britain's Channel 4, on Jan. 15. (Both reporters had camera crews with

them.) The interview was conducted at a secret desert location 300 miles east of Tripoli.

## Second arrest

The woman suing Geraldo Rivera over her connection with a televised drug bust during *American Vice: The Doping of a Nation* was arrested outside Houston on Jan. 23 and charged with two felony counts and one misdemeanor for delivery of marijuana. The woman, Terry G. Rouse, was originally arrested on Dec. 2 on a cocaine possession charge during a television special, but the charge was later thrown out of court after Rouse spent two days in jail. Rouse, in turn, filed a \$30-million lawsuit against Rivera, his production company and the special's syndicator, Tribune Entertainment. An attorney for Rouse said: "The first drug bust was choreographed for TV and this one was choreographed for the lawsuit."

## Court camera update

The New York State Bar Association has amended its position on cameras in court, deleting a proviso that cameras be allowed only upon consent of involved parties. A spokeswoman for NYSBA said the action represented "updating" of its position on the issue, since a formal position was taken in favor of cameras in court with consent in 1979. Last year, the New York State Assembly passed legislation allowing cameras in court without a consent proviso, but the state senate killed a similar bill by one vote. It is unclear whether legislation will be brought up for a vote this session. However, some who have followed the issue say the new assembly speaker, Melvin H. Miller (D-Brooklyn), is not an advocate of cameras in court and may not allow the legislation to be voted on in the current term. But a spokesman for Miller insisted that although the speaker opposes the legislation, on fair trial grounds, he would not attempt to block it from coming to a vote. The spokesman noted that Miller previously served as chairman on the Codes Committee in the Assembly, through which earlier cameras-in-court legislation had been introduced.



**Bringing good things.** General Electric's interest in Fifth Estate has found yet another expression, in addition to NBC. Several months ago, finance subsidiary, General Electric Credit Corp., formed special media group to finance leveraged buyouts and other transactions. Funding is mainly done through purchase of debt, both "senior" and "mezzanine," but GECC also expects to participate in "upside" by getting warrants to buy stock of group being funded. GECC's recent involvement in media deals includes some fairly large sums, such as \$106 million Pegasus Broadcasting leveraged buyout; purchase of senior debt in BT Acquisition Corp.'s \$640-million purchase of Wometco Cable, and purchase of Foster & Kleiser outdoor advertising, for which GECC alone put up \$650 million. George Grune, who was chosen to head group after having done similar work for GECC in natural resources area, said that finance subsidiary was also interested in smaller financings, if for no other reason than "to help diversify our portfolio."

**Not-so-risky business.** Duff & Phelps, Chicago-based debt rating agency, has issued report, "Debt Implications of Media Mergers." Company said acquisition and restructuring of Fifth Estate companies has lowered many of their ratings: "Even so, ratings are generally quite high relative to many other industries." Report said that despite noticeable increase in leverage, industry was still characterized by "strong cash flow. . . Our assumption is that protection measures will improve in 1987."

**Monkey business.** MCA said it purchased Coleco Industries' nondividend paying convertible preferred stock, which, if converted, would give MCA 9% of toy manufacturer, at roughly \$9 per share. Investment represents resolution of royalty dispute over name, "Kong," to which MCA claimed right arising from "King Kong" movie and which Coleco used for "Donkey Kong" video game, business company no longer owns. Announced agreement reportedly includes "standstill" clause under which MCA will not purchase more Coleco shares for eight years without company's consent.

**"J.R." doll deal.** Leisure Concepts said it agreed to be licensing and merchandising agent for television and theatrical programming of Lorimar Telepictures, including *Dallas* and *Falcon Crest*. Leisure currently handles responsibility for client's animation series, such as *Thundercats*, and reportedly indicated that revenue from other shows would be "sizable." On day of announcement, Leisure Concepts rose 63 cents, to \$5.25.

**Let the market speak.** Scott Cable Communications said it hired investment bankers to find buyer for company conditional on receiving "a price which fairly reflects the net asset value of the company." Day after announcement, price of Irving, Tex.-based MSO's stock rose 2%, to 16%. Scott has systems serving 96,000 subscribers.

**Paint by numbers.** Communications & Cable (NASDAQ: CCAB) said it reached restructuring agreement with Cenvill Development Corp., subsidiary of First American Bank and Trust of Palm Beach, Fla.; and CIC Acquisition Corp., which is headed by former president and chairman of First American. Under agreement, part of which is subject to Communications & Cable shareholders' approval, company will sell certain real estate investments to Cenvill for \$13 million, and purchase certain "service companies" wholly owned by Cenvill for \$30 million. Additionally, CIC would purchase 80% of Cenvill's Communications & Cable stock for \$19.3 million. Following transactions Communications & Cable will have cable systems serving 21,500 subscribers.

**Stocks and bonds.** Loews Corp., 24.9% owner of CBS, has registered to offer up to \$500 million in debt securities. ■ Control Data said it is required to offer redemption of 12¾% senior notes sold in July and August of 1986, because it had sold substantial interest in commercial credit subsidiary. ■ MCA said it had completed purchase of three

million shares of common stock (approximately 4% of shares outstanding) "pursuant to" previously announced plan. Entertainment company also said it recently completed sale of \$250 million in medium-term notes. ■ Warner Communications said it was selling 1.2 million shares of toy maker Hasbro Inc. for about \$57 million. Sale would reduce Warner's holdings in Hasbro from roughly 20% to 15%. ■ Dow Jones & Co. said it raised quarterly dividend from 14 cents to 16 cents. ■ The Ogilvy Group said it increased regular quarterly dividend from 20 cents to 21 cents. ■ First American Entertainment completed offering of over two million shares at one dollar (Canadian) on Vancouver Stock Exchange. Los Angeles-based company, headed by Joseph Medawar, chairman, is primarily involved in producing low-budget theatrical films, but also said it is "currently negotiating with a major network for a mini-series on the life of Alexander the Great. . . to be shot in Greece."

**Merger monitor.** Dow Jones & Co. announced two transactions that increased holding in Telerate from 32%—purchased in August 1985 at \$20 per share—to 45%. Company said it would buy 4.4 million Telerate shares from Oklahoma Publishing Co., parent company of Gaylord Broadcasting, for \$133.1 million, or \$30 per share, and would also exchange 24.8% interest in joint venture it has with Associated Press and Telerate (financial data base service), for 2.6 million Telerate shares. ■ Harte-Hanks Communications said it completed sale of *Radio and Records* to Westwood One. ■ Holder Communications Corp. said inability to "obtain acceptable terms on financing" forced Tampa-based group owner to cancel planned acquisition of KORO-AM-FM Abilene and KLSF-FM Amarillo, both Texas. ■ Peregrine Entertainment said it has agreed to purchase United Entertainment Television, distributor of roughly 100 theatrical films to television stations, for \$3.2 million, comprising \$1.95 million in cash and notes, and Peregrine stock valued at \$1.25 million. ■ Gulf + Western subsidiary, Simon & Schuster, said it had purchased Regents Publishing Co., "United States publisher of English-language teaching materials," from Hachette S.A., for undisclosed amount. ■ Columbia Pictures said it acquired Al Gallico Music Corp., whose music catalogue comprises primarily "country-oriented music and rock and roll classics." Consideration was not disclosed.

**Symbolism.** Prism Entertainment said it began trading on American Stock Exchange, on Dec. 31, 1986, under new symbol PRZ. ■ Milwaukee-based Journal Co. has changed name to Journal Communications "to better reflect the broad scope of the company's operations." Publisher, printer, station group owner and electronic services company said it had launched advertising campaign to "introduce the new name to the public and to help raise awareness that the company is employee-owned."

**Going up.** Public offering for Cellular Communications, owner/operator of cellular systems, primarily in Ohio, lists as largest shareholder Capital Cities/ABC Inc., at 8.34%. Recent \$21 trading price of Cellular Communications shares—up from \$15 few months ago—(NASDAQ: CCOM) would give Capcities holding value of \$16.3 million.

**Upcoming attractions.** Associated Communications said it had agreed to sell cellular systems serving Detroit, Flint, Grand Rapids and Lansing, all Michigan, to PacTel Personal Communications. Pittsburgh-based Associated said it expected to realize pre-tax cash proceeds "in excess of \$50 million." Sale is subject to regulatory and court approvals and is expected to be completed late this year or early in 1988. Associated partners, all of whom are selling, include Washington Post Co., which said it would recognize after-tax gain of "approximately \$25 million." ■ Hearst Corp. agreed to buy North America Syndicate, division of News Corp., which distributes comics and other features to publications. Sale, terms of which were not disclosed, is expected to be completed early this year.

# RIDING GAIN

## O N R A D I O

### O'Hare fly-in

The National Association of Broadcasters is planning another one-day, radio group head "fly-in" meeting to discuss such topics as management, personnel, central control and operations. This year's session, which will be chaired by Dick Ferguson, president of NewCity Communications, Bridgeport, Conn., has been scheduled for Tuesday, March 10, at Chicago's O'Hare Westin hotel.

"One reason for the success of these meetings in the past was the relaxed atmosphere. Participants have expressed their appreciation for this format and we will continue it this year," said Bev Brown, owner/manager of KGAS(AM) Carthage, Tex., who is also chairman of the radio board of the NAB.

The radio group head "fly-in" meetings were initiated three years ago by the National Radio Broadcasters Association, before it merged with the NAB.

### FM news

Dow Jones & Co. is expected to launch a new, satellite-delivered, FM-oriented business news network. The company has been studying a news service for FM easy listening and classical stations since late last year ("Closed Circuit," Oct. 27, 1986.)

Based on preliminary findings from a Dow Jones-commissioned research study being conducted among nearly 500 easy listening and classical music listeners in the top 50 markets by Statistical Research Inc., Westfield, N.J., it appears that listeners to these formats "want financial and economic information," said Bob Rush, director of broadcast services for Dow Jones & Co.

The company has been successful with its seven-year-old *Wall Street Journal Report* network, which provides stations, mostly AM outlets in top 50 markets and a number of "affluent" secondary markets, with 17 two-minute reports each weekday and six one-minute reports on weekends.

### Country vignettes

United Stations Radio Networks said it will offer two-and-a-half-minute, daily vignettes that will "celebrate" important events in country music. Called *The Country Datebook*, the new feature was prompted by the success of the networks' "Country Music Month" vignette series last October. "Reaction from listeners was so good programers have asked us to develop a similar feature for year-round use," said Ed Salamon, executive vice president of programming for United Stations. The new series, which will debut Monday, March 2, will be hosted by WHN(AM) New York personality Del DeMontreux. It will be offered as a regular service of the United Stations' radio network division rather than through its programming network.

Separately, the United Stations last month signed WPIX(FM) New York as a program affiliate to clear Dick Clark's *Count-*



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Dick Clark; Marvin Sella, vice president and general manager, WPIX(FM) New York, and Bill Hogan, executive vice president and general manager, the United Stations Radio Networks.

*down America* broadcast. The four-hour weekly show had been without a New York outlet since Clark, who is a United Stations founding partner, took over hosting duties about a year ago. The show currently airs on nearly 250 stations.

### Call for entries

The International Radio Festival of New York last week said it is now accepting entries in its sixth annual worldwide radio advertising and programming competition. Deadline has been set for March 31, with the awards ceremony scheduled for June 11 at New York's Sheraton Centre hotel.

According to festival officials, entries are eligible if either produced or first aired after March 1986 and before April 1, 1987. As in previous years, there will be specific categories for commercials, public service announcements, promotion spots, new enter-



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Last year's competition attracted some 1,500 entries from 18 countries. The International Radio Festival of New York is located at 5 West 37th Street, New York 10018.

### Inside scoops

Syndicated columnist and investigative reporter Jack Anderson has signed a contract with the United Press International Radio Network to provide three 60-second reports each weekday. Available to all UPI Radio affiliates, Anderson's reports are designed for morning, midday and evening broadcasts.

### On the road again

Westwood One Radio Network has renewed its agreement with Sun Country Coolers to co-sponsor two 1987 concert tours—Heart and the Judds. (Westwood One and Sun Country Coolers co-sponsored singer Stevie Nicks's 1986 U.S. tour.) The rock group Heart's tour is scheduled to get under way



**Voice of experience.** Mutual Broadcasting's space correspondent Jim Slade was, according to a network spokesman, the only broadcast journalist interviewed by NASA officials for that organization's closed-circuit TV feed on how the media handled the explosion of the Challenger on Jan. 28, 1986, and how NASA, in turn, handled its public relations effort. Slade, who is also Mutual's State Department correspondent, has been covering space launches for 26 years, the last eight for Mutual. The interview took place Friday, Jan. 30.

in May and will continue through the year. Country music performers, the Judds, will conduct their concert tour from June through October.

Like other Westwood One tour sponsorships, the network will follow Heart and the Judds on the road through a number of "media marketing" elements such as tour reports in different Westwood programs and an hour-long music and interview special that will be provided to stations located in cities on the tours' schedules.

Separately, Westwood One said it is launching a new, weekly, two-hour program chronicling 25 years of rock music history, entitled *Rock & Roll Never Forgets*. The series, scheduled to debut the week of Feb. 22, will be co-hosted by WXRK(FM) New York personality Mark Coppola and KLSX(FM) Los Angeles personality Damion.

### Country collection

The Programing Consultants, Albuquerque, N.M., has released "Classic Country," a 720-song collection of country hits from 1947 to 1976. According to Steve Penny, director of country services for the company, "Classic Country" is designed to be used as either a "source library" from which stations can duplicate the songs (from reel-to-reel tapes) on cartridges or as a "core category" for a 24-hour format.

## The Media

# Bad news is good news for some indie TV buyers

**Financial problems of some owners create good deals for investors; further price declines seen by some**

The independent television industry is not out of the woods yet. Because the growth of revenue has failed to match that of liabilities, some stations are being for sale offered for "stick value," the worth of their plant and facility, and others are falling into bankruptcy. Lines are forming to pick up the pieces at distress prices.

Among those in the marketplace are MCA Broadcasting, Lorimar Telepictures, Malrite, Sillerman-Magee, Malrite Communications and the News Corp. subsidiary, Fox TV Stations. Tampa, Fla.-based Ian (Sandy) Wheeler is completing a \$17-million master limited partnership that could be leveraged to buy \$30 million in properties. Hal Roach Studios expects to invest \$50 million over the next few years and has independent television station acquisition high on its list (BROADCASTING, Jan. 19). Los Angeles-based Act III Communications which recently bought UHF independent WNRW(TV) Greensboro-Winston Salem-High Point, N.C., is close to signing an agreement on a second independent, and has started negotiations on a third and fourth.

The extent to which the buyers' interest is realized in actual transactions, however, depends on the sellers' intentions. Steven

Rattner is head of Morgan Stanley's communications group which in recent months took bids for the independent stations owned by the Providence Journal Co. and Business Men's Assurance Co., all later pulled off the market, evidently because the sellers were unimpressed with the prices being offered. Rattner said: "Clearly there are a lot of dogs sniffing around the meat. A lot of people sense there is a distress situation and are doing some bargain hunting. One of the



Rattner

problems with people who want to bargain hunt is that not everyone is a distress seller."

So the question for buyers and sellers alike is: Will the decrease in many stations' operating profits and the consequent decrease in station values continue, or has the decline reached bottom? Most of those currently shopping for stations say it is difficult to tell where station prices may be "on the cycle" but continue to say—even those buying stations—that prices will fall farther. W. Randy Reiss, president and chief executive officer of Act III Communications, said: "Answering that question is like trying to decide whether we should buy into the current stock market. I think it [the station trading market] will get worse before it gets better because the ills of the industry can't have been rectified in the past six months."

Agreeing was Ian Wheeler: "Sure, this is a buyer's market. But a lot of the stations available are ones I wouldn't touch with a 10-foot pole. There are also a number of opportunities out there that we looked at in 1986 and that we felt were overpriced. Now the impact of some of the Chapter 11 filings and the rumor mill have served to sober some of the sellers out there to the idea that if they really want to get rid of the properties, they better ease up on their prices." Wheeler said that although he originally anticipated spending the proceeds of his blind pool in four to six months, "we think now it is more





Reiss



Wheeler



Epstein

likely to be 16 months before we have used those funds."

Judging the movement of prices depends in part on having a yardstick. The yardstick typically reported in the press—price as a multiple of a station's cash flow—is not useful for stations that have little or no cash flow. Said Morgan Stanley's Rattner: "It is very difficult to generalize now about a valuation... Stations are really trading on some combination of stick value, reduced by program liability, increased by audience share and influenced by the characteristics of the market. They are determined totally on a case-by-case basis."

Wheeler explained his general process for determining station value: "We think about what we can do with the station and try to put a number on it. More important to us than the price we have to pay is whether or not we can turn the station around and try to service the debt. It has to be able to work from a financial point of view."

One of the most important variables determining how much to pay for a station is the future trend of programing costs, said First Boston vice president, Jeff Epstein. "The independent station market is a lot like the oil business now. If you can predict the price of programing, you can predict the price of a station. I think there is no immediate sense

that programing prices will fall quickly enough to be an immediate boon to independents. It will be a long time before independents make as much money in major markets as they did two or three years ago."

A broadcasting investor, Robert F.X. Sillerman, said he thinks the program buying strategy of station managements is changing: "I think that what has happened is that people were wrong in their expectations for the ratings, and were persuaded that they could overpay for a show they thought would have vertical and horizontal impact. Now we see that people are as not as aggressively stockpiling... They aren't buying on the come."

Another unknown that must be factored into the value equation is the future of must carry. MCA Broadcasting President Larry Fraiberg said: "I think it is going to be very interesting to see what happens. The [FCC] has hedged this thing so far, and we don't know where it is going to stand with the new chairman. Obviously we are interested in seeing as much [cable system carriage] as possible." Wheeler said he did not think the impact would be that great because his existing stations have been "relatively successful in dealing directly with the cable companies in keeping our station on the systems."

The availability of financing will also de-

termine the degree of trading in independent television stations. One observer said that although banks are taking a more careful look at the projections of those seeking loans, the drop in station prices means that more of the bank debt will be secured just by the station's stick value.

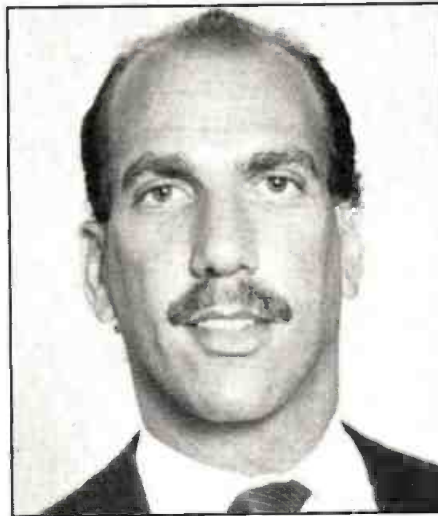
As for the subordinated debt market, Sillerman said that recent problems would have affected the holders of securities more than the banks. In about two weeks Salomon Brothers is expected to file a package of private-placement debt securities to finance TVX's purchase of five independent television stations from Taft Broadcasting. The success of that financing—which will involve at least some convertible debt, allowing investors to take part in the stations' "upside"—as well as the pricing required to sell the securities, may give a good indication about the state of that marketplace.

Several of the buyers agreed with Milton Maltz, chairman of Malrite Communications, who said that many new buyers will probably be less optimistic than the managements of affiliate and independent stations have been in recent years: "People have overestimated the strength of our economy, using a trendline technique that forecast off a base of only one or two years."

Those commenting also said that perhaps



Fraiberg



Sillerman



Maltz

too much recent news had been interpreted as intrinsic to the business of independent television. They noted that affiliates also have committed program purchase mistakes, but since most of the affiliates' schedules are supplied by the networks, and because affiliates also generally have higher

operating margins, they are less likely to suffer drastic consequences. Industry consultant Hal Christiansen predicted that the next group station transaction likely to close is the TVX purchase, whereas the last major transaction to fall apart was that involving the Storer stations, all but one an affiliate. □

## Changing Hands

### PROPOSED

**WLCS-FM Jacksonville, Fla.** □ Sold by The Kravis Co. to WIN Communications for \$6.5 million. **Seller** is owned by George Kravis, who also owns KGTO(AM)-KRAV(FM) Tulsa, Okla. **Buyer** is Cleveland-based group of two AM's and five FM's owned by Walter A. Tiburski and Anthony S. Oceppek. WLCS-FM is on 96.1 mhz with 100 kw and antenna 830 feet above average terrain. *Broker: Blackburn & Co.*

**KTAM(AM)-KORA-FM Bryan-College Station, Tex.** □ Sold by Bryan Broadcasting Co. to Channel Communications Co. for \$4.8 million. **Seller** is owned by Carolyn Vance, who has no other broadcast interests. **Buyer** is San Antonio, Tex.-based group of five AM's and seven FM's, headed by L. Lowry Mays, chairman. KTAM is on 1240 khz full time with 1 kw. KORA-FM is on 98.3 mhz with 900 kw and antenna 529 feet above average terrain.

**KRLB-AM-FM Lubbock, Tex.** □ Sold by Dowe Co. to Broadcast Holdings for \$3,675,000.

**Seller** is owned by Ken Dowe, former owner of KLZE(FM) Los Altos, Calif., which was sold last year ("For the Record," April 7, 1986.) **Buyer** is owned by Jack Rich, who also owns KEZB-AM-FM El Paso. KRLB is daytimer on 580 khz with 500 w. KRLB-FM is on 99.5 mhz with 100 kw and antenna 850 feet above average terrain. *Broker: Chapman Associates.*

**KNUU(AM) Paradise (Las Vegas) and KBET(AM) Reno, both Nevada** □ Sold by Bernstein/Rein Advertising Inc. to CAT Broadcasting Corp. for \$2.1 million. **Seller** is owned by Robert Bernstein, owner of Kansas City-based advertising firm. He has no other broadcast interests. **Buyer** is owned by Douglas Trenner and his wife, Christina. Trenner is quarter horse breeder, who owns Sunshine Ranch, Coachella Valley, Calif. KNUU is on 970 khz with 5 kw day and 500 w night.

**WBMX(AM) Oak Park, Ill.** □ Sold by Egmont Sonderling to Alliance Communications Inc. for \$2 million. **Seller** is owned by Eg-

mont Sonderling, who also sold co-located WBMX-FM three weeks ago ("Changing Hands," Jan. 26). **Buyer** is owned by Polish National Alliance, Chicago-based nonprofit insurance company. It is headed by Aloysius A. Mazewski, president, and has no other broadcast interests. WBMX is on 1490 khz with 1 kw day and 250 w night.

**WSDR(AM) Sterling, Ill.** □ Sold by WSDR Inc. to Seith-Serafin Communications Inc. for \$1.6 million. **Seller** is owned by Thomas L. Davis, president and eight others. It has no other broadcast interests. **Buyer** is owned by Alex R. Seith, his son, William, and Thomas Serafin. Seith's are Chicago attorneys. Serafin is press secretary for Senator Allen Dixon (D-Ill.). WSDR is on 1240 khz with 500 w day and 1 kw night. *Broker: Blackburn & Co.*

**KYKZ(FM) Lake Charles, La.** □ Sold by Faver Broadcasting Income Fund Ltd. 1 to Southwest TV & Radio Inc. for \$1.5 million. **Seller** is owned by William Woodall, Mark Dunaway and Stanley Sackin. It has interest in WGAF-FM Quitman, Ga., and is general partner of WFVR(FM) Valdosta, Ga.; WTGQ(FM) Cairo, Ga.; WPTM(FM) Roanoke Rapids, N.C.; WSMY(AM) Weldon, N.C., and WLET(AM)-WZLI(FM) Toccoa, Ga. **Buyer** is owned by Russell Chambers, who with former Rollins Communications owners, Wayne Rollins and family, has interest in KLAX-TV Alexandria, La. KYKZ is on 96.1 mhz with 100 kw and antenna 427.5 feet above average terrain.

**KKAA(AM)-KQAA(FM) Aberdeen, S.D.** □ Sold by Sunset Communications Corp. to KSOO Radio Inc. for \$1,198,000. **Seller** is owned by David S. Lausten. It has no other broadcast interests. **Buyer** is owned by estate of Morton H. Henkin, his wife, Sylvia R. Henkin, and her son, Joseph. It also owns KSOO(AM)-KPAT(FM) Sioux Falls, S.D. KKAA is on 1560 khz with 10 kw day and 5 kw night. KQAA is on 94.9 mhz with 100 kw and antenna 1,383 feet above average terrain. KBET is on 1340 khz full time with 1 kw.

*For other proposed and approved sales see "For the Record," page 126.*

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## Police raid BBC offices in Scotland

**Action comes as part of investigation  
into security leak linked to series  
on Zircon spy satellite**

The developing strain between Margaret Thatcher's Conservative government and the British Broadcasting Corp.—long regarded as one of the most respected news organizations in the world and one of the most independent—reached what seemed the breaking point last week after a series of police raids on BBC headquarters in Scotland. The unprecedented raids were conducted as part of a police investigation of an alleged security leak in connection with a BBC series on government secrecy, and re-



sulted in the removal of two vanloads of videotapes and other material.

The action was denounced by Thatcher's opposition as an effort to stifle dissent and control the BBC, whose top officials are appointed by the government. Social Democratic Party leader David Owens called the search a "fishing expedition" and "a monstrous act." Opposition Labor Party spokesman Gerald Kaufman expressed fear that Britain was taking on the antifree-press trappings of East European countries and South Africa.

Prime Minister Margaret Thatcher and her ministers denied responsibility for the raids. Spokesmen said the raids were carried out without high-level approval as part of the police investigation of the alleged security breach. They said the attorney general, Sir Michael Havers, was the only senior government official involved and that he acted without the prime minister's knowledge. Government concern about the six-part BBC series, *The Secret Society*, which was scheduled for airing in March, has focused on one segment dealing with Great Britain's highly classified Zircon spy satellite that is to be placed over the Soviet Union, a \$700-million project. The BBC pulled the episode citing a possible security breach.

The government's opposition to the broadcast of the program continued even after *The New Statesman* published an article containing details of the program. The article was presented under the byline of Duncan Campbell, who had researched the BBC series.

Compounding critics' concern over the raids was the fact they came in the wake of the abrupt resignation on Jan. 30 of the BBC's director general, Alasdair Milne. That act was viewed by Thatcher critics as having been forced by a government displeased with BBC programming and determined to increase government control over the corporation (BROADCASTING, Feb. 2).

Indeed, critics in the U.S. as well as Great Britain see the Milne resignation and the raids as part of a pattern. To Harvey Zuckman, who teaches law at Catholic University, in Washington, the raids were "an acting out of Conservative Party frustration with the manner in which the BBC is covering events dating from the Falklands War," in the spring of 1982. That coverage, Zuckman said, was "more objective than the Conservative Party would have liked." More recently, there was the coverage of the Conservative government's cooperation with the Reagan administration in the U.S. air raid on Libya last year, coverage the Conservative party denounced as biased.

Zuckman also views the appointment last year of Marmaduke Hussey as chairman of the BBC as evidence of a determination by the Thatcher government to control the service. He noted that a London newspaper, at the time of Hussey's appointment, in October, quoted an unnamed Conservative Party spokesman as saying the appointment makes it "bloody clear that things will have to change" at the BBC. Hussey made a reputation for himself as a strong antiunion man in his previous post as managing director of *The Times of London*. However, Hussey, in a letter to government ministers, protested the

police raids on the BBC. And he said the corporation, which had failed in one attempt to obtain a court order banning the raids, might renew its effort to obtain protection from the courts.

Zuckman, who is director of Catholic

University's Institute for Communications Law Study, spent six weeks in Great Britain last fall studying British broadcasting and its relation to the British government. He is planning a law review article on the subject. □

## Religious broadcasters spread the word in Washington

**In addition to hearing from Reagan and Bush, panelists give pointers on improving sales of advertising in religious programming**

The two main issues at last week's five-day National Religious Broadcasters convention in Washington were revealed in an anecdote told by a panelist who said he had studied the faces of the people riding the subway that morning and then asked himself: "Do they know that there are 5,000 of us up here on this hill discussing their fate?" Throughout the convention, participants discussed whether Christians are successfully communicating the gospel to the rest of the world, and broadcasting was seen by the participants as a vessel for reaching unbelievers and believers alike. "God has given us a method, a technology, as he has given no other generation," said evangelist Jimmy Swaggart, at the closing night anniversary banquet. "None have had the technology, the opportunity that we have at this hour for the express purpose of taking the gospel of Jesus Christ to the world."

The 44th annual NRB convention, held Jan. 31 through Feb. 4, was a forum for the discussion of religion, as panelists, exhibitors, speakers and singers proclaimed their faith through words, prayer and song. The comments of Swaggart and Jerry Falwell, President Reagan and Vice President Bush, and numerous other speakers were greeted with cries of "Allelujah!" "Praise Jesus" and "Amen," and the participants showed their appreciation often through standing ovations and mid-speech applause.

**Reagan, by tape, Bush and Wiley address attendees on their role in American communications**

Although President Reagan wasn't present for the presidential plenary session, his taped message was heard by about 1,800 attendees who responded to his speech with a standing ovation and a prayer for the well being of "this great man."

Reagan characterized religious broadcasters as "involved in what might well be trumpeted as the most important competition in

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the universe." He congratulated NRB's Armstrong on his 20 years of service to the organization and thanked religious broadcasters for "using the state of the art communications technology to help meet the spiritual needs of our people and people around the world."

Vice President Bush was present at the session, "happy to be here among such doers and believers as the religious broadcasters." Bush assured the audience that "America needs your participation in the life of this country." Religious broadcasters have "filled a great need," he said. "You are the trumpet, so let the trumpet sound." Bush expressed a wish that "critics would respect your right to hold conservative views as willingly as they let liberal church activists hold their views. I wish critics would defend your right to be on TV as freely as they defend the rights of everyone else," he said. The vice president told the religious broadcasters they "have a right to be part of the social and political and broadcasting life of this country. The National Religious Broadcasters has as much right to be heard as the World Council of Churches," he said.

Also speaking at the plenary were U.S. Surgeon General Everett Koop; Gary Bauer, under secretary for the Department of Education, and Richard Wiley, former FCC chairman and a partner with Wiley, Rein & Fielding, a Washington law firm. Koop's speech focused on the importance of educating the public about the growing threat of AIDS and Bauer's on the importance of a return to teaching morality in the schools.

Wiley updated the audience on the status of broadcast regulation at the FCC. He said that with the new Democratic Congress, there will be disagreement between the two bodies on such issues as the fairness doctrine, public trusteeship, license renewal legislation, minority and women's preferences, and must carry. The new must-carry rules offer religious broadcasters no protection, Wiley said. Wiley suggested four objectives for the broadcasters to pursue: strengthen relations with the FCC and Capitol Hill, maintain and enhance the image of religious broadcasters, pursue regulatory policies that allow freedom of expression, oppose rules that discriminate against religious broadcasters and use broadcast programming to "advocate and support decency and traditional family values."

#### **Armstrong makes plea for spreading the gospel and must-carry defense fund**

"What we must do can't be delayed. It is 10 minutes to midnight on the clock of the world," said Ben Armstrong, executive director, NRB. Religious broadcasters "have a tremendous task to accomplish: reaching the world with the gospel of our Lord and Savior, Jesus Christ," he said. In the past decade, the number of christian radio stations has grown 22%, and the number of television stations airing religious programming has grown 71%, said Armstrong. "We are just amazed at the number of people who are involved with us these days."

But there are many battles still to be fought, according to Armstrong. The NRB Defense Fund, created recently by the association, was "an idea born of necessity," he said. "After several rounds of success and near success in the latest media battles on must carry, NRB suffered a very real setback this past fall because of a total lack of financial resources to pay for the necessary legal defense." Religious broadcasters "are perceived, simply put, as having a lack of commitment," Armstrong said. He described the fund as a "war chest" to be used "to fight for the right to broadcast the gospel over the airwaves," and to help keep religious broadcasting alive.

#### **Cook implores faithful to keep getting the word out**

NRB President Robert Cook expressed the hope that "the tremendous missionary strides" taken by TV and radio ministries "might somehow become just the beginning for a world outreach." Religious broadcasters "have to get the gospel out, and we have to do it together, and we've got to do it now," he said. "The supreme task of the church is the evangelization of the world, and the method of communicating is already present," said Cook. "All that's necessary is vision and sacrifice and spirit," he said.

Religious broadcasters should know their mission and work hard to get their message across, Cook said. "When you look at the work of God," he said, "many of us could work a whole lot harder without endangering our health." He advised the audience to "apply business tactics to spiritual learning, and vice versa, set goals and objectives... and then bathe the whole process in prayer."

There is opposition to the teachings of religious broadcasters, said Cook. "Well-funded liberal and pagan groups" have held press conferences on such topics as "how to combat the danger of fundamentalist radio broadcasters." The attention is a compliment, he said, because it means that "the devil's crowd knows about you, ladies and gentlemen." The religious message must be communicated soon, he stressed: "There isn't any time to delay. There isn't any time to sit around. There isn't any time to ponder."

#### **Noncommercial panelists provide tips on reaching more listeners**

Noncommercial owners and operators asked themselves how successful they have been in communicating their message. In a session titled "Are We Talking to Ourselves?" The consensus was that believers are being reached but, in the words of Tom Hesse, general manager, KNIS(FM) Carson City, Nev., "I always assumed that the unbelievers were listening, and I think that's a false assumption."

Joy Blowers, general manager, WLBF(FM) Montgomery, Ala., testified that her station has received letters from listeners who say the station "really does keep them company and gives them comfort and keeps them close to the Lord." But "public perception of us, frankly, these days, is not good," Hesse said. Vic Eliason, general manager,

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WVCY(FM) Milwaukee and WVCX(FM) Tomah, Wis., said his stations began to grow when they began airing programs with "a cutting edge." "For a number of years, we tried to be all things to all men," he said. With the changes, "I've never been more excited about being involved in christian radio than I am today," Eliason said.

The importance of promotion was stressed by Chris Staley, program director, KILA-FM Las Vegas. She suggested using bumper stickers, T-shirts and jackets to display call letters, holding a christian night at the local skating rink, airing special holiday programs around Christmas when there is more secular interest in christianity, and providing listeners with "invitation to listen" cards that they can slip into envelopes when they pay bills or leave with the check at a restaurant. Staley also emphasized the role listeners play in promoting a station. "People tell people," she said. In Las Vegas, said Staley, there are christian maids who tune hotel radios to KILA after cleaning rooms and christian car salesmen who tune the radios of the cars they sell.

Richard Whitworth, director of radio ministry, WIBI(FM) Carlinville, Ill., added bus cards, religious newspaper and magazine ads, dessert fellowships and one-day seminars to the list of promotional techniques. He advocated using promotions that put the station personnel in contact with listeners. "Nothing replaces being where the people are at," he said.

Several panelists stressed the importance of maintaining good relations with local pastors. "There are some christian stations, I'm sorry to say—I hope they're not here—that are competitors of the church," said moderator Dean Sippel, general manager of WMBW(FM) Chattanooga, Tenn. "We are not the church," Eliason agreed, telling the audience to communicate to pastors that "we don't want one dime of the tithe that goes to your church."

#### Radio panelists discuss dilemma over local, national sales

Selling christian radio to national advertisers is a tough proposition, and the major source of advertising income for those stations will always be local sales, said panel members at a session for commercial owners and operators, "How Can I Get in on National Sales?" The panel's moderator, Robert Ball, executive vice president, Salem Communications Corp., began the session by stating: "Given the number of stations that we have in our format, our showing has not been very good as far as attracting national sales." The purpose of the panel, Ball said, was "to learn how we can turn that around and begin to work toward attracting some of the important national advertising business to christian broadcasting."

Joe Battaglia, general manager, WWDJ(AM) Hackensack, N.J., said he has not yet been successful in reaching advertisers nationally, and suggested that before a station can sell itself to a national advertiser, it must know what makes its service unusual and what the advertiser is looking for. A station manager must ask himself: "What do I have to offer in my radio station? What am

**Dennis discourse.** The FCC's newest commissioner, Patricia Diaz Dennis, relayed greetings from the commission at Tuesday's FCC luncheon, also attended by Commissioners Mimi Dawson and Dennis Patrick and leaders of the religious broadcasting industry. Under the leadership of FCC Chairman Mark Fowler, said Dennis, the commission has worked hard "to remove regulatory burdens which serve no valid public interest purpose. This permits all broadcasters, including religious broadcasters, to serve their audiences with the minimum possible regulatory restraint." Fowler's departure will not lessen the FCC's commitment to serving the public interest, she said.

Dennis identified as "one of my lodestars" the adoption of policies that "promote the greatest possible diversity of viewpoints without infringing on the broadcaster's program decision making. I want to insure that our broadcast system adequately serves the varied needs and interests of all segments of the rich culture which makes up America," she said. The freedoms set forth in the First Amendment are important, said Dennis, and she does not believe "the five of us sitting in Washington should tell you how to program your stations." Religious broadcasters "have made a significant contribution to the voices heard over the airwaves," she said. "I appreciate the important role you play in fostering the spiritual and moral values which strengthen Americans, and in turn strengthen America."

I doing in this format that will attract people? What am I doing in that format that will gain credibility so that they will begin to understand that my radio station is as viable a format and facility as some other station in the marketplace?" he said.

Jamie Clark, general manager, KFIA(AM) Carmichael (Sacramento), Calif., offered the perspective of a station that gathers 15% to 20% of its total revenue from national advertisers. Like Battaglia, Clark said stations must "know what you're selling." He urged owners and operators to consider whether they are selling adjacencies, format, audience, results, promotions, personalities, facilities or marketplace. "You've got to know what you want to accomplish before you go in, because you only have one shot at it," he said. KFIA approaches each potential advertiser with a customized media kit. "Find out what it is that that particular timebuyer or account executive is looking for," and then figure out what the station can provide, he said. Christian radio stations may not achieve high ratings, said Clark, but they can bring results.

Tom Dunkerton, recently retired as a senior vice president at Saatchi & Saatchi Compton, emphasized how difficult it is to sell local radio spots to a national advertiser. Radio is considered a local medium by agencies, said Dunkerton, and they are not going to place money in radio when they can provide an audience more easily through television. "If I can buy the Super Bowl for 50 or

60 million households for half a million dollars," he said, why spend "10 bucks to buy a spot here and 10 bucks a spot there? I'm not going to do it if it complicates my life." Religious broadcasters must "prove to the advertiser that your listeners are different, are more likely to see ads on your station than elsewhere and that they have the potential desire to buy the advertiser's product," he said. "You're really an underdog. You've got to prove to me that I do need you and I'm making a very serious mistake" by ignoring your audience. "I buy audience," he said. "The most important thing I deal with are numbers: who's out there; who are you reaching." Dunkerton referred to ad agencies as "the prime sales call" that a religious broadcaster should make when looking for national spot sales, but he also emphasized that cultivating local advertisers is the radio broadcaster's best bet.

There is hope for a christian rep firm, of sorts, to get off the ground. TRI-S is a two-year project begun by panelist Gary Crossland, president of Soma Communications Inc., with funding from USA Radio Network. (USA is a commercial network of christian radio inventory begun by Soma a year and a half ago and carried by 250 stations.) Designed to bring national money to christian radio, TRI-S will be a "hybrid organization which is morally a cross between Concert Music Broadcast Sales, which reps classical formats, and Caballero, which reps Spanish formats... and an organization like



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**Breakfast break-in.** The sixth annual prayer breakfast in honor of Israel got off to an unexpected start Wednesday (Feb. 4) when 25 protesters identifying themselves as Black American Hebrews forced their way into the Sheraton ballroom, overturning the head table and three other tables and throwing glasses and plates. The members of the head table had not yet been seated when the disturbance occurred, and the situation was brought under control by Washington police, who arrested 15 protesters for unlawful entry at 6:58 a.m. One officer reported that the hotel had received a number of bomb threats, and the police remained on the scene until the breakfast ended several hours later. PTL Network, which was to provide live coverage of the conference via satellite, broadcast color bars until the matter was cleared up. NRB Executive Director Ben Armstrong said of the disturbance: "The violent protest, conducted just a few feet from the Israeli ambassador, Mr. Meir, underscored the reality and necessity of our constant vigilance against terrorism. National Religious Broadcasters deplores such action."

The breakfast, scheduled to run from 7 to 9:15 a.m., was attended by Attorney General Edwin Meese, Congressman Jack Kemp (R-N.Y.), Congressman Al Gore (R-Tenn.), Israeli Ambassador Meir Rosenne, Philippine Ambassador Emmanuel Pelaez and evangelist Adrian Rogers. The keynote speech was given by Dr. Stephen Olford, president, Encounter Ministries. Ed McAteer, president of Religious Roundtable, which sponsored the breakfast, identified the meeting's purpose: "For we Christians to express to our Jewish friends here in America and around the world our unconditional love for God's ancient people, Israel."

Keystone, which puts together ad hoc buys," Crossland said. Last week Crossland began a mailing to 1,300 radio stations explaining the plan, and TRI-S will be drumming up publicity by sending copies of its magazine to 450 major advertising agencies and by visiting an agency every week. "A rep firm as you know it is not necessarily on the horizon" for Christian broadcasters, Crossland said, but TRI-S hopes to be able to bring attention to religious stations and to increase the spot business they receive.

Religious broadcasters have to take on the job of representation themselves, Crossland

said, because the major rep firms are not interested.

"Nobody wants to touch a Christian radio, and when they do they fail," he said. "Christian stations always show up like a sheep without a shepherd—nobody reps them. Nobody wants to." Crossland said the stations suffer from both philosophical and price blocks. His advice: "We have to get a Christian—someone who is called, who is bound to God on this issue. Someone who has a vision, a dream for this." Religious broadcasters must "get him behind this and stand with him," he said. □

## Closing banquet brings out light-hearted side of evangelists

The closing night anniversary banquet was a four-hour extravaganza of fund-raising, award-giving, preaching and motivational speaking. Evangelistic rivalry was evident as televangelist Jimmy Swaggart and Moral Majority leader Jerry Falwell traded good-natured gibes and quips.

Falwell, charged with raising money for a new NRB Defense Fund, claimed Christian broadcasters "were the only ones discriminated against" on the issue of must carry, and said the contributions would enable NRB to hire lawyers to fight for religious broadcasters' rights. The money would also be used as a defense against other attacks. "As long as there is an ACLU—an Anti-Christian Liberties Union—as long as Norman Lear and his People for the Unamerican Way exist, and Planned Parenthood, and NOW—the National Organization of Witches—and others... and as long as there are critics and enemies of the causes we represent, we can expect them to be working aggressively," Falwell said. Members of the audience, urged to contribute \$1,000 each to NRB's cause, filled collection buckets with envelopes provided, and raised \$135,188.05.

During the collection, Falwell brought up the subject of the controversial campaign Oral Roberts is conducting to raise money to send medical missionary teams into the Third World, in which he has claimed that God will call him home if the money is not raised (BROADCASTING Jan. 19). Falwell said he told a reporter who asked for his comment: "I expect you want me to criticize Oral Roberts. Well, I'll tell you something: Thirty-five years ago when God saved me, he also called me to be a friend of those who propagate the Gospel. And if I held wrong feelings about this situation, there would never be one statement from my mouth."

Jimmy Swaggart regaled the audience with tales of visions and miracles. During a walk in 1985, said Swaggart, he had a vision of fierce clouds gathering near an abundant cotton field—foretelling the judgment—but was told by God that the storm would be held back until the church could harvest its crop. "God said: 'I am going to unlock the doors that have been closed for centuries, but you must open them,'" Swaggart said. Less than a month later, he said, "country after country after country that had been closed to gospel television... all of them suddenly, miraculously were opened." Swaggart said his program expanded from 65 countries to 3,000 TV stations in 143 countries, including a deal now being worked out with the People's Republic of China. "It will be the greatest miracle of the 20th century to tell the story of Jesus Christ to 1,150,000,000 Chinese," he said. "Nine hundred million of them have access to a TV set."

Swaggart emphasized the importance of using television and radio to communicate the word of God. "These television stations haven't been given to us for foolishness. Our programs haven't been given to us for foolishness," said Swaggart. "There is no other hope, there is no other message than the message of the Lord Jesus Christ. That is the reason for radio and television," he said. □

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## NBC-NABET square off for contract talks

**According to proposals from each side, number of major differences remain, key among them technical jurisdiction and use of daily hires**

Contract negotiations between NBC and its 2,800-member technical union will begin in three weeks, and proposals from each side appear to diverge widely on a variety of issues, major and minor.

Among the key disagreements going into talks March 3 in San Diego are over technical work jurisdiction in the studio and field, and the use of daily hires.

Sparks have already begun flying between the network and the National Association of Broadcast Employees and Technicians (NABET), following a preliminary exchange of proposals in New York Jan. 13-23.

NABET wrote all NBC members calling the company's proposals "devastating," while the company's chief spokesman later told BROADCASTING NBC believed the proposals were necessary to keep the network competitive ("In Brief," Feb. 2).

Time pressures may also add to the negotiation's complexity. The current four-year pact expires March 31 and while negotiations often extend well beyond a contract's end, the extra load in 1988 of Olympic, World Series and political year coverage will probably heighten the company's desire to complete the new contract as quickly as possible.

The company's proposal to reduce NABET jurisdiction in the studio and on remote pickups is likely to be a big topic on the bargaining table next month.

Chief NABET negotiator Tom Kennedy, in Los Angeles, called the NBC position on jurisdiction "completely unacceptable" and said accepting it would "wipe us out..." There isn't a single job that would be left unaffected by jurisdictional losses if the contract were approved as it stands.

**Video buy.** WesternWorld-Samuel Communications, a Los Angeles-based TV program syndication and delivery company, will purchase a 76% interest in video services supplier The Video Tape Co. for \$5,518,000.

WesternWorld also announced that an Australian entertainment company, J.C. Williamson, will buy a 39% interest in its operation through the purchase of \$1,300,000 in common stock. J.C. Williamson, with film production, management and distribution subsidiaries in the U.S. and Europe, also has a warrant to purchase another \$500,000 shares within three years.

Video Tape Co. founder Keith Austin will remain as vice chairman, responsible for sales and marketing, WesternWorld said, and Francis Van Paemel will stay on as president and chief operating officer. WesternWorld's Gary Worth will become VTC chairman and chief executive officer.

VTC, one of the country's largest full-service tape duplication and transmission services, according to WesternWorld, employs 125 in a 30,000-square-foot facility in Burbank, Calif.

Eugene McGuire, NBC executive vice president of personnel and labor relations, argued the moves were not based on current economic needs as much as future expectations.

"Any responsible management is looking not only to today, but to tomorrow," he said, adding that the changes were "the only way [NBC] can stay competitive in the future...to be able to compete with not only CBS and ABC, but with HBO, Cable News Network, MTV, with all the new delivery technologies for entertainment programming."

Among the company's proposed jurisdiction changes are new rules that would expand the ability of nontechnical and non-NABET personnel to work with graphics gear or use it in connection with other products and allow them for the first time to operate such products in technical, as well as nontechnical, areas of NBC facilities.

Similar jurisdictional changes were also suggested by NBC for computer operations now under NABET's jurisdiction.

The company is seeking to loosen NABET jurisdiction over the maintenance of technical equipment, as well, and the con-

tract includes a new provision allowing outside, non-NABET hires to design, draft, construct, test and install any equipment or facilities, with NABET members assigned with them only on an occasional basis.

Other company proposals would allow non-NABET personnel to operate gear when it is not being used for broadcast or broadcast-related activities, and to operate technical equipment during live performances if it relates directly to the performance. NABET would also lose current jurisdiction over film-to-tape transfer work or during post-production on the transferred material.

NABET jurisdiction over field pickups in sports, news and other programs would be relaxed in NBC's proposal, with increases in non-NABET staffing allowed and with the freer use of stations and companies to provide services outside the mileage range of network-owned stations.

The network could also use any outside company for newsgathering services outside the 200-mile range of owned stations, and all restrictions would be removed beyond 500 miles for other programs as well.

A new company proposal would also provide for so-called TV "combo" operations, with talent operating technical equipment, as can network radio personnel under the current contract. Another new provision would also allow non-NABET employees, such as news personnel, producers and talent to operate equipment to communicate information, orders, directions or instructions.

McGuire said the "technological revolution" brought about by new compact video electronics equipment, such as the network's new M-II half-inch recording systems, is already allowing stations such as General Electric's KCNC-TV Denver to have talent perform both technical and reporting functions in the field.

NABET's Kennedy noted that proposals allowing reporters and talent to handle a wide range of technical gear were raised as a result of negotiations last year between the

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American Federation of Television and Radio Artists (AFTRA) and NBC, ABC and CBS, which would allow talent to handle technical functions if they were removed from NABET jurisdiction. With talent adding technical work to their existing responsibilities, NABET jobs would likely be lost, Kennedy added.

NABET is seeking to limit prospective job losses by retaining the minimum two-person crews on news assignments, unless the assignment allows a single crew member additional time and control to complete the work.

Daily hires are also expected to be another major negotiating issue in next month's talks. NBC's proposal calls for allowing hiring, in any job category, of daily employees not protected by the bulk of the contract's clauses. The current contract restricts daily hires to certain distant newsgathering assignments, Kennedy said.

The network is also seeking to extend the period during which an employee is considered "temporary" and remains unprotected under the contract, from three months to one year.

McGuire defended the two proposals against NABET opposition, arguing daily hiring is used "throughout our industry. It's very, very common." One-year temporary employees, he added, would allow the company "more flexibility in staffing [during] peak and valley" periods when work loads fluctuate.

Among other areas of disagreement are likely to be contrasting proposals over NABET jurisdiction in new business areas, such as direct broadcast satellite operations, cable television, subscription or home video and teletext or videotex.

Several hundred newswriters also covered under the pact are also facing jurisdictional changes in the NBC contract proposals, with the network seeking to allow management or supervisory personnel to write and edit, or do film or tape news editing.

Economics of the new contract were not discussed in the preliminary exchange of proposals, but may also emerge as a subject of contention.

The NBC negotiating team will be led by Day Krolik, vice president of labor relations, and will include Mac McGill of New York technical operations, Bob Corwin of West Coast technical operations, Paul Beavers representing owned-station news, Tom Wolzien of news, Duffy Sasser of the TV stations division, Doug Skene of sports, John Bailie of radio and several others.

NABET negotiators include Kennedy, Art Kent of New York (representing the largest single group, 1,382), and representatives of locals in Burbank, Washington, Chicago, Cleveland and San Francisco. □

## Leaning tower problems in Dallas

Dallas stations WFAA-TV and KDFW-TV expect this week to have completed preliminary repairs to shore up a co-owned broadcast tower that was struck by a Navy F-4 jet Jan. 21, but still do not know whether the 35-

## Fifth Estate Earnings

| Company          | Quarter | Revenue<br>(000) | %<br>change * | Earnings<br>(000) | %<br>change * | EPS **   |
|------------------|---------|------------------|---------------|-------------------|---------------|----------|
| A.H. Belo Corp.  | Fourth  | \$397,233        | 3             | \$20,268          | -14           | \$1.80   |
|                  | Year    | \$108,141        | —             | \$8,098           | -18           | \$0.74   |
| Dow Jones & Co.  | Fourth  | \$311,985        | 12            | \$46,498          | 14            | \$0.48   |
|                  | Year    | \$1,134,867      | 9             | \$183,362         | 32            | \$1.89   |
| Harris Corp.     | Second  | \$525,203        | -7            | \$20,125          | 39            | \$0.49   |
| LIN Broadcasting | Fourth  | \$57,580         | 43            | \$29,328          | 182           | \$1.05   |
|                  | Year    | \$195,340        | 38            | \$66,240          | 85            | \$2.37   |
| Meredith Corp.   | Second  | \$152,462        | 18            | \$4,249           | -69           | \$0.22   |
| Park Comm.       | Fourth  | \$38,313         | 19            | \$5,318           | 2             | \$0.30   |
|                  | Year    | \$136,938        | 20            | \$14,923          | -2            | \$1.08   |
| Robert Halmi     | Second  | \$11,413         | 602           | \$2,115           | NM            | \$0.10   |
| Rogers of Am.    | First   | \$23,644         | -11           | (\$1,240)         | NM            | (\$0.09) |
| Rogers Comm.     | Second  | \$113,374        | 14            | \$1,510           | -96           | \$1.37   |
| Aaron Spelling   | First   | \$30,243         | -20           | \$5,886           | 16            | \$0.32   |
| Telecrafter      | First   | \$2,798          | 91            | \$162             | NM            | \$0.10   |
| Time             | Fourth  | \$1,029,000      | 9             | \$12,000          | -77           | \$0.20   |
|                  | Year    | \$3,762,000      | 11            | \$376,000         | 88            | \$5.95   |

**A.H. Belo** said results were influenced by "general economic conditions in its principal markets... (and) increased television programming costs." Net income for fourth quarter and full year included after-tax gain of \$13.8 million on sale of two radio stations and \$12.8-million charge for early debt retirement. Broadcasting revenue was up 8% in fourth quarter, to \$50.5 million, and 7% for year, to \$175.6 million. ■ Net income for **Dow Jones & Co.**, in both fourth quarter and full year, included gain of \$31.5 million from sale of two million shares of Continental Cablevision. Operating income for company was up 9% in both quarter and year, to \$73.1 million and \$263.6 million, respectively. ■ **Robert Halmi** had net loss of \$425,000 in second quarter of previous year. Company said first-half revenue, totalling \$17.4 million, included three network television movies, 20 episodes of 24-part, first-run series and foreign distribution of television movies. President Robert Halmi Jr. said company expected to double revenue in current fiscal year. ■ Fourth-quarter and year-end net income of **LIN** included \$10.6-million gain from sale of radio stations. Company expects sale of remaining stations to be recognized in first half of this year, with resulting gain "exceeding \$30 million." Operating income was \$26 million in fourth quarter, up 59%, and \$64.6 million for year, up 13%. Company also said that "broadcast orders for the first quarter of 1987 are running below those of the prior year," but that first-quarter results would be helped by lower tax rates and move into profitability by cellular operations. ■ Second-quarter results for **Meredith Corp.** included pre-tax loss of \$7.8 million for "sale of Star CATV Investment Corp. cable properties." Operating income was up 9% to \$21.3 million. ■ **Park Communications** attributed full-year net income decline to increased interest, depreciation and amortization costs associated with \$70 million in acquisitions made in 1986 (including WPAT-AM-FM New York). Operating cash flow for company was up 17% in fourth quarter, to \$8.4 million, and 15% for full year, to \$25.9 million. ■ **Rogers Cablesystems of America** had net loss of \$1.6 million in previous first quarter. Basic subscribers as of Nov. 30 totalled 332,000, with 373,000 pay subscribers. Operating income before depreciation and amortization was \$8.8 million. ■ **Rogers Communications** said operating cash flow was up 18% to \$42.8 million. Net income included \$35.9-million tax benefit from loss-carryforward. Prior first quarter included \$41-million gain from partial sale of shares in Rogers Cablesystems of America. ■ **Aaron Spelling Productions** had operating income in first quarter of \$9.9 million, up 28%. Company said revenue was down because fewer hours were being produced for network television, and because comparable period last year included initial syndication revenue from **Matt Houston**. ■ **Telecrafter Corp.** had net loss of \$124,000 in previous first quarter. Most recent results include \$76,000 loss-carryforward benefit. Operating income rose 115%, to \$152,040. Company said transfer of interest in X\*PRESS cable-based information service, from general partnership to limited partnership, meant that company does not have to record losses of service. ■ **Time Inc.** had operating income of \$308 million for year, down 21%, and \$54 million for fourth quarter, down 44%. Three out of four groups showed decline, except cable television subsidiary, ATC. Operating income for programming group, primarily HBO and Cinemax, was off 8% for year, to \$111 million, on 13% increase in revenue, to \$886 million. Respective numbers for fourth quarter were \$14 million, down 13%, and \$221 million, up 9%. Company attributed fourth-quarter earnings drop "primarily from a fourth-quarter reduction in equity earnings from USA Network, although the cable service's full-year results were slightly higher than for 1985." Subscribers at year end for HBO were 15 million, up 400,000 from count of 12 months ago, and for Cinemax 4.1 million, up same amount. Time said that ATC had basic subscribers of 3.4 million and pay subscribers numbering 2.8 million. Company also said that profits for Sami/Burke "were down... mainly because of developmental costs of its Scan America joint venture and the expansion of its SAMSCAN service." Results saw several special charges, include \$352-million gain on sale of ATC stock, \$63-million charge for job eliminations, and \$50-million charge for relocation of data processing and subscription fulfillment operations.



year-old structure is damaged beyond repair.

Initial estimates of damages were at least several million dollars. A final report on the facility's structural damage should be completed this week by the technical consulting firm, Structural Systems Technology of McLean, Va., contracted by the stations to repair the 1,520-foot tower.

Two FM stations knocked off the air by the collision, KZEW and KSCS, will try to replace their antennas on the original tower as early as this week, according to WFAA-TV's John Irvin, director of broadcast operations. The stations have temporarily been broadcasting

at reduced power from another tower. Broadcasts of ABC affiliate WFAA-TV, CBS affiliates KDFW-TV and NBC affiliate KXAS-TV have not been affected so far by the incident.

There remained no explanation for the crash, in which no one was injured and two pilots ejected safely from the plane, but Irvin said he believed the incident was under investigation by military personnel.

Damage to the tower, initial reports found, included the severing of supporting guy wires, causing the tower to rotate eight degrees, the bending of the tower's top sec-

tion and the destruction of the corner candelabra that had held the two FM antennas.

There was apparently no danger of the tower collapsing, originally a concern because of its close proximity to two other broadcast towers, one of which supports antennas for three UHF stations and nine FM's, and the other with a UHF antenna.

If the damaged tower is found to be a total loss, according to one engineer, the stations would probably continue to use it for another year while building a backup structure, then remove the current structure and erect a new and permanent tower on the site. □

## For the Record

As compiled by BROADCASTING, Jan. 29 through Feb. 4, 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

■ KJBA(FM) Bethel, Alaska (100.1 mhz; 3 kw; HAAT: 76 ft.)—Seeks assignment of license from Life Broadcasting Inc. to Arctic Broadcasting association for \$10,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Charles F. Sebastian. It also owns KICY-AM-FM Nome, KCFA(AM) Eagle River and KGOD(AM) Wasilla, all Alaska. Filed Jan. 16.

■ KYPB(AM) Quartzsite, Ariz. (CP)—Seeks assignment of license from Janice A. Murphy to William Harling for \$3,000. Neither seller nor buyer have other broadcast interests. Filed Jan. 23.

■ WBMX-FM Oak Park, Ill. (102.7 mhz; 6 kw; HAAT: 1,170 ft.)—Seeks assignment of license from Egmont Sonderling to Northlake Communications Ltd. for \$28 million. Seller also owns co-located WBMX(AM) (which is being sold, see below) and is applicant for new FM in Arlington, N.Y. Buyer is owned by Mitchell Rubenstein, his wife,

Laurie S. Silvers, and her father, Gordon Sherman. Rubenstein and Silvers own cable system in Palm Beach, Fla. Filed Jan. 14.

■ WBMX(AM) Oak Park, Ill. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Egmont Sonderling to Alliance Communications Inc. for \$2 million. Buyer is owned by Polish National Alliance, Chicago-based nonprofit insurance company. It is headed by Aloysius A. Mazewski, president, and has no other broadcast interests. Filed Jan. 23.

■ WSDR(AM) Sterling, Ill. (1240 khz; 500 w-D; 1 kw-N)—Seeks assignment of license from WSDR Inc. to Seith-Serafin Communications Inc. for \$1.6 million. Seller is owned by Thomas L. Davis, president and eight others. It has no other broadcast interests. Buyer is owned by Alex R. Seith, his son, William, and Thomas Serafin. Both Alex and William Seith are Chicago attorneys, Serafin is press secretary to Senator Allen Dixon (D-Ill.). Filed Jan. 20.

■ KKZX(AM) Davenport, Iowa, and WXL(FM) Moline, Ill. (AM: 1170 khz; 1 kw-U; FM: 96.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Guy Gannett Broadcasting Services to Goodrich Broadcasting for \$1.8 million. Seller is Portland, Me.-based publisher and group of four AM's, four FM's, four TV's. Buyer is owned by Robert Goodrich, who also owns WVIC-AM-FM Lansing and WSNX-AM-FM Muskegon, both Michigan. Filed Jan. 20.

■ KDMC-FM Dyersville, Iowa (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Diversified Media Corp. to David A. Ballstaedt for \$75,000. Seller is owned by Charles P. Hilliard, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 13.

■ KYKZ(FM) Lake Charles, La. (96.1 mhz; 100 kw; HAAT: 427.5 ft.)—Seeks assignment of license from Faver Broadcasting Income Fund Ltd. 1 to Southwest TV & Radio Inc. for \$1.5 million. Seller is owned by William Woodall, Mark Dunaway and Stanley Sackin. It has interest in WGAF-FM Quitman, Ga., and is general partner of WFVR(FM) Valdosta, Ga.; WTGQ(FM) Cairo, Ga.; WPTM(FM) Roanoke Rapids, N.C.; WSMY(AM) Weldon,

N.C. and WLET(AM)-WZLI(FM) Toccoa, Ga. Buyer is owned by Russell Chambers, who with former Rollins Communications owners, Wayne Rollins and family, has interest in KLAX-TV Alexandria, La. Filed Jan. 20.

■ WQXO-AM-FM Munising, Mich. (AM: 1400 khz; 1 kw-U; 98.3 mhz; 1.8 kw; HAAT: 380 ft.)—Seeks assignment of license from Morgan J. Marti to Munising Radio Inc. for \$145,000. Seller has no other broadcast interests. Buyer is owned by William D. Poage and his wife, Cathy, and Joanna G. Kramer and her husband, Robert. It has no other broadcast interests. Filed Jan. 20.

■ KNUU(AM) Paradise (Las Vegas) and KBET(AM) Reno, both Nevada (KNUU: 970 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Bernstein/Rein Advertising Inc. to CAT Broadcasting Corp. for \$2.1 million. Seller is owned by Robert Bernstein, owner of Kansas City-based advertising firm. He has no other broadcast interests. Buyer is owned by Douglas Trenner and his wife, Christina. Trenner is quarter horse breeder, who owns Sunshine Ranch, Coachella Valley, Calif., Filed Jan. 12.

■ KMJK(FM) Lake Oswego, Ore. (106.7 mhz; 100 kw; HAAT: 877 ft.)—Seeks assignment of license from 107 Ltd. to Magic Radio Inc. for \$3.9 million. Seller is headed by Victor M. Ives, general partner and 12 others. It is Portland, Ore.-based group of three AM's and two FM's. Buyer is owned by Bruce Engle and his wife, Terri. They are majority owner of Capps Broadcasting, Bend, Ore.-based group of

### Summary of broadcasting as of Oct. 31, 1986

| Service                     | On Air | CP's | Total* |
|-----------------------------|--------|------|--------|
| Commercial AM               | 4,856  | 170  | 5,026  |
| Commercial FM               | 3,836  | 418  | 4,254  |
| Educational FM              | 1,254  | 173  | 1,427  |
| Total Radio                 | 10,046 | 761  | 10,807 |
| FM translators              | 1,115  | 766  | 1,881  |
| Commercial VHF TV           | 547    | 23   | 570    |
| Commercial UHF TV           | 435    | 222  | 657    |
| Educational VHF TV          | 111    | 3    | 114    |
| Educational UHF TV          | 192    | 25   | 217    |
| Total TV                    | 1,285  | 273  | 1,558  |
| VHF LPTV                    | 255    | 74   | 329    |
| UHF LPTV                    | 180    | 136  | 316    |
| Total LPTV                  | 435    | 210  | 645    |
| VHF translators             | 2,981  | 145  | 3,126  |
| UHF translators             | 1,998  | 250  | 2,248  |
| 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 | 2,835  | 165  | 3,000  |

\* includes off-air licenses

## EDWIN TORNBERG & COMPANY, INC.

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For The Purchase And Sale Of  
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one AM, and two FM's. Filed Jan. 28.

■ **KKAA(AM)-KQAA(FM)** Aberdeen, S.D. (AM: 1560 khz; 10 kw-D; 5 kw-N; FM: 94.9 mhz; 100 kw; HAAT: 1,383 ft.)—Seeks assignment of license from Sunset Communications Corp. to KSOO Radio Inc. for \$1,198,000. Seller is owned by David S. Lausten. It has no other broadcast interests. Buyer is owned by estate of Morton H. Henkin, his wife, Sylvia R. Henkin, and her son, Joseph. It also owns KSOO(AM)-KPAT(FM) Sioux Falls, S.D. Filed Jan. 12.

## New Stations

■ **Roswell, N.M.**—Branch Ronald Smith seeks 1180 khz; 1 kw-D; 460 w-N. Address: Rte. 4, Box 206-B, Old Bitter Lakes Rd., Roswell, N.M. 88201. Principal has no other broadcast interests. Filed Jan. 21.

■ **Roxbury, N.H.**—Harvest Broadcasting seeks 1400 khz; 1 kw-U. P.O. Box, Hinsdale, N.H. 03451. Principal is owned by Brian Dodge, who has interest in KTJF-AM Alva, Okla. Filed Jan. 9.

■ **\*Grantham, Pa.**—Messiah College seeks 90.7 mhz; 100 w; HAAT: 49.8 m. Address: Messiah College, Grantham, Pa. 17027. Principal is educational institution headed by D. Ray Hostetter, president. Filed Jan. 14.

■ **\*Franklin, N.C.**—Western North Carolina Public Radio Inc. seeks 91.3 mhz; 263 w; HAAT: 702 m. Address: 73 Broadway, Asheville, N.C. 28801. Principal is nonprofit corporation headed by Patricia J. McGuire. Filed Jan. 16.

■ **Freehold Township, N.J.**—Faith Broadcasting Inc. seeks 89.7 mhz; 1.26 kw; HAAT: 46 m. Principal is nonprofit corporation headed by Ann Stevens. Filed Jan. 16.

■ **Dwight, Ill.**—Livingston County Broadcasters Inc. seeks 98.9 mhz; 1.5 kw; HAAT: 142 ft. Address: 315 N. Mill St., Pontiac, Ill. 61764. Principal is owned by J. Collins Miller, and his wife, Candace. It also owns WPOK(AM)-WJEZ(FM) Pontiac, Ill. Filed June 10.

■ **Fort Bragg, Calif.**—Axell Broadcasting seeks 97.7 mhz; 1.6 kw; HAAT: 448.5 ft. Address: 85 Rancho Vista Dr. #70, Oroville, Calif. 95965. Principal is owned by Luann and Wade Axell, who have no other broadcast interests. Filed July 12.

■ **Loudon, Tenn.**—Loudon County Communications Inc. seeks 99.1 mhz; 3 kw; 328 ft. Address: P.O. Box 725, Lenoir City, Tenn. 37771. Principal is owned by Hugh T. Statum, Pete Billingsley and Pam Jordan. Principal has no other broadcast interests. Filed Jan. 7.

■ **Loudon, Tenn.**—Lauderdale-McKeehan Christian Broadcasting Corp. seeks 99.1 mhz; 3 kw; 328 ft. Address: P.O. Box 100, Browder Hollow Rd., Lenoir City, Tenn. 37771. Principal is owned by Carl Lauderdale and Robert V. McKeehan. It owns WBLC(AM) Lenoir City, Tenn. Filed Jan. 6.

■ **Ringgold, Ga.**—Ringgold FM Partnership seeks 101.9 mhz; 1.095 kw; HAAT: 535 ft. Address: 4012B Arbor Place Lane, Chattahoochee, Ga. 37416. Principal is owned by Bradford T. Card, and 24 others. It has no other broadcast interests. Filed Jan. 7.

■ **Ringgold, Ga.**—Werner Wortsman seeks 101.9 mhz; 1.095 kw; HAAT: 535 ft. Address: 1215 Valencia Dr., Dalton, Ga. 30720. Principal also owns WBLJ(AM) Dalton, Ga. Filed Jan. 6.

■ **Paris, Tex.**—Johnnie B. Woodbury seeks ch. 36; ERP vis. 5000 kw; aur. 500 kw; HAAT: 312 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77489. Principal has no other broadcast interests. Filed Jan. 20.

■ **Sioux Falls, S.D.**—Biz-Com Inc. seeks ch. 36; ERP vis. 5000 kw, aur. 500 kw; HAAT: 596 ft. Address: 3932 South Willow Ave., 57105. Principal is owned by Paul Schiller, who has no other broadcast interests. Filed Jan. 20.

■ **Fredericksburg, Tex.**—Blair Broadcasting seeks ch. 2; ERP vis. 100 w, aur. 10 kw; HAAT: 494 ft. Address: P.O. Box 690851, San Antonio, Tex. 78249. Principal is owned by Mack D. Blair, who has no other broadcast interests. Filed Dec. 23.

■ **Fredericksburg, Tex.**—Johnnie B. Woodbury seeks ch. 2; ERP vis. 100 kw; aur. 1 kw; HAAT: 312 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77489. Principal has no other broadcast interests. Filed Jan. 20.

■ **Madisonville, Ky.**—Skyway Television Ltd. seeks ch. 57; ERP vis. 5000 kw, aur. 500 kw; HAAT: 365 ft. Address: 416 Royal Tern Dr., Barefoot Bay, Fla. 32958. Principal is owned by John J. Garofalo, who has no other broadcasting interests. Filed Jan. 20.

■ **Charleston, W.Va.**—Teesha Broadcasting Ltd. seeks ch.

29; ERP vis. 1000 kw, aur. 100 kw; HAAT: 577 ft. Address: 2562 Wexford Dr., Evansville, Ind. 47715. Principal is owned by Margaret D'Aoust, who has no other broadcast interests. Filed Jan. 20.

■ **Tacoma, Wash.**—Korean-American Missions Inc. seeks ch. 56. ERP vis. 5000 kw; aur. 500 kw; HAAT: 1,872 ft. Principal is owned by Rev. Kyung Whan Son, Eugene V. Hwang, Long Duck Hwang and two others. Filed Jan. 16.

■ **Sioux Falls, S.D.**—Harlan L. Jacobsen seeks ch. 36; ERP vis. 5000 kw, aur. 500 kw; HAAT: 221.8 ft. Address: 318 S. Main, 57102. Principal owns LPTV in Sioux Falls. Filed Jan. 20.

■ **Hendersonville, Tenn.**—Diaz M. Dale and Angela Paine seek 1330 khz; 700 kw-D; 500 w-N. Address: 315 N. 45th St., Louisville, Ky. 40212. Principal's father is Argie Dale, who owns WDGS(AM) New Albany, Ind. Paine's father, John W. Smith, has interest in WSLO(FM) Spencer, Ind. Her mother, WRRD(AM) Blennerhassett, W.Va. Filed Jan. 22.

■ **Desert Hot Springs, Calif.**—Esther Matsuda Korn seeks 880 khz; 500 w-D; 250 w-N. Address: 18013 Lull St., Reseda, Calif. 91335. Principal has no other broadcast interests. Filed Jan. 21.

■ **Splendors, Tex.**—Don Werlinger seeks 1520 khz; 50 kw-D. Address: P.O. Box 1223, Lockhart, Tex. 78644. Principal's wife owns KHJK(AM) Lockhart, Tex. Filed Jan. 21.

■ **Magnolia, Tex.**—Family Stations seeks 1520 khz; 5 w-D. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit station group headed by Harold Camping, president. Filed Jan. 21.

■ **Camas, Tex.**—Family Stations seeks 1520 khz; 5 w-D. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit station group headed by Harold Camping, president. Filed Jan. 21.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ **KRGB (900 mhz)** West Covina, Calif.—Seeks CP to increase day power to 5 kw and make changes in ant. sys. Filed Feb. 3.

■ **WLJH (1120 khz)** Petal, Miss.—Seeks mod. of CP to change city of lic. to Denham Springs, La. Filed Feb. 3.

#### FM's

##### Tendered

■ **WPDS (93.3 mhz)** Tampa—Seeks CP to change ERP to vis. 98.5 kw and change HAAT to 1,357.92 ft. Filed Jan. 30.

■ **WBYU (95.7 mhz)** New Orleans—Seeks CP to change TL; change HAAT to 984 ft. Filed Jan. 30.

■ **WMOU (103.7 mhz)** Berlin, N.H.—Seeks CP to change TL; change ERP to 23 kw and change HAAT to 3,827.76 ft. Filed Jan. 30.

■ **WCLV (95.5 mhz)** Cleveland—Seeks CP to change to nondirectional ant. Filed Feb. 3.

■ **KKQV (103.3 mhz)** Wichita Falls, Tex.—Seeks CP to change TL, and change HAAT to 1,015.49 ft. Filed Feb. 3.

■ **WRAU (102.3 mhz)** Ravenswood, W.Va.—Seeks mod. of CP to change TL; change HAAT to 327.90 ft. Filed Feb. 2.

### Actions

#### AM's

■ **WLFF (680 khz)** St. Petersburg, Fla.—Returned app. to add 7 kw night and to make changes in ant. sys. Action Feb. 3.

#### FM's

■ **WLBF (89.1 mhz)** Montgomery, Ala.—Granted app. to change ERP TO 4.2 kw (H), 44.6 kw (V), and change HAAT to 322.75 ft. Action Jan. 29.

■ **KSEQ (97.1 mhz)** Visalia, Calif.—Granted app. to change ERP to 17 kw and change HAAT to 564.06 ft., and change geographic coordinates. Action Dec. 30.

■ **KFTZ (103.3 mhz)** Idaho Falls, Idaho—Granted app. to change TL. Action Jan. 29.

■ **WEFT (90.1 mhz)** Champaign, Ill.—Granted app. to increase ERP to 10 kw; convert to stereo operations; make changes in ant. sys. Action Jan. 20.

■ **KLVY (105.3 mhz)** Dubuque, Iowa—Granted app. to

move SL to Asbury, Iowa. Action Jan. 23.

■ **WEAG (93.1 mhz)** Gorham, Kan.—Granted app. to install aux. sys. Action Jan. 27.

■ **WAAW (103.7 mhz)** Murray, Ky.—Granted app. to change TL; change HAAT to 660.59 ft. Action Jan. 21.

■ **W1YY (91.3 mhz)** Baltimore—Granted app. to change ERP to 13.5 kw and make changes in ant. sys.; change HAAT to 685.44 ft. Action Jan. 28.

■ **KSD-FM (93.7 mhz)** St. Louis—Granted app. to change TL; change HAAT to 1,026.64 ft. Action Jan. 29.

■ **KYKY (98.1 mhz)** St. Louis—Dismissed app. to change TL and to change HAAT. Action Jan. 20.

■ **KZUM (89.5 mhz)** Lincoln, Neb.—Granted app. to change freq. to 89.3 mhz; change ERP to 1.5 kw and change HAAT to 173.84 ft.; install new ant. sys. Action Jan. 16.

■ **WPBX (91.3 mhz)** Southampton, N.Y.—Granted app. to change ERP to 2 kw and change HAAT to 154.82 ft. Action Jan. 21.

■ **WDAV (89.9 mhz)** Davidson, N.C.—Dismissed app. to change ERP to 100 kw (H) and 81 kw (V). Action Jan. 21.

■ **KRKA (104.7 mhz)** Alva, Okla.—Granted app. to increase power to 100 kw and to change HAAT to 980.72 ft. Action Feb. 3.

■ **WWMC-FM (98.3 mhz)** Mifflinburg, Pa.—Granted app. to change HAAT to 150 ft. Action Jan. 21.

## Call Letters

### Applications

#### Call Sought by

##### New AM's

**WRGM** GSM Media Corp., Ontario, Ohio  
**KIXS** Harker Heights Communications, Harker Heights, Tex.

##### New FM's

**KSAY** Axell Broadcasting, Fort Bragg, Calif.  
**WTJT** Okaloosa Public Radio Inc., Crestview, Fla.  
**KOLS** Radio Desoto, Desoto, Mo.  
**WYLV** Foothills Broadcasting Inc., Alcoa, Tenn.

##### Existing AM

**WLZR** Taft Television and Radio Co. Inc., Milwaukee, Wis.

##### Existing FM

**WLZR-FM** Taft Television and Radio Co., Milwaukee

### Grants

#### Call Assigned to

##### New FM's

**WARF-FM** Radio South Inc., Cordova, Ala.  
**WMBV** Southwest Alabama Educational Radio Inc., Dixon Mills, Ala.  
**KXAL-FM** Camp-Titus Radio Co. Inc., Pittsburg, Tex.

##### Existing AM's

**WA/D** WMSL R&B Communications Inc., Decatur, Ala.  
**KCHB** KDJC Chicago Broadcasting Inc., Jacksonville, Ark.  
**KRDG** KCLM Prather Breck Broadcasting of Redding, Redding, Calif.  
**KMVP** KRXV Malrite Radio & Television Inc., Lakewood, Colo.  
**WMME** WRDO Marcom of Maine Inc., Augusta, Me.  
**WGCM** WTAM Hoyt Communications Corp., Gulfport, Miss.  
**KKAR** KNPE Mitchell Broadcasting Co., Bellevue, Neb.  
**KLA/V** KEZD WAGI, a div. of Wagenvoort Advertising Group Inc., Las Vegas  
**WSTL** WGFN Bradmark Broadcasting Co., Glen Falls, N.Y.  
**WSCT** WEET Simpro Inc., Aberdeen, N.C.  
**WMNY** WGZS Clarence Jones, Santee, S.C.

# Existing FM's

|         |                                                                 |
|---------|-----------------------------------------------------------------|
| WMMY-FM | WYRL City Broadcasting Co., Melbourne, Fla.                     |
| WWER    | WBUS Mediacomm II, Ltd. Partnership, Newnan, Ga.                |
| WXKZ-FM | WBVS Ed Walters Broadcasting Co., Prestonsburgh, Ky.            |
| KRDM    | KEBQ Stiles Communications Corp., Ardmore, Okla.                |
| KMJK    | KMJK-FM 107 Ltd., Lake Oswego, Ore.                             |
| WMME-FM | WRDO-FM Marcom of Maine Inc., Augusta, Me.                      |
| WGCM-FM | WGCM Holt Communications Corp., Gulfport, Miss.                 |
| WSLI-FM | WYYN WYN/WSLI Inc., Jackson, Miss.                              |
| WBEB    | WRHR Board of Cooperative Educational Services, Henrietta, N.Y. |
| WBIG    | WWMO Beasley Broadcast Group of Reidsville, Reidsville, N.C.    |

|         |                                                              |
|---------|--------------------------------------------------------------|
| WWMG    | WMGF Voyager Communications V Inc., Shelby, N.C.             |
| WPMG    | WSEC Caronet Broadcasting Inc., Williamston, N.C.            |
| WALY    | WHGM Mid-Atlantic Radio Inc., Bellwood, Pa.                  |
| WRGZ    | WEGZ Action Communications Enterprises Inc., Harriman, Tenn. |
| WATQ-FM | WKG1 Thomas Communications Corp., New Martinsville, W. Va.   |

## In Contest

Review Board made the following decision:

Santa Barbara, Calif. (Coast TV, et al) TV proceeding. Initial decision of ALJ Edward Luton granting application of Coast TV for a new TV station on Channel 38 at Santa

Barbara, and denying applications of Mission Broadcasting Corporation and Solar Television Inc. By letter, Jan. 16.

ALJ Joseph Chachkin made the following decision:

Morehead City, N.C. (Local Television Associates Inc., et al) TV proceeding. Approved settlement agreement between Local Television Associates Inc., and Crystal Coast Communications, Limited Partnership, and between Local Television and Morehead City TV Ltd., and dismissed with prejudice applications of Crystal Coast Communications and Morehead City TV. By MO&O, Jan. 28.

ALJ John M. Frysiak made the following decisions:

Key West, Fla. (Florida Keys TV, et al) TV proceeding. Granted motion for summary decision by Florida Keys Television and resolved air hazard issue in its favor. By order, Jan. 27.

Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. By separate orders: 1) Granted motion by Suburban Broadcasting Co. and dismissed its application with prejudice; 2) Granted motion by Central Florida Television Ltd. and dismissed with prejudice application of Marilyn J. Craig for failure to prosecute; 3) Granted request by U.S. Communications, Inc. and dismissed its application with prejudice. By order, Jan. 14, by MO&O, Jan. 15, and by order, Jan. 30.

Temple, Tex. (Progressive Communications, Inc., et al) FM proceeding. Granted requests by Progressive Communications and MaryMc Broadcasting Co. and enlarged issues against Bell County Broadcasting Co. By MO&O, Jan. 15.

ALJ Joseph P. Gonzalez made the following decisions:

Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted request by HRH Communications Inc., and dismissed its application with prejudice. By order, Jan. 14.

Galveston, Tex. (Kimberly S. Harrison, et al) FM proceeding. By separate orders: 1) Granted motion for summary decision by Irvin Davis and resolved air hazard issue in his favor; 2) Granted request by Ellen Louis Gardner and dismissed her application with prejudice. By MO&O, Jan. 28.

ALJ Walter C. Miller made the following decisions:

Fort Mitchell, Ala. (Robert G. Payne, et al) FM proceeding. By separate orders: 1) Approved settlement between Rosie R. Strong & Kathryn G. Cason and Minority Radio Associates, and dismissed with prejudice application of Strong & Cason; 2) Granted motion by Minority Radio Associates and Bohanan Broadcasting Inc., and dismissed with prejudice application of Robert G. Payne for failure to prosecute. By MO&O, Jan. 29.

Reedsport, Ore. (KDUN Radio, Inc. [KDUN], et al) AM proceeding. By separates, dismissed with prejudice applications of Central Point Broadcasting, Central Point, Ore., and Leroy W. Demery Jr., Ashland, Ore., for failure to prosecute; conditionally granted application of KDUN Radio Inc. to modify license of AM station KDUN at Reedsport, Ore.; and terminated proceeding. By MO&O, Jan. 28.

Hardeeville, S.C. (Earl T. Brown, et al) By separate orders, granted requests by Timothy G. Graham and Johnny C. Branham and Melanie Lynn Culpper [sic] and dismissed their applications with prejudice. By orders, Jan. 30.

ALJ Richard L. Sippel made the following decisions:

Freedom, Calif. (Virginia Jo McFadden and Laura Hopper) FM proceeding. Approved settlement agreement and dismissed McFadden's application with prejudice; Hopper's application remains in hearing status. By MO&O, Jan. 29.

Toledo, Ohio (Priscilla L. Schwieler, et al) TV proceeding. Granted motion for summary decision by New Life Evangelistic Center Inc. and resolved air hazard issue in its favor. By MO&O, Jan. 28.

Farragut, Tenn. (Barry & Claudia Cummings and Farragut AM Ltd.) AM proceeding. Approved settlement between Cummings and Farragut AM and dismissed Farragut AM's application with prejudice; granted Cummings' application for a new AM station at Farragut; and terminated proceeding. By MO&O, Jan. 21.

ALJ Joseph Stirmer made the following decision:

Medford, Ore. (Timothy Paul Woodward, et al) FM proceeding. Granted motion for summary decision by Timothy Paul Woodward and resolved air hazard issue in his favor. By MO&O, Jan. 14.

ALJ James F. Tierney made the following decision:

Bayamon, P.R. (Bayamon Christian Network, Inc. and Bayamon Broadcasting) TV proceeding. Approved settlement agreement between Bayamon Christian and Tele Bayamon, and dismissed Tele Bayamon's application with prejudice; granted Bayamon Christian's application for a new commercial television station on Channel 36 at Bayamon; and terminated proceeding. By MO&O, Jan. 16.

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**California:** KFIC AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Draw against commission plus outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744.

**Sales assistant:** will work with sales department in finding new revenue. Need aggressive self-starter. Marketing background preferred. Send resume to Joyce McCullough, Personnel Manager, WLPO/WAJK, PO Box 215, LaSalle, IL 61301.

**Join America's fastest growing** broadcast group. Silver King Broadcasting, Inc., has sales openings for experienced people in New York, Chicago, Los Angeles, and other major markets throughout the country. Rush resume to Director of Personnel, Silver King Broadcasting, 390 West Market Street, Newark, NJ 07107. EOE.

**Sales manager:** North central Texas full time AM and soon 50,000 watt FM. Send resume, references, financial requirements to Manager KSEY, Box 1191, Seymour, TX 76380.

**General sales manager,** Fort Pierce/West Palm Beach dominating Class C FM ...looking for highly motivated energetic GSM with proven management track record. Excellent compensation and benefit package. Send resume to: Jack Davis, Southwind Broadcasting, P.O. Box 3032, Fort Pierce, FL 33448.

**Radio sales manager.** One of the country's finest small market stations is seeking an experienced radio sales/management pro to lead five person staff. Can you multiply sales through people development? Can you lead independent, ego driven salespeople in a positive way? Is the customer #1 with you? Do you get people to perform by getting to know them? So you have a successful track record in radio sales management? We offer top pay, incentives, equity opportunities, benefits, excellent working environment and a great product. For more info, or to arrange an interview call 614-387-9343, Mon-Fri 8a-5p., or write to: Robert Kemper, President, WDIF Radio, Box 10,000, Marion, OH 43302. EOE.

**Orlando account executive:** K-92 FM is looking for an account executive who makes things happen. Is the customer number one with you? Do you strive to be the best? Do you enjoy taking challenges? Are you able to set priorities and develop strategies for your activities? Are you a top achiever? If so, we can offer you an exciting opportunity. We are a growth-oriented, progressive station seeking an outstanding leader for our sales force. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, the newest and most comprehensive sales training in the industry, and a chance to join a company with a record of success and a sense of purpose. If you feel you have the talent... act now! Call Laura L. Burkland at 1-800-228-2271. NewCity Communications is an EOE.

### HELP WANTED ANNOUNCERS

**Needed immediately** seven radio personalities. Our firm is embarking on a revolutionary radio concept. Our personalities will be on camera throughout their entire show. We are seeking people who know how to sell on the air. Must be experienced. We are seeking 3 female personalities as well. You will be working in the Boston market, your audience will be the entire country. Send a cassette or VHS demo tape and picture to: High-Tech Communications, Inc. P.O. Box 658 Mashpee, MA 02649 or call 617-477-6555.

**Announcer needed** for top rated CHR FM. Send tape and resume to Box 10, West Plains, MO 65775.

### HELP WANTED TECHNICAL

**Experienced broadcast sales representative.** Leading broadcast manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

**Southern Illinois** 5,000 watt AM, 50,000 watt FM in need of an experienced engineer. Apply to: Bruce Cox, WMIX, P.O. Box 1508, Mt. Vernon, IL 62864.

**Chief engineer:** FM/AM operation. Must have FCC first class license experience in studio, transmitter, satellite and overall maintenance along with orderly record keeping. Be ready to become part of a hard working goal setting family. Contact Jack M. Rattigan WNOR FM/AM, Norfolk, VA 804-623-9667 EOE.

**Chief engineer:** 50KW FM and 5KW AM. Beautiful southern New England facilities. Winning company. Resume, materials and salary requirements: box Q-19. EOE.

**Chief engr./operations manager:** Caribbean. Combo man with on-air experience. 50KW AM directional. Family quarters furnished. Provide references and resume to: Box Q-46. EOE.

**Recording technician** -Sound technician in charge of mixing sounds, editing programs and coordinating Hebrew language program for FM broadcast in New York. Records live programs at studio and in the field to fit show's requirement. Must have thorough written and spoken knowledge of Hebrew. 2 years experience. 40 hrs/wk, \$27,333/ year. J.O. #8015858 D.O.T. code 194.362.010. No calls. Mail resume to: NYS Job Service JO #8015859. 485 Fifth Avenue, New York, NY 10017

### HELP WANTED NEWS

**WTTS/WGTC** is looking for a news director to supervise a five-person news department. Ability to manage department, plan a budget, motivate the staff, and cover local news for the city's number 1 broadcast information source. Applicant must have broadcast news experience and people-managing skills. We are looking for a bright, aggressive, organized individual to be a leader/motivator. Good salary/benefits and one of the industry's finest facilities. Bloomington is a dynamic, diverse community, and home of Indiana University. Immediate opening. EOE. Tapes and resumes to Dave Nathan, General Manager, WTTS/WGTC, 400 One City Centre, Bloomington, IN 47401.

**Classical.** Major market station seeks full time announcer/production talent. Good communicator, commercial radio experience in format. Send resume and tape to Peter Newman, KING-FM, 333 Dexter Ave. N. Seattle, WA 98109.

**Drive time anchor.** At least 2 years news and air experience. Must have good pipes and reporting ability. Send tape and resume to Eric Mease, WILM Newsradio, P.O. Box 1990, Wilmington, DE 19899. No calls.

**News opening.** New full-time, AM operation serving Midwest. City of 600,000. State-of-the-art facilities, top salaries, benefits, EEO. Send T&R, photo, materials, to: Steve Brown 3147 S. 105th Ave. Omaha, NE 68124.

**If you have an aptitude** for news gathering and writing, but lack experience, here's your chance! C&R to Mike Stanley, PD, WFSR, Box 818, Harlan, KY 40831.

**Reporter/anchor.** If you have worked in a small market for at least one year, but developed major market reporting and anchoring skills, send tape, resume and salary history to News Director, WWDB-FM, Philadelphia, PA 19131. WWDB is an equal opportunity employer.

**Strong news personality** for major Midwest market. Minimum five years experience. Conversational writing skills and delivery, with the ability to work with a morning team. Send resume to: Box Q-29. EOE.

**Seasoned newsmen.** NYC suburb. Gather, edit, anchor local report. Salary matches experience. T&R; Box 910ND, Pomona, NY 10970. EOE, M/F.

**AP award winning,** top rated small market radio station in Maryland seeks experienced newsmen. Reasonable salary and benefits. Call 301-475-8937.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Operations manager** entry level. Need experienced PD with good voice, production and administrative skills. Send tape and resume to Box 21212, Lansing, MI 48911.

**Our music director/evening jock** is going to Detroit. We've got new studios, a 25-year CHR heritage, enlightened management a fired-up staff, and a commitment to winning! If you have talent, self-confidence, poise, experience and goals... then write or call: Matt Clenott/WGRD, 38 W. Fulton, Grand Rapids, MI 49503. 616-459-4111. EOE, M/F.

**Promotion producer/writer:** Great Lakes area network affiliate needs a creative genius, with strong news orientation, to make magic at an extremely well equipped station. Reply with salary requirements to Box Q-35.



## SITUATIONS WANTED MANAGEMENT

**Station manager**, 13 years experience in small & medium markets, well-versed in all aspects, seeks new position. Prefer NW areas, will consider all replies. Box Q-12.

**Small market radio sales/station manager** looking for opportunity to move up. Energetic and ambitious. Box Q-36.

**10 year pro** with PD/OM/GM experience. Winning track record. New owner wants puppet. I want responsibility! Box Q-31.

**GM/GSM**, 15 years in management. Seeking challenging position with opportunity for financial growth. Exceptional track record. Outstanding sales ability. Highly skilled in hiring, sales training, motivation and management. Promotions oriented. Prefer Midwest s/m market but will consider all. Call Ron at 402-564-7619 after 6pm.

**GM, 34, fifteen year pro.** Will increase sales, profits, ratings. Turn around expert, sales, programing, production, can train, proven. Budget minded, bottom line oriented. Box Q-30.

**General manager** offering 21 years in management as a highly successful performer, management skills include building sales & profits, people motivation, programing, heavy promotions, producing results you can bank on. Excellent credentials. Box Q-28.

**Let's make money:** selling, programing, training, motivating, managing, G.M. 25 years revenue raising. Turn-around/start-up success. Major market winner available soon. Consider small/medium market. Equity/percentage based on results. Milton 501-988-4836.

**Great people person** who is currently an OM with a desire to become GM at a small to medium station along the eastern seaboard. Can motivate and lead. Ten years experience. Eventual acquisition desirable. Box Q-23.

## SITUATIONS WANTED ANNOUNCERS

**Pro. 20 years experience** including Dallas, Chicago and Washington is looking for a stable major market country station that wants to be #1 or stay there. Warm communicator with deep smooth delivery and very strong track record. Chuck Wheeler 318-686-6553.

**Broadcast meteorologist.** Major market Midwest based. Accurate and concise forecast for your city. State of the art equipment. AMS seal. Reasonable cost. Box Q-36.

## SITUATIONS WANTED NEWS

**Looking for work in sports.** 4 years experience, play-by-play, sportscasts. Will work in other areas as long as I can be involved in sports. Resume-tape, call Andy 405-360-6795.

**Ambitious young self-starter.** B.S. in communications. Strong writing. Major market radio experience. Desire TV/radio news. Willing to pay my dues to learn serious reporting. Give me a chance to prove myself! Liz 215-565-4694.

**Hardworking, dedicated sportscaster** looking for big break. 5 years PBP experience on college and local level. Ready for move up. Call Ron: 308-532-8525.

**Looking for a start** in sports. College graduate, single, money no object, willing to go anywhere. Box Q-27.

**On air program director-programer.** Soft rock, easy listening, standard MOR. Consistent ratings success, dedicated, people skills. Twenty years experience all phases. 617-741-4635.

## SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Looking for an urban PD.** Presently employed as asst PD at the nation's highest rated and most respected urban station in the nation. Seeks on air PDship of black/urban FM in top 100 market, at a station that is committed to winning and that will provide full promotional support. Experience includes working in both urban and CHR formats as well as AC. Extensive knowledge of programing, music, promotions as well as research. If you're looking for someone who possess maturity, leadership and people skills then let me take your station to the top. Let's talk. 504-346-7525.

**Wife says programing is my true love.** Seek medium market position at gold, MOYL or country station or medium or major mkt position. Leader with 18 years experience. Write Box Q-13.

## TELEVISION

### HELP WANTED MANAGEMENT

**Florida UHF** needs veteran manager experienced in station start-up operations and network affiliations. Great opportunity to build one right. Box P-81.

**Director of marketing and programing.** Great opportunity to wear two hats. Job includes supervision of writers, producers, art department and outside services in providing total station marketing. Plus assist general manager in evaluating and purchasing programing. Great opportunity to grow with this top network affiliate and major television group. Creative geniuses only, please. Send resume and tape to: Ron Pulera, President and General Manager, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

**Local sales manager-KUSI-TV:** San Diego's fastest growing independent looking for LSM. Must understand the local direct approach and have good retail background. If you've demonstrated success in these areas and want to live in the finest city in America, send a resume to: Andy Feldman, GSM, KUSI-TV, 7377 Convey Ct., San Diego, CA 92111.

**Controller for TV broadcast group.** Experience in budgeting, financial statement preparation, audits, 25-30% travel. Degree required. Send resume, salary history and salary requirement to James C. McCreary, 6th Floor, 7 West 51st St., New York, NY 10019. An EEO employer.

**General sales manager.** Group-owned network affiliate in Midwest 100+ market looking for professional, dedicated, general sales manager. Person must be aggressive, and possess motivational and training skills with strong local broadcast sales background. Excellent opportunity for advancement. Send resume and salary history to Box Q-2. EOE.

**Film department manager.** Experienced production/post production professional needed to head our film department. In addition to administrative duties, will serve as post-production supervisor for extensive film and video projects, and production coordinator for film productions. Minimum five years experience, including significant management background. Submit resume and salary requirements in confidence to WOED, Personnel Department, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE.

**Station manager** for fast growing independent in Bloomington, Illinois. Emphasis on people development, and results. Prior GM experience not required. Call corporate office collect 513-351-9112. EOE.

**Small video production company** seeks unit manager. Send resume and salary history to: Box Q-50.

**Retail marketing manager.** KPTM 42, Omaha's only indy, is currently accepting applications for retail marketing manager. KPTM is the nation's 5th ranked independent with an 11 share sign-on/sign-off and Omaha is the Midwest's best kept secret! Applicant will train, lead and motivate a staff of marketing professionals. Independent experience necessary, management preferred. Join a growing organization managed by America's leading independent broadcast group. Please send resume to: Neil Schwartz, GSM, Pappas Telecasting of the Midlands, 4625 Farnam St., Omaha, NE 68132. EOE, M/F/H

### HELP WANTED SALES

**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 Rd., Virginia Beach, VA 23451.

**National sales manager.** Top 40 market, top-ranked, group owned NBC affiliate in the South, is looking for an NSM with a future. We're looking for intelligence and communication skills; 3-5 years of experience in handling large, ratings-oriented agencies; travel 15-20 weeks yearly. Income commensurate. Send resume in confidence to Box Q-39. Deadline: Monday, 2/23/87. An affirmative action employer.

**Vendor/marketing manager.** Providence's leading television station is looking for a vendor/marketing manager to service and develop existing accounts in retail. Candidate must have 2 years of relevant experience, preferably in sales. Strong leadership ability and writing skills are essential. Send resume to Charles Newton, Local Sales Manager, WJAR, 111 Dorrance St., Providence, RI 02903.

**Sales: Major independent** television station in Southeast market is seeking experienced national sales manager with proven independent television sales background or national rep firm experience in independent sales. Send resume and salary requirements to Box Q-37.

**National sales manager:** Immediate opening for national sales manager for independent in St. Petersburg/Tampa. Minimum 3 years independent, or national sales experience a must. Salary incentives and excellent benefits. This is an opportunity to join a company with a record of success. Send resume to: General Sales Manager, WTOG-TV, 365-105th Terrace NE, St. Petersburg, FL 33702. Equal opportunity employer, M/F.

**Join America's fastest growing** broadcast group. Silver King Broadcasting, Inc., has sales openings for experienced people in New York, Chicago, Los Angeles, and other major markets throughout the country. Rush resume to Director of Personnel, Silver King Broadcasting, 390 West Market St., Newark, NJ 07107. EOE.

**Local account executive** for stable Southwest market, college town, network affiliate. One to two years experience needed. Send resumes to Box Q-40. An EEO employer. Deadline is February 20, 1987.

**Director: Leased time marketing.** Come join us! A major NY public broadcasting station is looking for a creative person with strong television marketing background to market our air time. Qualified applicants will possess very strong writing and verbal presentation skills, a thorough knowledge of the NY television and advertising communities, 5-10 years in a managerial capacity, excellent ability to work under pressure, well tested negotiating skills, and the ability to work as part of a strong managerial team. An excellent benefits package including immediate medical, dental and hospital insurance, a top-of-the-line retirement program and a generous vacation program are all standard. Salary is commensurate with experience. If you are ready to take on a challenging and exciting position, send resume, cover letter and salary requirements to Personnel Director, WNYC, 32nd Floor, 1 Centre St., New York, NY 10007. No phone calls. EOE.

### HELP WANTED TECHNICAL

**Chief engineer wanted:** Southwest affiliate needs experienced engineer ready to be chief. If you're #2 or #3, with good maintenance and management skills, we want to hear from you. Must have "hands-on" technical experience and strong organization skills. Resume and salary history to: Box Q-6.

**Videotape editor:** Experienced in post-production editing, knowledgeable in set-up and operation of associated equipment. CMX340X editor, Sony one-inch videotape recorders experience preferred. Resume to: WDCN-TV, P.O. Box 120609, Nashville, TN 37212. ATTN: Ron Sealy. AA/EOE employer.

**TV maintenance engineer:** Skilled in component level maintenance of television studio equipment. Experience with Sony and RCA videotape recorders and cameras, Vital switchers, CMX-340X editing equipment a plus. Resume to: WDCN-TV, P.O. Box 120609, Nashville, TN 37212, ATTN: Ron Sealy. AA/EOE employer.

**Chief engineer** for PTV station in Southwest. Requires BSEE degree plus six years experience in television broadcast engineering, including UHF; or an equivalent combination of education and experience; FCC General Class Radiotelephone license. Proven ability to evaluate needs, establish procedures, direct personnel. Will supervise procurement, installation, maintenance of equipment; supervise and schedule technical staff; prepare technical documents; maintain inventory. Salary \$32,000 minimum, plus benefits. Send resume, names of three professional references to: Jim Dryden, KRWG-TV, Box 30001, Las Cruces, NM 88003. Deadline: February 20, 1987. New Mexico University is an EO/AA employer.

**Manager: Broadcast engineering services.** Milwaukee Public Television Channels 10/36 have an opportunity for an accomplished professional to direct a 25 person staff in the operation of their technical facilities. Serving as the "Chief operator" under FCC rules, other key managerial accountabilities involve the selection and training of staff, the planning and managing of budgets and the forecasting and controlling of purchases. Applicants must have a FCC radio-telephone general class license, a related technical bachelor's degree, in depth knowledge of TV engineering operations and proven people-leading skills. Experience must include three years of progressively responsible work in a supervisory capacity. The salary range is \$40,390 to \$53,190 with a \$40,390 to \$46,820 per year hiring range. Benefits include paid hospital-surgical, life and LTD insurances; four weeks of vacation, 12 holidays and 18 sick days per year and a non-contributory pension plan. To be considered, please call 414-225-1800 for an application and job description. Letters of application or resumes will not be accepted in lieu of a completed application form. The closing date for filing is February 16, 1987. Milwaukee Area Technical College, 1015 N. 6th St., Milwaukee, WI 53203. An equal opportunity/affirmative action employer.

**TV and radio maintenance technician.** Provide maintenance for all television and radio production broadcasting equipment. 3 years experience using testing equipment and making repairs is required. FCC general class license desirable. Send resume to: Personnel Dept., Archdiocese of Detroit, 305 Michigan Ave., Detroit, MI 48226.

**Project engineer:** Video, AV & sound contractor seeks experienced video project engineers to design and manage projects sold to overseas customers. Degree is not necessary—experience and knowledge a must. Send resume to: Robert Berry, Verrex Corporation, 1130 Rt. 22W, Mountaintop, NJ 07092. 201-232-7000.

**Engineer:** Top Midwestern UHF indy. Require hands-on transmitter/studio maintenance. Competitive salary. Call collect 513-351-9110.

**TV maintenance technician needed.** Maintenance of broad range of studio equipment. Some operation duties. FCC license or SBE certified. Minimum of 3 years maintenance experience. College or technical school graduate preferred. Salary commensurate with experience. Contact Dick Pratt, WRTV, 1330 N. Meridian St., Indianapolis, IN 46202. EOE.

**Chief engineer,** or assistant for established affiliate. Knowledge of studio, ENG, EFP, transmitter essential. Replies confidential. EOE. Box Q-38.

**Engineering supervisor:** Compact modern Christian television station seeking capable hands-on engineer to maintain Townsend 60KW UHF transmitter and studio equipment in pleasant northern California surroundings. Please send resume and salary requirements to Rev. Kenny Foreman, KLXV-TV, Box 5252, San Jose, CA 95150.

#### HELP WANTED NEWS

**Reporter:** Two years experience, good writing and producing skills will get you this job. Resumes and tapes to: David Nolan, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

**Producer.** KWTW in Oklahoma City is looking for a producer to help us build on our strong #1 position. Must have degree and 2 years experience. Send tape, resume and references to Billye Gaviitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE, M/F.

**Producer/executive producer** needed for top 50 station. Live news experience required. Send resume and salary requirements to: Personnel Manager, WPEC-TV, 12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer, M/F.

**Assignments editor/responsible** for daily news assignments; assist news director. Two years assignments editor experience required. Send resume by February 17, 1987 to Personnel Director, WTRF-TV, 96 16th St., Wheeling, WV 26003. EOE.

**Weekend anchor:** Producer-reporter. Need experienced complement to our female anchor. Minimum two years experience required in reporting, anchoring. Strong hard news reporting skills. 1/2-inch editing facilities, live remote. Contact News Director. Box Q-33.

**Weatherperson,** experienced only. Number one news operation in Florida Gulf Coast resort market. Send tape, resume, salary requirements to Joe Moore, POB 2349, Panama City, FL 32402. Absolutely no phone calls.

**News producer:** Need at least 3 years experience producing hard news. Must be familiar with live ENG and SNG. Need take charge person who can write well, motivate and inspire. Tapes and resumes to Bob Courtney, Assistant News Director, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821. EOE.

**Noon anchor reporter.** CBS station in Sunbelt needs noon anchor/reporter. Two years experience and broadcast communications degree preferred. Resume and tape to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

**Aggressive ABC affiliate** needs director for 3 main newscasts. Will be responsible for helping create and maintain on-air look. Will work in and for the news department. Require at least 3 years experience directing live newscasts and knowledge of advanced production equipment and techniques. Send tapes (with director audio on newscasts) and resumes to Jeff Bartlett, News Director, KTUL, Box 8, Tulsa, OK 74101.

**Assignment editor:** WTEN-TV, Albany, New York, needs assignment editor. People skills and desk experience a must. Send resume to Executive Producer, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

**News promotion producer.** NBC affiliate. On-air TV, news promotion experience a must. Strong creative, copy and production skills required. Tape/portfolio required. Send resume/tape to Marketing, WDSU-TV, 520 Royal St., New Orleans, LA 70130. EOE, M/F.

**Small Midwest ABC affiliate** has the following openings: Co-anchor, general assignment reporter, news photographer. Tape, resume to: News Director, KDUB-TV, One Cycare Plaza, Dubuque, IA 52001.

**Co-anchor;** Northeast media market affiliate needs personable ratings winner looking for a new challenge. Ideal candidate is mature, dynamic anchor with experience in shaping stories, knows how to dig on the street and inside, works well with people and can help "set the pace" on-air. Candidate should be a workhorse seeking a place to make a major move. Resume, salary requirements and references by February 17 to Box Q-49.

**Moderator wanted:** Corporate Satellite Network producing monthly live videoconferences seeks quick thinking, mature individual for immediate freelance work. Health care related experience and Texas location a plus. Resume, tape, and fee requirements to: A. Blankenship, VHASN, P.O. Box 160909, Irving, TX 75016.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**WLNE-TV** has an opening for a director to do studio production and commercials. There will be some news directing required. Person hired must be familiar with a Grass Valley 300 switcher and NEC, E-FLEX DVE. Please send resume and demonstration reels to Truman Taylor, WLNE-TV, Inc., 430 County St., New Bedford, MA 02741. WLNE-TV is an equal opportunity employer.

**Energetic Southwest Florida sports team** looking for creative photog/editor. Must have sports experience. No beginners. Send tape to Sports Director, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. No calls.

**Qualified 2", 3/4", and 1"** tape machine operator with editing and on air switching. Six months experience required. Equal opportunity employer. Call Bruce Sloan. 907-562-3456.

**Videographer.** Expanding PBS affiliate located at the University of Florida needs experienced professional to shoot/edit a wide variety of television programs. BA in communications or three years experience required alternate qualifications are available. Send letter of application, resume, references, no tapes, by February 23, 1987 to: Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611. Requests must refer to position identification number 21237 to guarantee consideration.

**Line producer wanted:** TV production co. seeks line producer/cf-line producer with one year experience for syndicated shows. Send reel and resume to: Eric Trigg, ATI Video, 504 East 74th St., New York, NY 10021.

**Director** for Sunbelt affiliate in mid-50 market. Central dynamics directing and technical directing experience for fast news show required. Knowledge of DVE and still store preferred. Good client relations and commercial posting experience required. Please send resume to Box Q-20. Equal opportunity employer.

**Station in the West** is seeking a top flight electronic graphic artist. Applicant should have 2-3 years experience and be familiar with a GVG 300 switcher, Chyron IV, DVE, and color graphics system. Dynamite demo reel essential. Degree preferred. Send resume only to Box Q-22. EOE.

**Producer/director.** KTVN-TV2 has an opening for producer/director. Applicant will be responsible for directing the weekend newscasts as well as other related duties. 1-2 years experience, a solid news background, and a working knowledge of control room operations is required. Send resume and demo tape to Roger P. Young, Operations Manager, KTVN-TV2, 4925 Energy Way, Reno, NV 89502. No phone calls. EOE.

**Associate broadcasting specialist:** To develop, plan, produce, write, direct and assemble television and other media programs. Good studio and lighting skills necessary. Requires appropriate B.A. and 1 to 2 years experience. Approximate starting salary \$17,000-\$19,000. Send letter and detailed resume postmarked by February 28, 1987 to: Educational Communications Division, Attn: Dolores Baran, 6459, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Women and minorities are urged to apply. An equal opportunity (M/F) affirmative action employer.

**Southwest VHF independent** seeks production manager with strong administrative skills. Supervise producer/directors as well as control room staff. Should have solid directing background, familiarity with sports production and promotion. Minimum 5 years management experience. Send resume and salary history to Box Q-32.

**Audience promotion manager.** WPHL-TV, major market independent, seeking experienced, creative promotion producer to write and direct all on-air promo spots. Should be familiar with time code editing, computer graphics and state-of-the-art digital effects. Send letter, resume and promo reel to Leila Brenner, WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131. EOE, M/F.

**University photographer.** Videographer-editor for national award-winning electronic media production center. Studio and field production for broadcast, cable and video presentations. Demonstrated expertise, covering at least five years of successful background in TV and/or industrial video production; must range from camera to lighting, editing and advanced post-production. Assignments range from TV spots and documentaries to program-length production including multi-camera studio switching. Also demonstrated competence as still photographer who can manage a large darkroom. B.A. or equivalent professional experience. Submit resume by February 27, 1987 to: Chuck Hooker, University of Rhode Island, P.O. Box G, Kingston, RI 02881. An affirmative action/equal opportunity employer, M/F.

**Director of broadcasting.** WYES-TV, a PBS affiliate, seeks an aggressive, creative individual with strong programing background and effective managerial skills. Duties include program development, budget formulation and administration, programing and production contract negotiation expertise and an extensive programing strategy, evaluation and purchasing background. Requires comprehensive, working knowledge of all FCC, CPB and PBS policies and procedures, supervision of programing-related personnel and ability to offer cogent input into long- and short-range station goals. If you have an eye for quality and 3-6 years experience, we've got that chance you've been waiting for. Fedex confidential letter of application, resume and salary requirements to: Stanton Frazar, CEO, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124, by March 15th.

**Graphics design director.** WXYZ-TV, Detroit, seeks director of graphics design responsible for design & implementation of all station graphics for use in news, programing, sales and advertising. Candidate must have 5 years experience (incl. supervisory) in a net. affil., hands-on knowledge of electronic graphics systems (pref. Paintbox & Chyron), set design & print production techniques. Formal art education preferred. Send resume & reel to Personnel Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. An equal opportunity employer.



**Market research analyst:** Consults TV/print media for creation of ad campaigns for diverse products/services. Consults clients, defines needs and identifies marketing goals, objectives, strategies for product/service marketing, analyzes needs and directs product development activities for cable TV including research, product positioning, launching product approach; consults, advises on goals, objectives; supervises staff. Must have: strong marketing background evidenced by successful advertising campaigns and cable television experience; willing to travel, address industry seminars; experience product development, creative positioning including implementing multi-media support material; experience with copyrights/trademarks. Salary \$30,000/year. Requires 3 years in job offered position or 3 years as director of marketing. Job site/interview Los Angeles. Job # SK0481, P.O. Box 9560, Sacramento, CA 95823-0560 no later than Feb. 24, 1987.

**Production manager:** Experienced, organized leader for strong, active department in medium market Midwest affiliate. Good people skills; EOE. Send resume and salary requirements to Box Q-43.

**Assistant director-PBS.** PBS seeks an assistant director for our program business affairs department. Qualified candidate will develop and manage PBS's station program cooperative and other program marketing mechanisms for PBS. If you have a bachelor's degree in business, mass communications, or related area with minimum 4-5 years in an administrative or supervisory capacity in broadcasting or media-related business, with particular emphasis on program marketing, and public relations, PBS would like to talk with you. Excellent organizational and communication skills a must. Candidates interested in joining our professional team submit letter of interest, resume, the names of three professional references and salary requirements to: Sheila E. Humphrey, 1320 Braddock Place, Alexandria, VA 22314-1698. EOE/AA.

#### SITUATIONS WANTED MANAGEMENT

**GM of profitable LPTV** looking to move to growing broadcast group. Write Box P-91.

**Wasting promotion, advertising \$\$\$\$?** GM, top 20 PR-AD firm, national award winner wants to crossover from agency side to help you move up in your ratings. Do you get maximum distance from your advertising and promotion budget? Are you certain it adds audience? I can get more results from your agency for less. Box P-79 or call 703-836-6374 after 7pm.

**Business manager/controller:** Degreed, 5+ years experience with top 60 network affiliate. Responsible for general ledger, operating budgets, cash flow and capital expenditure budgets as well as accurate, effective and productive business procedures. Seeking employment within a quality organization. Call Dan Pavuk 419-385-3359.

**Manager with strong** background in operations and engineering (major market) wants to return to East Coast. Prefer Northeast corridor. If you are looking for winner, let's talk. Box Q-34.

#### SITUATIONS WANTED TECHNICAL

**Network operations engineer** available now. 8 years master control, satellites, videotape experience. Consider anything secure. Great references. Mary 818-359-2491.

**27 years experience** as broadcast engineer. Nineteen as chief or equal. Built both VHF and UHF transmitters. Effective communicator. On time and on budget. Full information first contact. Box Q-3.

#### SITUATIONS WANTED NEWS

**Weathercaster.** AMS seal. National and top ten experience. Personality oriented. Strong on community involvement. Family man looking for main weather position in livable Eastern medium market with long term potential. Reply Box P-83.

**Attention teens and 20's!** Black female anchor/reporter. Aggressive, articulate and beautiful. Experienced and smooth on-air. Call 616-375-8532.

**Reporter,** black male, medium market, college grad, 2 1/2 years experience includes anchoring, live shots, hard news, feature and medical reporting. Self starter seeking ground floor opportunity to join major market news operation searching for a minority applicant to offer a place to learn and grow. 419-841-8480.

**Sportscaster** with on-air experience and 2 years of producing at NYC network looking to land on-air job. No market too small or too large. 212-724-6189.

**News researcher** seeks reporter opportunity. Has basic film editing experience. Strong journalism background will do varied tasks. Call 404-653-3321 days; 404-446-8901, 404-475-2836 after 4pm.

**Award winning anchor/reporter.** Currently working in medium market. Ready for move up. Reply to Box Q-47.

**Award winning reporter** wants to "go home." Must relocate to a New England newsroom to be close to family in Boston. Ten years experience: news director, reporter/anchor, writer/producer, shooter/editor; television, radio, print. Take me home. Box Q-48.

**GAR/anchor or magazine host** position sought by journalism rookie but creative people-oriented pro. Black male, mature with double-master's preparation (including communications) - one year broadcast experience in number one and top eleven markets. Any market considered for right opportunity. 718-969-3727 - before February 28.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Computer graphics designer** with broadcast paint systems needs home in facility or station. Hire, rent, or lease me and my system(s). New York tri-state or neighboring areas (also Fla.) 914-693-8198 or 212-807-4357 Arthur.

#### MISCELLANEOUS

**Exciting Sunbelt opportunities,** plus hundreds of fresh listings/attractive potential openings nationwide every week! All areas, all levels. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

**Primo People** wants to answer your questions. Find out what we can do for you. Call Steve Porricelli or Jackie Roe 203-637-0044.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Assistant Professor,** Department of Radio-Television. Eastern Washington University is seeking an outstanding educator to join a professionally focused program September 1987. Duties include teaching courses in Introduction to Electronic Media, Electronic Media and Society, and writing for Electronic Media; in addition, candidates should be prepared to teach courses in at least two of the following areas--radio production, television production, announcing/performance, research methods. Holders of a doctorate degree may also serve as graduate advisor. The successful candidate will have a minimum of a M.A. degree in electronic media; preference will be given to holders of the Ph.D. (ABD acceptable). Term appointment for one year renewable. Position may lead to tenure track appointment for candidates with Ph.D. in hand. Review of applications begins immediately. Send letter of application, curriculum vita, and three letters of recommendation to: Marvin Smith, Chairman, Dept. of Radio-Television, MS#104, Eastern Washington University, Cheney, WA 99004. AA/EOE.

**Instructor/assistant professor** to teach introduction to mass media and one or more of the following: broadcast sales, promotion, performance, critique, and copywriting. Tenure line; Ph.D. in Mass Communication or related field preferred, ABD considered. Applicants should present evidence of teaching excellence and creative activity. Rank and salary based on qualifications. Excellent fringe benefits. Assignment begins August, 1987. Send application letter; vita; name, address, and phone number of three references by February 27, 1987 to Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is an equal opportunity affirmative action employer.

**Graduate assistantships** in Mass Communication program available for Fall 1987. Thesis/non-thesis option. Applicants should have minimum 3.0 undergraduate gpa. Contact Dr. Howard Kleiman, Mass Communication Area, 245 Presser Hall, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

**The University of Illinois** at Urbana-Champaign has reopened a search for an experienced television and/or radio journalist to teach broadcast journalism courses. This is a fulltime tenure-track job effective August 21, 1987. Applicants should have at least a Master's degree. Salary depends on qualifications. Address questions or applications to Search Committee, Department of Journalism, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801 University of Illinois is an affirmative action/equal opportunity employer.

#### HELP WANTED SALES

**Sales representatives,** television broadcast equipment. If you want to be your own boss, NTSC has a limited number of exclusive territories open. You can receive credit for all sales in your territory. You sell, we handle all billing, ordering and provide product availability. Only established salespersons with track record dealing with television stations will be considered. National Television Systems, 800-531-5143, 800-252-8286.

#### HELP WANTED TECHNICAL

**Odetics Inc.,** a manufacturer of broadcast commercial changers is seeking a field engineer. Technical training on broadcast type equipment with computer and/or microprocessor background required. Good communication skills, the ability to work independently and one year experience required. Send resume to Linda, Odetics, Inc., 1515 S. Manchester, Anaheim, CA 92802.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Facility manager** for Pittsburgh-area production and post-production facility. This is a hands-on, client-oriented position requiring organization, attention to detail and follow up. Send resume to: Madeline Kramer, TPC Communications Inc., Production Plaza, Sewickley, PA 15143. Phone: 412-771-4700.

#### SITUATIONS WANTED PROGRAMING

**Expert,** creative media writer (audio/video/print) available for selected projects. Broadcast credits and publications in dramatic, documentary, and instructional formats. Strong background also as producer/director. Box Q-41.

#### 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.

**For sale: MDS transmission time.** Single channel MDS station in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

**New concept in syndicated "oldies"** shows. Sample cassette \$2.00. Marcus, Box 321, Ocean City, MD 21842.

**The Dolly Dimples Hit Parade,** one hour weekly radio show for children will capture a large audience. Parents will thank you. Write Dolly Dimples, Box 53, Wantagh, NY 11793 when to pick it up on satellite. 516-781-7826.

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

#### MISCELLANEOUS

**Comedy material:** jokes, stories, bits, routines, more. Professional, proven, topical, terrific. 3 trial issues -- \$10. One year -- 12 issues -- \$35. Giant DJ package -- \$25. Payable: Comedy Master Monthly, Box B, 1115 Bellevue, Reading, PA 19605.

#### 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, 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Have unused tower** needing removal? We will buy and remove. 200 to 1,000 ft. 300 miles from La Crosse, WI. DJ Enterprises. 507-895-2285.

**Wanted, five (5) transmitters** 55 or 30 kw for channels 22, 23, 48, 55, 62. Used or new sent bids to Carlos Ortiz, P.O. Box 1975, San Benito, TX 78586.

**C-Band satellite uplink equipment**, HPAs, exciters, wave guide. Blocktown Satellite 315-683-5669.

**Low band VHF 30KW transmitter**. Not over 10 years old. John Simmons 404-323-3333.

#### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

**25KW FM-Harris FM25K(1986)**, Harris FM25K(1983), CCA 2500DS (1972) \*\*20KW FM-CCA 20000D (1973), Harris FM 20H3 (1973) \*\*10KW FM RCA BTF 10D w/ Mosley exciter \*\*5KW FM-Elcom Bauer 605B, \*\*3KW FM-CCA 3000DS \*\*2.5 FM-Sparta 602A, Collins 831D2, Transcom Corp. 215-884-0888. Telex 910-240-3856.

**50KW AM Continental 317**, RCA BTA 50H \*\*10KWAM-RCA BTA 10H-on air \*\*5KWAM-CCA 5000D, RCA BTA 571-on air \*\*250 Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.

**Harris SX-1**, 1KWAM, 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, 60kw redundant, 120kw redundant. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA 60kw UHF transmitter**. RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA TTG-30H Hi-band VHF transmitter**. RCA closeout. Fast delivery. Price reduced to \$85,000. 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.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used, 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A: antennas - TX line; much more! Call Ray LaRue 813-685-2938.

**Macom MA-2G** 2 Ghz microwave system, complete with 4' dishes, Bogner ENG antenna, audio. Brand new. Cost 40K. Consider trade. Maze Broadcast, Inc. 205-956-2227.

**Paltex ABR-1** AB edit system for Sony 5800/5850 w/time code, cables. Less 50 hrs use. Cost 15K. Sell \$6500. Maze Broadcast, Inc. 205-956-2227

**Crosspoint 6150BK** master control switcher, less 50 hrs. use. Cost, 11K. Sell \$5500. Maze Broadcast, Inc. 205-956-2227.

**Cel EFX-1** digital effects with TBC, freeze frame & store. Less 50 hrs use. Cost 10K. Sell \$6,000. Maze Broadcast, Inc. 205-956-2227.

**AM transmitters**: 50, 10, 5, 2.5, 1, .5, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters**: 25, 20, 15, 5, 1, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**Sony BVH 1000A** \$17,000; Microtime 2020 plus TBC w/Image X \$2,900; Phaser II TBC/Frame Sync \$3,900; Ikegami 730 \$4,750. Call for list 213-876-4055.

**TCR-TR60 combo**. 1000 carts. Available now. Sell as unit or TCR for parts. Make offer. KOAA-TV Ken Renthrow 303-544-5781.

**Sony 1100 & 1100A** one inch machines, console & tabletop versions. Dynamic tracking, BVT 2000 time base correctors, etc. \$31,000 and up. Video Brokers 305-851-4595.

**Sony BVM 800 machines**, zero timed. Brought to like new condition in our facility with heads, rollers, etc. Available first quarter '87 @ \$9,500. Taking orders with 10% deposit. Video Brokers 305-851-4595.

**Sony BVM 500A** portable one inch recorder \$17,500 RTS intercom system \$1,950. Sony BVT 2000 TBC \$7,900. Video Brokers 305-851-4595.

**ACR 25's** recently decommissioned. Many spares and extra carts ready for immediate delivery. From \$13,000. Video Brokers 305-851-4595.

**Grass Valley 1600 & 1680** switchers, /mlkegami monitors (TM 20-9), Sony monitor/receivers (3), call for pricing. Video Brokers 305-851-4595.

**Kliegl & Colortran lighting** instruments: 1K/2K, scoops, fresnel, doors, scrims, arms. Over 50 units (with spares) - \$4,800 or by the piece. Video Brokers 305-851-4595.

**Crosspoint 6112** switcher, Vital 114s, Grass 1600s, HL-79As, Sigma sync ad proc, BVH-1100s, VPR-2Bs, film islands, RTI film cleaner, TK-76s, 760s, 761s, 44s, 46s, TR-60s, 61s, 600s, AVR-2s, TCR-100s. Much, much, more. Call Marvin Luke 919-977-3600.

**Grass Valley 100**: one year old with borderline generator, serial interface. Excellent. \$5,000. 212-265-3676.

**New and used towers**, complete services, engineering, turn-key, erection, and demolition. Nationwide, bonded and insured. 402-467-3629.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute \$6.99, 30 minutes \$8.99, 60 minutes \$11.99. Elcon are evaluated wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc collect 301-845-8888 or toll free 800-238-4300.

**Used broadcast TV equipment**. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**Radio equipment**, all new, best pricing! ADC, Andrew, Audio Technica, audio cable, AudioPak, Belar, Beyer, Cablewave, Canare, ClearCom, Crown, Electro Voice, Farrtronics, Fidelipac, Gentner RF, JBL, Jampro, Leader, Luxo, Marti, Moseley, RTS, Revox, Scala, Sennheiser, Shure, Sony, Stantron, TFT, Tascam, Telex, UREI and more!! National Television Systems, 800-531-5143, 800-252-8286.

**RCA BTF-10D FM Xmt.** 104.1 MHZ. \$7500. J. Eves, WPAY, 614-353-5176.

**TV equipment**, all new, best pricing! ADC, AMP, Amphenol, Andrew, Anvil, Belar, Belden, Beyer, Cabbage Cases, Cablewave, Cambridge, Cine 60, Clearcom, Comark, Comprehensive, Conrac, Crosspoint Latch, Crown, Datatek, Dielectric, Dynatech, Electrohome, Farrtronics, ForA, Gentner RF, Hedco, Ikegami, ITE, Jampro, Kings, Laird, Leader, Lenco, M/A-Com, Magni, Mathey, Micortime, 3-M, Mosely, O'Connor, Panasonic, Peter Lisand, Porta Brace, Porta-Pattern Q-TV, QSI, Quickset, RTS, Scala, Sennheiser, Sierra Video, Sigma, Sony, Stantron, TFT, Tektronix, Telemet, Telescript, Telex, Vertex, Videotek, Vinten, Wiko, Winsted, Ziemark, and more! National Television Systems, 800-531-5143, 800-252-8286.

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

## TELEVISION Help Wanted Management

### DIRECTOR:

**FINANCE, PLANNING & ADMINISTRATION**  
A major communications company in the mid-west seeks an energetic, creative person with a strong financial/marketing background to direct its television and strategic planning programs. Experience in television operations is preferred.

Qualifications:

Degree in finance or accounting (CPA/MBA preferred). Minimum of five years financial/accounting experience, hands-on computer knowledge in station operations, marketing, and finance administration. Consultative management style; a team member and player who understands organization and climate, exhibits care for others. Must have clear, accurate and thoughtful written and oral communication skills. Extensive travel required.

We currently own and operate five television stations throughout the country.

For consideration, please submit resume and salary history/requirements to: Box Q-42.

## Help Wanted Sales

### REGIONAL TV SALES EXEC.

WLIG-TV, Long Island's only commercial TV station, seeks an individual exp'd in local & regional sales to develop our expanding market. Excellent growth opportunity with salary + bonus + benefits + company car. Send resume with salary history to:

Shari Reisman, WLIG-TV  
P.O. Box 84, Woodbury, NY 11797 EOE

## Help Wanted Technical

### SuperStation WTBS

### TELEVISION ENGINEERS

Turner Broadcasting System, the leading news, sports and entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
1050 Techwood Dr., NW  
Atlanta, Georgia 30048-5264

TBS is an equal opportunity employer.

## BROADCAST TECHNICIANS

IDB Communications Group, Inc. located in Culver City, CA a satellite transmission service company needs experienced broadcast technicians with knowledge in all areas of studio wiring and equipment maintenance in audio, video and satellite. Send resumes to IDB 10525 W. Washington Blvd., Culver City, CA 90232 Attn: Dennis Feely.



## Help Wanted Technical Continued

### SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcasting 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 News

### CONUS COMMUNICATIONS

CONUS COMMUNICATIONS is seeking the following individuals:

Account executives for our domestic news service sales department. We are looking for news people who can sell. Two to three years news management experience essential. Strong writing and presentation skills essential. Excellent compensation package, salary, plus commission.

If you are a highly motivated individual, if you believe you have the skills and ability to help shape and direct the future of broadcast news, if you want to be part of a rapidly growing organization that will recognize your accomplishments, if you want to make television history, not just read about it, CONUS COMMUNICATIONS is your company.

To apply please send resume to:

Personnel Director  
Conus Communications  
3415 University Avenue  
Minneapolis/St. Paul, MN 55414

Equal Opportunity Employer  
M/F



### TV NEWS PRODUCER

With minimum 5 years daily news broadcast experience to include strong writing/reporting skills; tape editing know-how; good visual sense; able to tie a newscast together and oversee production from assignment to post-production. Individual must have good people-to-people skills and enjoy challenge of living and training staff of state-owned TV station in English-speaking Caribbean. Not interested in vacation-seekers. Minimum 6-month contract with cost of living benefits. If you measure up, send resume and tape of recent news stories you produced/wrote to: R. Stokes c/o Louisa Martin, Greycom Int'l, 777 Third Avenue, NY, NY 10017.

## Situations Wanted News

### WILDLY ATTRACTIVE

Great on-air credentials as host, reporter and syndicated broadcaster. Strong background in health & medicine. Author of Simon & Schuster book to be published in fall '87. Free to locate in major market. Box P-42.

## RADIO Help Wanted Management

### New Barnstable Radio Group SALES MANAGEMENT OPPORTUNITIES WKJY-FM/Hempstead, New York

This superior income and career opportunity in one of the nation's great retail markets requires an experienced manager with proven skills in leadership, recruiting, training and inventory control. Suburban market experience helpful. Outstanding compensation and complete benefits package. Six months into Transtar's Format 41 and WKJY has already increased billings by 35%! We're poised for even greater success in 1987 with a quality sales manager leading the charge!

### KSSN-FM/Little Rock, Arkansas

This is not a development situation. KSSN is one of America's most dominant radio stations. Perennially the #1 rated and #1 billing station in sales management, superior skills in further training, motivating and expanding a seasoned sales staff plus the experience and ability to maximize sales through inventory control. With these skills, maintaining our #1 billing position should be a given, but can you make it grow?

Rush resume with references in confidence to:

David S. Gingold  
Vice President/Radio  
New Barnstable Corporation  
One Post Office Square  
Boston, MA 02109

The New Barnstable Radio Group  
WGKX-FM • WSLR-AM • WKDD-FM • KSSN-FM • WHLI-AM • WKJY-FM • WHOM-FM\*  
Equal Opportunity Employer  
\*Pending Purchase

## Help Wanted Sales

### GENERAL SALES MANAGER

We're the #1 station in our market, in ratings and revenue. Our market is a rapidly - expanding top 35 West Coast city. And, we need the right person to manage our sales effort.

The general sales manager we seek has at least one year's sales management experience and is capable of:

- expanding our current sales staff.
- leading and directing a group of proven sales winners.
- dealing in all aspects of computerized sales research.
- getting more than our fair share in an increasingly competitive market

All candidates should view this as a career move to an aggressive, growing company that offers tremendous opportunity. Resume and reasons why you are the person we're looking for to Box Q-21. All replies strictly confidential. EOE. M/F.

## Help Wanted Programing, Production, Others

### CAN YOU TALK?

Established NewsTalk station in top-10 southwest market looking for dynamic, creative, entertaining talk personality. Send letter, resume, clips, etc. in total confidence.

Box Q-53

## Help Wanted Programing, Production, Others Continued

### 81 WGY 50,000 Watts Albany-Schenectady-Troy

Our program director of 8 1/2 years is leaving for a new challenge. We need the very best idea person to help us maintain our dominant position in the great northeast. WGY is special. The person we select will have to be special, too. At least 2 years as a program manager, solid radio background with experience at good radio stations. Must be a motivator and understand full-service radio. Will work with a great staff and growing company. Send resume to:

Dennis R. Israel  
President  
WGY Radio  
1410 Balltown Road  
Schenectady, New York 12309.

## ALLIED FIELDS Employment Services

### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. 1-800-237-8073 (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.



## Help Wanted News

### Newscaster/Writer

Dow Jones & Company, Inc., a leading publisher of business news and information, has an immediate opportunity available for a newscaster/writer in its Princeton, New Jersey audiotex service, DowPhone.

Responsibilities include the editing and rewriting of financial news along with 2-3 hours of on-air announcing each day. Requirements include at least two years' prior announcing experience in a hard news environment, in addition to a Bachelor's degree.

This position offers a competitive salary and excellent benefits along with the opportunity to become part of a team in one of America's "Most Admired Corporations". If interested, please submit a resume and cassette in confidence along with salary expectations to:

**J.A. Nyitray**  
Regional Personnel Manager  
Department NW

**Dow Jones & Co., Inc.**  
P.O. Box 300  
Princeton, New Jersey 08543-0300  
*an equal opportunity employer M/F*

## Help Wanted Sales

### BROADCAST SALES ENGINEER

#### UPSTATE, NY AREA

SONY Corporation of America is a leader in the Broadcast Products Industry. Our current expansion has created the need for an experienced sales professional.

The individual we seek should have a BS/EE or an appropriate combination of education or experience, as well as at least 5 years of professional broadcast equipment sales experience with a demonstrated background in high tech video and audio equipment. This position covers the upstate, NY area.

We offer an excellent compensation and fringe benefits package and the opportunity to work with an industry leader in a growth environment. For prompt confidential consideration, please send your resume, to: LS/HUMAN RESOURCES, SONY BROADCAST PRODUCTS COMPANY, 15 ESSEX ROAD, PARAMUS, NEW JERSEY 07652.

We are pleased to be an equal opportunity employer M/F/H/V.

**SONY**

THE ONE AND ONLY

## Help Wanted Sales Continued

### Experienced Broadcaster Sales Representative

Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

## Consultants

### NEED IT YESTERDAY?

Contact

**BROADCAST MEDIA LEGAL SERVICES**  
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHARGE

## Wanted to Buy Stations

### CONSIDERING RETIREMENT?

Why not sell your AM/FM today to an experienced broadcaster who will be community involved and an owner/operator. Will consider any area east of Mississippi River. Financing to suit sellers needs. Mail details to Box Q-51.

## Wanted to Buy

Class A and C construction permits. Send information to:

PBI Media  
609 Robinson, Van Buren, AR 72956  
501-474-8418

## For Sale Stations

AM's in DENVER, CO

— MAKE AN OFFER —

**DAVID LaFRANCE**  
(303) 534-3040



**CHAPMAN ASSOCIATES**  
nationwide media brokers

Serving the USA

**JAMES MARTIN & ASSOCIATES**  
Broadcast Brokers

Acquisitions • Financing • Appraisals

Call Jim Martin: (614) 889-9747, 889-2659  
Suite 1000, 65 E. State St.  
Columbus, Ohio 43215



# AUCTION:

## Radio Station Assets Valuable Real Estate WWCR-AM

To be sold as an entirety including 40.359+/- acres of real estate

(20 miles from Nashville, TN)

Auction will take place at the:  
**Maryland Farms Racquet Club**  
5101 Maryland Way  
Brentwood, Tennessee

**Wednesday,  
February 25  
at 1:00 p.m.**

Frequency Specs: 560 kHz-AM

Nominal Power: .5kw directional

**Terms:** Deposit of 20% of bid price in cash or certified funds at the time of auction.

For complete terms of sale, contact auctioneers.

**Inspection:** February 25, 1987  
9:00 a.m. - Noon, day of sale or by appointment with auctioneers.

**Michael Fox Auctioneers,**  
Executive Offices • 3835 Naylor's Lane INC.  
Baltimore, Maryland 21208 • 301/653-4000

### MIDDLE TENNESSEE

1000 watt AM daytime, fully equipped on the air. Outstanding potential. Real estate. Contact: Dolores J. Wyatt 615-748-2952.

### EXCELLENT RESORT AM/FM PROPERTY

Flowing healthy cash. Population, retail sales & operating profit showing spectacular growth. For confidential inquiry call Richard Wartell at 913-681-2901 or Donald Buswell at 202-862-2020.

Enjoy country living and a sunny climate in this profitable fulltime 1KW Texas AM in a single station market. Retiring owner offers affordable purchase, low down and good terms to individual who wants his own station. Box Q-44.

### For Sale Stations Continued



**MIDWEST, SINGLE STATION SMALL MARKET AM/FM**  
Combo, profitable! Priced at 6½ x 1986 cash flow . . . terms available.

**CLASS C FM**, Tall Tower, Fulltime AM, profitable, great potential in this Midwest growth area. . . \$1,800,000.

**SMALL MARKET CLASS A FM**, NW Mo., priced at \$95,000 Cash or \$120,000 terms.

**SW MISSOURI AM/FM**, Small market with valuable real estate, priced to sell!

*Charles C. Earls & Associates, Inc.*

TELEPHONE:  
(314) 888-3224  
(314) 888-3362

**MEDIA BROKERS & APPRAISERS**  
ROUTE ONE, BOX 173  
KENNETT, MISSOURI 63857

## The Holt Corporation

### POTENTIAL TV NETWORK AFFILIATE

ADI rank just below 150 . . . attractive Southern market. Real estate and some equipment. \$500,000 cash. Call Bernie Fuhrmann in Allentown.

Washington:  
703-698-8824

Allentown:  
215-865-3775

Atlanta:  
404-859-0301

### SOUTHWEST TV

Network affiliate in small mkt. Rapidly growing station. Asking \$4,200,000, some terms avail.

**BRIAN COBB**  
(202) 822-8913

**CHAPMAN ASSOCIATES**  
nationwide media brokers

### EASTERN ARKANSAS AM/FM COMBO

#### Class IV AM & Class A FM

City of license pop. 18,000 and growing. Total population for county of license and adjacent counties: 190,000. \$850,000 cash includes real estate.

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### EXCELLENT 1 KW AM

Major market with property. Health forces sale. A steal for cash. Box Q-45.

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Great history in the market; motivated sellers. Price reduced for quick sale. \$1.1 million/ terms. Contact: The Montcalm Corporation, 311 Norton Building, 801 Second Avenue, Seattle, WA 98104. 206-622-6236.

### SUNNY FLORIDA

50,000 watt AM daytimer in Jacksonville. Cash price lowered to \$500,000. Top 100 market. Beautiful East Coast. 8 acres, plus nice building. Great place to live and work. Must sell immediately. Call Art Dees, 615-546-0993 or write P.O. Box 709, Jefferson City, TN 37760.

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Best FM/AM in market; underdeveloped; positive cash flow; some real estate included. Price reduced to \$1,350,000/terms available. Contact: The Montclair Corporation, 311 Norton Building, 801 Second Avenue, Seattle, WA 98104. 206-622-6236.

## NOTICE EARLY DEADLINE

Due to the holiday Monday, February 16, 1987, all classified advertisements for the February 23, 1987 issue must be received by noon, Friday, February 13, 1987.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 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, 1705 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind-Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as \$, mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media



Boyette

ment.

**Brian L. Foley**, VP and member of executive committee, Selkirk Communications Ltd.'s All-Canada, named VP, television, Selkirk. He will oversee operation of Selkirk's TV stations, CHCH-TV Hamilton, Ont.; CFAC-TV Calgary, Alberta, and CFAC-TV-7 Lethbridge, Alberta. **Roy E. O'Brien**, president, Ottawa Cablevision, joins Selkirk as VP, cable, following retirement of **Gene Fitzgibbons**. Selkirk Communications is Toronto multiple cable systems operator and owner of eight AM, four FM and three TV stations.

**Jerry Hellman**, general sales manager, Gillett

Appointments at Cox Enterprises Inc., Atlanta: **John G. Boyette**, assistant treasurer, to treasurer; **Raymond J. Tucker**, assistant secretary, to secretary; **James A. Hatcher**, secretary and legal counsel, Cox Cable, to assistant secretary and director, corporate legal department.

Group's WWMT(TV) Kalamazoo, Mich., named president and general manager, co-owned KTVO(TV) Kirksville, Mo., and KBIZ (AM)-KTWA(FM) Ottumwa, Iowa.

**Phillip A. Norton Jr.**, general sales manager, KHTT(AM)-KSJO(FM) San Jose, Calif., named VP and general manager.

**Regina N. Dean**, development director, non-commercial KLRE-FM and KUAR(FM) Little Rock, Ark., named general manager.

**Bill Byrd**, general sales manager, WSFA-TV Montgomery, Ala., joins WAKA(TV) there as station manager.

**Jack Cresse**, VP and general manager, KVOO(AM) Tulsa, Okla., for past 19 years, retires.

**Dick Clark**, regional director, New York metro region, Group W Cable, joins Cablevision of Boston as general manager.

**Marcia Martin**, from Walt Disney Productions, Los Angeles, joins Fox Television Stations Inc. there as VP and controller.

**J. Terrence O'Malley**, business and real estate lawyer, Gray, Cary, Ames & Frye, San Diego, joins Noble Broadcast Group there as executive VP and general counsel.

**Bill Snider**, VP and general sales manager, WKEF(TV) Dayton, Ohio, named VP and station manager.

**Greg Scirrotto**, sales manager, WJBX(AM) Bridgeport, Conn., named station manager.

**Al Ash**, production manager, WLEX-TV Lexington, Ky., named operations manager.

**Gary Beatty**, program director and announcer, WING(AM) Dayton, Ohio, joins WBBB(AM)-WPCM(FM) Burlington, N.C., as operations manager.

Communications, Philadelphia, as executive VP and creative director.

Elected to board of directors, J. Walter Thompson Co., New York: **Marlene Hore**, vice chairman and national creative director, JWT/Canada; **William M. Lane**, general manager and chief creative officer, JWT U.S.A., San Francisco; **Allen Thomas**, deputy chairman, JWT/London; **Miles Colbrook**, managing director, JWT/London; **James H. Foster**, president and CEO, Brouillard Communications, New York division of J. Walter Thompson Co. specializing in corporate and financial, advertising and public relations; **Terence D. Martin**, executive VP, finance and administration, JWT Group Inc., New York; **Kenneth R. Rogers**, executive VP and group management director, JWT U.S.A., New York; **Peter A. Schweitzer**, executive VP and general manager, JWT/Detroit.

**Rand Stoll**, senior VP and national sales manager, LBS Communications, New York, named senior VP, national ad sales and marketing. **Ira Bernstein**, VP, New York advertiser sales, named senior VP and New York ad sales manager.



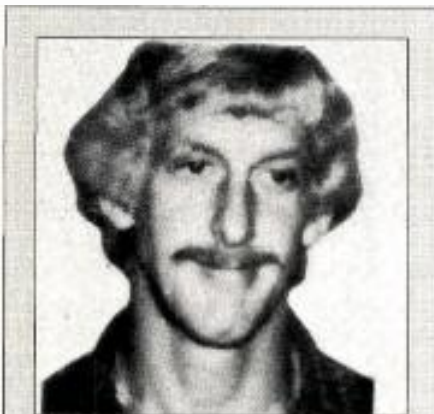
Stoll



Smith

**Carol S. Smith**, VP and business manager, McCann-Erickson, New York, named senior VP. Named VP's: **Robert I. Cole**, associate creative director; **Arthur Einhorn**, broadcast business manager; **Susanne Heincke**, associate research director; **Laura Polese**, supervisor, commercial clearance.

Appointments at Henry J. Kaufman & Asso-



**William Claybourne Taylor**, former radio announcer and radio-TV ad salesman, is wanted by the FBI for murder and aggravated battery. A federal warrant was issued for Taylor's arrest on Aug. 6, 1980, following the murder of a former Immigration and Naturalization Service official and wounding of another man with a .32 caliber handgun.

Taylor, 37, a Jacksonville, Fla., native, is a six-foot-four-inch, 200-pound, white male with blond hair and blue eyes. He is believed to be a heavy drinker. According to the FBI, Taylor should be considered armed and dangerous. The FBI requests that it be contacted with information on Taylor and that no other action should be taken toward him.

## Marketing

**John C. Byrnes**, VP and group creative director, NW Ayer, New York, joins Ketchum

## America's first name in Radio Sales Training, Seminars, Motivation and Consultation

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Ken Greenwood, Jim Rhea: Tulsa 1-800-331-9115  
Jim Taszarek, Tim Menowsky: Kansas City 1-800-521-2250 Joe Archer: Detroit 1-800-222-4898

ciates Inc., Washington: **Thomas W. Burke**, VP and management supervisor, to senior VP and management supervisor; **Judith Lewis**, assistant account executive, to account executive; **Anne Cutchin**, freelance writer, and **Francis D. Sullivan**, former retail copywriter, Erol's Inc., Washington, to copywriters.

**Paul W. Burger**, VP and account supervisor, Weightman Inc., Philadelphia, named senior VP and management supervisor. **Joanne C. Michael**, assistant account executive, Stockton, West & Burckhart, Philadelphia, joins Weightman Inc. in same capacity.

**Nick Nichols**, VP and group manager, Doremus Porter Novelli, Washington, named senior VP.

**Richard E. Spatz**, VP and management supervisor, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP and account group director. **Mike Leonhardt**, senior VP and managing director, DMB&B, Minneapolis, named senior VP and account group supervisor, Chicago.

**Frank Blossom**, VP and associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, joins Noble & Associates, Springfield, Mo., as senior VP and creative director.

**James Benson**, vice chairman, The Ogilvy Group Inc., New York, retires.

**Ross A. McCreath**, president of All-Canada, Selkirk Communication Ltd.'s Toronto-based broadcast sales firm, named to newly created position of VP, representation, Selkirk.

**Paul Morrissey** and **Kevin Nugent**, group sales managers, Petry, New York, named VP's and group sales managers. **Toni Kirk**, account executive, Petry, Los Angeles, named sales manager, Denver. **Alan Schlossberg**, director of sports, New York, named account executive there.

**Connie N. Pettit**, general manager, Warner Cable's Palm Springs, Calif., cable system, joins Times Mirror Inc.'s Dimension Media Services, Irvine, Calif., cable ad sales subsidiary, as VP.

Appointments at Katz Communications Inc.: **Sai Digianno**, director, systems software and data communications, Katz Media Data, New York, to VP; **Brett Rubins**, program analyst, Katz Media Data, to manager, television systems; **Gene Bryan**, sales manager, Caballero Spanish Media, New York, to national sales manager, Katz Radio Group Hispanic, New York; **Michael Muth**, account executive, Seltel, Los Angeles, to sales executive, Katz Independent Television there; **Denise O'Connor**, former project supervisor, noncommercial WNET(TV) Newark, N.J., and **John Setzekorn**, sales executive, Katz Independent, Minneapolis, to sales executives, Katz Independent, Chicago; **Katherine Yager**, account executive, CBN Cable Network, New York, to sales executive, Katz Independent, Detroit; **Charles Beeson**, sales executive, Katz Independent, Chicago, to sales executive, Dallas; **Terrill Weiss**, account executive, Torbet Radio, New York, to sales executive, Katz Continental Television, New York; **William Perkins**, account executive, *Metro Times*, Detroit, to sales executive, Katz Continental, Detroit; **Paul Rossi**, account executive, MMT Sales, New York, to sales executive, Katz American Television, New

York.

**Hal Bedsole**, former general sales manager, KNX-FM (now KKHR(FM)) Los Angeles, joins Chuck Blore & Don Richman Inc. there as VP and general manager.

**Kathleen Spedalle**, computer programmer, Johnson & Higgins, New York, joins NW Ayer Inc. there as senior media research analyst.

Appointments at Carmichael-Lynch Inc., Minneapolis: **Kari Sumpmann**, media planner, Grey Advertising, Minneapolis, to media planner; **Arlene Young**, traffic manager, Kolesar & Hartwell Inc., Minneapolis, to traffic manager; **Scott Spahn**, public relations and accounts director, The Bradseth Group, Minneapolis, to account executive.

**Kim McFadden**, VP and sales manager, Kettell-Carter, Boston, joins Christal Radio there as sales manager. **Gregory Janoff**, account executive, Kettell-Carter, joins Christal Radio as account executive.

**E. Scott Moye**, director/cinematographer, Keller-Crescent Co., Evansville, Ind., adds duties as manager, broadcast and multi-image productions.

**Julie A. Dalton**, senior copywriter, Burton-Campbell Inc., Atlanta, joins Ensslin & Hall Advertising, Tampa, Fla., as copywriter.

**Launa Turner Thompson**, local sales manager, WBBM-FM Chicago, joins WRIF(FM) Detroit as general sales manager. **Linda Skuratowicz**, from Thomas Register Co. of America, Detroit, and **Linda Simpson**, from WOMC(FM) Detroit, join WRIF as account executives.

**Ted Stephens**, local sales manager, WHO-TV Des Moines, Iowa, joins KDSM-TV there as general sales manager.

**Pat Reedy**, national sales manager, KKHT(FM) Houston, joins KKCW(FM) Beaverton, Ore., as general sales manager.

**Paula Bradway**, former account executive, KFI(AM)-KOST(FM) Los Angeles, joins KFVB(AM) there as local sales manager.

**R.D. (Bud) Calvert**, regional sales manager, KSPR(TV) Springfield, Mo., named local and regional sales manager.

**Marty Hefner**, account executive, KDKA-TV Pittsburgh, joins WATE-TV there as manager, sales development.

**George V. Bassett Jr.**, local sales manager, WDBJ(TV) Roanoke, Va., named director, sales and marketing.

**Michael J. McDonagh Jr.**, account executive, WPIX(TV) New York, named national sales manager.

**Lynda Parets**, account executive, Torbet Radio, Los Angeles, joins KKGQ(FM) there as national sales manager.

**Mary Ellen Kurtz**, account executive, KKHT(FM) Houston, named national sales manager.

**Kent Crawford**, account executive, KUTV(TV) Salt Lake City, named sales development manager.

**Lynn H. Halterman**, account executive, WIRE (AM)-WXTZ(FM) Indianapolis, named sales manager.

**Marc Burnett**, former account executive,

WIRL (AM) Peoria, Ill., joins WJBX(AM) Bridgeport, Conn., as sales manager.

## Programing

**Ronald C. Bernard**, executive VP, finance and administration, Viacom International's Showtime/The Movie Channel, New York, named president, newly formed Viacom Network Enterprises division. **Bruce Boro**, managing director, North and South American operations for Dublin-based Independent Newspaper PLC, joins Viacom Latino Americana, New York, as managing director, Latin American operations.



Bernard



Taylor

**Arthur R. Taylor**, dean, Fordham University Graduate School of Business Administration, and former president, CBS Inc., New York, elected vice chairman, Global Media Ltd., Marina Del Rey, Calif.

**Jerry Bick**, theatrical motion picture producer, Heritage Entertainment, Los Angeles, named executive VP, worldwide motion pictures and television production.

**Denny Adkins**, president, Drake-Chenault, Albuquerque, N.M., named executive VP and chief operating officer of parent, Wagontrain Communications. **Steve Sandman**, VP and general sales manager, Drake-Chenault, named VP and general manager.

**Nancy B. Dixon**, VP, sales, Access Syndication, Los Angeles, named senior VP.

**Gary W. Burnell**, VP, finance, Clyde Petroleum Inc., Tulsa, Okla., joins Tempo Enterprises Inc. there as VP and chief financial officer.

**Joseph Petrone**, national sales director, Prism Entertainment, Los Angeles, named VP, sales.

**Stephen J. Mulderrig**, account executive, East Coast sales, Columbia Pictures Television, New York, joins Orion Television Syndication, Los Angeles, as VP, Western division. **Tara Carroll**, account executive, Midwest region, LBS Communications, joins Orion Television Syndication, Chicago, as manager, central division.

**Cirina E. Hampton**, VP, publicity, United Artists Pictures Inc., Beverly Hills, Calif., named VP, worldwide marketing.

**William Vrbancic Jr.**, manager, tape distribution, MCA TV, Pittsburgh, named VP, syndication distribution.

**Allan B. (Scotty) Connal**, VP, production, ESPN Inc., Bristol, Conn., named executive producer/consultant.

**Harvey Harrison**, president, sales, TMS Entertainment Inc., Los Angeles, joins Tri-Star



Television there as VP, business affairs.

**Chuck Price**, senior VP, American Wholesale Shopping Network, Denver, joins Minneapolis-based Cable Value Network, as VP, affiliate relations and sales, Denver office. **John K. Haynes**, former VP, Warner Amex Cable, Dallas, joins Cable Value Network as VP, programing and on-air operations, Minneapolis.

**Michael J. Labonia**, former executive VP and station manager, noncommercial WYES-TV New Orleans, joins American Catalog Shoppers Network, High Point, N.C., as VP and general manager. American Catalog Shoppers Network is satellite-delivered home shopping service, scheduled to begin operations April 1.

**Eric S. Harfst**, senior VP, finance, Worldvision Enterprises, New York, joins Karol Media, Wayne, N.J., program distributor, as VP, finance/administration.

**J. Howard Carter Jr.**, VP and sales manager, Radio & Records, New York, joins The International Television Network there as VP and national sales manager.

**Mike Cohen**, regional account executive, WTBS(TV) Atlanta, named national sales manager, Turner Reciprocal Advertising Corp., barter sales division of Turner Broadcasting System. **Marie Bowen**, account executive, Seltel, New York, joins Turner Broadcasting Sales Inc. there as account executive.

**Dianne Lattanzi**, media buyer, BBDO, New York, joins USA Network there as manager, affiliate relations.

Appointments at The Disney Channel, Burbank, Calif.: **Charles Nooney**, director, Southeastern region, Atlanta, to director, Western region; **Eva Dahm**, director, marketing and sales, Memphis Cablevision, to area marketing manager, central region, Chicago; **Joseph Wujcik**, manager, marketing research, Mattel Toys, Hawthorne, Calif., to manager, consumer research; **Ann Swanson**, marketing manager, Western division, United Cable Television Corp., Denver, to national accounts manager.

**Bill Robbins**, production director, WMAD-FM Madison, Wis., named program director.

**Jim Harlan**, evening announcer, WXRK(FM) New York, joins WNEW(AM) there as production director.

**Al Greenfield**, assistant news director, operations, WLEX-TV Lexington, Ky., named production manager.

**Jerry Brown**, retail production executive, KBCI-TV Boise, Idaho, named production manager.

**Pamela Lindsay**, recent graduate, Central Missouri State University, Warrensburg, Mo., joins KOLR(TV) Springfield, Mo., as director.

**Douglas R. Furce**, production manager, WDZL(TV) Miami, joins WATL-TV Atlanta in same capacity.

**Mark Taricco**, director, WLNE(TV) New Bedford, Mass., named production manager.

**Rick O'Riley** and **Suds Coleman**, from WCCC-FM Hartford, Conn., join WAXY(FM) Fort Lauderdale, Fla., as morning announcers.



**Movie festival sponsorship.** Communications Equity Associates, Tampa, Fla., communications broker, was one of 15 major sponsors of the 1987 U.S. Film Festival at the Sundance Institute in Park City, Utah. The festival, held annually since 1980, was founded by actor Robert Redford (r) as a showcase for American filmmakers, writers, directors and producers. Among the world premiere showings at this year's festival were "Radio Days," directed by Woody Allen, and Mel Brooks's "84 Charming Cross Roads." CEA held a reception during the festival featuring a carved-wood replica of a movie camera. Rick Michaels, center, chairman of CEA, presented the camera to Jack Crosby (l), chairman of the Sundance Institute, and Redford.

## News and Public Affairs

**John Morse**, director, research and marketing, Financial News Network, New York, named VP, research and marketing. **Peter Mondics**, VP, affiliate relations, Eastern region, named VP, affiliate relations, FNN/Tel-Shop. **Grainger Cole**, manager, West Coast sales, named director, West Coast sales.



Craft

**Christine Craft**, anchor, 10 p.m. newscast on KRBK-TV Sacramento, Calif., adds duties as managing editor. Craft filed but lost \$1.2-million sex discrimination suit against Metromedia in early 1980's after her dismissal from its KMBC-TV Kansas City, Mo.

**Loren Tobia**, news director, Lee Enterprises' WSAZ-TV Huntington, W. Va., named news director, co-owned KMTV(TV) Omaha.

**David A. Goldberg**, news director, WVEC-TV Norfolk, Va., joins KXTV(TV) Sacramento, Calif., in same capacity.

**Phil Wenstrand**, from KTVB(TV) Boise, Idaho, joins KREM-TV Spokane, Wash., as news director.

**Nanci McGraw**, reporter, KXOA-AM-FM Sacramento, Calif., joins KXY(FM) San Diego as news director.

**Eileen Potrock**, former operations manager, Post-Newsweek Video, New York, joins Group W's NEWSFEED Network there as director, client services.

Appointments at Newslink, Washington satellite news service: **John Nester**, from Evening News Broadcasting, Washington, to Capitol Hill correspondent; **Diane Vernon**, operations manager, PubSat, Washington, to manager, news services; **Murray Pinczuk**, from Outlet Communications, Washington, and **Mark Marchione**, freelance photographer, to photographers/editors; **Steve Rosen**, from Bonneville Satellite Corp., Washington, to engineer.

**Stephen Hellmuth**, supervising production manager, NBC Sports, New York, joins Potomac Telecommunications Group, Washington news service, as director, production and technical services.

**Pat O'Brien**, West Coast reporter, CBS Sports, joins co-owned KCBS-TV Los Angeles as anchor and reporter. He will continue to host "At the Half" features during CBS broadcasts of National Basketball Association games and *Sportsbreak*, daily commentaries for CBS Radio.

**Bertha Obregon**, community affairs director, KESS(FM) Fort Worth, joins TSN Spanish Information Service, Texas State Network, Dallas, as anchor.

**Nellie Lide**, associate producer, CBS-TV's *60 Minutes*, Washington bureau, joins WUSA(TV) Washington as producer, *Capital Edition*, weekly public affairs program.

**Bill Payer**, news producer, WBNS-TV Columbus, Ohio, joins KTUL-TV Tulsa, Okla., as executive news producer.

**Howie Rose**, former sportscaster, NBC Radio, New York, joins WHN(AM) New York, as sports director.

**Jane Akre**, anchor, CNN Headline News, Atlanta, joins KICU-TV San Jose, Calif., as anchor.

**John Wallace**, from KFSN-TV Fresno, Calif., joins KJEO(TV) there as managing editor and anchor.

Appointments at WLKY-TV Louisville, Ky.: **Ben Storey**, sports director, KVUE-TV Austin, Tex., to weekend anchor; **Bob Rainey**, sports producer, anchor and reporter, WOKR(TV) Rochester, N.Y., to reporter and photographer; **Paula Tutman**, from WATE-TV Knoxville, Tenn., to general assignment reporter.

**John Daly**, reporter and anchor, WPRI-TV Providence, R.I., joins WFSB(TV) Hartford, Conn., as 6:30 a.m. anchor.

**Allen Davis**, sportscaster, WWWE(AM) Cleveland, joins WKYC-TV there as sports reporter and anchor.

**Steve Kmetko**, reporter, KCBS-TV Los Angeles, named music editor and reporter for new "Hollywood Line," entertainment news segment.

**Mike Snyder**, sportscaster, WWWE(AM) Cleveland, named morning sports anchor.

**Dave Hill**, farm director, KBIZ(AM) Ottumwa, Iowa, joins KMOX(AM) St. Louis in same capacity.

**Marc Watts**, police/courthouse reporter, WCCO-TV Minneapolis, joins KHOU-TV Houston as general assignment reporter.

**Michael Lysak**, reporter, WRKS-FM New York, joins WNEW(AM) there as reporter.

## Technology

**William E. Johnson**, consultant, Scientific Atlanta Inc., Atlanta, named vice chairman and CEO, succeeding **Sidney Topol**, who continues as chairman.

**Stanley E. Basara**, president, Thomson-CSF Broadcast Inc., Stamford, Conn., joins Panasonic Broadcast Systems Co., Secaucus, N.J., as president and chief operating officer.

**J.M. Moore**, VP, video operations, Dalsat Inc., Plano, Tex., supplier of transportable video uplink vehicles, named president and CEO.

**Robert A. Williams**, VP, production, operations and on-air promotions, The Disney Channel, Los Angeles, joins Wold Communications there as VP, traffic and facilities. **Diana Calland**, independent consultant, joins Wold Communications as manager, Washington sales.

**Andrew Glasgow**, managing director, Marconi Space Systems, Portsmouth, England, named managing director, Marconi Communications Systems Ltd., Chelmsford, England.

**Tom Nielson**, former Western regional sales manager, Ampex Corp., Redwood City, Calif., joins Spectra Image Inc., Burbank, Calif.-based manufacturer of laser disk editing and post-production systems, as VP, marketing.

**Jennifer Sundberg**, business office coordinator, Varitel Video, Los Angeles, named office manager.

**Michael Green**, from WFFT-TV Fort Wayne, Ind., joins noncommercial WNIT-TV South Bend, Ind., as engineer.

## Promotion and PR

**Judi Schwam**, senior VP, publicity, promotion and field operations, Columbia Pictures, Los Angeles, joins United Artists Pictures Inc., Beverly Hills, Calif., as senior VP, worldwide publicity and promotion.



Mischler

**Michael Mischler**, director, communications, KCBS-TV Los Angeles, joins King World there as VP, advertising and promotion.

Appointments at creative services department, Lorimar Domestic Distribution, Culver City, Calif.:

**Kathleen Bracken**, director, special projects, to VP, special projects; **Ylena Lazovich**, director, advertising and promotion, creative services, to VP, creative services; **Robert Thatcher**, director, on-air promotion, to VP, episodic on-air promotion; **Joel Canfield**, director, creative services, Lorimar Broadcast Group, to VP, station promotion, creative services department, Lorimar Domestic Distribution.

**Seth Berkman**, writer/producer, USA Network, New York, named senior producer, on-

air promotion.

**Terrie M. Williams**, director corporate communications, Essence Communications Inc., New York magazine publisher and TV program distributor, named corporate VP.

**Janet Pardue**, former director, marketing and public relations, Denver symphony orchestra, joins National Public Radio, Washington as news and information publicist.

Appointed at Ingals, Quinn & Johnson Public Relations, Boston: **Ed Bergstraesser**, account specialist, Diane Davis Associates, Boston, to account executive, high technology group; **Nina Riccardi**, account executive, public affairs division, Agnew, Carter McCarthy Inc., Boston, to account specialist, high technology group; **Michael Brewer**, assistant account executive, Hill, Holliday, Connors & Cosmopolous, Boston, to account specialist; **Dawn Griffin**, recent graduate, Boston College, and **Alissa Meyers**, recent graduate, University of Hartford, West Hartford, Conn., to account coordinators.

**Albert Reinoso**, promotion coordinator, WPLJ(FM) New York, named advertising and promotion administrator.

**Jennifer Marchioratti**, program assistant, WKBD-TV Detroit, named publicity/promotion coordinator.

**Cynthia Hill**, recent graduate, University of Michigan, Ann Arbor, joins noncommercial WNIT-TV South Bend, Ind., as promotion administrative assistant.

## Allied Fields



Benson

**Rory Benson**, VP and special assistant to Edward Fritts, president of National Association of Broadcasters, named senior VP, assistant to president and national campaign coordinator. She will coordinate NAB's national alcohol and drug abuse prevention programs and other projects. Benson has worked at NAB in communications and public affairs departments since 1981.

**Frank Stanton**, chairman, Simmons Market Research, New York, named chairman and CEO of parent, Market Research Bureau Group, New York, subsidiary of JWT Group.

**Henry L. Bachman**, VP, design assurance, Hazeltine Corp., Greenlawn, N.Y., named president, Institute of Electrical and Electronics Engineers Inc., New York, effective Jan. 1. **Russell C. Drew**, president, Viking Instruments Corp., Sterling, Va., named president-elect.

**Murray Seeger**, director of information, AFL/CIO, Washington, joins Radio Free Europe/Radio Liberty as director, corporate affairs.

**Patricia M. Sowick**, deputy director, public affairs, Voice of America, Washington, joins Radio Free Europe/Radio Liberty as public affairs director, U.S. Seeger and Sowick will be based in Washington.

**Henry C. Gross**, former general manager, The Playboy Channel, New York, forms Gross & Associates, New York management consultancy.

**Philip B. Kavits**, producer, WGRZ-TV Buffalo, N.Y., joins National Wildlife Federation, Washington, as director, radio-television.

**Kevin C. Richardson**, counsel to Republican members, House Judiciary Committee, and **Lisa K. Kjaer**, major projects officer for telecommunications, International Trade Administration, U.S. Department of Commerce, join Electronic Industries Association, Washington, as directors, government relations.

**John Neal**, broker, Daniels & Associates, Denver, named VP.

**Robert T. Kuopus**, Southwest and Rocky Mountain regional sales manager, Zenith Electronics Corp., joins Clifton Gardiner & Associates, Golden, Colo., cable TV brokerage, as associate.

**Gary P. Schonman**, broadcast communications associate, Bryan, Cave, McPheeters & McRoberts, Washington law firm, joins FCC as attorney, Mass Media Bureau, enforcement division.

## Deaths



Liberace

**Liberace**, (born Wladziu Valentino Liberace), 67, pianist and flamboyant showman, died Feb. 4 of complications from heart ailment, anemia and emphysema at his Palm Springs, Calif., home. Liberace was famous for his glittering, colorful outfits and candelabra on top of his piano during television performances in 1950's and 60's. *The Liberace Show* first appeared on television as three-month replacement series for NBC's *Dinah Shore Show*. Show appeared in syndication in 1953-55 and was later picked up for short runs on ABC and CBS. In 1960's he appeared as Chandell, piano-playing villain on ABC's *Batman*. He also made several guest appearances on TV talk shows.

**Ruth E. Schaeffer**, 70, chairman of board, Storeel Corp., Atlanta, died Jan. 22 of respiratory disease at Northside hospital, Atlanta. Schaeffer and her husband, late Joseph A. Schaeffer founded Storeel, video tape and high density film storage facility, in 1970. She is survived by her daughter.

**Ann B. Smith**, 59, program director, KBLE(AM) Seattle, died Jan. 5 at Harbor View hospital, Seattle. She is survived by her husband, Holland, and four daughters.

**Murray Forbes**, 80, voice of Willie Fitz on *Ma Perkins* radio show in 1930's, 40's and 50's, died Jan. 27 of cancer in Los Angeles.

**Bob Olton**, 42, former account executive, WNEW-FM New York in early 1970's and Bernard, Howard & Co., New York, in 1970's and 80's, died Jan. 28 of kidney failure at his New York home.



## Willis Conover: voice of America

"Time for jazz. This is Willis Conover in Washington, D.C., with *The Voice of America Jazz Hour*." The line, following Billy Strayhorn's recording of Duke Ellington's "Take the A Train" and delivered in the kind of voice for which the adjective "mellifluous" was invented—"a sugary baritone," as someone described it—is probably the most famous signature in broadcasting. It is not heard in the U.S., because the law prohibits Voice of America broadcasts in the U.S. But it has been heard around the world since Conover went on the air for VOA in 1955, and his audience is believed to include a large portion of the 130 million listeners that VOA says tune in regularly to its offerings on their shortwave (and in some areas, AM) sets. To VOA Director Richard Carlson, Conover is "legendary—as much of an institution as VOA itself."

And that may not be an exaggeration. Conover has presided over music festivals from Newport to Rio and Bombay and appeared on a series of jazz shows on Zagreb television. He persuaded the Nixon White House in 1969 to honor Duke Ellington on his 70th birthday with a celebration that included an Ellington concert in the East Room. And he was the first American to be decorated by the Polish Ministry of Culture. And all because of his *Music USA* programs, featuring jazz and standard pieces, that are credited with awakening the world to what is best in American music—and thereby, possibly, to what is best in America.

Conover does 16 broadcasts weekly—seven for VOA Europe—most of them 45 minutes long. And he tapes them all at VOA headquarters in Washington in a tiny studio crowded with a couple of tables stacked high with tapes and records from his own collection. At the age of 66, he is gray haired and dresses with a casualness not evident in his broadcasts. He rejects the term disk jockey as a job title for himself because it does not, he feels, accurately convey his approach to his work. "I conduct a music show," he says. "Preparation is in my mind, like writing a sonnet. I know the last two lines, but I have to work out the first 12."

How does all that serve VOA's mission of telling America's story to the world? Conover, occasionally acerbic in his comments (as when he described rock music to an interviewer as "an adolescent fertility rite, a panting attempt to be honest"), avoids politics in his commentaries. But "the music," Conover says, "communicates the vitality of this country, and its variety as well."

Conover does not play an instrument. But he writes songs, and music has been part of his life since his days in Buffalo, N.Y., where he was born and where his aunt sang on radio and in a church choir and intro-



WILLIS CLARK CONOVER JR.—Conductor, *Music USA*, on Voice of America, and *House of Sounds*, VOA-Europe; b. Dec. 18, 1920, Buffalo, N.Y.; edited *The Science-Fantasy Correspondent*, 1935-36; Salisbury (Md.) State Teachers College, 1938-39; announcer, WSAL(AM) Salisbury, Md., 1939; WTBO(AM) Cumberland, Md., 1939-42; classification specialist, U.S. Army, 1942-46; announcer, WWDC(AM) Washington, 1946-54, and concert producer, early 1950's; conductor, *Music USA*, VOA, 1955—; program adviser and master of ceremonies at music festivals in U.S. and abroad, 1956—; co-author with H. P. Lovecraft, "Lovecraft at Last"; conductor, *House of Sounds*, VOA-Europe, 1985—; m. Evelyn D. Tan, May 23, 1986.

duced him into choir singing as a boy soprano. But it was in Kenmore High School, in Buffalo, where his future was determined. An upper classman had written a skit centering on a radio station and, noticing that young (14-year-old) Conover's voice had changed and developed a rich timbre, cast him as the radio announcer.

Over the years, Conover, the son of an Army officer, led a gypsylike existence, attending as many as 25 schools as his father's career took the family to a procession of places. By the time his father was ready to retire, Conover was ready for college. And since the family was settling down on the eastern shore of Maryland, in the small town of Cambridge, Conover decided on nearby Salisbury State College, in Salisbury, Md., in 1938. He stayed only a year, but by that time, he had done some announcing and writing at WSAL(AM) Salisbury, which created the opening for his first full-time job in radio, for the princely sum of \$12.50 a week. After a few months, he was working in Cumberland, Md., for twice the money. And in the process of playing records, as well as reading news and interviewing visiting celebrities, he was developing an appreciation for the kind of music he now regards with a respect bordering on reverence.

After Army service during World War II as a noncommissioned officer at Fort George G. Meade, in Maryland, where he interviewed and helped to classify recruits. Con-

over hooked on with WWDC(AM) Washington. Again, he played the music he liked—Ellington, Quincy Jones, Billie Holiday, among the artists. He also began promoting live concerts in Washington, featuring the premier jazz artists of the day. His future was now shaping itself.

After a career move that was so unfortunate he refuses to this day to identify the station. Conover, in late 1954, heard that the VOA was seeking someone to serve as host of a jazz program. He applied, got the job and his first broadcast for the Voice went on the air on Jan. 6, 1955. There were early critics, with members of Congress convinced that jazz was not the thing to improve America's image abroad. But Conover held firm; he had insisted on signing on as a contract performer rather than a staff announcer—a status that allowed him to win a commitment from the Voice not to interfere with his taste in music; it could simply not renew his yearly contract if it was dissatisfied. It was also a status that allowed him to take a job in commercial broadcasting, with WCBS(AM) New York in 1958 while continuing to do his *Music USA* programs. But after two years, the grind of commuting and taping became more than he wanted to bear, and, even though New York paid considerably more money than the government, he gave it up. "This," he says of his VOA programs, "was more important."

Now, as Conover works, introducing numbers or interviewing guests, he sprays his throat every few minutes with a synthetic saliva. It is needed to counteract the effect of surgery and radiotherapy treatments he underwent a year ago for the removal of a malignant tumor on his neck. The cancer had not affected the larynx, but the treatment played havoc with the glands secreting saliva and with Conover's sense of taste. But the condition is not permanent. What's more, letters from listeners who say things like "you kept me alive with your programs" convince him he has not "wasted" his life.

A Rumanian musician and composer, Johnny Raducanu, who was in Washington on a U.S. tour last month and visited with Conover, would agree. Conover, he said, was "the first ambassador of jazz." He taught those in the Communist bloc about "George Gershwin and Richard Rodgers, about the Chicago school and the New Orleans school, about King Oliver, Charlie Parker, Dizzy Gillespie and the music called 'bebop,' and about the blues." Groping for a word to describe Conover's impact on East Europeans, Raducanu said, "He was for us an illusion."

There would seem to be no doubt that, as VOA director Carlson says, Conover is "a national institution." In a time when America seems to have lost some of the magic it once held for people around the world, the Raducanus of the world indicate Conover is also something of a national treasure. ■

Instead of shutting down **RCA Labs** in Princeton, N.J., **General Electric** has decided to give away 350-acre facility to **SRI International**, nonprofit consulting and research firms. Formally known as David Sarnoff Research Center, 42-year-old facility has been birthplace of numerous electronic innovations, including color television. GE puts value of labs at between \$75 million and \$100 million, which will be size of its tax deduction. SRI plans to cut staff from 1,200 to 900 and GE has agreed to pay severance benefits to 300 employees let go. Following transfer on April 1, GE will become labs principal client. According to GE spokesman, GE has awarded SRI five-year, \$250-million contract to carry on work for it at labs, primarily in consumer electronics. SRI, based in Menlo Park, Calif., handles about 2,000 research and consulting projects per year, garnering about \$200 million in revenues.

**Judge hearing bankruptcy case of Grant Broadcasting Systems said last week current management will continue to run three major-market television stations until further order of court.** GBS bondholders had filed motion asking for control of stations, which would then

**Group W and NBC talking again.** A Westinghouse Broadcasting-NBC radio deal is still a possibility, although a merger of the companies' radio operations, as originally proposed, appears unlikely. Industry sources say Westinghouse is now interested in acquiring NBC stations in at least three markets, including Chicago (where Westinghouse owned WIND(AM) before selling it in 1985), along with the NBC radio networks. Group W Radio President Dick Harris acknowledged that another round of talks with NBC has taken place but declined to give specifics. "We have had additional discussions with NBC about buying some of their radio assets and are awaiting a reply," Harris told **BROADCASTING**. That reply (and the fate of NBC's radio division) could be known within the next two weeks, according to informed sources.

Last year, the two companies were discussing a union of Group W's 13 radio stations and NBC's eight stations and three networks to form the nucleus of a new company, whose top management would have included both Harris and NBC Radio President Randy Bongarten (**BROADCASTING**, Oct. 20, 1986.) But discussions were terminated by Group W late in the year, reportedly because of an accounting problem in calculating the new entity's potential share earnings (**BROADCASTING**, Dec. 8, 1986.) New talks between Westinghouse and NBC reportedly occurred during the past month. "It was only natural that we should both look and see if any other ways [for a potential business deal] would make sense," Harris said.

NBC was acquired by GE in December 1985, and under FCC multiple ownership rules, NBC would lose its grandfathered protection and would have to divest itself of five radio properties in New York, Chicago and Washington, where it also owns television stations. Although the FCC has launched a rulemaking that may do away with ownership rules that prohibit the creation and transfer of radio-television combinations (**BROADCASTING**, Jan. 19), it is believed by many that GE is seriously considering getting out of radio. NBC has until next December to sell the five radio stations, but that date could be extended by FCC waiver pending resolution of the FCC rulemaking. As of late last week, according to an NBC Radio spokeswoman, NBC had not filed for a time extension.

The NBC radio stations are: WNBC(AM)-WYNY(FM) New York, WMAQ(AM)-WKQX(FM) Chicago, KNBR(AM)-KYUU(FM) San Francisco, WKYS(FM) Washington and WJIB(FM) Boston. NBC's three network services are the traditional NBC Radio Network, the country's oldest; *The Source*, a young-adult network, and *Talknet*, a nighttime talk program service. NBC also operates NBC Radio Entertainment, a program distribution arm of the networks.

Another company said to be interested in the NBC networks is Westwood One, the Culver City, Calif.-based network radio company that owns Mutual Broadcasting.

have been sold. Next hearing on question is set for Tuesday, Feb. 17. Hearings continue today (Feb. 9) on motion of program syndicators, who seek to have contracts with stations either enforced or nullified.

**Broadcast Financial Management Association and National Association of Broadcasters have agreed to combine financial data collection efforts** with formation of Joint Committee on Financial Data Collections, whose membership will include equal number of BFM and NAB members. New joint committee will produce two annual reports, one covering broadcast employee compensation and fringe benefits, other covering broadcast station revenue and expenses. Announcement said 1986 survey was mailed to all commercial radio and television stations last week, with return deadline of March 9. Survey responses are to be mailed directly to accounting firm of Price Waterhouse "... where they will be entered and kept strictly confidential. No one at NAB or BFM will see the individual station data."

**Viacom Enterprises begins sales of *The Cosby Show* in six markets this week**—Des Moines; Cedar Rapids-Waterloo, Iowa; Las Vegas; Fresno, Calif.; Mobile, Ala.-Pensacola, Fla., and Fort Myers, Fla. Viacom is selling show in smaller markets, now that majors have been cleared. Show's roll-out, using larger sales force, will be at rate of five to six markets per week.

**KXAS-TV Fort Worth** was only NBC affiliate to **delay airing** last night's (Feb. 8) episode of *Valerie*, which dealt with teen-age sex and mentioned word condoms (see page 110), according to NBC spokesman. Frank O'Neil, president and general manager of KXAS, said he moved show from 7:30 to 10:30 p.m. because families should be able to watch programs from 7 to 8 p.m. "and not be surprised." Also, he said, primary viewing audience during that time period consists of 2-to-11-year-olds, not teen audience that *Valerie* targets. Following 10:30 p.m. broadcast, he said station was to air panel discussion about teen-age sex with counselors and Roman Catholic priest.

Six thousand members of **Screen Extras Guild** went on strike for first time in guild's 42-year history Tuesday (Feb. 3), but there were indications late last week that progress had been made in negotiations with studio management's Alliance of Motion Picture & Television Producers. Extras spokesman said he was optimistic settlement could be reached over weekend. On Friday, SEG President Peter Eastman reported "some progress" in talks after AMPTP negotiators indicated there was room for compromise over extras base pay rate, which was reduced from \$91 to \$68 when previous contract expired last December. Alliance officials were unavailable for comment Friday. SEG pulled members from movie and television sets on Wednesday, causing confusion and some delays in shooting schedules, and returned to bargaining table with AMPTP. Guild spokesman said there would be no picket lines as long as factions were talking, but threatened members who reported for work with fines or suspensions. In event of picketing, spokesman said SEG is hoping individual Teamster members will choose not to cross lines since International Brotherhood of Teamsters approved affiliation agreement with SEG week prior to strike (**BROADCASTING**, Feb. 2).

**FCC has proposed to permit substantial increases in power of FM booster stations** and to eliminate rule limiting FM boosters to re-broadcasting signals received over air. It also proposed to permit TV licensees to operate TV boosters same way within their service areas.

**Second suit seeking to block satellite retransmission of network affiliate programming was filed last Thursday by CBS Inc. and CBS Television Network Affiliates Association.** Suit, filed in Federal District Court in New York, claims unauthorized retransmission by Satellite Broadcast Networks Inc. (SBN) of CBS-owned WBBM-TV Chicago violates copyright act and seeks "... statutory damages and declaratory and injunctive relief," CBS said. Capital Cities/ABC





**DuPont-Columbia winners.** *The CBS Reports* documentary, *The Vanishing Family—Crisis in Black America*, took top honors—the gold baton award—in the 45th annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism, presented in New York last Wednesday (Feb. 10). The program, hosted by correspondent Bill Moyers, who is leaving CBS News for the Public Broadcasting Service, examined the disintegration of black family life in America. Judges for the awards said of the program: "With its candor and openness, [it] may very well be the most important documentary in recent memory."

Twelve programs in six categories won silver batons. They were: *ABC News* for 45/85; *NBC News* for investigative reporting on the NBC Nightly News; *WBZ-TV Boston* for Afghanistan: The Untold Story; *WCBS-TV New York* for No Place to Call Home; *WMAQ-TV Chicago* for Cicero: Community of Controversy; *KING-TV Seattle* for Washington 2000; *WCCO-TV Minneapolis* for State of Texas vs. Steven Lynn Fossum; *KTUL-TV Tulsa, Okla.*, for Tulsa's Golden Missionary; *Erin Hayes and KYTV(TV) Springfield, Mo.*, for outstanding reporting; *Chedd-Angier Production Co. and The Documentary Consortium* for Frontline: Sue the Doctor?; *Drew Associates Inc. and PBS* for For Auction: An American Hero, and *NBC Radio News* for coverage of the American raid on Tripoli.

Pictured above are (l-r): Moyers, *Vanishing Family* producer Ruth Streeter and executive producer of Peter Wolff.

earlier filed suit against SBN (BROADCASTING, Feb. 2). SBN Executive Vice President Ann Kirschner said complaints of CBS and Capcities/ABC are essentially same and that SBN was not alarmed by double-teaming. "It doesn't matter if it's one bully or two that's beating you over the head on the playground."

**ABC and CBS have decried NBC** decision to give away 20 Isuzu cars in promotion contest network began last Monday (Feb. 2) in daytime, saying it will distort ratings during February sweeps. George Newi, ABC vice president of affiliate relations, mailed letter of protest to Arbitron, Nielsen and Electronic Media Ratings Council, saying that NBC move is blatant attempt to distort February local market ratings. David F. Poltrack, vice president of research at CBS, said: "There is no question that the NBC move is an extraordinary hyping of ratings" that "makes the ratings invalid as an indication of future performance." Pam Dawson, director of game programs at NBC Entertainment, said promotion was designed to draw viewers in daypart where NBC is running third.

**KULR-TV Billings, Mont., has signed with NBC as primary affiliate**, effective August 1987. Station is currently ABC affiliate. NBC's current affiliate in Billings-Hardin market is KOUS-TV Hardin.

According to King World, *Jeopardy* is **second-highest rated syndication series ever**, based on November ratings. Show has 15.9 national NTI average for its history on the air, to place second behind *Wheel of Fortune*, which has 22.3 NTI rating for history on air. Previous number-two show was *Family Feud*, with 14.2.

**Board of National Public Radio voted** last Thursday (Feb. 5) to recommend that member dues be set at \$16.8 million for FY 1988, in-

crease of 6.3%. (Stations claimed last December they could not afford 12.2% increase originally proposed.) NPR management will use figure to develop preliminary budget, to be presented to stations at annual conference April 29-May 2 in Washington.

**Senate Commerce Committee's Consumer Subcommittee** began holding hearings last week on subject of reauthorizing **Federal Trade Commission**. Hearings were chaired by Senator Albert Gore Jr. (D-Tenn.) and included testimony by FTC Chairman Daniel Oliver; Michael Cody, attorney general and reporter for state of Tennessee, and general counsels for American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers. Purpose of hearings was to determine whether FTC should be reauthorized and if so, at what level. Spokesman for Commerce Committee said hearings will likely continue throughout year.

On Monday, Feb. 9, at 10-11 a.m., **The Oprah Winfrey Show** will broadcast live from Cummings, Ga. All-white town of 2,000 has recently attracted worldwide attention for series of civil right demonstrations. One hundred citizens of Cummings will gather at open forum in public area for show.

**Belo goes to TeleRep.** *TeleRep Inc.*, the New York-based station representative, scored big last week, finalizing a new long-term agreement (more than five years) to represent all of the Belo Broadcasting stations. The agreement will take effect in 1988 and covers the five Belo outlets: *WFAA-TV Dallas*; *WVEC-TV Norfolk, Va.*; *KHOU-TV Houston*; *KXTV(TV) Sacramento, Calif.*, and *KOTV(TV) Tulsa, Okla.* The station group is 20th in terms of coverage—about 5.68% of the country. Although Belo does not publicly break out billings by category, sources last week confirmed the group now does an estimated \$90 million in national spot billings.

The Belo stations are currently represented by Petry (Dallas, Norfolk and Tulsa) and HRP (Houston and Sacramento). Belo was an early member of Petry client roster when it was founded as a radio rep firm. According to Ward Huey, president and chief executive officer, Belo felt that consolidating the national spot sales efforts of the group under one rep firm was in the long-term strategic interests of the group. "It's something we've thought about doing since acquiring [most of] the Corinthian group three years ago," he said. Huey said that due to conflicts at the two firms currently representing Belo, it was "impossible" to consolidate under either of them. Thus, when *TeleRep* Chairman Al Masini and company president Steve Herson approached Belo some time ago about moving to their company, said Huey, "it sounded appealing to us and we elected to do it. This change has nothing to do with the effectiveness of Petry or HRP. We have no complaints. This is a long-term consolidation opportunity."

At deadline, Petry and HRP could not be reached for comment on the changes, although some observers suggested that the scramble will now start in the rep community to nail down the stations being displaced by *TeleRep* as a result of the new Belo deal. They include at least two Gaylord stations—*KHTV(TV) Houston* and *KTVI(TV) Dallas-Fort Worth*—and possibly more. *TeleRep* has been representing the entire Gaylord group which also includes stations in Cleveland, Milwaukee, Tampa and the Seattle-Tacoma market. Last week, *TeleRep's* Masini said it was unclear whether those stations will continue to be represented by his firm, or whether Gaylord would seek another company. But Masini said he hoped to make arrangements to continue to represent those four Gaylord stations. In addition to resigning the Gaylord accounts in Houston and Dallas, *TeleRep* is giving up *KRBK-TV Sacramento*, *KTUL-TV Tulsa* and *WYAH(TV) Portsmouth, Va.*, to clear the way for the Belo deal.

## Editorials

## Welcome to the kitchen

Three weeks later than we would have recommended, but earlier than the principals had in mind, the White House has announced that Dennis Roy Patrick, 35, will succeed Mark Fowler as chairman of the Federal Communications Commission. It is a laudable turn of events and deserves the support of all in the telecommunications community.

Dennis Patrick is a person of exemplary character and high intelligence. He is devoted to public policy and the law and is ethical to a fault. That so able an individual is available for the chairmanship is a boon to the Fifth Estate.

Given all that, it is just short of incredulous that a coalition of antipornography and pro-family activists should have tried to derail the Patrick designation on grounds that he is divorced and that his former legal assistant, Diane Killory, now the FCC's general counsel, has said she will be open-minded in considering the allegations of indecency made against certain radio stations of unconventional bent. It was with mixed emotions that we learned that our editorial praising Killory's moderation (BROADCASTING, Jan. 5) was being used against Patrick; although pleased by the attention, we were dismayed to have it read against a man who may totally disagree with our point of view, even while respecting our call for judiciousness.

If Patrick were a victim last week, so was Jack Smith. The former FCC general counsel—with whom we parted forces on the question of First Amendment protection for what to some may be outrageous programing—we know as an otherwise responsible lawyer who was ill used by the militants of the moral right. He will be better remembered for his years of productive service at the commission than for a few days of heady ambition last week.

All's well that ended well. This time.

## The heat goes on

The congressional reaction that is to be anticipated whenever the fairness doctrine is questioned in wiser councils was given voice last week by Representative Edward Markey (D-Mass.). For a moment, it sounded as though Tim Wirth was still chairman of the House Telecommunications Subcommittee instead of lost somewhere in "the other body," as the Senate is discreetly called in his former domain. But no, it was Markey, the new chairman. "It is time to resurrect the FCC as a regulatory agency," Markey told a Washington audience, and "to legislate in favor of the fairness doctrine." There was more, but that was enough to worry anyone who has cheered the deregulatory course charted by the present FCC.

The good works of Chairman Fowler cannot easily be undone—and certainly won't be by his successor—but the Telecommunications Subcommittee is a prominence from which all manner of missiles can be rained upon the Fifth Estate. It may be too early to conclude that such is Markey's intention, but not to prepare an antimissile defense.

The FCC is reminded here that the best defense is sometimes offense. No gust of congressional rhetoric changes the recent instruction by the U.S. Court of Appeals for the FCC to determine the fate of the fairness doctrine. The commission has said it doesn't like the doctrine or its chilling effect on the broadcast press, and it has been told by the court that it has the power to hold the doctrine to be unconstitutional or, absent that, unenforceable. It is a choice this page would again advise the FCC to make sooner rather than later, and one that needs neither advice nor

consent from Capitol Hill, although it will no doubt start a whole-sale missile launching if the right choice is made.

## By the numbers

"Booming business," "station trading bonanza," "record totals." The phrases have become familiar to Fifth Estaters as toned-down FCC ownership rules, low interest rates, new tax laws and continued Wall Street confidence in the revenue potential of communications properties have pushed station prices into the stratosphere (where the breathing, it is well to remember, can be difficult). Although the superlatives may lose their punch with repetition, the numbers do not. The dollar figures continue to stagger, as reported elsewhere in this issue, and the superlatives still apply. But numbers do not tell the whole story.

To the extent that it indicates a healthy broadcasting business, driven by strong programming and sound management, one that rightly occupies a favored Wall Street address, this year's again-record broadcast station sales total—in excess of \$6 billion—is cause for celebration. But to the extent—and to what extent is not yet clear—it may be driven by speculative trading, divorced from—or perhaps never married to—reasonable cash-flow multiples, it can be cause for concern. One immediate cause for concern can be found in the independent marketplace, troubled by a couple of bankruptcies and sobered by the sale of Taft's independent station group, marked down to \$240 million from somewhere around a half-billion-dollar asking price.

For a station—independent or affiliate—valued in real dollars, a down advertising sales year, as 1986 proved to be, is a valley to be balanced by peaks, past and future. For a station bought for the top-plus dollar, in hopes of a quick sale for even more, it can be a damaging blow. Multiply that blow by the number of such purchases, and the result is a figure that could be, well, staggering, but in another sense of the word.

**So what else is new?** *Action for Children's Television is upset—hold the presses!—over a new generation of animated children's television shows that provide electronic cues to interactive toys. ACT is unhappy with what it sees as the effort to promote the sales of products seen or used in the program. What? Toy manufacturers wanting to sell toys? An outrage. Sometimes it's hard to know what would really please ACT. Perhaps it could be deciphered with a Little Orphan Annie decoder ring, available for only three boxtops from...*



Drawn for BROADCASTING by Jack Schmidt  
*"Welcome to the first-ever commercial TV programming fundraiser. Every dollar of your pledge goes to paying for the syndication rights to The Cosby Show."*



# GREAT NEWS!



## **BEST LIVE COVERAGE**

**Stan Chambers, Hal Fishman**  
Reporters

**Jon Fischer**  
Camera

**Rick Nastasia**  
Sound

**Ken Davis**  
Segment Producer

**Gerald Ruben**  
Producer

**Jeff L. Wald**  
Executive Producer



## **BEST NEWS BROADCAST**

**Jeff L. Wald**  
Executive Producer

**Gerald Ruben**  
Producer

**Hal Fishman**  
Managing Editor



## **BEST SPORTS SEGMENT**

**Keith Olbermann**  
Sports Reporter

**Ron Gralnik**  
Sports Producer

**KTLA NEWS AT TEN**  
**Golden Mike Award For Best Newscast**  
**Four Years In A Row!**

**KTLA 5**  
**LOS ANGELES**

A Tribune Broadcasting Station

AKRON, OH  
ALBANY, NY  
ALBUQUERQUE, NM  
ANCHORAGE, AK  
ANNAPOLIS, MD  
ATLANTA, GA  
ATLANTIC CITY, NJ  
AUGUSTA, ME  
AUSTIN, TX  
BALTIMORE, MD  
BATON ROUGE, LA  
BELOIT, WI  
BIRMINGHAM, AL  
BISMARCK, ND  
BOISE, ID  
BOSTON, MA  
BRIDGEPORT, CT  
BUFFALO, NY  
CAPE KENNEDY, FL  
CARSON CITY, NV  
CHAMPAIGN, IL  
CHARLESTON, WV  
CHARLOTTE, NC  
CHATTANOOGA, TN  
CHEYENNE, WY  
CHICAGO, IL  
CINCINNATI, OH  
CLEVELAND, OH  
COLUMBIAS, SC  
COLUMBUS, OH  
CONCORD, NH  
DALLAS, TX  
DAVENPORT, IA  
DAYTON, OH  
DENVER, CO  
DES MOINES, IA  
DETROIT, MI  
DOVER, DE  
EL PASO, TX  
FARGO, ND  
FRANKFORT, KY  
FRESNO, CA  
GAINESVILLE, FL  
GRAND RAPIDS, MI  
GREEN BAY, WI  
HARLINGEN, TX  
HARRISBURG, PA  
HARTFORD, CT  
HELENA, MT  
HONOLULU, HI  
HOUSTON, TX  
HUNTSVILLE, AL  
INDIANAPOLIS, IN  
JACKSON, MS  
JEFFERSON CITY, MO  
KANSAS CITY, MO  
KINGSFORD, TN  
KNOXVILLE, TN  
LANSING, MI  
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**Barry Sussman** founded The Washington Post-ABC News Poll, served as city editor of *The Washington Post*, and was the editor in charge of the newspaper's Pulitzer Prize-winning Watergate coverage. He becomes UPI's Managing Editor/National and will have responsibility for UPI's coverage of national affairs, including government and political reportage at the federal and state levels.



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**Kim Willenson** has been Congressional correspondent, Tokyo Bureau Chief and international affairs editor for *Newsweek*. Willenson previously served as UPI's Asia Division News Editor in Tokyo and a UPI correspondent in Saigon, Bangkok and Washington. As Managing Editor/International, he will have responsibility for UPI's coverage of international affairs, including diplomatic and national security reportage.



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