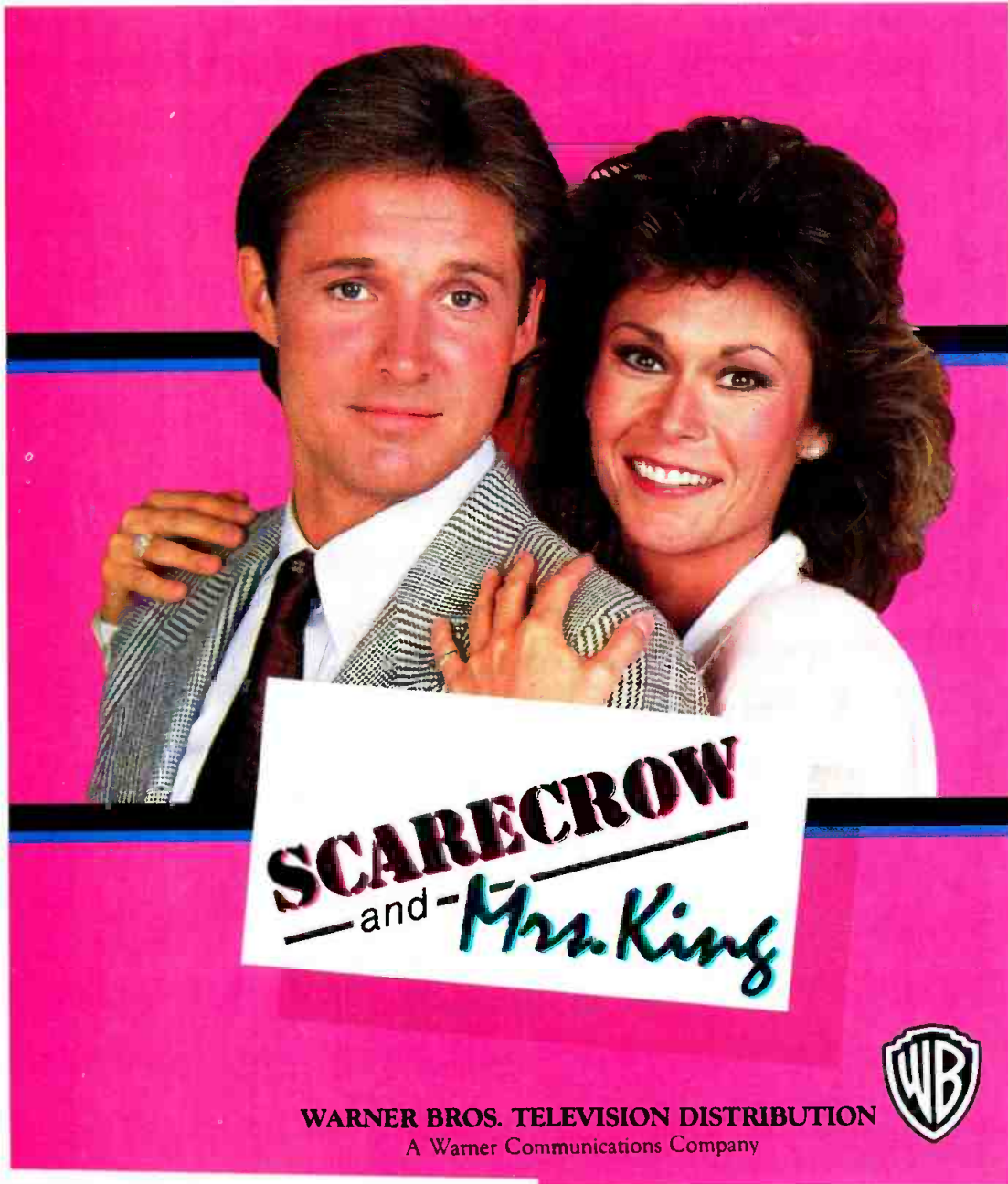


The Fifth Estate

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# Broadcasting Feb 8



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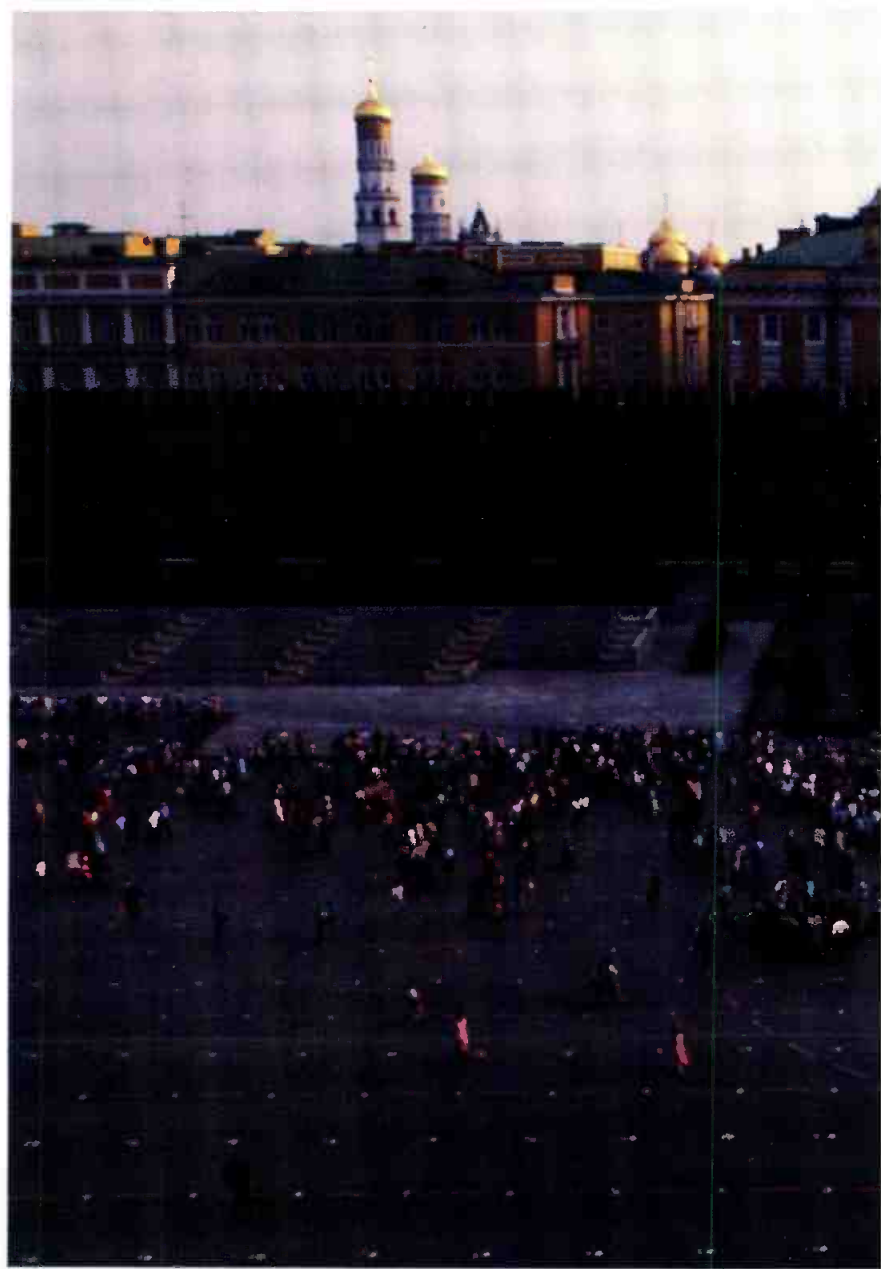
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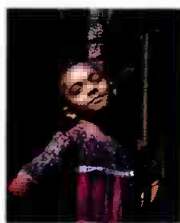
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To most people in the West, the Soviet Union is a mysterious giant. A geographic titan most often portrayed as a threatening enemy.

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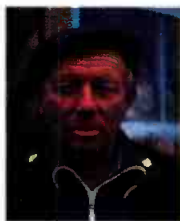
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**IOWA!** □ From the scene, BROADCASTING chief correspondent, Leonard Zeidenberg, reports on Fifth Estate's "zone" coverage of Iowa presidential caucuses. **PAGE 47.**

**PRIME TIME SILVER** □ ABC-TV's prime time coverage of 1988 winter Olympics is expected to lift network to second place in prime time race. **PAGE 50.**

**NUMBERS GAME** □ Advertisers not happy with "average" ratings of ABC's *Super Bowl XXII*. **PAGES 51.**

**BACK TO SCHOOL** □ IRTS Faculty/Industry seminar examines trends in entertainment, news and sports programming. **PAGE 52.**

**BIRDS GOTTA FLY** □ With agreement to sell its four-satellite Westar system to Hughes Aircraft Co., Western Union Corp. readies to leave satellite business. **PAGE 53.**

**FOR THE RECORD** □ Broadcast station sales changed hands at record levels last year, reaching \$7.5 billion for broadcast stations sold and \$6 billion for cable systems. **PAGE 61.**

**TO THE HIGHEST BIDDER** □ Spectrum auctioning is under serious consideration in Great Britain as part of that country's government reforms of commercial radio. **PAGE 99.**

**MURDER ON CABLE** □ USA Network's purchase of popular prime time series, *Murder, She Wrote*, is largest programming outlay in cable network's history. **PAGE 102.**

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**MATTER OF ETHICS** □ President Reagan is among speakers at National Religious Broadcasters' 45th annual meeting; NRB makes Ethics and Financial Integrity Commission permanent part of its ethics code. **PAGE 108.**

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## Last chance

Acceptance of invitation from National Association of Broadcasters to President Reagan to appear at NAB convention in Las Vegas this April has been recommended to Reagan by Jim McKinney, director of White House military office and former chief of FCC's Mass Media Bureau. As member of senior staff at White House, McKinney recommends functions for Reagan to attend. "We are in the last year of the term, and we are looking at different things to do that haven't been done in the past," McKinney said. "I've been there, and I know [NAB] is a marvelous forum for the President."

McKinney's recommendation is being considered by White House's long-range scheduling committee. It would be first presidential appearance at NAB convention since Jimmy Carter gave opening address at 1979 Dallas gathering. Reagan, who was recently honored by NAB board of directors for his opposition to fairness doctrine (BROADCASTING, Jan. 25), has sent videotaped messages to past NAB conventions.

## Trying again

Look for ABC to be back in late night program business (post-*Nightline*, that is) after completion of May sweeps. Word from Squire Rushnell, vice president, children's and late night programing for ABC, is that after reviewing four projects, he has decided to take two of them to pilot stage, one of which will probably make it to air. Pilots should be completed by mid-March. Rushnell was sketchy on details of pilots, indicating only they are one-hour shows that are "compatible" with *Nightline*. One that makes it will be stripped four or five nights a week. Biggest challenge will be to get majority of affiliates to clear new program. Two years ago, when network launched two talk shows in late night—hosted by Jimmy Breslin and Dick Cavett—major obstacle to their success was live clearance of less than 50%.

## HDTV at DOD

Capitol Hill may have its own agenda when it comes to development of high-definition television. There's interest there in seeing U.S. become force in development and manufacture of HDTV equipment. One way suggested to go about that is through Department of Defense, which could allocate resources for R&D of new technology. HDTV's applications for

computer graphics apparently has attracted DOD and it's believed long-term commitment from department might create right environment for new medium to flourish.

## On block

Bids are expected today, Monday, Feb. 8, for bankrupt Indianapolis independent, WTTV(TV), and, according to source close to auctioning process, potential buyers may include Act III, Dudley Taft, Emmis Broadcasting and one other group of investors. Venture capital firm Warburg Pincus, which had originally won bid to buy station for mid-\$60 millions but withdrew offer after stock market collapse last October, may also be back in running.

## To ease debt

Metropolitan Broadcasting Corp., which bought nine Metromedia radio stations in 1986 and announced last week it would sell WOMC(FM) Detroit and WWBA(FM) Tampa-St. Petersburg, Fla., will also sell WNEW(AM) New York, for asking price of \$25 million, which would be record for stand-alone AM. Other stations are expected to sell in \$20-million range. Sale was precipitated to help Metropolitan pay down debt from Metromedia purchase.

## Wanting into act

Reports from Senate indicate SMATV (satellite master antenna television) and wireless cable (MMDS) interests want to amend Gore bill (S.889), which would regulate backyard satellite dish industry, so that it applies to them as well. If they succeed and legislation is expanded, there is concern it could "bring bill down," said one Senate staffer. Groups are reportedly having difficulty developing support for their maneuver.

## Muscle and blood

Orbis Communications, beginning next summer, will market major film package containing "Rambo, First Blood" and "Rambo, First Blood, Part II," both productions of company's parent, Caralco Pictures. In all, "Rambo" package will contain 15-20 titles, not all produced by Caralco, according to John Ranck, Orbis's executive vice president. Ranck hinted package will be sold for cash, although he

did not rule out marketing novelties for box-office smashes.

## Parlez vous FM

U.S. and France are working on arrangement permitting each to broadcast in other's country on FM frequency. Voice of America-Europe wants one of FM frequencies French government has opened up in Paris and, under its regulations, could make available to foreigners. U.S. set up unincorporated association to apply, making clear its station would broadcast programs of VOA Europe, which now has no outlet in French capital. French rejected application, but simultaneously said they would consider American proposal on basis of reciprocity. French have met with FCC officials in Washington to explore means of obtaining FM outlet here. Although Communications Act bars foreign ownership of broadcast stations, there are ways—purchase of time, for instance—French could use U.S. FM channel. On departure for Paris, French said they wanted time to consider matter. USIA Director Charles Z. Wick had suggested similar swap—though for broadcast on AM—with Soviet Union, during 1986 summit. That proposal seems moribund.

## Triple threat

Regis Philbin, co-host of WABC-TV New York talk program, *The Morning Show*, is currently in discussion with ABC about hosting new game show for Lifetime, of which ABC owns one-third. According to source at Buena Vista Television, which is syndicating WABC talk show for next fall under title *Live with Regis and Kathie Lee*, Lifetime game show could fit into Philbin's schedule. Adding to Philbin's time these days is relinquishing of duties as host of one-hour talk show currently on Lifetime.

## Holding fire

Supporters of H.R. 2848, so-called superstation copyright bill that would create compulsory license for satellite carriers to retransmit broadcast signals to backyard dish owners, will have to wait for introduction of companion bill in Senate. Senator Patrick Leahy (D-Vt.) has decided to hold off on bill at least until House bill emerges from Copyright Subcommittee markup. Senator wants to see how subcommittee treats some of issues that have surfaced during hearings on bill (BROADCASTING, Feb. 1) before drafting Senate version of legislation.



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# Where Things Stand

A weekly status report on major issues in the Fifth Estate

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■ *Solid box denotes items that have changed since last issue.*

**AM-FM allocations.** FCC amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, more actions will follow to clear several hundred more AM's to operate at night. National Association of Broadcasters filed comments at FCC in July supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB told FCC Aug. 31, 1987, not to permit FM stations to use directional antennas, claiming it would lead to AM-ization of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

Plan has been submitted to FCC by New Jersey Class A FM Broadcasters that would allow class A FM stations to double their power limit from 3 kw to 6 kw. NAB board of directors adopted plan to allow about 60% of class A's to double power. However, NAB decided not to submit its plan to FCC immediately. It instead created committee to study alternative proposals, including New Jersey group's.

NAB board also called for freeze of additional AM allocations except for cases where relief from interference from foreign stations, especially Cuban, is necessary.

□

**AM Stereo.** On Jan. 14 FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be

protected from possible interference. At same time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected. As part of explanation for their positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers in market can receive it and most AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace.

In filing with FCC in December, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola.

Motorola dismissed Kahn's charges and asserts that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□

**Antitrafficking.** Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□

■ **Cable regulation.** National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Communications Policy Act of 1984 and Copyright Act of 1976.

But motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until some other medium emerges to compete with cable in offering homes cable programming.

Opposing efforts of industries has generated much heated rhetoric in Washington, especially between cable and motion picture in-



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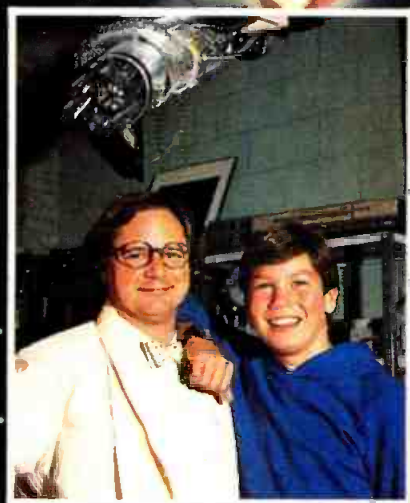
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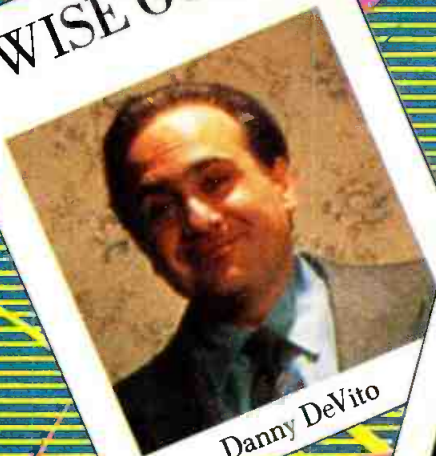
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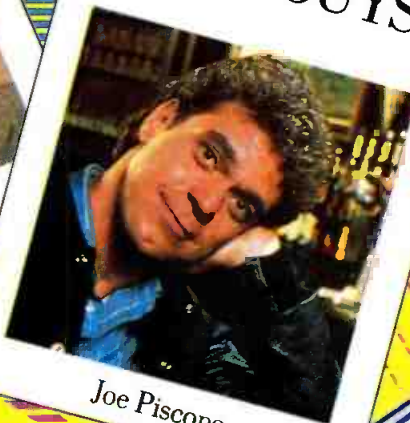


WISE GUYS



Danny DeVito

WISE GUYS



Joe Piscopo

MRS. SOFFEL



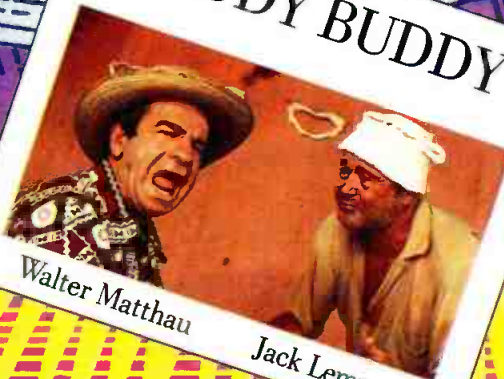
Mel Gibson

MRS. SOFFEL



Diane Keaton

BUDDY BUDDY



Walter Matthau

Jack Lemmon

PREMIERE 4



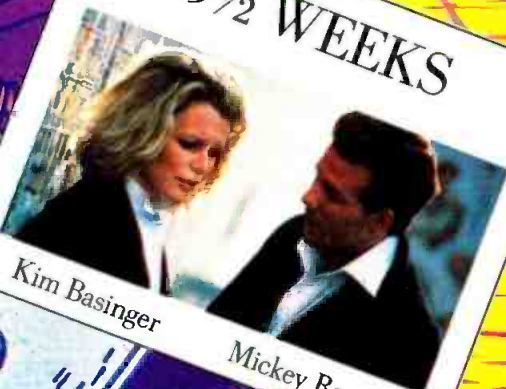
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AMARILLO	KCIT	GAINESVILLE	WOGX-TV	OMAHA	KPTM
ATLANTA	WAGA-TV	GRAND RAPIDS	WUHQ-TV	ORLANDO	WOFL
AUSTIN	KVUE-TV	GREENSBORO	WFMY-TV	PHOENIX	KPHO-TV
BAKERSFIELD	KGET	GREENVILLE	WHNS	PITTSBURGH	WPGH-TV
BANGOR	WABI-TV	HARRISBURGH	WHP-TV	PORTLAND, ME	WPXT
BIRMINGHAM	WTTO	HARTFORD	WTIC-TV	PORTLAND, OR	KPDX
BOSTON	WSBK-TV	HONOLULU	KHNL-TV	RENO	KAME-TV
CHARLOTTE	WBTV	HUNTSVILLE	WHNT-TV	ROCHESTER	WOKR
CHICAGO	WGN-TV	INDIANAPOLIS	WXIN	SACRAMENTO	KTXL
CHICO	KRCR-TV	JOHNSTOWN	WWCP-TV	SALINAS	KSBW-TV
CLEVELAND	WJW-TV	KANSAS CITY	KSHB-TV	SAN FRANCISCO	KTVU
COLORADO SPRINGS	KKTU	LAS VEGAS	KVVU-TV	SANTA ROSA	KFTY-TV
COLUMBIA	KMIZ	LEXINGTON	WDKY-TV	SEATTLE	KTZZ-TV
DALLAS	KDAF	LOUISVILLE	WAVE-TV	SPOKANE	KXLY-TV
DAVENPORT	KLJB-TV	LUBBOCK	KAMC-TV	ST. LOUIS	KMOV-TV
DENVER	KDVR	MACON	WMGT	TAMPA	WFTS
DES MOINES	KCCI-TV	MADISON	WISC-TV	TUCSON	KOLD-TV
EUGENE	KEZI-TV	MEDFORD	KOBI	WAUSAU	WAOW-TV
EVANSVILLE	WEVV	MILWAUKEE	WTMJ-TV	WEST PALM BEACH	WTVX
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parameters for HDTV production at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. Proposal was sent to full ATSC membership following vote of approval by its T3 subcommittee on Sept. 30, 1987. Same standard, with some editorial differences from ATSC version, is nearing end of standardization process at SMPTE. It will then be sent to American National Standards Institute for approval as American national voluntary standard. However, NBC is believed to be considering asking for new vote on standard by ATSC at next T3 meeting in mid-March.

Broadcast Technology Center, originally announced to be for-profit subsidiary of National Association of Broadcasters' NAB Technologies Inc., is undergoing changes in start-up plans. It was announced during NAB joint board meeting that ABC, NBC and CBS will also participate in project. Association of Maximum Service Telecasters, Association of Independent Television Stations and National Cable Television Association may also participate.

□

■ **Indecency.** Group of broadcasters joined Action for Children's Television and People for the American Way two weeks ago in petitioning U.S. Court of Appeals in Washington to review in light of First Amendment FCC enforcement of tougher broadcast indecency standard.

Just prior to action, FCC gave notice that stricter standard applies to television as well as radio, telling KZKC-TV Kansas City, Mo., that it may have violated standard in airing of "Private Lessons" last May. It gave UHF station until March 11 to respond. After evaluating response, FCC could impose sanction, ranging from warning to launching of license revocation proceeding. Most likely action is fine.

FCC decided last April to apply broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision, giving it far greater latitude in determining what is indecent. At same time, FCC sent out warning letters to three radio stations.

At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. FCC is examining several other indecency complaints substantiated by either tapes or transcripts and may issue more letters of inquiry.

FCC reaffirmation and creation of safe harbor came in response to petition for reconsideration from broadcasters seeking clarification of April policy. Unappealed, one or more of petitioners is expected to challenge policy in federal appeals court on First Amendment grounds.

□

■ **International Telecommunications Satellite Organization.** In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning \$4.8 million from Intelsat during construction of ad-

dition to its headquarters building. Colino and Deputy Director General Jose L. Alegretti were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, 1987, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25, 1987). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

Intelsat members in April confirmed Board of Governors selection of Dean Burch as successor to Colino as director general.

□

■ **International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Ariane space rocket.

However, it is complaining that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets. Rene Anselmo, PAS chairman, has written to President Reagan to ask him to seek cooperation of British Prime Minister Margaret Thatcher in opening Great Britain to PAS.

□

■ **Land-mobile.** In response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television systems (ATV) (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, FCC also proposed, station may try to negotiate settlement with mobile radio operator.

□

■ **Low-power television.** Community Broadcasters Association, which represents bud-

ding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programming Cooperative. Under Laughlin's direction, co-op will try to buy programming that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2, 1987. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting some 800 applications. It is currently working on first list of grants—some 483—of which it has granted about 100 for new stations.

□

■ **Mergers.** In largest cable deal ever, Kohlberg Kravis Roberts & Co.'s SCI Holdings will sell 1.4 million-subscriber Storer cable systems to consortium of ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture) for total consideration of \$2.8 billion (BROADCASTING, Jan. 4). KKR last year closed \$1.3 billion transfer of six Storer Television stations to company managed and 55%-held by George Gillett Jr. ■ U.S. Cable Television Group, limited partnership headed by ML Media principals Martin Pompadour and Elton Rule, will pay \$225 million, subject to change, for 135,000-subscriber cable systems of Essex Communications Corp. Closing is expected in 1988. ■ Early 1988 closings are expected for Continental Cablevision acquisition of American Cablesystems for \$481.7 million, and for Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp. ■ Summit Communications has closed approximately \$200 million purchase of radio group DKM Broadcasting in second-largest radio-only sale. ■ Cablevision Systems has closed \$473.5 million purchase of cable system operator Adams-Russell.

□

■ **Must-carry.** Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello have called for congressional hearings to establish record that could justify resurrection of some form of must-carry rules.

U.S. Court of Appeals struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators. Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground.

FCC Chairman Dennis Patrick responded last week to charges by Quello that FCC's "flawed" rationale is to blame for latest court decision. At National Religious Broadcasters convention, Patrick said nothing less than "hard evidence" that absence of rules would harm broadcasters would have convinced court to sustain rules.

Broadcasters who have fought hard to preserve some form of must carry rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress. National Association of Broadcasters television board last month directed NAB





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# N ETWORK



Who's The Boss?  
Juarez  
The Real  
Ghostbusters



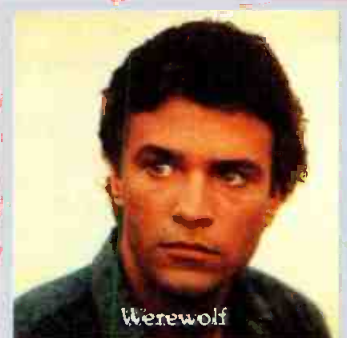
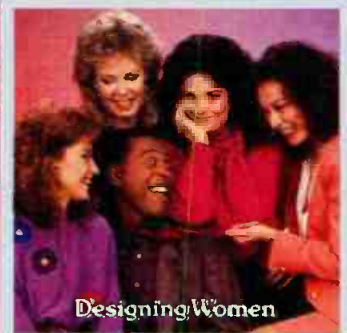
Designing Women  
Trial & Error  
Houston Knights  
The Young &  
The Restless



227  
The Facts Of Life  
My Two Dads  
Days Of Our Lives

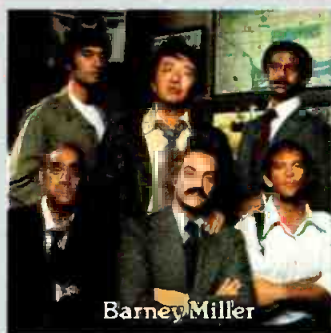


Married...With  
Children  
Werewolf  
Women In Prison





# OFF-NETWORK COMEDY



Barney Miller



Sanford & Son



The Jeffersons



Who's The Boss?



Diff'rent Strokes



Silver Spoons



Good Times



Punky Brewster

Archie Bunker's Place  
 Barney Miller  
 Benson  
 Carson's Comedy Classics  
 Carter Country  
 Diff'rent Strokes  
 The Facts Of Life  
 Fish  
 Good Times  
 The Jeffersons  
 Maude  
 One Day At A Time  
 Punky Brewster  
 Sanford & Son  
 Silver Spoons  
 Soap  
 Square Pegs  
 The Three Stooges  
 Who's The Boss?





# OFF-NETWORK D RAMA

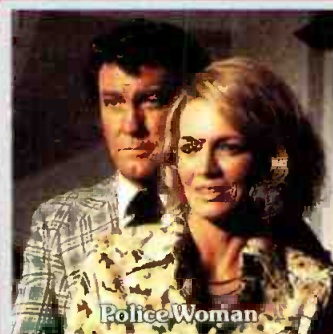
Charlie's Angels  
 Fantasy Island  
 Hart To Hart  
 Police Story  
 Police Woman  
 S.W.A.T.  
 Starsky & Hutch  
 T.J. Hooker



S.W.A.T.



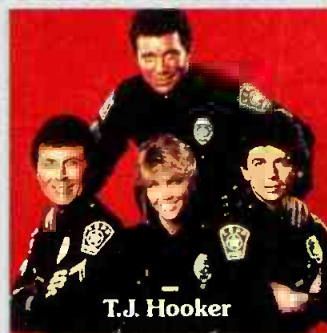
Hart To Hart



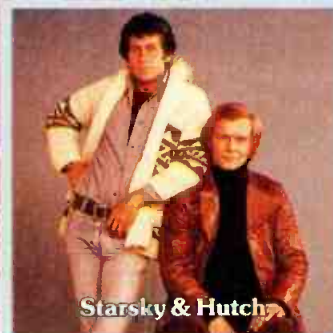
Police Woman



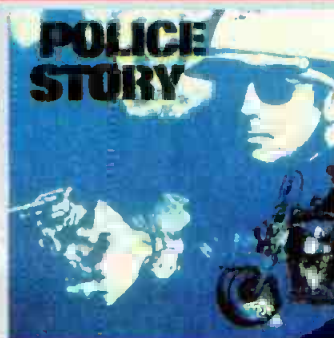
Charlie's Angels



T.J. Hooker



Starsky & Hutch



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Fantasy Island

# M & A MOVIES ANIMATION



Close Encounters



Columbia Night  
At The Movies

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Entertainer  
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TV 20

Volume IV

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The Real  
Ghostbusters



Embassy III



The Real Ghostbusters



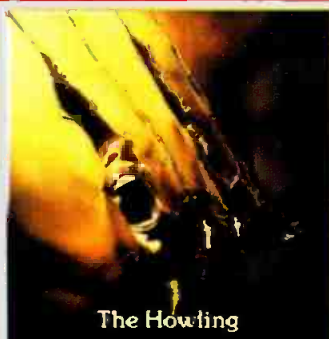
Columbia Night  
At The Movies



Karate Kid



Stir Crazy



The Howling



**Columbia Pictures Television**

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staff to "seek all avenues to restore must carry." Association will also "record and catalog all cable abuses which occur following the demise of must carry." TV directors wanted to keep statements on must carry to minimum in effort to leave room for NAB President Eddie Fritts to negotiate with cable on matter. Fritts and National Cable Television Association President Jim Mooney are expected to explore possible resolution of must carry issue with latest set of must-carry rules serving as basis for those discussions.

FCC has asked court to clarify whether its action deleted A/B switch rules as well as carriage requirements. The A/B switch rules require cable operators to educate subscribers about switches and to offer to install them or supply them to do-it-yourselfers. Cost of switches and installation would be borne by subscribers.

□

**Public Broadcasting.** With December 1987 death of legislation that would have provided estimated \$300-million-per-year public broadcasting trust fund, beginning in 1990 (BROADCASTING, Dec. 14, 1987), Corporation for Public Broadcasting was left with 1990 appropriations worked out shortly before Christmas by House-Senate conferees. Compromise between higher Senate figure and lower House figure: \$232.65 million, up from \$228 million for 1989. Same conferees settled on 1988 figure of \$19.59 million (down from current \$20.5 million) for NTIA-administered Public Telecommunications Facilities Program, annual equipment grants. Also, Office

of Management and Budget has recommended appropriations of \$214 million for 1989, 1990 and 1991. Compliance with that recommendation would require recisions in first two years, and figure falls \$381 million short of CPB request for third year, which included \$200 million for replacement of satellite interconnection system. (Requests for proposals were issued by PBS Nov. 25, 1987, and were due Jan. 25; NPR also will need new bird in 1991.)

PBS President Bruce Christensen, at Los Angeles press tour last month, said FCC made "asinine" decision in failing to lobby for an exemption for PBS stations in U.S. Court of Appeals, which threw out FCC's must-carry rules. Rules required cable systems to carry local broadcast signals. Court did not rule out possibility of constitutional must-carry rule. Battles for trust fund and must carry will continue this year.

National Public Radio board last month received member stations' advisory ballots on unbundling Option II: 93 in favor, 85 opposed and 77 no votes. Final decision rests with board. Option II would split NPR programming into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began \$32-million Fiscal Year 1989 budget proposal deliberations.

Despite host Noah Adam's laryngitis, launch of Minnesota Public Radio's *Prairie Home Companion* replacement, *Good Evening* went off on schedule Jan. 9. More than 150 stations are signed up to carry first six months of show distributed by American Public Radio. APR is still without a president.

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programming, remains acting president of American Public Radio.

Two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding. CPB is also reviewing propriety of PBS bonus awarded PBS President Bruce Christensen in 1986 (BROADCASTING, Nov. 30, 1987) for efforts since 1984 fire that destroyed former headquarters.

□

■ **Scrambling.** Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until March at earliest and may be pushed back further as bill's chief sponsor Senator Al Gore's (D-Tenn.) campaign for U.S. presidency intensifies. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R. 2848) that would permit satellite distribution of

broadcast signals—superstations—to backyard dish owners was focus of hearing last week with independent television stating strong objections to measure (BROADCASTING, Feb. 1). Association of Independent Television Stations is waging major campaign to defeat measure (see story). Late last year (BROADCASTING, Nov. 30, 1987) representatives from broad coalition of industry groups backing bill stated their support for measure at hearing although modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing.

□

**Syndex.** In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Action is expected within next few months.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets. Last month National Association of Broadcasters during its joint board of directors meeting made restoration of syndex high priority, as well as obtaining same-day network nonduplication regulations.

□

**Wireless cable.** Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programming it desires.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service.

In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland.

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# Datebook

■ indicates new listing

## This week

**Feb. 7-8**—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

**Feb. 7-12**—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers. "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

**Feb. 8**—*New York Television Academy* drop-in dinner. "Black Presence in TV: The New Force and the Economic Reality of the Black Marketplace." Copacabana, New York. Information: (212) 765-2450.

**Feb. 9**—*Southern California Cable Association* dinner meeting. Pacifica hotel, Los Angeles.

**Feb. 9-10**—*Cable Television Public Affairs Association* annual meeting. "Forum '88." Ritz Carlton Buckhead, Atlanta. Information: (202) 775-3629.

**Feb. 10**—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television*. Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**Feb. 10**—*New York Television Academy* drop-in luncheon. Speaker: Morton Downey Jr., host of *Morton Downey Jr. Show* on WWOR-TV New York. Copacabana, New York. Information: (212) 765-2450.

**Feb. 10**—*Illinois Broadcasters Association* winter sales seminar. Galesburg, Ill. Information: (217) 753-2636.

**Feb. 10**—*Utah Broadcasters Association* midwinter business seminar and sales luncheon. "The persuasive art of broadcasting sales." Doubletree hotel, Salt Lake City. Information: (801) 359-9521.

**Feb. 11-13**—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville. Information: (615) 327-4488.

**Feb. 12**—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

## Also in February

**Feb. 16**—Presentation of Excellence in Media Angel Awards. Beverly Wilshire, Los Angeles. Information: (213) 465-9665.

**Feb. 16-17**—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

**Feb. 16-17**—*Broadcast Credit Association* credit seminar. San Diego Marriott.

**Feb. 16-17**—*North Carolina CATV Association* winter meeting. Raleigh Marriott, Raleigh, N.C. Information: Laura Ridgeway, (919) 821-4711.

**Feb. 17-19**—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

**Feb. 17-21**—Music Personnel Conference sponsored by *Association of Music Personnel in Public Radio*. Westin hotel, Boston. Information: John Fischer, (319) 335-5730.

**Feb. 18-19**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting. San Diego Marriott, San Diego.

**Feb. 18-20**—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus,

Washington. Information: (202) 636-7491.

**Feb. 19-21**—"Economics and the '88 Elections," conference for journalists, co-sponsored by *Foundation for American Communications and Gannett Foundation*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

**Feb. 21-March 13**—"Vietnam on Television; Television on Vietnam," exhibition of Peabody Award entries chronicling television coverage of the Vietnam War, sponsored by *Museum of Broadcast Communications* and *Henry W. Grady School of Journalism and Mass Communication at University of Georgia*. Kraft Television Theater, NBC, Chicago. Information: (312) 987-1500.

**Feb. 22-26**—Mass Communications Week, sponsored by *Texas Tech University*. Texas Tech, Lubbock, Tex. Information: (806) 742-3385.

**Feb. 23**—*Television Bureau of Advertising* regional sales conference. Fairmont hotel, New Orleans. Information: (212) 486-1111.

**Feb. 23-25**—Mark Goodson seminar series, reported by Eric Sevareid, sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

**Feb. 24**—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

**Feb. 24**—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

**Feb. 25**—*Caucus for Producers, Writers and Directors* meeting. Los Angeles. Information: (213) 652-0222.

**Feb. 25-29**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

**Feb. 11-13**—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

**Feb. 17-19**—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

**Feb. 25-29**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**April 9-12**—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**April 10-12**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

**April 10-13**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

**April 17-20**—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency, San Francisco.

**April 28-May 3**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

**April 28-May 3**—24th annual MIP-TV, *Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

## Major Meetings

**May 18-21**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**May 18-22**—Public Radio Conference, annual meeting of *National Public Radio and American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

**June 8-11**—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

**June 8-12**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

**June 12-15**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 16-18**—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

**June 18-21**—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

**July 31-Aug. 3**—*Cable Television Administration and Marketing Society* annual conference. Westin Copley Place, Boston.

**Sept. 7-9**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

**Sept. 14-17**—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

**Sept. 23-27**—*International Broadcasting*

*Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

**Oct. 4-6**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 14-19**—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

**Oct. 17-19**—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

**Oct. 23-25**—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

**Nov. 30-Dec. 3**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

**Dec. 7-9**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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

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

**Feb. 3-4, 1989**—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

**June 17-23, 1989**—16th International Television Symposium. Montreux, Switzerland.

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Jackie Wilson  
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Ahmet Ertegun  
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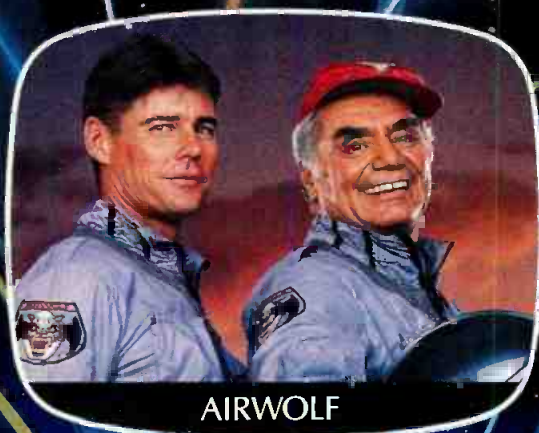
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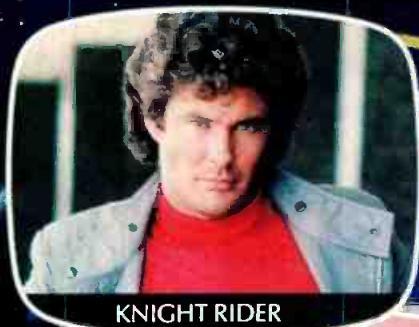
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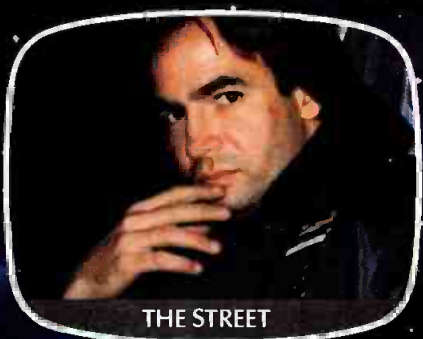
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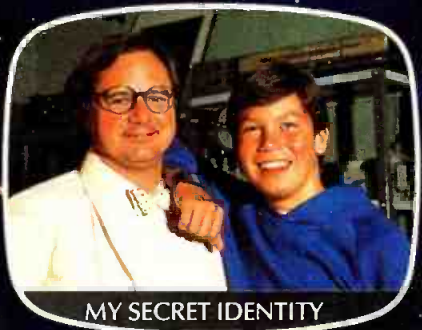
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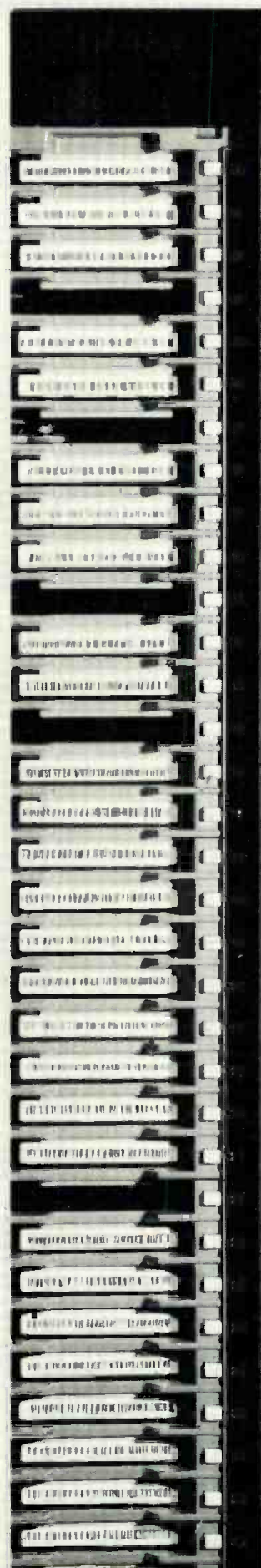
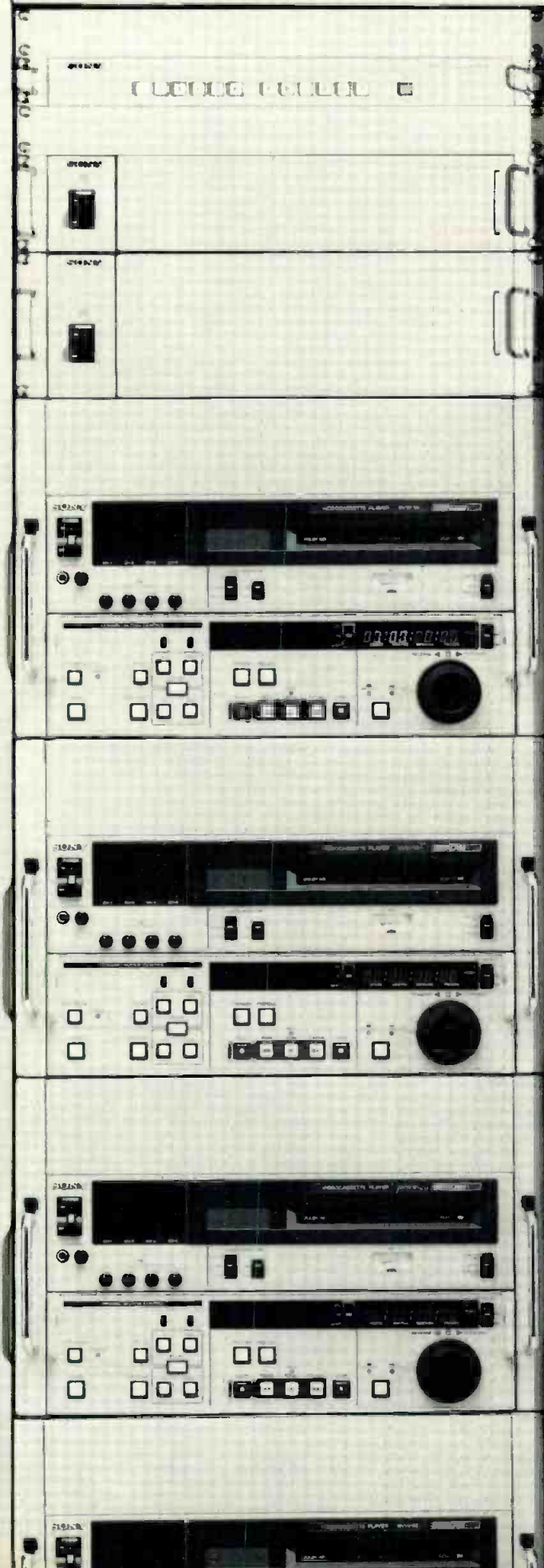
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—Frank O'Neil  
KXAS-TV Dallas

Market	Time Period May '87	Divorce Court Nov. '87	Gain
<b>Dallas</b> KXAS (3:00)	15	23	+53%
<b>St. Louis</b> KMOV (4:00)	22	28	+27%
<b>Atlanta</b> WAGA (4:00)	18	20	+11%
<b>Norfolk</b> WVEC (5:00)	17	30	+77%

All data NSI



## "Divorce Court" Is an Unbeatable Leadout with Soaps.

"As a leadout from a soap, 'Divorce Court' gives us a 100% gain in HH share. That's a pretty powerful measure of success by itself, but it goes even further and keeps us competitive against Oprah. In fact, we've seen a 29% gain in HH share since May '87 alone. There's no doubt about it. 'Divorce Court' gives us more competitive performance than any other half-hour program. It's certainly measured up to its promise... and beyond".

—Bob Leider  
WSVN-TV Miami

Market	Nov. '87* Lead-In	-HH SH- Divorce Court	Gain
<b>Los Angeles**</b> KCBS (3:00)	8	11	+38%
<b>Miami</b> WSVN (4:00)	11	22	+100%
<b>Nashville</b> WTVF (4:00)	23	24	+4%
<b>Detroit</b> WJBK (4:00)	18	19	+6%
<b>Shreveport</b> KTAL (3:00)	16	21	+31%
<b>Knoxville</b> WATE (4:00)	20	28	+40%

\*\*ARB. \*NSI November, May '87 DMA shares

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**Feb. 26**—Deadline for entries in Community Radio Program Awards competition, sponsored by *National Federation of Community Broadcasters*. Information: (202) 797-8911.

**Feb. 26-28**—*Intercollegiate Broadcasting System* national convention. Penta hotel, New York. Information: (914) 565-6710.

**Feb. 27**—"Television: A Medium Focuses on Itself," panel sponsored by *New School for Social Research*. New School, New York. Information: (212) 741-5690.

**Feb. 29-March 2**—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5310.

## March

**March 2**—*Ohio Association of Broadcasters* Ohio congressional salute. Sheraton Grand hotel, Washington. Information: (614) 228-4052.

**March 2**—Fourth annual communications awards dinner, sponsored by *National Association of Black Owned Broadcasters*. Sheraton Washington, Washington. Information: (202) 463-8970.

**March 3**—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 4**—Deadline for entries in Gold Medallion competition, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 465-3777.

**March 6**—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

**March 7**—*Television Bureau of Advertising* regional sales conference. Red Lion hotel, Seattle.

**March 8**—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**March 9**—"Issues Before the FCC: An Evening with Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**March 9**—*Television Bureau of Advertising* regional sales conference. Meridian, San Francisco.

**March 9-10**—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York. Information: (212) 697-5950.

**March 11**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Checkland, director-general, BBC. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

**March 11**—*Television Bureau of Advertising* regional sales conference. Marriott City Center, Denver.

■ **March 11-13**—"The United States and Mexico," conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. San Diego Princess, San Diego. Information: (213) 851-7372.

**March 13-15**—First Amendment Congress, organized in 1979 by *Jean Otto, Society of Professional Journalists*, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

**March 13-15**—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

**March 14-15**—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

**March 14-18**—*Gannett Center for Media Studies* technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**March 15**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**March 15-16**—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington.

**March 15-16**—*New York State Broadcasters Association* seventh annual "call on Congress." Capitol Hill, Washington.

**March 17-19**—Native American Press Association conference, co-sponsored by *Native American Public Broadcasting Consortium*. Regency hotel, Denver.



**March 17-20**—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

**March 20-24**—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**March 22**—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

**March 23-24**—*Illinois Broadcasters Association* spring convention and Silver Dome awards presentation. Ramada, Springfield, Ill.

**March 23-25**—"Reporting on the Courts and the Law," workshop for journalists from "Chicago commuting area," sponsored by *American Judicature Society*. Chicago. Information: (312) 558-6900.

**March 24**—"Cable in the City: Turning the Corner," third annual Video Metro New York conference, "forum for television industry," sponsored by *Borough of Manhattan Community College*. BMCC, New York. Information: (212) 618-1832.

**March 25-26**—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

**March 27-29**—*Virginia Cable Television Association* 22d annual convention. Williamsburg Lodge, Williamsburg, Va.

**March 31**—Deadline for applications for *Academy of Television Arts and Sciences* summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

## April

**April 1-2**—10th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 7**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

**April 7-9**—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

**April 9-12**—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

**April 10-12**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

**April 10-12**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

**April 13**—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**April 14**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 14**—Presentation of Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

**April 14-18**—*National Federation of Community Broadcasters* annual training conference and business meeting. Crowne Plaza Holiday Inn, Washington. Information: (202) 797-8911.

**April 16**—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

**April 16-17**—"Economics and the '88 Elections," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

**April 18-20**—*Broadcast Financial Management Association*

ANSWER:



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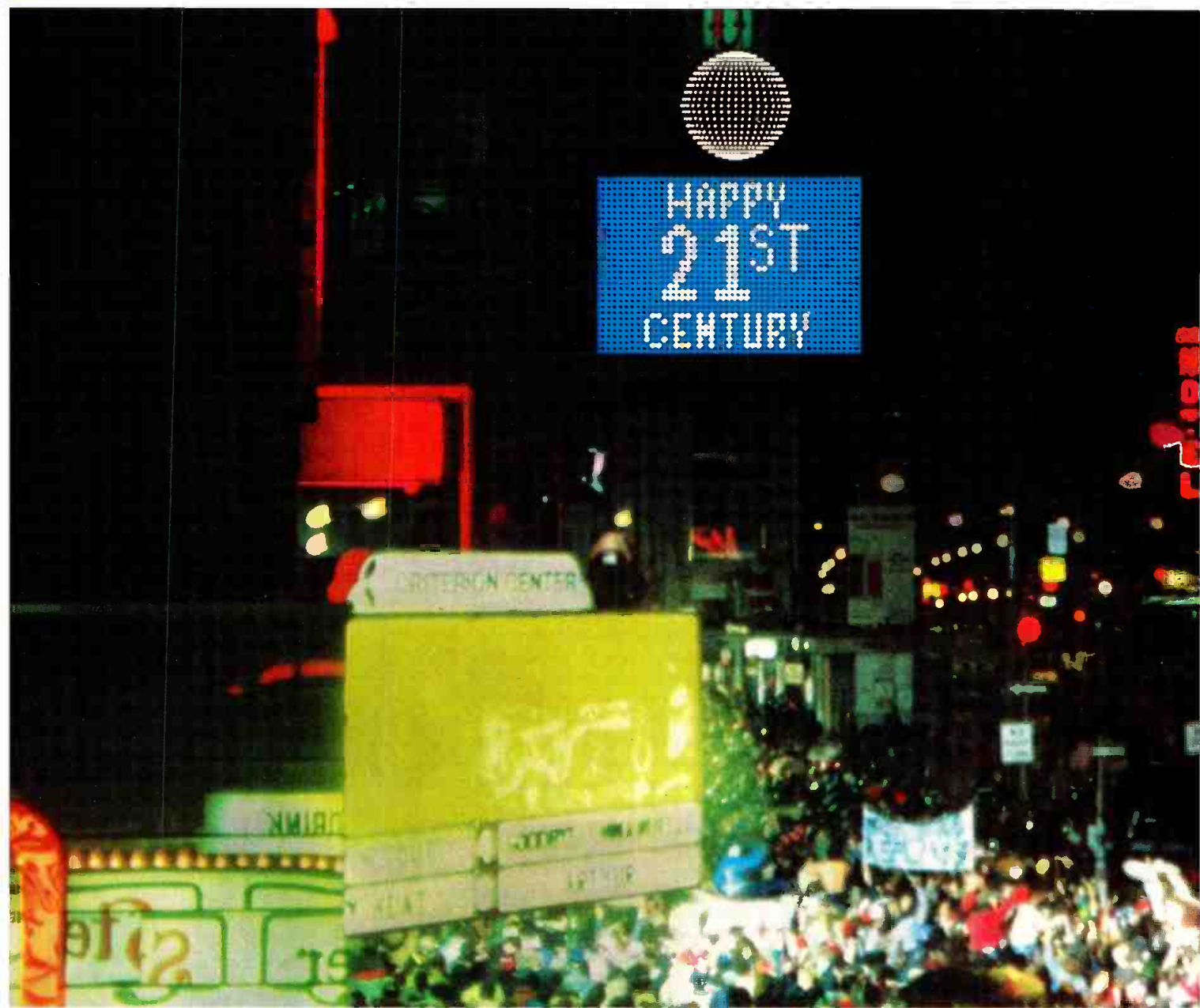
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# Our fleet will still be in orbit when the ball drops in Times Square.



We can't predict what the cable TV business will be like when the twenty-first century rolls around. But we at Americom predict that we'll still be carrying your programs to the cable industry. We'd like to fill you in on our plans so that you can start making yours.

Americom currently has four cable birds in the sky. The flagships of our fleet, Satcom III-R and IV, are now fully booked. (No wonder. They reach about 40 million subscribers.) But as programmers move to our new Ku-band birds, transponders on III-R may become available. And customers on our other C-band satellites will be at the top of the waiting list.

Space is also available on our C-band Satcoms I-R and II-R. (But maybe not for long: Both are half sold out.) They round out a delivery system that includes the industry's best-watched birds. This year over 15,000 cable headend dishes will be aimed at our satellites.

The satellites we have in the sky are only half the story. We can also build new satellites to satisfy your transponder requirements.

We've made a bigger investment in the future of the cable business than any other satellite company. And we're taking steps to help reduce the investment you have to make. New programmers can take advantage of our "grow-with" rates that



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Now that you know our plans, you might be wondering what other satellite carriers have up their sleeves. So far, they're not committing much. And there's probably a good reason why.

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starts to play, this old acquaintance *won't* be forgot.

To find out more about your delivery options for the future, contact Bill Berman, Director; CATV Services, Americom Video and Audio Services, 4 Research Way, Princeton, NJ 08540. (609) 987-4073.



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ation annual meeting. Hyatt Regency, New Orleans. Information: (312) 296-0200

**April 20-22—Electromagnetic Energy Policy Alliance** annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456

**April 21—White House Correspondents Association** annual dinner. Washington Hilton, Washington.

**April 22—New Jersey Broadcasters Association** annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J.

## Open Mike

### Counterpoint

**EDITOR:** Mr. Sapadin's commentary ["Monday Memo," Feb. 1] gives a distorted picture of the role of the Corporation for Public Broadcasting and the history of its support of independent producers. CPB has always taken very seriously its responsibility to support independent producers. In fact, both the chairman and president of CPB met recently with Mr. Sapadin [executive director of the Association of Independent Video and Filmmakers] and Robert Richter, president of AIVE, to hear their concerns.

Since 1980, CPB's Program Fund has contributed in excess of \$72 million, or over 46% of its programming dollars, to independent producers. All recipients of CPB funds for major series must accept CPB's requirement to support independent and minority productions. We believe that independents have the maximum amount of freedom consistent with good business practice and that their artistic or journalistic independence has not been impinged.

In addition to support of major series, independent producers receive direct program support for individual programs or series through three rounds of an annual Open Solicitation process in which any producer may submit a proposal for funding. CPB allocates in excess of \$6 million per year to this process, or more than \$30 million over the past four years.

Panels of experts are part of the decision-making process to a significantly greater degree than Mr. Sapadin suggests. Virtually all of the Program Fund's production support is governed by panels of experts, many of whom are independent producers.

Finally, the Channel 4 Television model proposed by the independents fails to take into account that the Channel 4 staff has the additional authority to broadcast the programs they finance. Under such a system in the United States, the independents would not have this authority. Hence, American taxpayers would have no guarantee that programming supported by their dollars would ever reach the public TV airwaves.—*Howard Gutin, chairman of the board, and Donald Ledwig, president and CEO, Corporation for Public Broadcasting, Washington.*

### 1884 update

**EDITOR:** In your otherwise excellent Feb. 1 account of the recent seminar on politics at the Gannett Center for Media Studies in Jeff Greenfield's apparent assertion that James G. Blaine lost the 1884 election after "a

Blaine detractor relegated his party (Republican) to that of 'rum, Romanism and rebellion.'" This is misleading.

By all available accounts, the unfortunate remark was made by a Blaine supporter, who called the New York Democrats the party of "rum, Romanism and rebellion." Some voters didn't like being told they were people who imbibed alcohol, worshipped at the Roman Catholic Church and had supported the Confederacy in the "Southern rebellion." Blaine failed to disavow the unfortunate remark, and this cost him some votes.

He didn't lose by much, 25,685 votes out of a total of 10,049,754 votes cast. (All figures are from *Presidential Elections Since 1789*, Fourth Edition; Congressional Quarterly, Inc.; 1987.)

One must approach Grover Cleveland with care, for he is our only President with split four-year terms. After defeating Blaine in 1884, he lost the 1888 election to Benjamin Harrison in the Electoral College after polling a popular plurality of 90,596. Cleveland came back in 1892, beating Harrison in both the popular and the electoral vote. As a result, Grover Cleveland confuses lots of students of American history.—*Lawrence Laurent, Editor-in-Residence, Broadcast Pioneers Library, Washington.*

### AM stereo classic

**EDITOR:** Attention AM stereo fans. Here's a reminder of something that is on AM—not on FM—and it is in stereo.

What I guess may be the last of the "Golden Days" of radio is available if you live within 750 miles of Nashville. Every weekend night the *Grand Ole Opry* airs live on clear channel WSM, AM 650.

You don't even have to be a country music fan to appreciate this live radio show. Here, country music is performed in one of the most professional settings you will ever hear. The *Grand Ole Opry* auditorium is state of the art technically. The stereo separation and the mix are top flight.

Now there is one drawback. Unfortunately WSM broadcasts with the C-Quam system. Therefore, if you are not as fortunate as I, that is, if you can't hear WSM's ground wave and must resort to sky wave listening, you will be subject to some platform motion if you are several hundred miles away. But I invite you to hear great stereo.

Have fun and let me know what you think. I salute WSM for making the effort to give us live stereo music on the radio, AM radio.—*Shelly Davis, president, WKKX(FM) Jerseyville, Ill. (St. Louis).*

## The Fifth Estate Broadcasting

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LOVE  
LITIGATORS





A commentary on radio ad sales from Sondra Michaelson, Saatchi & Saatchi DFS Compton, New York

## Empathy vs. sympathy as a radio sales approach

Consider the differences between the two concepts of empathy and sympathy and how they relate to the selling of radio time.

■ **Sympathy**—The salesperson tells the buyer: "I know how you feel," and usually adds an apology.

■ **Empathy**—The salesperson assures the buyer: "I understand why you feel that way," and offers constructive suggestions.

One of the biggest problems that salesmen on the street have today is they simply lack empathy for the buyers' concerns. They don't understand what the buyer is looking for, or what the client has requested the buyer to achieve. In more cases than I have space to cite, the station loses money because someone isn't skilled at listening.

To the buyer a station is really four things: 1) The reputation of its call letters. 2) The current on-air sound. 3) The audience rating in the more recent books. 4) The responsiveness of the salesperson.

The order of importance varies by situation. Suppose a station has a commanding 5 share in a top 10 market. What does that mean to the buyer? It could mean that 95% of the market doesn't listen to that station. It depends more on the point of view of the buyer and the goals of the client than on the strength of the numbers alone.

A budget comes up. A buy goes down. There are two stations in the market with the same sound and the same delivery...against the same target audience. There is only enough budget to do the job properly on one of them. How did the buyer decide?

What is the difference to the buyer between two stations with the same numbers? Often, the answer is empathy. To understand where empathy comes in you have to see the world through the buyer's eyes.

Fact—*The radio time buyer is constantly selling the virtues of radio.* It is in the interests of the radio time buyer to have demand for radio time grow. Without the demand for radio time, there is no need for time buyers.

Fact—*The radio buyer doesn't have time to make more than one overall recommendation for each buy.* The goal is to handle each assignment quickly and correctly. Once done, planning for the next buy begins.

Fact—*Efficiency and speed are especially important in an agency's radio buying area.* Often, the accounting department within the agency doesn't view the radio buying department as a profit center deserving the same respect as television. Too many people devoted to moving too few dollars.

Fact—*If a station is too hard to buy it won't get bought.* Anything that the station can do to make the buyer's job easier is appreciated...and smart. What kind of sta-



Sondra (Sam) Michaelson is a vice president, associate buying director, in charge of all local and national radio buying at Saatchi & Saatchi DFS Compton, New York. S&S DFSC is a division of Saatchi & Saatchi DFS, the nation's second largest advertising agency and the sixth largest purchaser of radio time. Michaelson joined the agency in 1976 as a media buyer, was promoted to media supervisor in 1978 and named associate buying director in 1981. She became a vice president in 1984.

tion is positioning itself as an attractive buy?

■ A station with a presence and consistent market identity. A station with an inconsistent identity delivers inconsistent numbers. Remember, buyers are trying to predict the future with their only point of reference being the immediate past (the last book). If a station's numbers are erratic, the buy becomes harder to justify. A buyer would rather be proven wrong for buying a station on the uptrend than for buying a station on the downtrend.

■ A station that does not betray the advertiser. Buyers don't appreciate a station that causes trouble on the air for the agency by degrading the product or the client. DJ schtick that annoys the client does not make our jobs any easier. An upset client risks all of our jobs and the value of our recommendations. The agency doesn't want to lose money so the DJ can have fun in the booth.

■ A station that celebrates the sponsor. It has gotten far too popular for stations to treat sponsors like irritations to the ear. Making commercial-free hours, days, weeks, and summers the reason to listen to a given station sends out a very dangerous message to the listeners. And frankly, clients considering radio as a media option don't like it very much. Clutter is a programming problem that affects all broadcast media. But biting the hand that feeds you over the air, may end up giving the station indigestion.

■ A station that has a good traffic department. Traditionally one of the lowest paying jobs within a radio station is that of the traffic manager. But the flow of money is

what we are all in business for. The traffic manager who is a pro makes everyone's job easier. The buyer's life becomes much more complicated when the person in traffic lacks competence.

■ A station that tries to create business for radio instead of bicycling the business away from its competitor. This is one of the biggest problems that faces radio sales today. It has been a problem for the business since before I can remember: Stations chasing the same dollars, and not developing new dollars for themselves or the medium.

It's said that "television is negotiated, radio is sold." Radio airwaves are a powerful selling tool. That's why we buy time on them. The buyer doesn't want or need to hear how bad the other guy is; the buyer needs to hear how good you are. And most stations have a strong story to celebrate.

Let's get back to the empathy that the salesperson needs to have for the buyer. What makes a good salesperson?

■ A salesperson who listens. Most salespeople are too interested in making sure that their pitch is heard, at the sacrifice of listening to buyers' needs. Frankly this is the brand of a bad salesperson. Knowledge of client and agency needs creates opportunities for stations to get in on buys, or get bigger shares of buys.

■ A salesperson who is creative. Radio is the medium of the imagination. Special ties and promotions are of great interest to clients. We want our commercials to be a part of the listeners' lives. When we can offer clients an opportunity to become part of the station's very texture, the agency has done something special to make a brand grow.

■ A salesperson who is accessible and returns messages. It's unforgivable for a station to lose business because the salesperson didn't respond in time. The buyer often has to move quickly. Getting buys on the air overnight can be stressful for everyone involved, but the very idea of quick turnaround is a major product advantage that radio holds.

■ A salesperson who doesn't behave as if business comes to his station by entitlement. We all know the heady feeling that comes with good numbers. But arrogance is simply bad manners and rude.

Finally a suggestion: As part of the basic sales training for all radio account executives, don't limit instruction to the virtues of the station and its place in the marketplace. Teach them how an advertising agency functions. Teach them empathy, and your bottom line will grow. Hold seminars at agencies for your people, and have them learn the basic mechanics of the buyer's job. We need to share our points-of-view. Our goals are the same. We wouldn't be working with radio if we didn't understand its magic. Let's make magic together.



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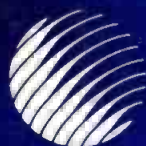


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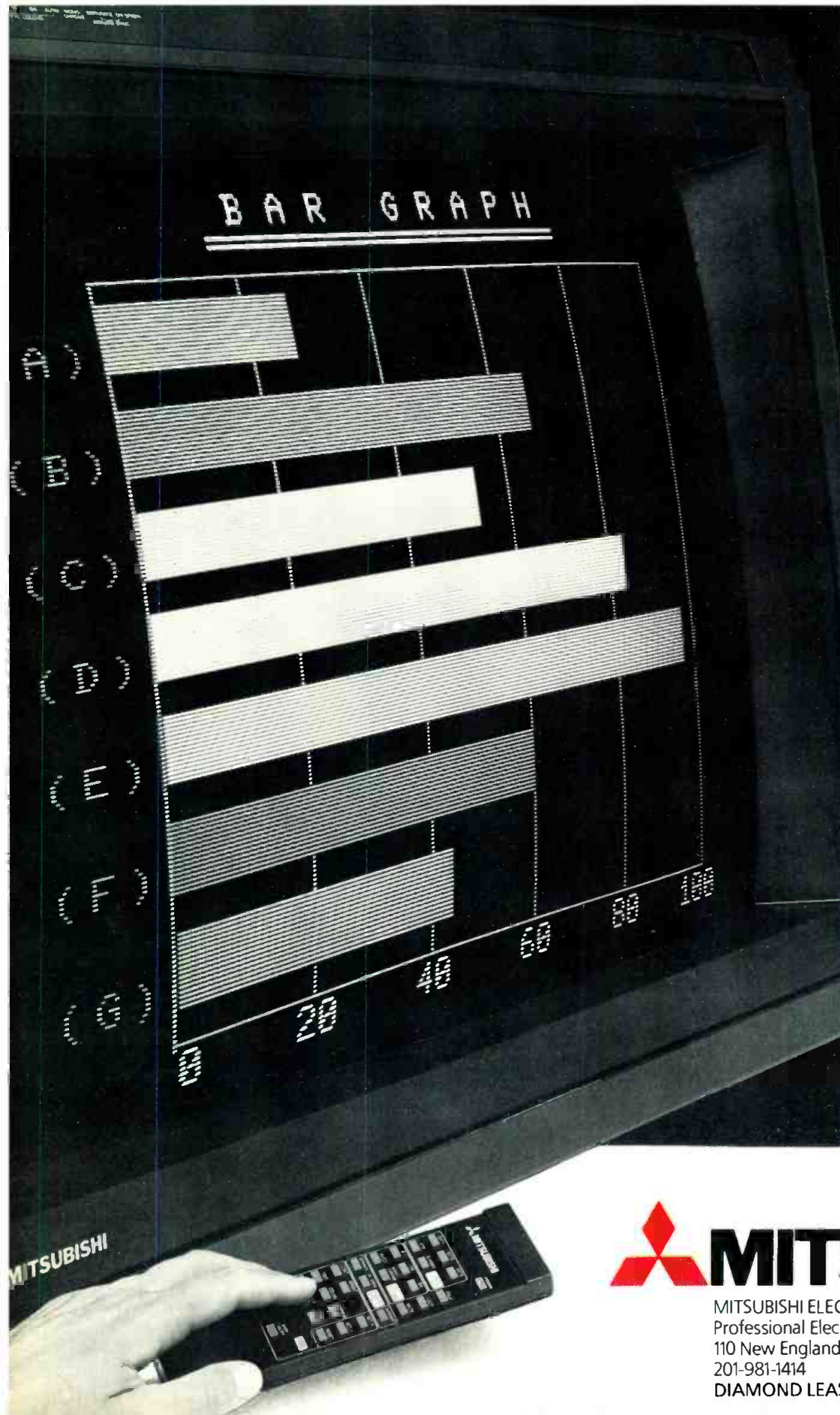
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# Broadcasting Feb 8

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TOP OF THE WEEK

## Covering the zone in Iowa

**Journalists threaten to outnumber voters in Midwest bellwether; for media and politicians, it's off and running for real in 1988**

The attention of most of America—and a substantial portion of the rest of the world—will be focused on the state of Iowa tonight (Feb. 8) for results of the first major contest among Republican and Democratic presidential hopefuls in 1988. The 5,000 precinct caucuses around the state—in school auditoriums, gyms, church basements, fire stations, even private homes—mark the end of a campaign that began a year and a half ago. It is a campaign that has attracted media attention that increased dramatically in scope and intensity over the past several months, and virtually exploded in the past several days. It seems almost to be a case of a story being overwhelmed by those reporting it.

Close to 2,500 reporters and support troops—producers, editors, cameramen, technicians, runners—have been accredited. Over 1,000 of them are serving radio and television, hundreds of them the networks and hundreds more working for stations around the country. There is a large overseas contingent in place; at least 16 foreign countries are represented (Japan alone will be served by journalists and technicians from 11 news organizations.) The three major U.S. broadcast television networks originated news programs from Des Moines over the weekend; CNN originated at least parts of its *Inside Politics* from its studio in the Des Moines Convention Center every day last week. Interrupts and special programs on the caucuses—which begin at 8 p.m. NYT—will be all over the dial tonight. And making it possible for all of the coverage to be brought into the living room—almost anybody's living room, anywhere—will be 41 Ku-band trucks now clogging the streets of Des Moines.

Why the fascination, almost the obsession? The state has only some 1.5 million registered voters, and of them, the caucuses are expected to attract only about 250,000, divided between Republicans and Democrats, though the unprecedented media attention could result in higher turnouts. And the results will be less than decisive in terms of the delegates who ultimately represent Iowa in the national conventions next summer. The Republican caucuses offer an opportunity only for a straw vote, as far as the presidential contest is concerned. And the Democrats follow a complicated procedure

in which the results do not always reflect the popularity of the candidates involved. In either case, three more levels of conventions will be held before Iowa Democrats, next June, select their 58 delegates to the national convention in Atlanta, and Republicans the 37 who will represent them in New Orleans. And Iowa has only eight votes in the electoral college.

But the Iowa caucuses are important, says Jeff Gralnick, vice president and executive producer of special broadcasts for ABC. They are a "first." "After a year and a half of political foreplay, the caucuses are the first time that live human beings indicate a preference." The caucuses, Gralnick adds, constitute "the beginning of the winnowing process, of the quadrennial business of picking a President." And he noted that the Iowa caucuses have been an important indicator of political fortunes since 1976, when Jimmy Carter, until then an obscure former governor of Georgia, won a victory that helped propel him to the Democratic nomination.

Joseph Angotti, the executive producer of NBC's election coverage, says the news media take their signal as to the importance of the caucuses from the candidates. "They spend all that time and money in Iowa; that's what makes Iowa important. If they had decided Iowa did not present a realistic picture of early sentiment in the campaign and they did not invest the money they do, we wouldn't cover it as we do." And the effort has been monumental. The seven Democratic candidates alone are said to have spent 600 days in the state.

Still, Angotti cannot resist the feeling that the attention paid to Iowa is "wacky." "The New York primary, which will be much more important in terms of delegates, will not get anywhere near the coverage," he said. That later primary, which will be held on April 19, will produce 255 delegates to the Democratic convention and 136 to the Republican. Of course, that primary follows by more than a month Super Tuesday (March 8), when 20 states, most of them southern or border, will hold primaries and caucuses. Super Tuesday's coverage is certain to be massive.

Iowans love the attention and the economic benefits that the caucuses bring them. Indeed, state law now mandates a first-in-the-nation status of the caucuses. But they are paying a price for the celebrity, particularly the Democrats. The media are less interested in the process as it affects delegate selection—the purpose of the caucuses—



CBS's Bob Schieffer



ABC's Rebecca Chase



NBC's Dennis Murphy



CNN's Charles Bierbauer





than in the raw numbers that will be reported on Monday. The National Election Service, under an agreement with the Republican state organization, will do the straw vote count—and report the results to its subscribers 20 minutes before those results are posted on the tote board in the counting center at the Marriott hotel. NES will also attempt to staff every Democratic precinct with volunteers to report on the initial preference expressed for various candidates. The state Democratic organization will report on its tote board at the convention center only information as to the delegate strength candidates are winning, not the initial raw numbers. “They [the media] are trying to turn this into a primary,” said a spokesman for the state central committee, “and it’s not.”

And the spokesman is right. The media do treat the caucuses as a primary. “The delegate selection is not important,” said V.R. (Bob) Furnad, vice president and senior executive producer of CNN, who is in charge of election coverage. “What is important is the support demonstrated for the candidates, considering the amount of money and effort the candidates spent in the state.”

And the networks do not intend to keep viewers waiting for information on that support. The results of the Republican straw poll should be known by 8:30, 15 minutes after they are scheduled to express their views in secret ballot. The Democrats, with their complicated system, will pose more of a problem. But CBS News, as it did four years ago, will do entrance polling to determine the Democrats’ views before they begin stating them by breaking up into groups in support of the various candidates. The entrance polling results will be available sometime after 8:30 p.m., when the process

of forming groups begins. ABC News, which has not used the technique previously, will experiment with it. But ABC News’s director of political operations, Stan Opatowsky, said a decision on reporting the results will not be made until its reliability can be assessed. Among other things, Opatowsky would want to learn from the pollsters the attitude of those being surveyed. NBC News will rely on staffers in key precincts to report what the network expects will be a reflection of the caucuses generally. John Ellis, who heads NBC’s specials, said the key precincts will provide answers in advance of NES results.

By midweek, the center of the media universe will have shifted to New Hampshire, where the first-in-the-nation presidential primary will be held on Feb. 16. Although Iowa is now established as providing the first major test of candidates’ relative strength, New Hampshire’s primary *does* provide an early and possibly valid test of voter appeal. Indeed, candidates were dividing their time between Iowa and New Hampshire for weeks. Many of the correspondents and crews who were in Iowa are moving into Manchester, N.H.; studios are being built there and satellite news gathering vehicles will be rolling into the state by the weekend. The crowd that gathered in the evenings to exchange gossip in the Savery hotel bar in Des Moines—journalists and politicians, including some of the candidates—will be collecting at the bar in the Sheraton Wayfarer, in Bedford, and at a new place in Manchester that also has the cache of an “in place”—the Center of New Hampshire Holiday Inn. □

Iowa provided the first test of the networks’ switch from “man-to-man” to “zone” cover-

age—that is, focusing on issues and themes rather than following every candidate with a crew and a correspondent—a switch made necessary by the sheer number of candidates, seven Democratic and six Republican. And how well it is working sometimes depends upon who is asked. Richard Cohen, the producer in charge of political coverage for CBS, said: “For something never done before, it works well.” The ability to call on affiliates has been an important factor in making the system work. Cohen said he had crews following Republican front-runners Senator Bob Dole of Kansas and Vice President George Bush. Crews were also assigned to several of the Democrats from time to time—Gary Hart, Governor Michael Dukakis of Massachusetts and Bruce Babbitt. And CBS, Cohen said, was “doing more political reporting” than ABC or NBC—a statement that did not draw serious rebuttal from those competitors. No complaints at CBS.

Those running the coverage at the other networks offered a different perspective. “We’re not missing anything,” said Shelley Welsh, an assignment editor from ABC News’s St. Louis bureau brought in to the network’s Des Moines headquarters at the Convention Center to help run the coverage in Iowa. “But it’s not much cheaper than man-to-man. It is very strenuous—getting crews in and out, and tapes out.” That often means, Welsh said, the use of chartered aircraft. (Distances between points in the state where candidates were likely to be campaigning and the network’s headquarters could be considerable, up to three hours by car.) And, like CBS News, ABC News was counting on affiliates to provide coverage it would otherwise miss. “But maybe,” said Welsh, “we’d have better pictures if we had



crews with all the candidates."

Nor was Ray Cullen at NBC News headquarters, at the Savery hotel, an enthusiastic convert to the new style of coverage. Cullen, a former producer for NBC News at the White House who is now bureau chief in Houston, said the new approach was "working OK." But, he said, "it's hard to know if somebody is going to make news." (Unlike its competitors, NBC has not assigned an off-air reporter to follow every campaign.) Tom Pettit, a correspondent who had been in Iowa since November doing analytical pieces, also felt something was lacking. Unless a correspondent is on the scene, he feels, proper coverage is not being provided. Pettit was not impressed by the fact NBC was dispatching crews to dog key candidates: "A *New York Times* photographer does not do stories."

But Iowa was not strictly or even primarily a network show. Stations across the state gave extensive coverage to the campaign that can be said to have started in the summer of 1986, when Babbitt biked across the state with his family. Stations from outside the state sent crews in occasionally to cover favorite sons, like Babbitt or Representative Richard Gephardt (D-Mo.) The cameras and correspondents of the Boston network affiliates—WBZ-TV, WCVB-TV, and WNEV-TV—were seen in Iowa almost as often as those of stations in Des Moines and Cedar Rapids. They covered Dukakis extensively over the 10 months that he campaigned across the state; their cameras were among the dozen or so in Drake University's Olmstead Center last Wednesday when the governor delivered one of the last major speeches of his Iowa campaign. Now, dozens of radio and television stations—from coast to coast—are primed to provide coverage tonight, many of them through the satellite facilities of organizations like Conus and Newsfeed, or of the cooperatives set up by the networks for the benefit of their affiliates. Iowa, clearly, offered another example of how stations are going national with their news coverage.

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With 13 candidates in the state, the competition for the attention of the free media was fierce. And there were signs of winners and losers last week. Babbitt, at a breakfast for supporters in Spanky's, a Des Moines restaurant, attracted a crowd of several dozen reporters and photographers, though only two television cameras. He was clearly upbeat in mood, as he prepared to deliver a stinging attack on Vice President Bush. And when a reporter noted he had been getting "a lot of good press" in recent weeks, Babbitt smiled and said, "Yes, it was a long, slow start, but it's beginning to take off. It's very rewarding."

Gephardt, who was leading in the polls, if narrowly, attracted supporters by the score and journalists (including stars like NBC's John Chancellor and Pettit and CBS's Bruce Morton) by the dozen to two well-organized media events—a 47th birthday party celebration at a Mexican-American club on Sunday and a speech in a church on Tuesday previewing the remarks he would make on the floor of the House the next day in

leading the fight against President Reagan's request for aid to the Nicaraguan contras. (The staging of the birthday party seemed particularly impressive in one respect. The entertainment featured a gospel group, and C-SPAN's political editor, Carl Rutan, who was on hand, noted that the group swung into "Let the Holy Ghost Come Down" as the candidate entered the hall.)

Then there was Representative Jack Kemp (R-N.Y.), on Monday, in the Mason City airport, 109 very cold, snow-blown miles north of Des Moines. He and members of his family and television's Chad Everett, who is backing him, had flown in by private jet after attending the Super Bowl in San Diego to do some campaigning. An aide had said earlier that one purpose of trips outside a media center like Des Moines was to avoid having to compete for the attention of the somewhat jaded press there. The media in cities outside Des Moines, he said, "are a lot more enthusiastic about seeing the candidates."

But while the Kemp supporters who crowded into Orville and Wilbur's, the airport's small restaurant, to hear the congressman were friendly and enthusiastic, the press corps on hand was not the kind to warm an advance man's heart. Two television stations were represented, both from among the smallest markets anywhere—KAAL(TV) Austin, Minn., and KIMT(TV) Mason City, Iowa. KAAL's reporter, Robin Taylor, sometimes does the weather and does her own shooting on weekends. KIMT's reporter, Steve Nelson, was also the cameraman and anchor. (He would ask a question of the candidate during the "press avail," then aim the camera.) What's more, the small group of journalists on hand included a crew from Independent Television Network of London, who were preparing a piece on the Republican right wing; a Dutch journalist working on a feature on what he seemed to regard as the somewhat bizarre campaign techniques American presidential candidates suffer, and two reporters who were not even covering the campaign but, rather, the media.

That experience notwithstanding, it was not unusual in Iowa—as it is not in New

Hampshire—for the media to make up a large portion of the crowd at any campaign event. (Reporters and photographers seemed to account for at least a third of the audience at the Babbitt breakfast at Spanky's, for instance.) That was one of the phenomena that intrigued the Dutch journalist. But Iowa, again like New Hampshire, is also a place where candidates campaign for votes, one by one. That was illuminated by C-SPAN in a piece it did on a walking tour that Pete du Pont, the former governor of Delaware who is a very long shot in the Republican contest in Iowa, conducted in Marshalltown a couple of weeks ago.

A C-SPAN camera tracked du Pont down the main street of the town as he shook hands and chatted with residents, then followed him into Lillie Mae's restaurant, where he bantered with the owner and customers, expressed his views—lie favors "scrapping the miserable welfare system" and regards farm subsidies as "holding back" the farmer. To du Pont, everyone was important, the two youngsters who identified themselves as reporters for their junior high school newspaper and the three older women with whom he shared a booth and heard their concerns about Social Security. Then there was the older man who asked du Pont what he would do about "federal subsidies for sex education for the elderly." For a beat, the candidate seemed stunned. But then the questioner relieved the tension: "That's just a joke."

It was a slice of political life, an example of the *cinema verite* kind of reporting for which C-SPAN's political coverage is becoming known. C-SPAN will offer more of that kind of reporting tonight when it offers live coverage of two caucuses—one Democratic and one Republican—on C-SPAN I and II, respectively. Following the live reports, C-SPAN will air taped reports on two other caucuses.

Tonight will mark the end of the long march to the caucuses. Networks and stations are planning elaborate coverage, with crews assigned to all or most of the candidates in Iowa and New Hampshire, and the networks' news anchors preparing to anchor specials. ABC's Peter Jennings and David Brinkley will anchor one of about 90 minutes in two segments sandwiched around local news at 11 p.m. NYT. The special and other ABC News programming will originate in the rotunda of the state capitol building. Tom Brokaw will anchor NBC's half-hour special, beginning at 10:30 p.m. NYT, and Dan Rather, CBS's, at 11:30 p.m. NYT. CNN will dedicate much of its schedule from 5 p.m. NYT on to coverage of the caucuses.

So after a year and a half, it all comes down to a couple of hours of reporting, broadcast and written, tonight. Babbitt, at Spanky's restaurant on Wednesday morning, was asked by a reporter "how well" he expected to do in the caucuses, and what would be regarded as a good showing. "How well" is good is in your hands," Babbitt said to the assembled reporters. "All I can do is run as hard as I can. What the finish looks like will be known Monday. How it is characterized is up to you." □



WHO-TV Des Moines reporter Shirley Washington interviews Democratic candidate Bruce Babbitt





## Olympics: tough competition for CBS and NBC

**ABC's coverage of winter games expected to boost network to second place in prime time; others planning to counter with mostly regular series**

The 53 hours of prime time coverage of the 1988 winter Olympics, airing on ABC-TV Feb. 13-28, will lift the network to second place in the prime time household race. That word comes from sources at all three networks. The executives also say ABC has a good chance of winning the February sweeps on the strength of its Olympic coverage, which would break NBC's record streak of sweeps victories, which now number 11 consecutive wins.

It remains to be seen whether ABC can hang on to second place for the rest of the 1987-88 network season. All three networks agreed last week it will be a very close race.

ABC's official estimate is that its Olympic coverage will average a 21.5 rating in prime time, although privately executives acknowledge that the projection may be a little too optimistic. But estimates from the other two networks say ABC may average a 20 rating in prime time, almost double the 12-plus rating it has averaged in prime time since the beginning of the year.

The prime time numbers will be driven by such events as figure skating, in which the U.S. team is very strong this year, and hockey, in which the U.S. team has a better than even chance of going to the medal round. If the team does, it would almost assure ABC of a 20 rating, which would boost its season-to-date through February to a 14.2 rating. CBS would finish the sweeps with a 13.8 season-to-date, while NBC is expected to have a season-to-date rating of around 16.6.

To recapture second place, CBS executives were projecting last week, the network's prime time schedule would have to best ABC's by an average 1.5 points each week for the last six weeks of the season.



Jim McKay on ABC

Sources there are optimistic that can be achieved, given ABC's general down trending in regular series programming in prime time since the end of the fourth quarter. For the fourth quarter, ABC averaged a 13.4



Noble House on NBC

rating in prime time. In this first quarter, the average has been closer to a 12.5, with the exception of Super Bowl week. In recent weeks (not counting Super Bowl week), CBS has beaten ABC in prime time by at least 1.2 rating points and appears to be widening the gap.

For the month of February, if ABC is able to achieve a 20 rating for its prime time Olympic coverage, it would probably average a 16.3 overall, giving NBC a strong run for the sweeps title. "It will be very close," said an NBC insider. "Too close to call."

For the most part, both NBC and CBS are relying on original regular series programming. The big exception on NBC is the four-part mini-series, *James Clavell's Noble House*, from Sunday, Feb. 21, to Wednesday, Feb. 24. On CBS, the exceptions are a few one-hour specials and part one of the two-part mini-series, *Blue Grass*, which airs Sunday, Feb. 28, the last night of Olympic coverage on ABC.

The same strategy holds for weekend coverage, when CBS and NBC have scheduled college basketball, boxing and golfing events that would have aired with or without the Olympics on ABC.

But NBC and CBS affiliate executives last week supported the decisions to counterprogram with mostly regular series fare. Said Phil Jones, vice president and manager of CBS affiliate KCTV(TV) Kansas City, Mo.: "I don't like stunting because that gets you into a syndrome where you're saying our special event beat their special event, but it's already over so I can't sell it to you." Jones faulted Arbitron and Nielsen for "not having the foresight to not have [ratings] books during the Olympics. They just aren't based on reality."

Paul Raymon, vice president and general manager, WAGA-TV Atlanta, agreed. "Buyers adjust those books anyway," he said. As for the program lineup, he said, original regular series fare provides, perhaps, "the strongest programming alternative" available. □

# Spot TV outlook for 1988 not as robust as expected

**Economic downturn, weaker ABC performance leading to less vigorous Olympic/election year**

There is no question that most broadcasters are glad to have 1987, when station revenue growth was only about half of what it was in 1986, behind them. However, 1988 is not expected to be the bonanza year most associate with the quadrennial period that includes the presidential elections and winter and summer Olympics.

The reasons for that are numerous, and many of them hinge on the vagaries of individual markets. Local economic conditions continue to plague some markets, such as Houston and Phoenix, although station executives there say the worst is behind them. Also, station sources say that in many markets, ABC affiliates have had a tough time selling all of their Olympic availabilities, diminishing the so-called "spill-over" effect, where advertisers go to other stations in a tightened inventory environment. Other sources note that some advertisers are simply avoiding the Olympics altogether, preferring to buy around the games, instead of advertising in competing programming.

ABC's relatively weaker competitive position in 1988, compared to 1984 when it carried the winter Olympics from Sarajevo, has also put downward pressure on Olympic time in the national spot and local markets, sources said. In many cases, stations are receiving high prime time prices where they might otherwise be getting premiums above that if the network's competitive position were better. Many advertisers are waiting until the last minute to place Olympic buys to force stations to offer units at bargain rates.

As for election year dollars, most of the station and rep executives said last week it was too early to tell what the impact of those dollars would be. But in both cases, executives seemed to agree, it will be affiliates that reap most of the benefits, despite an aggressive independent television campaign from the Association of Independent Television Stations aimed at increasing independents' share of the political dollars.

Estimates of advertising revenue gains by

local stations for 1988 vary considerably. Figures from the Television Bureau of Advertising are among the highest. TVB is estimating a gain in local ad sales of as much as 14%, which would amount to an increase of \$900 million nationally. TVB has projected a gain of up to 12% in the national spot market for the year, which would amount to \$750 million nationally.

Others are not as optimistic. Joseph Fuchs, a broadcast analyst and managing director of the Wall Street firm of Kidder, Peabody, estimated that local station advertising expenditures may increase 10%, while national spot, "[with] the help of Olympics and election-related spending," may climb 7.5%. But in both cases, he stressed, the 1988 gains will be short-lived. The national spot growth in 1989, he believes, will drop to 4%, while local growth will drop to 5.5% or 6%.

While some believe political spending may approach \$200 million in the spot and local markets this year, few in the business have a handle on what the total Olympic-related (winter and summer) dollars will amount to. But one source suggested that perhaps half of the gains in both the local and spot markets will be the result of infusions from the Olympic and political categories.

"We are not expecting any kind of bonanza from the Olympics," said William McReynolds, president of Meredith Corp.'s broadcasting division, which has two NBC affiliates, two CBS affiliates and three independents. McReynolds said there were other offsetting factors that will lead to a year of "flat to modest gains" for the group as a whole.

"These are not your best of times" in the broadcast television business, said McReynolds. He cited the increased television inventory, created by new sign-ons, greater use of 15-second spots and increased network inventory in recent years as responsible for much of the downward pressure on television station ad revenue. "I liken it to when cigarette advertising disappeared, leaving this vast amount of inventory." The solution then was a rebounding economy

that pulled the industry up with it in 1976, he said. But with an economic outlook that's growing dimmer by the moment, McReynolds said he does not see relief until 1990 or beyond.

Blake Byrne, vice president, television, LIN Broadcasting (which includes ABC affiliate WAND-TV) Decatur, Ill., among its properties) confirmed reports from other executives that the ABC Olympics are not attracting the premium cost-per-point rates that previous winter games have attracted. Advertising agencies, he said, are treating their winter Olympic buys as "pretty much high prime, rather than really special." One reason for that is, he said, "four years ago, ABC was a lot stonger."

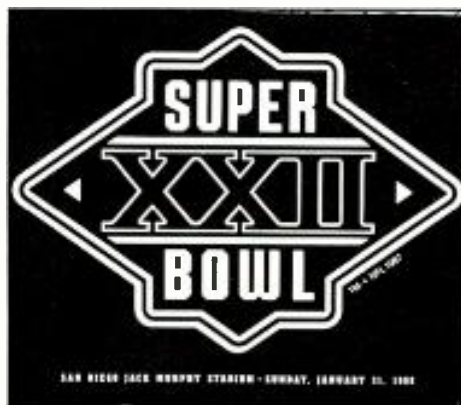
While that may be the case, most of the ABC affiliates contacted last week reported that the one-two Super Bowl-Olympics punch was giving their first quarters quite a boost—20% or more on average. In New York, O&O WABC-TV will post a first-quarter gain close to 25%, a station source said. The executive added that perhaps 12% or 13% of that is directly attributable to dollars generated from the Olympics and the Super Bowl. As the year progresses, NBC and its affiliates will be in a similar position, with the summer Olympics, starting in the third week of September, and the World Series, in October.

Within the group of independent stations, those in the larger markets will be in the best position to attract political dollars. Nationally, independents are not expected to account for even 10% of the election money spent on advertising this year. But in New York, for example, affiliate and independent sources agree that the independents there are likely to grab as much as 40% of the available ad dollars. But again, the numbers are relative, and nobody in the market, where approximately \$870 million is spent on television advertising, will live or die by the money spent on political ads. The total in 1988 political spending in New York is expected to be around \$15 million, about 2% of the market. As one source put it, "Nobody is going to get rich" from that kind of incremental gain. □

## Agencies disappointed over Super Bowl performance

**Advertisers to be given make-goods by ABC-TV after football championship's 41.9/62 falls short of advance expectations**

The less-than-spectacular ratings for *Super Bowl XXII* had advertising executives wondering last week whether the staggering prices paid for spots in the game were worth it. But the executives also stressed they were not totally surprised by the numbers, with most saying they discounted ABC's official 48 rating prediction as overly optimistic. This year's 42-10 Washington Redskins rout of the Denver Broncos averaged a 41.9 rating/62 share by Nielsen's count, down by



9% from *Super Bowl XXI* and by 11% from an average of the four years before that (see related story, page 102).

The agency executives contacted last week said that their own projections for the game were lower than the 48 household rating they said ABC was selling going into the game. Most said their own predictions were closer to a 44 or 45 rating. They added that they based those projections on the lower ratings expected from peplemeters.

*Super Bowl XXI* averaged a 41.9/62 in Nielsen, compared to a 45.8/66 for *Super Bowl XXI*.

According to some agency executives, their predictions for the game were short of



the 48 household rating they said ABC was selling going into the game. A number mentioned their own predictions as being closer to a 44 or 45 rating. They added that they based those projections on the lower ratings expected from peplemeters.

Indeed, *Super Bowl XXI* scored a 47 in Nielsen peplemeter ratings last year (no share was available), when there were 772 households in the sample. (Nielsen was testing the service at that time. There are now more than 2,000 households.)

Advertisers who bought this year's game as part of their upfront buys of football on ABC are covered by make-goods, but those who bought into the game in a scatter buy

are not, said agency executives.

Aside from the peplemeter explanation for the ratings slide, there is also some speculation that the fall-off could have been due to a lack of "entertainment value" in this year's game, compared to past games. "There was no Simms [quarterback of the New York Giants], or McMahon [quarterback of the Chicago Bears]" or a similar "overpowering" player for people to tune in for this year, said one executive.

But, according to one advertising executive, demographically, the game proved to be a success for buys of men 18-49. And some executives said the mediocre Super Bowl ratings—which, compared to past

games, fell about in the middle—could have been worse. Still, there was no joy on Madison Avenue when the final numbers came in, particularly in light of the hefty \$650,000 price tag for 30-second spots.

"We're disappointed in the ratings. They were lower than expected," said Steve Grubbs, senior vice president at BBDO. No matter why the ratings shortfall in the game this year, one point stressed by those commenting was that the ratings for this year's game will be a consideration during negotiations for next year's *Super Bowl* which will be carried by NBC. That network will reportedly ask \$700,000 for a 30-second spot in *Super Bowl XXIII*. □

## IRTS seminar: a touch of classroom

The International Radio and Television Society's annual Faculty/Industry seminar was held in New York last week. Veteran programming executive Michael Dann kicked things off last Wednesday night (Feb. 3) in a keynote speech in which he urged educators to focus less on future delivery mediums and more on quality program content when structuring student curriculums. Northwestern's Professor Lawrence Lichty was awarded the 1988 Frank Stanton Fellowship for his pioneering work in public broadcasting. Panel sessions addressed current and future entertainment programming, as well as trends in news and sports. Highlights follow.

The newest television program forms have come from the cable side of the medium, with the emergence of such networks as the Cable News Network, MTV and C-SPAN. HBO senior vice president, Bridget Potter, said last week. The setting was an IRTS industry/faculty seminar panel session on programming. None of the broadcast representatives on the panel disagreed with Potter's contention.

Indeed, one of those executives, Dean McCarthy, vice president, program services, of Harrington, Richter & Parsons, predicted that local broadcast stations will become increasingly dependent on off-cable properties that enter the syndication market. (Nickelodeon's *Double Dare* and Showtime's *Brothers* are two recent examples.) McCarthy, who noted that the station business is more bottom-line oriented than ever, said "the cable-syndication tie will strengthen." He also said that co-production ventures for programs that will air in their own and other markets, will also gain wide acceptance.

However, Potter was not very supportive of the idea of cable diluting its product on the broadcast airwaves. "I think it's an extremely terrible idea," she said. As for HBO, she said, "we want to develop original programming that will be really unique." HBO, she said, uses original programming to give the network its own image and presence. "It is really our only exclusive programming," she said.

Potter said that a major part of her strategy for developing the best possible original program material has been to develop sources outside Hollywood, where the



L to r: Tartikoff, Stoddard, LeMasters

"tried and true" programs dominate. "Los Angeles is not the center of the creative community or production community for us," she said. One example: the upcoming *Tanner in '88*, a short-flight series from Gary Trudeau and Robert Altman billed as a "comedy-documentary." She noted the company has co-production efforts going in such far flung sites as Manila, London, Nashville and Canada.

Commenting on the new syndication fare for next season, McCarthy said GTG's video version of *USA Today* was the hottest selling show. His advice to stations considering the program: "If you're not number one in news, don't buy it." He also said that *The Cosby Show*, which debuts in syndication

next fall, is being used by most stations in the top 50 markets as a lead-in to news programs. "It's the biggest thing affiliates have ever invested in," he said.

The panel, which also included ABC programming vice presidents Squire Rushnell and Joann Emmerich, and NW Ayer's Robert Igiel, also came down hard on the networks' inability to manage production costs. Speaking for advertisers, Igiel said, "The gravy train is over. Advertisers have stopped issuing blank checks" for television advertising. The program development process, he said, "must go through the scrutiny and accountability" that advertisers put new projects through.

Potter said that the first episode of *Max Headroom* that Cinemax, in a joint venture with England's Channel Four, put on the air, cost \$300,000; ABC's pilot episode cost \$1.7 million. While the unions are often the ceremonial whipping boy of the studios on the cost issue, Potter contended it was the "above-the-line people—the producers, agents and networks—that drive these costs totally out of wack."

Rushnell, who oversees children's and late night programming for ABC, said the peplemeter is "the most difficult matter facing children's television." It is "unrealistic," he said, to believe that most children,

**Stanton awardee.** Lawrence Lichty of Northwestern University, involved in the development of National Public Radio's *Morning Edition* and WGBH-TV's documentary series *Vietnam: A Television History*, was awarded the International Radio and Television Society's 1988 Frank Stanton Fellowship last Tuesday at the opening dinner of the organization's annual faculty/industry seminar. Stanton, CBS president emeritus, was on hand to present the honor.

particularly under the age of 6, will push the right buttons unattended by an adult.

Emmerich noted that while viewers still seem to have an appetite for proved game show concepts (many of the successful ones have been recycled such as *Jeopardy* and *The Price is Right*). "there is now a dearth in new game show ideas... There hasn't been a new hit game show since *Family Feud* in 1976," she said.

#### LeMasters says CBS 'considering' late night talk show

The three network program chiefs—ABC's Brandon Stoddard, CBS's Kim LeMasters, and NBC's Brandon Tartikoff—fielded questions from the audience at an IRTS-sponsored luncheon in New York last week. A sampling follows:

■ Tartikoff on Fox Broadcasting Co.: "They need to put shows on that look totally different from what the three networks have." The hardest part is getting the shows sampled, he said, which takes "a lot of promotion power."

■ LeMasters on the successful emergence of a fourth network "as we now know them. It's possible. Is it probable? No." Responding to a separate question, LeMasters acknowledged that CBS is "considering" a talk-show format for late night, where it currently runs

original drama series, off-network reruns, and a music show on Friday nights. He also acknowledged that the network has talked with game show host Pat Sajak about hosting such a show. But, he said, "nothing is firm."

■ Stoddard on the modest ratings success of the so-called "dramadies" (or comedies without laugh tracks): "It's a different kind of storytelling and it will take a while for the audience to get used to it." Stoddard also said that if ABC overtakes CBS for second place in the prime time ratings, it will be due to ABC's special sports programming, such as the Olympics, the Super Bowl and the World Series, rather than its entertainment programs.

#### Suggestions on changing the way broadcast news operates

"News: A Diversity of Opinion," a Friday session, produced the suggestion from Richard B. Stolley, director of special projects for Time Inc., that television and print media should now be able to act in consort with one another in covering news, with television providing the coverage of record and print providing analysis afterwards.

To illustrate how the relationship between

the two has changed, Stolley said that in 1963, when as a correspondent for *Life* he obtained exclusive footage of the assassination of President Kennedy, scooping *The Saturday Evening Post*, a request from CBS's Dan Rather to use the film "wasn't considered at all."

Stolley added that with shrinking resources of print and broadcast news organizations, a new understanding of the development of the media is necessary.

Speaking at the same panel, NBC News President Larry Grossman said that following the evolution of network, and then local news on affiliates, the next wave in the growth of broadcast news will be "extraordinary expansion" of news programming. He said that daytime is a daypart that NBC is investigating.

In reference to the protests by NBC Entertainment of NBC News coverage of the Iowa caucuses (Feb. 15) that will run into prime time, Grossman said that he has been assured that the news division will be given time for whatever coverage it feels is necessary.

As for one of the networks' major competitors, cable, Grossman said: "I make no secret of our continuing interest in getting into that." □

## Western Union's birds to fly for Hughes

#### Purchase of four satellites will make buyer second largest commercial satellite operator

Western Union Corp., which led the Fifth Estate into the satellite age 14 years ago with the launching of Westar I, the first domestic communications satellite, is on its way out of the satellite business.

The financially troubled company has agreed to sell its four-satellite Westar system (and ground-control facilities) to Hughes Aircraft Co., operator of the Galaxy satellite system through its Hughes Communications subsidiary. The price was not disclosed, but the one unlaunched satellite included in the deal—Westar VI-S—is valued at \$40 million.

The deal is contingent on reaching a definitive agreement and the approvals of both companies boards and the FCC. If all goes well, company officials said, the deal could be closed in nine months.

The Westar system comprises three in-orbit satellites—Westar III at 91 degrees west longitude, Westar IV at 99 degrees west and Westar V at 123 degrees west—and Westar VI-S, which Hughes plans to launch to replace the nine-year-old Westar III later this year. All are Hughes-built C-band birds. Westar III has 12 transponders; the others, 24.

Once the Westar system is absorbed, Hughes Communications will operate the second largest fleet of commercial satellites. In addition to the three Westar birds, it will command three 24-transponder C-band Galaxy satellites—Galaxy I at 134 degrees, Galaxy II at 74 degrees and Galaxy III at

93.5 degrees. GE Americom (formerly RCA Americom) now has seven satellites on orbit, five C band and two Ku band.

Stephen J. Petrucci, president and chief executive officer, Hughes Communications, said the acquisition of Westar IV and Westar V, which should provide four or five more years of service, will allow Hughes to expand its occasional video business. The Galaxy system is "95% full," while Westar IV and Westar V are just "85% full," he said.

**HUGHES**  
COMMUNICATIONS

**western union**

Westar III is "at the end of life and not terribly useful," he said.

Although 30 of the 48 transponders on Westar IV and Westar V have been sold, the birds still generate significant cash flow from lease agreements and from the sale of occasional time. According to Western Union spokesman Warren Bechtel, the Westar system produced more than \$25 million in revenue in 1986.

According to Petrucci, Westar VI-S will become part of the next generation of C-

band satellites that Hughes is planning to accommodate cable programmers and others during the 1990's. Hughes also plans to launch the partially built Galaxy IV satellite sometime in the early 1990's, he said. How many additional C-band satellites Hughes puts up will depend on demand, he said.

Most cable programming is distributed on C-band satellites—Hughes's Galaxy I and Galaxy II and GE's Satcom III-R and Satcom IV. Hughes's strategy for maintaining and, possibly, expanding its share of the cable business is based on maintaining C-band satellites compatible with the cable industry's heavy investment in C-band earth stations.

Western Union's Bechtel said the sale of the system should come as no surprise to anyone. "We have made it clear in our public [Securities and Exchange Commission] filings that we intended to sell the system."

The sale is integral to the new corporate strategy of offering business and consumer communication services without the "fixed costs and capital requirements associated with operating transmission facilities," he said. Necessary facilities can be leased from other carriers, he said.

Western Union can also use the cash. On its way to posting losses for the second year in a row, Western Union ran into a cash crisis in late 1984 after a consortium of banks canceled a line of credit the company was counting on. As a result of the crisis and continuing losses, Western Union was forced to the brink of bankruptcy.

With the help of corporate troubleshooter and investor Bennett S. LeBow, who is now



the controlling shareholder and chairman, Western Union wrapped up a complex financial restructuring on Dec. 30, 1987, including raising \$500 million through new debt. The proceeds from the debt offering are being used to pay off some banks, underwrite the purchase of ITT World Communications and provide working capital.

Hughes's competitors had little to say. A spokesperson for GTE Spacenet said the sale will have "no real dramatic effect on the industry," but that it was a sign of the "continuing consolidation in the industry." GE had no comment.

Although it was the first to launch a domestic commercial satellite, Western Union was never a leader in the satellite marketplace. The early battle for market dominance was over almost before it began. In 1975, it lost a contract to distribute Home Box Office to cable systems to RCA Americom (now GE Americom) and with it any chance of being a major player in the lucrative cable end of the business. Other cable programmers wanted to be on the same satellite as HBO, then the dominant cable programmer.

With the bulk of the cable business lost, Western Union turned to the broadcasting and data communications industry and did fairly well, providing capacity to resale carriers like Wold Communications and Hughes Television and to the Public Broadcasting Service. But when the major commercial broadcast networks finally decided to move to satellites, they went with RCA and AT&T.

In today's marketplace, a major growth area is private satellite networks for corporate data communications and television. But the market is for the most part closed to Western Union. Most planners of private

networks look for Ku-band satellite capacity, which Western Union lacks.

The sale of the Westar system has been the subject of industry gossip for some time because of its weak market position and

Western Union's financial troubles. One clear indication of the company's waning interest in the satellite business was its failure to join its competitors in filing applications for new satellites last summer. □

## Indecency: What will Wing's stand be?

**FCC Nominee wrote article 10 years ago critical of 'Pacifica' decision**

If FCC nominee Susan Wing is confirmed by the Senate in the next month or two as expected, the Washington communications attorney may have something to say about the FCC's current crackdown on indecent broadcasts.

Instead of defining just what is indecent and what is not, the FCC has decided to define it on a case-by-case basis through its periodic enforcement actions. What it finds indecent in one case, it will find indecent in subsequent ones.

While it is not known how Wing feels about the regulatory approach today, (she is keeping her opinions to herself until she is confirmed), she did not think much of it 10 years ago as an associate attorney at Hogan & Hartson fresh out of law school.

In an analysis published in the *Federal Communications Law Journal* (Winter 1978) of the 1978 *Pacifica* ruling by the Supreme Court, which set the framework for the FCC indecency enforcement, Wing argued that the FCC should establish precise standards. "A serious danger inherent in the continued absence of specific standards is the chilling effect the decision is likely to have on licensees," she wrote. "The broad discretion apparently granted to the commission by the Supreme Court in *Pacifica*

will undoubtedly inhibit much speech as broadcasters react to protect their commercially valuable licenses."

The latest word from the Senate Commerce Committee is that the nominations of Wing and Bradley Holmes, an FCC Mass Media Bureau official, for the two vacant FCC seats are moving toward confirmation hearings. Commerce Committee Chairman Ernest Hollings (D-S.C.) promised Senator Alan Dixon (D-Ill.) to hold hearings on Wing early this year.

Ralph Everett, chief counsel for the Commerce Committee, dismissed talk that the committee was dragging its feet on the hearings because Hollings is unhappy with the FCC's regulatory direction. The committee has simply been waiting for the paperwork to come in on Wing, who was nominated after Holmes, he said. There have also been rumors that Holmes may have trouble winning confirmation, but Everett said he "did not consider him in danger."

Both nominees have been scrutinized by the FBI and have now made their required professional and financial disclosures to the committee. The committee was to have sent questionnaires to the nominees asking for their views on various public policy matters.

According to Wing's financial disclosures, made public last week, she earned around \$165,000 as a partner with Hogan & Hartson last year. According to the report, she and her husband hold numerous liquid assets of varying values: certificates of deposit, savings and checking accounts, individual retirement accounts, stocks and pensions. The only liabilities listed are two loans—one from a Washington stock broker (between \$15,001 and \$50,000) and one from Hogan & Hartson (between \$10,001 and \$15,000). □

## NPR passes the buck

The National Public Radio board of directors last week reluctantly passed to its 288 member stations a 1989 dues level that will add 15% to the bill of the average full-service user. The 1989 dues level of \$18.4 million breaks down to: \$17,554,000 in nondistribution operating costs (up from \$16.8 million in 1988); \$646,000 in a one-time overhead and interest adjustment; a \$200,000 assessment to adjust for projected NPR dropouts—and a plan to offer morning news, evening news and programing news separately, each delivered at a separate charge.

With or without unbundling, NPR said last year, up to 24 stations will leave NPR over the next few years. Remaining members will cover the lost NPR income with increases in their dues. Services sold in separate packages will also cost more; but partial users, runs the logic, will fare better under the unbundled system, paying only for services used.

NPR estimates that unbundling will increase system costs by 16.8% in the forms of stations dropping all or some programing and the need to raise working capital to offset those losses. To soften the blow, the board made three specific efforts. First NPR will phase-in the unbundling plan, spreading out the 16.8% increase over two years. Second, the 1989 station-drop estimate was lowered; NPR hopes the estimate is high, but will keep the \$200,000 working capital assessment in 1989 as a safety cushion. And finally the board, in whittling its original dues figure down from \$18.674 million, resigned itself to, in the words of director Doug Vernier, "biting the bullet" at NPR itself.

Between now and final budget approval at the Public Radio Conference in St. Louis next May, NPR will likely cut its "urgent and unavoidable" increases and decide which "strengthened services" proposals to forgo, in its proposed 1989 budget.

## Broadcasters tell FCC they want mandatory AM standards

**Comments on inquiry generally support adoption of NRSC technical improvements; Bonneville International takes exception, saying 10 khz bandwidth plan not proved desirable**

Support at the FCC from broadcasters was heavy for the petition filed by the National Association of Broadcasters to make the voluntary National Radio System Committee (NRSC) AM radio standards mandatory. Their opinions were presented in comments in reply to a notice of inquiry (NOI) on AM

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**Looking ahead.** Broadcast industry leaders will gather in Washington this week (Tuesday and Wednesday) to assess their medium's future. Hoping to gain a clearer picture of the impact that technology has had and will have on broadcasting's future, the National Association of Broadcasters is sponsoring a retreat called "Many Roads Home: The New Electronic Pathways," at the Westin hotel for NAB's executive committee and other trade association officials. NAB invited representatives of the Association of Independent Television Stations, Association of Maximum Service Telecasters, Television Bureau of Advertising, Television Operators Caucus, the three networks, Radio Advertising Bureau and Television Information Office. Tuesday's agenda includes sessions on satellite communications, with Donald Jansky of Jansky, Barmat Telecommunications; advanced television and high-definition television with Paul Bortz of Browne, Bortz & Coddington (Bortz will serve as discussion leader for the meeting); fiber optics, with presentations from Patrick White, Bell Communications Research (Bellcore), and Irving Kahn, Choice Cable, and cable/VCR's and home video with Bortz. On Wednesday, NAB will reveal the results of a survey its research department conducted among broadcast and cable industry leaders on the role they think broadcasting will play in 1995. The participants will discuss those results; the meeting concludes with a luncheon.

technical improvement released last August. Most broadcasters agreed with NAB's contention in the petition filed last fall "that the substantial benefits to be gained by broadcast stations and radio listeners, as a whole, should not await a timetable governed only by voluntary conversion" (BROADCASTING, Nov. 16, 1987).

However, one company, Bonneville International Corp., Salt Lake City owner of five AM stations, stood out in opposition to the NRSC provisions. "NAB has failed to demonstrate the desirability of a 10-khz bandwidth and, accordingly, its petition should be rejected," Bonneville claimed.

The NRSC voluntary standard, adopted in January 1987, calls for a preemphasis curve for AM radio transmissions and a complementary deemphasis curve for radio receivers. It also reduces the bandwidth of an AM channel from 15 khz to 10 khz to cut down on adjacent channel interference. The NRSC is an industry group of broadcasters and electronics manufacturers.

According to CBS's comments, the AM radio proceeding "is perhaps the most wide-ranging and significant AM standards proceeding since the 1930's." Comments on the NOI's four questions were originally due Dec. 17, 1987, but were extended at the request of NAB (BROADCASTING, Dec. 21, 1987). Comments on two questions were moved to June 17, while two questions, including the one dealing with the NRSC standard, were moved to last Monday, Feb. 1.

"It is our understanding," wrote CBS, "that significant benefits (decreased adjacent channel interference and higher quality signal) have accrued to stations that have adopted the guidelines. Commission incorporation of the standards in its rules, following appropriate consideration in the context of a rulemaking proceeding, would accelerate these benefits and, not insignificantly, encourage production of higher fidelity AM receivers." One of NAB's arguments in favor of NRSC was that it would encourage manufacturers to produce wider-band AM radios capable of receiving the full 10 khz signal without picking up adjacent channel interference. The response of most AM radios produced today is less than 5 khz.

In NAB's petition, it claimed that making the NRSC provisions mandatory for broadcasters would be an incentive for manufacturers to produce high-fidelity radios. But some commenters in favor of the NRSC requirement said, as expressed by Crawford Broadcasting Co., Flourtown, Pa., owner of two AM's, that "the commission should adopt a rule that will encourage or require receiver manufacturers to implement the NRSC voluntary standard in production receivers."

During the NAB's Radio '87 convention (BROADCASTING, Sept. 14, 1987) the NRSC released a second standard to mask radio frequency emission to further reduce adjacent channel interference. Group W Broadcasting, owner of seven AM's, said it could find "no reason why the FCC should not immediately adopt this additional transmission standard."

Bonneville, however, aired "some serious concerns" it had to NRSC. It referred to the NAB petition which claimed that the NRSC standard "is both practical and inexpensive to implement, as a first step toward a full 15 khz system." Bonneville claimed that if the bandwidth limit were reduced to 10 khz, "it seems certain that... the future 15 khz goal

stated in the NAB petition will be lost forever."

The company also argued that mandatory NRSC would be of benefit only to AM stations in Eastern states and would reduce the fidelity of Western stations. "Bonneville operates KSL(AM) with 15 khz audio bandwidth without problems... It does not believe the solution is to create additional problems for AM stations in the Western states."

Another issue examined in many of the comments was whether to relax the "go/ no-go" rules on interference from contour overlap. The NOI proposed the question of whether to allow stations to instead negotiate with adjacent and co-channel stations the amount of interference between them. Broadcasters seemed split on this issue.

Group W was in favor of limited relaxation of the rules because. "Many stations do receive interference from a 'grandfathered' station within their normally protected contours under the go/no-go rules." Negotiations in cases like these would provide incentives for those grandfathered stations to relinquish their protection "bringing more stations into full compliance with the commission's basic AM allocation standards."

Engineering consultant Karl D. Lahm of Fairfax, Va., supported the idea of brokered interference in cases where one "area will not become 'underserved,' and degradation of service by other co-channel and adjacent channel stations will not be fostered by secondary effects."

CBS, however, urged the commission not to consider either relaxation of the go/no-go rule or interference negotiations. It doubted whether the FCC had statutory power to allow such negotiations and that if it were permissible, "it would lead to an administrative morass for the commission." WGN Continental Broadcasting Co. of Chicago said negotiations would might result in "conflicts with international treaty obligations, the problem of other stations 'free-riding' on contractual arrangements and enforcement and record-keeping problems." □

**Take a letter.** "Before you vote for any language that discriminates against independent stations, or which accords 'special' treatment to network programs, please think about the local stations that serve your congressional district," wrote Association of Independent Television Stations President Preston Padden to members of the House Copyright Subcommittee. The letter was aimed at discouraging members from supporting a bill (H.R.2848) that would create a compulsory copyright license for the satellite distribution of broadcast signals—superstations—to backyard dish owners (TVRO), unless it is modified.

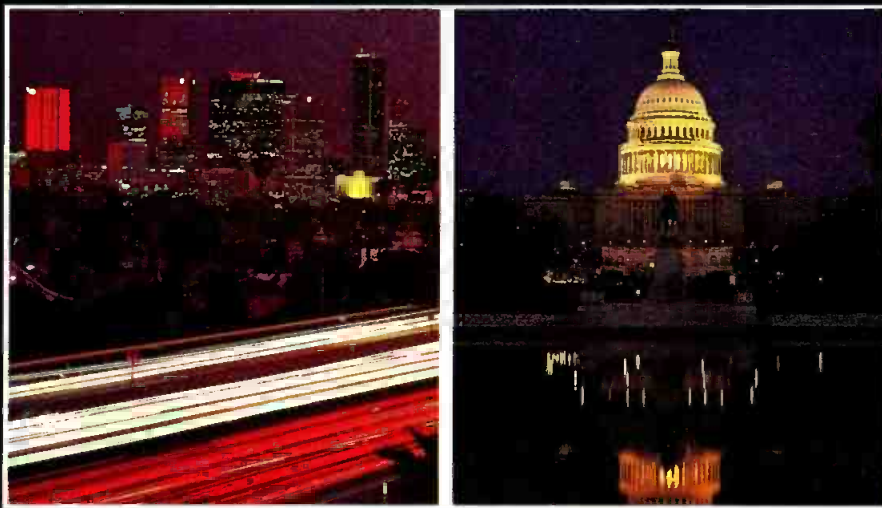
Padden expressed his concerns about the legislation during a copyright hearing two weeks ago (BROADCASTING, Feb. 1), but the letter is primarily directed at a proposed amendment advanced by the networks that would exclude affiliates from the bill's definition of a superstation. "The independent stations simply cannot sit by and acquiesce in legislation that stamps us as second class citizens for copyright purposes," Padden wrote. He also challenged the network's argument that they should be accorded "special" treatment. It is the independents, Padden countered, who should be given "special copyright accommodation. For the most part, the independent stations struggle along on UHF channels, while the affiliates cruise through life in the VHF band. Affiliates are fed a ready made program schedule by the network. The independent must purchase or produce every single minute of its daily program schedule."

Independents are seeking "only equal treatment," he said, suggesting that it would be "better to work together on a bill that recognized and accommodated the legitimate interests of all parties."

# Station and Cable Trading 1987

Recapping a record sales year for the Fifth Estate

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"When we decided to sell, I just didn't know who to call. My attorney mentioned Americom, and I asked around and heard good things. I am delighted they got me a price the other brokers couldn't get near."

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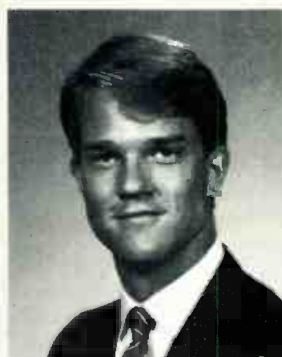
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Dan Gammon



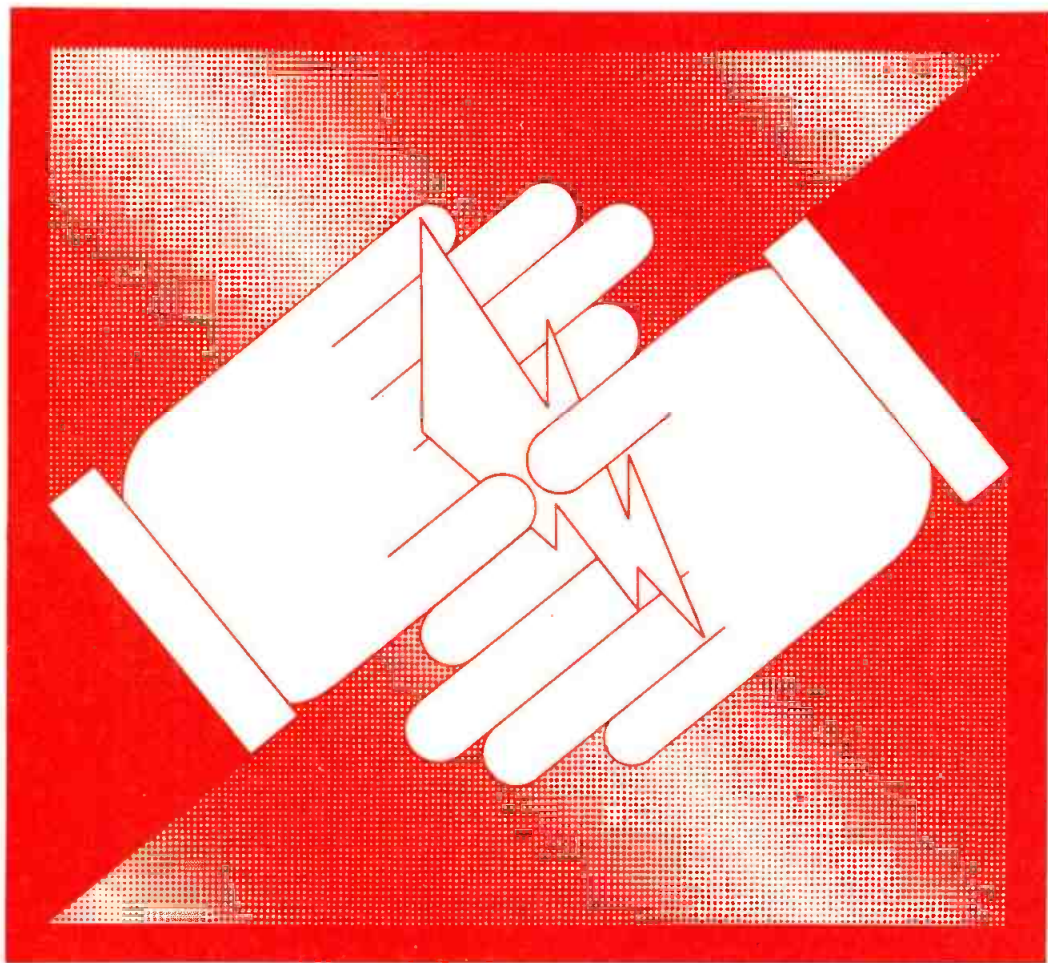
Dave Burrill



Timothy Gammon



Radio Station Brokerage & Financing



## Changing Hands 1987

Record trading year:

### **Broadcasting—\$7.5 billion, Cable—\$6 billion**

**T**he total dollar value for all broadcast stations sold in 1987 set a new record—for the third year in a row—with a total of \$7,509,154,473. Many observers of the station trading market expected the dollar value for station sales to be down in 1987, without the incentive of tax changes that boosted sales in 1986 to a record \$6.2 billion and with anticipated dampening of the stock market crash of last October. But a new record for group sales—\$4,610,965,000—helped push 1987 to record heights.

Last year 1,304 stations were sold in 652 transactions—231 AM sales, 166 FM sales, 179 AM-FM combination sales involving 358 stations, 59 TV sales involving 71 stations and 17 group sales involving 53 AM's, 61 FM's and 17 TV's.

Wall Street's Black Monday was the biggest financial news of the year and broadcasters did not escape unscathed. Casualties included the cancellation of M.L. Media's purchase of United Broadcasting

and United Artists merger with United Cable. Perhaps the biggest effect of the crash is the decimation of the junk bond market, which has fueled many station sales. With those funds drying up, and reticence on the part of new buyers, there was a definite slowdown in the station trading market after the crash, with dwindling sales in the last two months of the year. That reticence was due, at least in part, to the huge losses in stock values suffered by public companies.

Group sales showed the greatest increase from previous years, driven by the sales of Taft, KKR's sale of the Storer television stations to Gillett and TeleCommunications Inc.'s buyout of Heritage Communications, which accounted for about \$3.6 billion of the total. Other groups departing from the scene included DKM, which sold its stations to Summit Communications; First Media's sale of its radio properties; the sale of the John Blair stations to Sconnix



# 34 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>1987</b>	7,509,154,473	1,236,355,748	4,610,965,000	1,661,832,724	<b>1987</b>	775	132	59
<b>Total</b>	33,050,458,121	10,268,566,430	10,155,601,323	13,648,073,434	<b>Total</b>	12,902	478	1,169

Note: The dollar volume figures represent the 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 Capcities' buy of ABC in 1985. Although all sales have been approved by the FCC, they may not necessarily have reached final closing. Prior to 1978, a combined AM-FM facility (replaced in 1985 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 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 collateral interests could not be evaluated, since individual stations were not broken out of larger sales. Group sales are now limited to compilations of "pure" stations sales—those concerning only television and radio stations.

# **In 1987...**



**media property  
prices soared,**

**the new  
tax laws struck,**

**and the  
stock market  
crashed.**

## **So what was CEA doing?**



# A lot!

<b>SOLD</b> Certain assets of <b>HARRON CABLEVISION OF N.J., INC.</b> 6,562 Subscribers Millville, New Jersey	<b>SOLD</b> Certain assets of <b>ISLAND CABLE CO. FRIED ISLAND CABLE CO. SKIDAWAY CABLE TV, INC.</b> 4,150 Subscribers Seabrook Island, F109 Island, Beaufort County, S.C.; Skidaway Island, Georgia	<b>SOLD</b> Certain assets of <b>COMMUNITY TELECOMMUNICATIONS INC.</b> 1,762 Subscribers Republic and Mountain Grove, Missouri	<b>SOLD</b> <b>PRAIRIELAND CABLEVISION, INC. ILLINOIS CABLEVISION, INC.</b> MIDLAND CABLEVISION SYSTEMS, INC. 17,000 Subscribers 63 Illinois Communities	<b>ACQUIRED</b> Certain assets of <b>ENTSTAR COMMUNICATIONS CORP.</b> 2,700 Subscribers Hollywood, Roseland, Folly Beach, Charleston, S.C.; Darien, Jacksonville, Georgia	<b>ACQUIRED</b> <b>CABLE SPECIALTIES, LTD.</b> 1,088 Subscribers Monticello, Mayo, Jefferson County and Kilbuck, Florida	<b>ACQUIRED</b> <b>WATCHES COMMUNICATIONS</b> 2,400 Subscribers Syracuse, West Point, Lorton, Riverdale, Farr View, Tremonton, Garland, Utah	<b>SOLD</b> <b>WESTERN CABLEVISION, INC.</b> of Hazleton, PA has been arranged for <b>SENIOR SECURED DEBT</b> \$1,000,000	<b>SOLD</b> <b>CABLE USA, INC.</b> 1,200 Subscribers Jackson and Hall Counties, Georgia	<b>SOLD</b> <b>NWB CABLE, INC.</b> 2,100 Subscribers Houston, Texas	<b>SOLD</b> <b>WOMR-AM WTOS-FM</b> Showhegan, Maine	<b>SOLD</b> <b>GUESTREAM CABLEVISION</b> 61,911 Subscribers W. Pasco County, Duquoin, Oldsmar, Safety Harbor, Tarpon Springs, New Port Richey, Florida	<b>ACQUIRED</b> <b>ADELPHIA CABLE TV, INC.</b> of Loudersport, PA has been arranged for <b>SENIOR SECURED DEBT</b> \$17,500,000	<b>SOLD</b> <b>STAR CITY INVESTMENT CORP.</b> 27,400 Subscribers Texas, Louisiana and Alabama	<b>SOLD</b> Certain assets of <b>SAMMONS COMMUNICATIONS, INC.</b> 3,226 Subscribers Neosho and Seneca, Missouri	<b>SOLD</b> <b>STAR CABLE, INC.</b> 1,000 Subscribers Suburbs of Houston, Texas	<b>SOLD</b> Certain assets of <b>SAMMONS COMMUNICATIONS, INC.</b> 2,380 Subscribers Batherville and Gratinger, Iowa	<b>ACQUIRED</b> <b>STATHAM CABLE COMPANY</b> 400 Subscribers Auburn, Statham and Barrow County, Georgia	<b>SOLD</b> <b>HAMILTON COUNTY CABLE TV, INC.</b> 278 Subscribers Indian Lakes, Lake Pleasant, Spectacular and Wells, N.Y.	<b>ACQUIRED</b> <b>CABLE VIDEO, INC.</b> 3,200 Subscribers Waukegan, Lodi, and Prairie du Sac, Wisconsin	<b>ACQUIRED</b> <b>CLIFTON TV SERVICE</b> 200 Subscribers Clifton, Tennessee	<b>SOLD</b> <b>PRENTICE CABLE TV, INC.</b> 505 Subscribers Prentice and Bassfield, Mississippi	<b>ACQUIRED</b> <b>STORER CABLE OF CAROLINA, INC.</b> 744 Subscribers Wild Dunes, South Carolina	<b>SOLD</b> <b>HILLS CABLE TV, INC.</b> 600 Subscribers Clifton, Texas	<b>SOLD</b> <b>WOOD AN Grand Mich</b>	<b>SOLD</b> <b>\$300,000 SENIOR SECURED DEBT</b> has been arranged for <b>SUMMIT MEDIA INTERNATIONAL, INC.</b> of Golden, Colorado
---	---	---	---	---	---	--	--	---	--	--	--	--	---	--	---	--	--	---	---	---	---	--	---	--	--

<b>SOLD</b> LAWAY TELEVISION, INC. 1,000 Subscribers West Baton Rouge Parish, Louisiana	<b>\$500,000 SUBORDINATED DEBT WITH WARRANTS</b> has been arranged for <b>THE SPARROW CORPORATION</b> of Chatsworth, Louisiana	<b>ACQUIRED</b> <b>CONSOLIDATED THEATRES, INC.</b> North Carolina, South Carolina, Alabama, Tennessee, Virginia	<b>SOLD</b> <b>OAKWOOD CABLE TV</b> 944 Subscribers Oakwood, Muncie, Fithian, Fairmont, Illinois	<b>SOLD</b> <b>KMJ KNAX-FM</b> Fresno, California	<b>SOLD</b> <b>MOUNTAIN CABLE TELEVISION, INC.</b> 500 Subscribers Sisters, Oregon	<b>SOLD</b> <b>FIRST CAROLINA COMMUNICATIONS, INC.</b> 155,000 Subscribers North Carolina, South Carolina, Georgia, Virginia, Kentucky, Tennessee, Ohio, Arizona	<b>ACQUIRED</b> <b>CUMBERLAND VALLEY CABLE T</b> 13,950 Subscrib Cumberland, Greensbur Liberty, Monticello, Rus Spartanburg, Whitley City an Whitley County, Kentuck Sellersburg, Tennessee
<b>SOLD</b> <b>CLASSIC CABLE LTD.</b> 1,341 Subscribers Mont Alto, St. Thomas, Quincy Township, Pennsylvania	<b>ACQUIRED</b> Certain assets of <b>ACTON CATV, INC.</b> 1,500 Subscribers Dade City, Zephyrhills, E. Pasco County, Florida	<b>SOLD</b> <b>KFBK KAER-FM</b> Sacramento, California	<b>SOLD</b> <b>CLASSIC CABLE LTD.</b> 360 Subscribers Funkstown, Maryland	<b>SOLD</b> <b>SHIPPEN TV CABLE CO.</b> 3,901 Subscribers Shippensburg and Newville, Pennsylvania	<b>ACQUIRED</b> <b>KITJ Channel 49</b> Dallas, Texas	<b>SOLD</b> <b>HI-DESERT CABLEVISION, LTD.</b> 10,800 Subscribers Victorville, California	<b>SOLD</b> Certain assets <b>GATEWAY CABLEVISION CO.</b> 1,550 Subscrib Morrisville, Johns Hyde Park, Hardw Hardwick, Vermont
<b>SOLD</b> <b>CLASSIC CABLE LTD.</b> 1,341 Subscribers Mont Alto, St. Thomas, Quincy Township, Pennsylvania	<b>SOLD</b> <b>PREMIER CABLEVISION INC.</b> 1,150 Subscribers Kiawah Island, South Carolina	<b>ACQUIRED</b> Certain assets of <b>SAMMONS COMMUNICATIONS, INC.</b> 2,500 Subscribers Live Oak and Suwannee County, Florida	<b>\$190,000,000 REVOLVING/TERM CREDIT FACILITIES</b> has been arranged for <b>AMERICAN CABLESYSTEMS OF CALIFORNIA, INC.</b>	<b>ACQUIRED</b> Certain assets of <b>JONES INTERCABLE, INC.</b> 10,300 Subscribers Donaldville, Litcher, Gramery and Sulphur, Louisiana	<b>SOLD</b> <b>COMMUNITY CABLEVISION SYSTEMS and W.R.B.D. COMMUNICATIONS, INC.</b> 2,863 Subscribers Richlon, Leaksville, Sumrall, Hattiesburg, Lake Serene, Lumberton and Poplarville, Mississippi	<b>SOLD</b> <b>MACOUPIN COUNTY CABLEVISION, LTD.</b> 3,645 Subscribers Carlinville, Girard, Virden, Thayer, Auburn, Macoupin County, Illinois	<b>SOLD</b> Certain assets of <b>SAMMONS COMMUNICATIO OF NEW YORK, INC.</b> 6,970 Subscribers Villages of Wellsville, Am Belmont; Towns of Amity, Andover, Wetville, Willing Milo, Jerusalem, Benton; City of Penn Yan, N.Y.

## We had one of our best years yet.

1987 was a difficult and sometimes harrowing year for many businesses. But CEA and CEA, Inc. completed 54 transactions for a total volume of \$915,211,300.00 in deals involving the cable TV, broadcast, entertainment and investment banking fields.

## We expanded our service capabilities.

**Research:** We expanded our research capabilities, with added staff and more computerization, aiming for the most comprehensive research department in the business.

**Personnel:** More brokers. More research staff. More clerical and support staff for our new offices. All to better serve CEA and CEA, Inc. clients.

**Entertainment Division:** We created an entirely new division to serve the needs of the Entertainment industry. You'll be hearing more about it in the months ahead.

## We opened three new offices.

Having our headquarters in Tampa, Florida, plus an office in Washington, D.C. wasn't enough. So we added a completely new broker/dealer in New York under the name of CEA, Inc. Opened another office in the Philadelphia area. And reached across the ocean to Hamburg, West Germany. From Main Street to Wall Street, from the U.S. to Europe, CEA and CEA, Inc. go where you need us.

## And we plan to do a lot more in 1988.

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Washington, D.C. 20036  
(202) 778-1400  
FAX: (202) 778-1406

CEA, Inc.  
375 Park Ave., Suite 3808  
New York, NY 10152  
(212) 319-1968  
FAX: (212) 319-4293

1235 Westlakes Dr.  
Suite 140  
Berwyn, PA 19312  
(215) 251-0650  
FAX: (215) 251-9180

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D-2000 Hamburg 20  
West Germany  
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EQUITY  
ASSOCIATES**

Investment banking, brokerage and  
financial services for the cable TV, broadcast  
and entertainment fields.



Broadcasting and the sale of 75% of the Price Communications radio stations.

Television station sales were way down from previous years, at only \$1.7 billion. TV sales have not been below \$2 billion since 1984. Much of that decline can be traced to the continuing decline of independent television and a growing reluctance on the part of television network affiliate owners to part with their profitable

stations.

Radio sales were down a little from 1986's \$1.5 billion, with \$1,236,366,748 in sales. When radio-only group sales are included however, the total jumps to more than \$2 billion. A new record was established for AM-FM combinations, with the sale of KVIL-AM-FM Dallas for \$82 million.

Summaries of all station and group sales over \$1 million follow.

## Groups

In 1987 there were 17 group sales involving 53 AM's, 61 FM's and 18 TV's, totalling \$4,610,965,000, more than twice the 1986 total. BROADCASTING defines a group sale to be a mixture of radio and television stations or more than two stations, with at least one station in a different service than the rest. Fourteen of those sales were radio-only, two were TV and radio, and also included was Gillett's purchase of 55% of the Storer TV group.

□

**Taft Broadcasting** was sold to its largest shareholders, American Financial Corp., headed by Cincinnati-based investor, Carl Lindner, The Robert M. Bass Group and members of the founding Ingalls and Taft families. The price of \$157 per share for its 9.2 million shares equaled about \$1.45 billion. Under the agreement, partners soon took away large pieces of the group,

with The Bass Group taking Taft's 43% share of BT Cable, a joint venture between Bass and Taft that purchased Wometco Cable TV two years ago, with about 355,000 subscribers, and Taft Cable, which Taft manages in partnership with Telecommunications Inc., with about 175,000 subscribers. Bass also received WTVN(TV) Columbus, Ohio., and \$157.5 million for its efforts. American Financial Corp. will own the station group of seven AM's, eight FM's and five TV's, which it renamed Great American Broadcasting Co. Dudley Taft, former vice chairman, bought the group's WGHP(TV) Greensboro, N.C., and WPHL-TV Philadelphia (see TV's).

□

Gillett Broadcasting tested the waters of the FCC's less restrictive ownership rules with the transfer of five stations to Busse Broadcasting, an entity owned in trust by the children of owner George Gillett, who was left with one AM, one FM and six TV's under his name. When Gillett bought 55%

of **WAGA-TV** Atlanta, **WSBK-TV** Boston, **WJW-TV** Cleveland, **WJBK-TV** Detroit, **WITI-TV** Milwaukee and **KCST-TV** San Diego from Storer Communications for \$1.3 billion, the FCC reexamined his relationship with Busse to see if it violated the rules limiting ownership to 12 stations (14 if minority control is involved) and imposed stringent conditions that forbade Gillett's control of the Busse group.

□

**Heritage Communications Inc.** was purchased by a group largely owned by Tele-Communications Inc., the country's largest cable MSO, and members of Heritage management for \$34 per share or about \$892 million. The broadcast group of four AM's, three FM's and seven TV's was renamed Heritage Media and spun off to a group headed by James Hoak Jr., who remains chairman of the parent.

□

The largest pure station trade of the year, and the second largest radio group trade was Summit Communications Group's purchase of **KLZ(AM)-KAZY(FM)** Denver; **WAOK(AM)-WVEE(FM)** Atlanta; **WCAO(AM)-WXYV(FM)** Baltimore; **KWTO-AM-FM** Springfield, Mo.; **KFOR(AM)-KFRX(FM)** Lincoln, Neb.; **WAKR(AM)-WONE(FM)** Akron and **WONE(AM)-WTUE(FM)** Dayton, both Ohio, and **KMEZ-AM-FM** Dallas from DKM Broadcasting for \$200 million. DKM was formed in 1984 with the \$60-million purchase of nine radio stations from Schering-Plough Corp., a purchase financed by a New York-based investment firm, Dyson-Kissner-Moran Corp. DKM is principally owned by Robert Dyson and family, who continue to own **WPDH(AM)-WEOK(FM)** Poughkeepsie, N.Y. Summit sold all its radio properties two years ago to a management group headed by Stephen Robertson, the group's vice president. Founded in the early 1930's by the late Gordon Gray, a member of the R.J. Reynolds tobacco family, Summit, based in Winston-Salem, N.C., is still principally owned by members of the Gray family and is headed by Richard Stakes.

□

Cook Inlet Region Inc. bought **KOPA(AM)-KSLX(FM)** Scottsdale, Ariz.; **WZGC(FM)** Atlanta; **WUSN(FM)** Chicago; **WPGC(AM)-WCLY(FM)** Morningside, Md. (Washington); **WZLX(FM)** Boston; **KFMK(FM)** Houston; **KFMY-AM-FM** Provo, Utah, and **KUBE(FM)** Seattle from First Media Corp. for \$177 million. First Media is a Washington-based group principally owned by brothers, J.W. and

# MANAGING RADIO'S IMPORTANT TRANSACTIONS.



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

Bob Biernacki • Lou Faust • Lucille Ferrara  
Arie Henson • Bob Mahlman • Bob Mahlman, Jr.  
Nancy Mahlman • Josh Mayberry



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**WKK KLY COMMUNICATIONS CORPORATION**  
has acquired  
**KDAL (AM/FM)**  
Duluth, Minnesota  
for  
**\$2,000,000**  
from  
**DUCHOWSON COMMUNICATIONS COMPANY**  
Richard L. Duchowson, Richard C. Johnson, President  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**M. HILSON VENTURES, INC.**  
has acquired  
**WVMA (AM) and WVHQ FM**  
Harrisonburg, Virginia  
from  
**CLIMBER BROADCASTING CORPORATION**  
We are pleased to have served as exclusive  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**WIN COMMUNICATIONS, INC.**  
has acquired  
**WFLS FM**  
Jacksonville, Florida  
for  
**\$6,500,000**  
from  
**THE KRAVY COMPANY**  
We are pleased to have served as exclusive  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**CRB BROADCASTING CORPORATION**  
has acquired  
**WRTM FM**  
Stewart, Florida  
for  
**\$4,000,000**  
from  
**NETTER BROADCASTING COMPANY, INC.**  
We are pleased to have served as exclusive  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**JOIET BROADCASTING COMPANY, INC.**  
has acquired  
**WJOL (AM) and WLLI-FM**  
Joliet, Illinois  
and  
**KTOP (AM) and KJVV-FM**  
Lepke, Kansas  
for  
**\$4,400,000**  
from  
**HARRIS ENTERPRISES, INC.**  
We are pleased to have served as  
exclusive broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**ALFAM COMMUNICATIONS CORPORATION**  
has acquired  
**KSN FM**  
San Antonio, Texas  
for  
**\$41,000,000**  
from  
**CAPITOL BROADCASTING COMPANY, INC.**  
James E. Leachman, President and Chief Executive Officer  
We are pleased to have served as exclusive  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**PREMIER BROADCAST GROUP, INC.**  
William J. McDonald, Jr. President  
has acquired  
**WOUR (FM) and WUTQ (AM)**  
Chicago, New York  
for  
**\$3,000,000**  
from  
**DEVIN & FERRARI BROADCASTING, INC.**  
Rick Devlin, Jr. President, Jim Ferrari, Executive Vice President  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**NEWCITY COMMUNICATIONS, INC.**  
has acquired  
**SWANSON BROADCASTING, INC.**  
owner of  
**KRMG (AM), Tulsa, OK**  
**KKYY (AM)/KLLS-FM, San Antonio, TX**  
**KKNG-FM, Oklahoma City, OK**  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**MARLIN LTD. BROADCASTING, INC.**  
Edward P. Tanager, President  
has acquired  
**WTLN (FM)**  
Philadelphia, Pennsylvania  
from  
**FRANKLIN BROADCASTING COMPANY**  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**HVS PARTNERS**  
has acquired  
**WBCN (AM/FM), Tallahassee, FL**  
**WISB/WOHO (FM), Tallahassee, FL**  
**WQUS (AM/FM), Tallahassee, FL**  
**WVQQ (FM), Tallahassee, FL**  
for  
**\$11,400,000**  
from  
**WOOLSON BROADCASTING CORP.**  
Mark L. Woolson and Mark R. Woolson  
We are pleased to have served as  
exclusive broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**NEITHAM RAIN COMMUNICATIONS, INC.**  
has acquired  
**WNR (AM)**  
Norfolk, Illinois  
for  
**\$1,600,000**  
from  
**WNR, INC.**  
We are pleased to have served as exclusive  
broker in this transaction.

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INCORPORATED

# RESULTS!

When these broadcasters wanted results,  
they turned to Blackburn & Company.

Regardless of where you sit at the  
closing table, Blackburn & Company  
will deliver maximum results for you.

Experienced. Selective. Discreet. Effective.

**TK COMMUNICATIONS**  
has acquired  
**WMMA (AM) and WHTQ-FM**  
Orlando, Florida  
for  
**\$13,500,000**  
from  
**BLUEGRASS BROADCASTING, INC.**  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**CLARK BROADCASTING COMPANY**  
has acquired  
**WJLV (AM) and WJMA-FM**  
Nashville, Tennessee  
for  
**\$2,140,000**  
from  
**SHANDLER VALLEY BROADCASTING COMPANY, INC.**  
Pete Miller, President  
We are pleased to have served as exclusive  
broker in this transaction.

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(312) 346-6460

**BEVERLY HILLS, CA 90212**  
9465 Wilshire Blvd.  
(213) 274-8151

**NORTHERN NEW ENGLAND COMMUNICATIONS, INC.**  
has acquired  
**WPPH (AM/FM)**  
Plymouth, New Hampshire  
for  
**\$1,150,000**  
from  
**HEMLOCK/ASSET BROADCASTERS, INC.**  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**ELECTRA FINANCIAL CORPORATION**  
has acquired  
**KOCM FM**  
Newport Beach, California  
for  
**\$3,250,000**  
from  
**DONREY MEDIA OF NEVADA, INC.**  
We are pleased to have served as  
broker in this transaction.

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(312) 346-6460

**BEVERLY HILLS, CA 90212**  
9465 Wilshire Blvd.  
(213) 274-8151

**SAGE BROADCASTING CORPORATION**  
has acquired  
**WACO (AM) and KHOO-FM**  
Waco, Texas  
for  
**\$3,125,000**  
from  
**HARRIS ENTERPRISES, INC.**  
We are pleased to have served as  
exclusive broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**DUCHOWSON COMMUNICATIONS COMPANY**  
Richard L. Duchowson, Richard C. Johnson, President  
has acquired  
**WHTS (FM) and WNAV (AM)**  
Annapolis, Maryland  
for  
**\$6,340,000**  
from  
**ABBY BROADCASTING, INC.**  
Joseph E. Abney, Chairman & General Manager, William D. Abney, President, David E. Abney, Chairman, Thomas E. Abney, Vice President, and Robert L. Abney  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**BINGHAM COMMUNICATIONS GROUP**  
Robert B. Bingham, General Partner  
has acquired  
**KATV-TV**  
Springfield, Washington  
for  
**\$7,700,000**  
from  
**KATV-TV PARTNERS, LTD.**  
Robert J. Bingham, President and General Manager  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**PORTSMOUTH BROADCASTING CORPORATION**  
Jack W. White, President & CEO, Clark Perillo  
has acquired  
**KGCR (FM)**  
Hammond, Missouri, Quincy, Illinois  
for  
**\$625,000**  
from  
**GREAT RIVER COMMUNICATIONS, INC.**  
Shirley White and Patricia E. Tapp  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**CR BROADCASTING, INC.**  
Glenon S. Barker and John A. Coleman, Jr.  
has acquired  
**WIBM (AM/FM)**  
Jackson, Louisiana, Madison, Louisiana  
for  
**\$4,075,000**  
from  
**VAN WAGNER BROADCASTING, INC.**  
Richard Wagner, President  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**SHAMROCK BROADCASTING, INC.**  
has acquired  
**KRRQ (AM/FM)**  
Denver, Colorado  
for  
**\$9,000,000**  
from  
**GREAT EMPIRE BROADCASTING, INC.**  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**MEDIA CAPITAL, INC.**  
Thomas J. Blanton, P. Richard Finkelson and  
Richard H. Hester, President  
has acquired  
**WYLF (FM)**  
Jeffersonville, Kentucky, KY  
for  
**\$1,700,000**  
from  
**INTER URBAN BROADCASTING OF LOUISVILLE**  
Thomas J. Blanton, Chairman and  
James J. Hester, Jr., President  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**ADVENTURE TWO, INC.**  
Michael E. Shaw, President  
has acquired  
**WKKE (AM) and WKYS-FM**  
Harrisburg, West Virginia  
for  
**\$3,100,000**  
from  
**CAPITOL BROADCASTING COMPANY, INC.**  
James E. Leachman, President and CEO  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**ALBERT J. GILLEN AND ASSOCIATES, INC.**  
has acquired  
**WTVH (AM) and WKYS-FM**  
Cocoa, Florida  
from  
**SUNSHINE WIRELESS COMPANY, INC.**  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**NOBLE BROADCAST OF ROSTON, INC.**  
John L. Noble, President and Chief Executive Officer  
has acquired  
**WIRE (AM)**  
Roston, Massachusetts  
for  
**\$3,700,000**  
from  
**MARINER COMMUNICATIONS, INC.**  
We are pleased to have served as  
broker in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED

**CARMEL BROADCAST ASSOCIATES, INC.**  
Jack W. Walsh, President  
has acquired  
**KIDD (AM) and KWST (FM)**  
Modesto, California  
for  
**\$1,600,000**  
from  
**JOHN R. WALTON**  
We are pleased to have represented  
the buyer in this transaction.

**BLACKBURN & COMPANY**  
INCORPORATED



Richard Marriot, who own the motel and food service firm, Marriot Co. First Media continues to own WCPX(TV) Orlando, Fla. Cook Inlet is a partnership of an Anchorage-based group of native Alaskans, established to manage awards for illegally seized native lands, and Whitcom Partners, owned by Whitney Communications, a New York-based cable MSO and publisher of *The International Herald Tribune*.

□

Two group owners who sought to buy each other's stations struck an accord that allowed Honolulu-based Heftel Broadcasting to merge with Pompano Beach, Fla.-based Statewide Broadcasting, forming H&G Communications, based in Santa Monica, Calif. Statewide had been seeking Heftel's WLUP(FM) Chicago and Heftel was looking at Statewide's WCFL(AM) Chicago, when the two firms decided that a merger would be the logical outcome. Heftel Broadcasting, principally owned by Cecil Heftel, brought five stations: KTNQ(AM)-KLVE(FM) Los Angeles; WLUP-FM Chicago; and KSSK(AM) Honolulu and KXPW(FM) Waipahu, both Hawaii. Statewide, which is principally owned by Jordan and Scott Ginsburg, brought WVCG(AM) Coral Gables and WAPE-AM-FM Jacksonville, both Florida; WCFL(AM) Chicago [since changed to WLUP(AM)], and

KHYI(FM) Arlington, Tex. (Dallas). Statewide and Heftel each own 50% of the new group and the total value of the 10 stations was estimated at about \$160 million. To bring its contribution to the new firm in line with Heftel's, Statewide paid \$6.5 million in additional consideration.

□

Following the sale of John Blair & Co. to Reliance Capital Corp. two years ago, Blair's radio stations were sold last year to Sconnix Broadcasting Corp. for \$152 million. The eight stations were WFLA(AM)-WPDS(FM) Tampa, Fla.; WIBC(AM)-WEAG(FM) Indianapolis; WHDH(AM)-WZOU(FM) Boston and KVIL-AM-FM Dallas, which was spun off for the largest AM-FM combination sale ever (see AM's-FM's). To buy the Boston stations, Sconnix also spun off Reliance's WZOU(FM) Boston (see FM's). Reliance also bought KSTS(TV) San Jose, Calif. (San Francisco), and an unbuilt TV in Galveston Tex. (see TV's).

□

Price Communications sold a 75% interest in KIOI-FM San Francisco; WMTG(AM)-WNIC-FM Dearborn, Mich.; WLAC-AM-FM Nashville, and KKOBB-AM-FM Albuquerque, N.M., to Fairfield Communications Corp. for \$120 million. Fairfield, which changed its name later to Fairmont Communications, is a new group headed by Frank Osborn, head of Osborn Communications. His

group, New York-based Osborn Communications, also was active in the station group market, buying KKRD-FM Wichita, Kan.; WWVA(AM)-WOVK(FM) Wheeling, W.Va., and WJSU(TV) Anniston, Ala., from John Price Broadcasting for \$25.1 million. Salt Lake City-based John Price also bought KQMS(AM)-KSHA(FM) Redding, Calif. (see AM's-FM's). Osborn Communications now owns four AM's, eight FM's and one TV, and is owned by Brownlee Curry, chairman, and Frank Osborn, president.

□

Duffy Broadcasting sold KRZN(AM)-KMJI(FM) Denver; KSMJ(AM)-KSFM(FM) Sacramento, Calif., and KONO(AM)-KITY(FM) San Antonio and KBTS-FM Killeen, both Texas, to Genesis Broadcasting, a management team headed by Marty Greenburg, president and chief executive officer of Duffy, and financed by Booth American, for \$74 million. ("In Brief," July 13, 1987). Dallas-based Duffy is principally owned by Robert Duffy. Genesis is principally owned by Booth American, a Detroit-based group of four AM's and seven FM's and a cable concern, principally owned by John L. Booth and family. Duffy also sold WORZ(FM) Orlando, Fla. (see FM's).

□

Swanson Broadcasting Inc. sold KKNG(FM) Oklahoma City and KRMG(AM) Tulsa, Okla., and KKYX(AM)-KLSS(FM) San Antonio, Tex., to New City Communications for \$20 million. New City was formerly Katz Broadcasting before it was bought by group president, Dick Ferguson, Robert Longwell, Jim Morely, Rich Reis and Michael Weinstein.

□

WROW-AM-FM Albany, N.Y., and WLKW(FM) Providence, R.I., were sold by JAG Communications Inc. to Wilks/Schwartz Broadcasting for \$15,390,000. JAG is owned by long-time WOR(AM) New York, personality, John A. Gambling, and Morton Hamburg. It also owns WLIF(FM) Baltimore and WFOG(FM) Suffolk, Va. The Longmeadow, Mass.-based buyer, a group of three AM's and four FM's, is owned by Donald Wilks and Mike Schwartz.

□

Star Cablevision Partnership, a Fond du Lac, Wis.-based cable MSO with systems in four states headed by Donald G. Jones, sold KFIZ(AM) Fond du Lac and WLIP(AM)-WJZQ(FM) Kenosha, Wis., to Independence Broadcasting Corp. for \$11,475,000. With the sale of KFIZ and WLIP-WJZQ, Star no longer has broadcast interests. New York-based Independence is principally owned by Peter Sulick, chairman, and John Goodwill, president. It also owns KOEL-AM-FM Oelwein, Iowa, and KSAL(AM)-KYEZ(FM) Salina, Kan.

□

Mark L. Wolfson, sold his group of WBGH-

## When these firms need an appraisal who do they call?

Emmis Broadcasting Corp.

Beasley Broadcast Group

Jefferson-Pilot Communications Co.

EZ Communications

Sconnix Broadcasting Co.

Olympic Broadcasting Corp.

Pyramid Broadcasting Co.

Infinity Broadcasting Co.

TVX Broadcast Group, Inc.



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# 1987

## **HOKER BROADCASTING, INC.**

has acquired  
**WLLT-FM**  
Cincinnati, Ohio

The undersigned acted as an investor and financial advisor  
in connection with this acquisition.

**COMMUNICATIONS PARTNERS, LTD.**



February, 1987

## **HOKER BROADCASTING, INC.**

has acquired  
**WRXJ-AM**  
Jacksonville, Florida

completing the combination with WCRJ-FM,  
Jacksonville, Florida

The undersigned acted as an investor and financial advisor  
in connection with this acquisition.

**COMMUNICATIONS PARTNERS, LTD.**



May, 1987

## **DAVIS BROADCASTING, INC.**

has acquired  
**WIBB-AM and WFNE-FM**  
Macon - Forsyth, Georgia

and has secured the following financing for this acquisition  
and in connection with the refinancing of existing properties:

\$4,750,000 Revolving Bank Credit  
400,000 Senior Subordinated Notes  
731,000 Equity Capital

The undersigned acted as  
financial advisor and investor with respect to these transactions

**COMMUNICATIONS PARTNERS, LTD.**



May, 1987

## **DELIER BROADCASTING, LTD.**

has acquired  
**KFMX-AM/FM**  
in Lubbock, Texas

The undersigned sponsored the formation of  
DeLier Broadcasting, Ltd.  
and acted as the principal investor in this acquisition.

**COMMUNICATIONS PARTNERS, LTD.**



September, 1987

## **ADAMS-SHELTON COMMUNICATIONS**

has sold  
**KLSF-FM Amarillo, Texas**  
**KORQ-AM/FM Abilene, Texas**  
to  
**Backer Broadcasting, Inc.**

The undersigned acted as financial advisor to the seller  
and assisted in the above divestiture.

**COMMUNICATIONS PARTNERS, LTD.**



October, 1987

## **WOODS COMMUNICATIONS CORPORATION**

\$4,750,000 Senior Bank Notes

The undersigned acted as financial advisor  
in connection with this transaction.

**COMMUNICATIONS PARTNERS, LTD.**



November, 1987

## **HOKER BROADCASTING, INC.**

\$6,500,000 subordinated notes with warrants

The undersigned acted as financial advisor  
with respect to this transaction.

**COMMUNICATIONS PARTNERS, LTD.**



December, 1987

## **UNIVERSAL CABLE COMMUNICATIONS, INC.**

and  
**UNIVERSAL CABLE MIDWEST, INC.**  
have acquired

8,100 basic subscribers located in  
Kansas, Nebraska, and Oklahoma

\$6,975,000 Senior Bank Debt  
2,500,000 Subordinated Debentures

The undersigned acted as an investor and financial advisor  
in these acquisitions and the above financing.

**COMMUNICATIONS PARTNERS, LTD.**



December, 1987

# COMMUNICATIONS PARTNERS, LTD.

Eric C. Neuman  
Managing General Partner

Dallas, Texas

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G. Bradford Bulkley  
Managing General Partner



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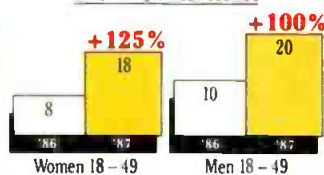




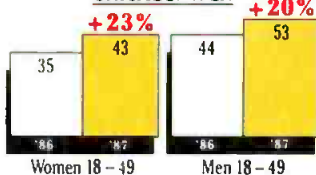
# November.

## CHEERS VS. NOVEMBER 1986 TIME PERIOD SHARES

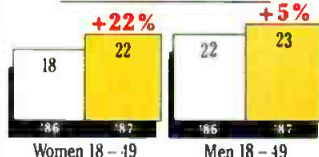
### LOS ANGELES/KTLA



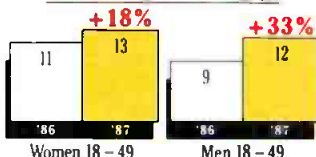
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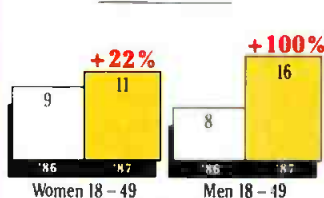
### SAN FRANCISCO/KTVU



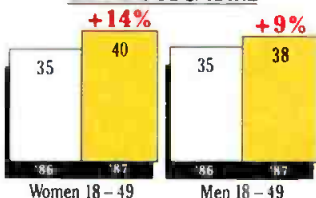
### WASHINGTON D.C./WDCA



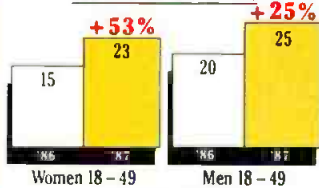
### TAMPA/WTG



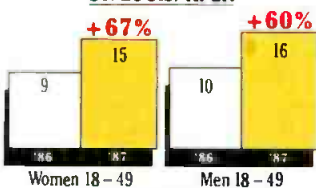
### MINNEAPOLIS/KARE



### PITTSBURGH/WTAE



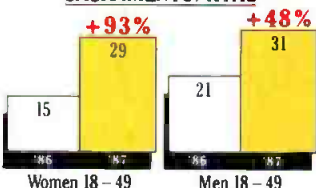
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### PHOENIX/KNXV



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SOURCE: NSI as dated



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Mich., to Federal Broadcasting Co. for \$31,150,000. Federal is a Detroit-based group of two AM's and one FM headed by Peter Kizer, president.

NBC made one of the largest purchases of the year with the buy of **WTVJ(TV)** Miami from Kohlberg Kravis Roberts for \$270 million. The purchase of the CBS affiliated station caused confusion in the market where NBC-affiliated **WSVN(TV)** had just signed a two-year agreement with NBC. **WSVN(TV)** owner Edward Ansin protested the sale at the FCC, but was rejected and the FCC approved the sale. A sale of the station to Lorimar-Telepictures for \$405 million had been announced two years ago, but that deal fell through, and NBC picked up the station for what many considered a fire sale price. KKR also sold **WTVG(TV)** Toledo, Ohio, to former Storer chairman, Terry H. Lee, for \$65 million.

Harte-Hanks Communications Inc. sold **WFMY-TV** Greensboro, N.C., and **WLTV(TV)** Jacksonville, Fla., to Gannett Co. for \$155 million. The sale brought Arlington, Va.-based Gannett's station ownership to seven AM's, nine FM's and 10 TV's. Harte-Hanks had earlier sold **KYTV(TV)** Springfield, Mo., to Schurz Communications Inc. for \$50.8 million. Schurz is a South Bend, Ind.-based group of one AM, one FM and three TV's; it is also a cable MSO and publisher of eight newspapers. It is headed by Franklin D. Schurz, president. Harte Hanks Communications Inc. is a publicly traded, San Antonio, Tex.-based publisher of 16 newspapers which also sold its cable systems (see Cable) and retains **KENS-TV** San Antonio. It is headed by Robert Marbut, president.

Forward Communications Corp. sold its TV stations to Adams Communications Corp. for \$126.5 million. Adams bought **WHOI(TV)** Peoria, Ill.; **KOSA-TV** Odessa, Tex.; **WTRF-TV** Wheeling, W.Va., and **WMTV(TV)** Madison and **WSAW-TV** Wausau, both Wisconsin. Forward was purchased by former Secretary of the Treasury William Simon and Russell Chambers in 1984 for \$95 million. Adams is owned by Minneapolis bottler and entrepreneur, Stephen Adams, and owns four AM's, five FM's and 10 TV's. Adams also bought **KISS(FM)** San Antonio, Tex. (see FM's).

**WPHL-TV** Philadelphia was sold by the Providence Journal Broadcasting Corp. to Dudley Taft Communications Inc. for \$71,978,400. Providence R.I.-based Journal Broadcasting publishes the *Providence Journal-Bulletin*, operates 14 cable systems in five states and also owns **KMSB-TV** Nogales, Ariz., and **KGSW(TV)** Albuquerque, N.M. Journal Broadcasting is headed by Steve Hamblett, president.

Taft is owned by Dudley Taft, former vice chairman of Taft Broadcasting, who also owns **WGHP(TV)** Greensboro, N.C.

Harold Crump, the former president of the Houston-based broadcast division of H&C Communications, and Dave Allen, president of Petry Inc., bought **WCSC-TV** Charleston, S.C., for \$65 million from John Rivers and family, who also sold co-located **WCSC(AM)**-**WXTG(FM)** to Ralph Guild (see AM-FM's) and now have no other broadcast interests.

American Family Corp. bought **WAFB-TV** Baton Rouge from Guaranty Corp. for \$60 million. Guaranty is a Baton Rouge-based, publicly traded, mutual insurance company, headed by George Foster, chairman. American Family is a Columbus, Ga.-based group of six TV's headed by John B. Amos, chairman. It also sold **WMVP(AM)**-**WBGK(FM)** Milwaukee (see AM-FM's).

Clay Communications Inc., which also sold its group of four newspapers to Thomson Newspapers Inc. ("In Brief,"

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---

## VHF-TV

Joseph A. Carriere, President  
Caprock Telecasting, Roswell, NM/Lubbock, TX:

*"When a studio fire wiped us out, our Harris sales manager was on the scene in six hours and we were back on the air in 10 days!"*

*Our VHF equipment from Harris gives us the best quality money can buy. And Harris really stands behind its products.*

*Over the years, Harris has treated us very well. Other manufacturers may make good equipment, but not all can give the kind of support we get from Harris."*

---

## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

*"When it came time to buy a 35 kW transmitter, we found that Harris had the right product with the right features at the right price — so we went with the Harris FM-35K.*

*Besides — Harris has an excellent reputation for backing and servicing the products it sells."*

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

*"Our SX-1A, 1 kW AM transmitter performs as advertised. It gives us a stand-out presence on the dial — especially in our fringe areas.*

*And Harris's SunWatch has completely solved our PSA/PSSA power scheduling problems. I don't know how a station could do it otherwise.*

*When we've needed service, Harris has always come through."*

---

## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

*"Most AM broadcasters who have upgraded their facilities in this part of the state have gone with Harris SX transmitters. As you are well aware, this is a lightning prone area of the country, and our SX-5A has performed well above our expectations in the area of maintenance and downtime.*

*We chose Harris for its professional service and support. I have a good rapport with Harris people."*

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

*"Before we switched to Harris, we were barely on the air with a poor signal. Our FM-3.5K, 3.5 kW transmitter makes us a stand-out on the dial."*

---

## KHBS, UHF-TV

Don Vest, Director of Engineering  
Sigma Broadcasting, Fort Smith, AR:

*"KHBS is our first Harris installation, and I'm very glad I did it.*

*What impresses me most about Harris is the service and parts support. In 19 years of broadcasting, it's the most cooperative and helpful in the industry.*

*Harris knows how to treat its customers. Harris is going to win!"*

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

*"Our FM-3.5K, 3.5 kW transmitter has operated flawlessly since our sign-on last November.*

*And our Harris representative not only helped us put our equipment package together, but stayed on duty after the sale to see that we met our critical air date!"*

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

*"Before I ordered our two new transmitters, I tested three service departments. Harris was the only one with an engineer on duty at 10:30 p.m., the Fourth of July. With the others I got a recording and an answering service.*

*What impresses me most about Harris is the attitude and the people."*

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Newlywed Game and Magnum P.I., just as it has topped People's Court, Jeopardy, Wheel of Fortune and many others over the past six years.

♦ Good Company captures a staggering 61 share of Women 18-49 and 25-54!

♦ Come September, Good Company goes into syndication. Joining the ranks of Oprah, Donahue, PM Magazine, Mike Douglas and The Judge, shows that jumped from local hits to national sensations.

♦ Good Company. A proven format. A show with a strong relationship between talent and viewers.

*It's more than a relationship, it's a marriage.*



# Good Company



April 20, 1987), sold **WAPT(TV)** Jackson, Miss.; **WWAY(TV)** Wilmington, N.C., and **KJAC-TV** Port Arthur and **KFDX-TV** Wichita Falls, both Texas, to Price Communications Corp. for \$60 million. Clay is headed by Lyell Clay and family and has no other broadcasting or publishing interests. Price, which sold seven of its radio stations to Fairfield Communications (see Groups), bought **WSEE-TV** Erie, Pa., for \$8,750,000 from principals of MMT Sales, a New York-based station representative headed by Gary Scollard, who also has an interest in **KLRT(TV)** Little Rock, Ark. Publicly owned, New York-based Price owns five AM's, four FM's and nine TV's after the sale and is headed by Robert Price, president.

Anchor Media completed its purchase of **WLOS(TV)** Asheville, N.C., from the New York-based investment firm, Kohlberg Kravis Roberts Co., for \$50 million. Anchor is a St. Petersburg, Fla.-based group of three AM's and three FM's principally owned by former Gulf Broadcasting president, Alan Henry.

Shamrock Broadcasting Inc. sold **KEYT(TV)** Santa Barbara, Calif., to Smith Broadcasting for \$30 million. Burbank, Calif.-based Shamrock owns five AM's, nine FM's and three TV's and is owned by

Roy E. Disney and family. Chicago-based Smith is a group of five TV's principally owned by Robert N. Smith, William Reynier and Boston investment banker, TA Associates.

**KXXV(TV)** Waco, Tex. was sold by Robert A. Mann and family, who have no other broadcast interests, to Shamrock Broadcasting for \$12,535,000.

National Group Inc., principally owned by N.J. Douglas and his wife, Hazel, who have no other broadcast interests, and Bluebonnet Broadcasting Co., owned by Raymond G. Schindler, who has no other broadcast interests, sold their jointly owned **KSTS(TV)** San Jose (San Francisco), Calif., and an unbuil TV in Galveston, Tex., to Telemundo Group Inc. for a total of \$25 million. Telemundo is a group of four Spanish-language TV's purchased two years ago from John Blair & Co. It is owned by Reliance Group Holdings, a publicly traded New York-based investment firm principally owned by financier Saul Steinberg. Telemundo is headed by Henry R. Silverman, president. It spun off the Blair radio station group to Sconnix Broadcasting for \$152 million (see Groups).

Lorimar Telepictures Corp. sold **KMID-TV** Midland-Odessa, Tex.; **KSPR(TV)**

Springfield, Mo., and **KCPM(TV)** Chico-Redding, Calif., to Goltrin Communications Inc. for \$23 million. Culver City, Calif.-based entertainment production and distribution company, Lorimar, also owns **WPGH-TV** Pittsburgh, **WLIH(TV)** San Juan and **WSUR-TV** Ponce, both Puerto Rico, all of which are on the block. Goltrin is a newly formed broadcasting company headed by Joseph Goldfarb, a member of the office of the president of Lorimar Broadcast Group; his wife, Barbara, a Los Angeles-based attorney, and Melvyn Estrin, chairman and chief executive officer of Human Services Group Inc., a financial investment and management services organization in Washington.

Act III Broadcasting bought **WRGT-TV** Dayton, Ohio; **WVAH-TV** Charleston, W.Va., and a CP on ch. 11 in Charleston from Henry Posner Jr., Albert M. Holtz and Thomas D. Wright, who have no other broadcast interests for \$22 million. Act III intends to return the license for **WVAH-TV** to the FCC and will switch from its ch. 23 assignment to the CP's ch. 11 on April 11, 1988. It is principally owned by producer Norman Lear and is headed by Burt Ellis, president. It also bought **WTAT-TV** Charleston, S.C., for \$3.7 million, from a group with no other broadcast interests, principally owned by general partner, Terry Trousdale. Act III also owns **WNRW-TV** Greensboro, N.C.

**WREX-TV** Rockford, Ill., was sold by Gilmore Broadcasting Corp. for \$18 million to M.L. Partners. M.L. Media is headed by Elton Rule, former ABC president, and I. Martin Pompadur. It also owns **KATC-TV** Lafayette, La. Pompadur also has interest in Television Station Partners, New York-based group of four TV's. Gilmore is a Kalamazoo Mich.-based group of one AM, three FM's and three TV's owned by James S. Gilmore. It also sold **WSVA(AM)**-**WQPO(FM)** Harrisonburg, Va. (see AM's-FM's).

**KLTJ(TV)** Irving, Tex. (Dallas-Fort Worth), was sold by Cela Inc. to Home Shopping Network for \$16,250,000. Cela is owned by Eldred Thomas and has no other broadcast interests. HSN is a publicly traded Clearwater, Fla.-based group of 12 TV's headed by Howard Speer, chairman. A new group, Blackstar Communications Inc., headed by John E. Oxendine, Kenneth O. Harris and Wesley S. Williams, all of whom are affiliated with BROADCAST (Broadcast Capitol Fund), a private, nonprofit venture capital fund created by the National Association of Broadcasters, bought **KHSP-TV** Salem, Ore., from the Home Shopping Network for \$5,135,000. Blackstar also bought **WMOD-TV** Melbourne, Fla., from Press Broadcasting



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Co. for \$5 million. Press Broadcasting is a subsidiary of Asbury Park Press Inc., which is principally owned by Jules L. Plangerre and Donald Lass. It owns WJLK-AM-FM Asbury Park, N.J., and publishes the *Asbury Park (N.J.) Press*. It also bought WCLU(TV) Clermont, Fla. HSN bought KVVU(TV) Salem, Ore., from Emerald City Broadcasting for \$5 million from Robert A. Finkelstein who has no other broadcast interests.

TA Associates, a Boston-based investment banking firm headed by David Croll, bought KOAM-TV Pittsburg, Kan.-Joplin, Mo., from Draper Communications for \$15 million. Draper is a Salisbury, Md.-based group of three TV's principally owned by Tom Draper.

Hugh E. Davis, who has no other broadcast interests, sold KNDO(TV) Yakima and its satellite, KNDU(TV) Richland, both Washington, to Farragut Communications Inc. for \$13,250,000. The stations were sold twice before, first to Beam Communications for \$16,250,000 ("Changing Hands," Oct. 16, 1986), later to Adams Communications for \$14 million ("Changing Hands," July 20, 1987); both deals fell through. Farragut, through its subsidiary, North Star Communications, owns KSTU-TV Salt Lake City. It is 90% owned by All State Insurance Co. and is headed by Bill Lincoln and Katy Glakas.

Harcourt Brace Jovanovich Inc. got out of the broadcasting business with the sale of WDIO-TV Duluth and satellite WIRT(TV) Hibbing, both Minnesota, to Hubbard Broadcasting Inc. for \$10,750,000. Hubbard is a St. Paul, Minn.-based group of one AM, one FM and six TV's principally owned by Stanley Hubbard.

Dunbar Carpenter, who has no other broadcast interests, sold KDRV(TV) Medford, Ore., to Love Broadcasting for approximately \$8,250,000. Love is a Biloxi, Miss.-based group of two AM's three FM's and one TV owned by James S. Love, Jo Love Little and Mary Eliza McMillan.

KAYU-TV Spokane, Wash., was sold to Bingham Communications Group for \$7.7 million. Kayu-TV was headed by Robert J. Hamacher, president, and had no other broadcast interests. Bingham is headed by Robert R. Bingham and also owns WKCT-TV Wenatchee, Wash., and KKFx(AM) Seattle. Bingham also bought WINR(AM) Binghamton, N.Y.

KMSS(TV) Shreveport, La., was sold by Joseph D. Waggoner and Grey Teekell, who have no other broadcast interests, to

Southwest MultiMedia for \$7 million. Austin, Tex.-based Southwest is a group of four TV's principally owned by Billy Goldberg and Lester Kamin. It also sold KTXF(FM) Brownsville, Tex. (see FM's).

Price Broadcasting Corp. sold KIDK(TV) Idaho Falls, Idaho, to Retlaw Enterprises Inc. for \$6.8 million. Price is a Salt Lake City-based group of four AM's, five FM's and one TV owned by John Price. It also sold KKRd-FM Wichita, Kan.; WVVa(AM)-WVOK(FM) Wheeling, W.Va., and WJSU(TV) Anniston, Ala. (see Groups) and KQMS(AM)-KSHA(FM) Redding, Calif. (see AM's-FM's). Retlaw is a Los Angeles-based group of five TV's, principally owned by Lillian Disney and family.

After purchasing five TV's from Taft Broadcasting (since renamed Great American Broadcasting), TVX Broadcast Group spun off two stations: WNYB-TV Buffalo N.Y., to First Allied Massachusetts Corp., a Rochester, N.Y., group of five TV's owned by Malcom Glazer, for approximately \$4.8 million, and KJTM-TV Pine Bluff, Ark., to Don H. Barden, a Detroit-based cable operator, with systems in and around Detroit, for \$6 million plus other considerations. TVX is a publicly owned, Virginia Beach, Va.-based

group of 11 TV's headed by Gene Loving, chairman, and Tim McDonald, president.

Thorne Donnelly and Donald Sterling, who have no other broadcast interests, sold KTIE-TV Oxnard, Calif., to PZ Entertainment for \$5.5 million. PZ is a general partnership headed by Meshulam Riklis, owner of a New York-based diversified company that owns Botany 500 menswear, Faberge cosmetics, BMX bicycles, the Riviera hotel in Las Vegas, McCrory's department stores and other interests.

WCVX(TV) Vineyard Haven, Mass., was sold by Donald P. Moore, owner of low-power television station W67BA Dennis, Mass., to Metro Television Inc. for \$4,570,000. Metro is owned by Pamela K. Harris, Michael D. O'Neil, John W. Cathey and Donald P. Moore. It also owns WXJY(FM) Nantucket, Mass.

Sage Broadcasting Corp. bought KDUB-TV Dubuque, Iowa, for \$4 million from Thomas Bond, who has no other broadcast interests. Sage is a publicly owned, Stamford, Conn.-based group of nine AM's and eight FM's headed by Leonard Fassler and Gerald Poch. It also bought WACO(AM)-KHOO(FM) Waco, Tex. (see

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AM's-FM's).

Dr. Carl Gordon, an Albany Ga.-based surgeon with no other broadcast interests, sold **WTSG(TV)** Albany, Ga., to NewSouth Broadcasting Co. for \$2.25 million. The buyer is principally owned by Timothy Brumlik, Lori Antoniak, and her daughter, Margaret, who also have an interest in **WJOE(TV)** Marianna, Fla., and **WTLH(TV)** Bainbridge, Ga.

Theresa Gosse sold her only station, **KVHP(TV)** Lake Charles, La., to Calcasieu Communications Inc. for \$2 million. Calcasieu is owned by Michael S. Dillon, Charles P. Muckenthaler, Donald R. Dombrow and Gary D. Hardesty. Dillon is a San Diego-based financial consultant and real estate investor. Muckenthaler is a retired Navy pilot from San Diego. Dombrow is a retired dentist from San Diego. Hardesty is a San Diego-based stockbroker. None have other broadcast interests.

Union Street Video Inc., a group headed by Keith Wheeler, sold its only station, **WUSV(TV)** Schenectady, N.Y., to WMHT Public Broadcasting for \$1.8 million. The buyer is a nonprofit corporation, headed by Sara Catlin, that also owns WMHT(TV)

Schenectady, N.Y.

Donald B. Thomson sold **KLVV(TV)** San Jose, Calif., to Friendly Bible Church Inc. for \$1,725,000. Thomson has no other broadcast interests. Friendly Bible Church is a nonprofit corporation headed by Ray K. Foreman.

Gerald Fitzgerald, owner of **KCOR(TV)** Cedar Rapids, Iowa, sold **WCCU(TV)** Urbana, Ill., to Bahakel Communications for \$1,169,100 plus assumption of liabilities up to \$1,851,432. Charlotte N.C.-based Bahakel is a group of seven AM's, eight FM's and seven TV's owned by Cy N. Bahakel. It also bought **WPET(AM)**-**WKSJ(FM)** Greensboro, N.C. (see AM's-FM's).

## FM's

Sales of FM stand-alones were down from 1986's total of about \$625 million, with 166 sales in 1987 amounting to \$454,419,899. The average price was \$2,737,469, down slightly from 1986's average of \$2,866,976. Of those sales, 62 were for more than \$1 million and 97 were for less. The stations less than \$1 million averaged

\$357,661 and those over \$1 million averaged \$6,740,302, up from last years \$5,757,894. The sales over \$1 million are listed below:

Sharad Tak, owner of a Vienna, Va.-based computer firm, which made a big splash in 1986 when it bought three Hawaii TV stations from Shamrock Broadcasting for \$50 million, last year bought **WUSL(FM)** Philadelphia for \$32 million from LIN Broadcasting and then made the largest FM stand-alone purchase of 1987 when it bought **WJQY(FM)** Fort Lauderdale, Fla. (see photo, page 97), for \$34 million, from Joseph C. Amaturro, former owner of The Tremont Group, a Fort Lauderdale-based group that sold most of its stations to Keymarket Communications in 1986. Amaturro has no other broadcast interests.

Outlet Communications Inc. bought **WASH(FM)** Washington from Metropolitan Broadcasting Corp. for \$29,250,000. Metropolitan is New York-based group of three AM's and six FM's, formerly Metromedia stations, headed by Carl Brazell. It also sold **WIP(AM)** Philadelphia (see AM's). Outlet is a Providence R.I.-based group of one AM, three FM's and three TV's headed by Bruce Sundlun. It also owned co-located **WTOP(AM)**-**WMMJ(FM)** Washington but spun off **WMMJ(FM)** Washington to Cathy Liggins Hughes, who owns co-located **WOL(AM)** Washington.

Egmont Sonderling sold **WBMX-FM** Oak Park (Chicago) Ill. to Dorton Broadcasting for \$27 million. Sonderling also sold co-located **WBMX(AM)** (see AM's) and is an applicant for a new FM in Arlington, N.Y. Dallas-based Dorton Broadcasting Corp. owns three AM's and three FM's and is headed by Joe Dorton, chairman. Dorton also bought **WCZY-AM-FM** Detroit (see AM's-FM's).

Taft Television & Radio Co. bought **WRIF(FM)** Detroit from Silver Star Communications for \$17 million. Silver Star is a Tallahassee, Fla.-based group of two AM's and three FM's principally owned by Dr. John Robert E. Lee. Publicly owned Taft, which was purchased by a partnership of The Robert M. Bass Group and American Financial Corp., a Cincinnati-based investment firm owned by Carl Lindner (see Groups), is based in Cincinnati and owns seven AM's, eight FM's and five TV's. The group is headed by Charles Mechem, chairman. Former Taft vice chairman, Dudley Taft, bought **WPHL-TV** Philadelphia and **WGHP(TV)** Greensboro N.C. (see TV's).

Sconnix Broadcasting, which sold **KVIL-AM-FM** Highland Park (Dallas), Tex., for the largest price ever paid for an AM-FM



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combination (see AM-FM's), sold **WZOU(FM)** Boston to Ardman Broadcasting for \$15.5 million. Ardman is a Washington-based group of seven AM's and seven FM's principally owned by Myer Feldman. It also bought **WPHR(FM)** Cleveland from Beasley Broadcasting for \$4.7 million. Beasley is a Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley; it had a busy year. Beasley bought **KAAY(AM)** Little Rock, Ark., and **WORL(AM)** Orlando (see AM's), **WMRO(AM)**-**WAUR(FM)** Aurora, Ill. (see AM-FM's); **WORZ(FM)** Daytona Beach, Fla., from Duffy Broadcasting for \$9.2 million—Duffy is divesting its radio group (see Groups): sold **WYNG(FM)** Evansville, Ind., to Faircom Inc. for \$5.6 million—Faircom is a publicly traded, Old Brookville, N.Y.-based group of two AM's and three FM's headed by Joel Fairman—and bought **KSSR(FM)** Bastrop, Tex., from Colorado River Broadcasters Inc. for \$5.2 million. Colorado River is principally owned by Robert Walker and Tolbert Foster. Foster has interest in **KDET(AM)**-**KLCR(FM)** Center, Tex., Walker has no other broadcast interests.

□

Jeanette and John Banoczi and Lyn Boulay, who own **KBZT(FM)** La Quinta, Calif., sold **KNOB-FM** Long Beach, Calif., for \$15 million to Spanish Broadcasting System, a New York-based group of three AM's and one FM principally owned by Raul Alarcon.

□

Arthur Shadek and his wife, Katherine, who have no other broadcast interests, sold **WRXR(FM)** (formerly **WMET**) Chicago to Pyramid Broadcasting for \$15 million. Medford, Mass.-based Pyramid owns five AM's and five FM's and is headed by Richard M. Balsbaugh.

□

**KLOK-FM** San Francisco was sold by Davis-Weaver Broadcasting, a San Jose, Calif.-based group of three AM's and three FM's owned by William Weaver and Philip C. Davis, to Brown Broadcasting Co. for \$15 million. Brown is owned by Willet H. Brown and his son, Michael. Based in Beverly Hills, Calif., it owns three AM's and four FM's.

□

Howard (Woody) Tanger bought **WFLN-FM** Philadelphia from Franklin Broadcasting Co. for \$15 million. Franklin was owned by Raymond F. Green, who will remain as general manager of **WFLN-FM**; his father Raymond S. Green, and Eleanor Smith and family. It has no other broadcast interests. Tanger, with his family also owns **WTMI-FM** Miami and **WQRS-FM** Detroit.

□

Atlanta-based newspaper publisher, cable MSO and station group, Cox Communications, sold **WTRK(FM)** Philadelphia to Malrite Guaranteed

Broadcast Partners Inc. for \$13.8 million. Cox Communications owns five AM's, six FM's and eight TV's. Malrite Communications, a Cleveland-based group of five AM's seven FM's and four TV's, is principally owned by Milton Maltz, chairman.

□

**WEZS-FM** Richmond, Va., was sold by EZ Communications Inc. to National Radio Associates Inc. for \$13 million. Fairfax, Va.-based EZ is a group of four AM's and eleven FM's principally owned by Art Kellar, chairman. The station was originally sold for \$16 million, but that deal fell through. The price is lower because buyer, Ragan A. Henry, qualifies for minority tax certificate. Henry, who also has interest in **wxtr(FM)** La Plata, Md., also bought **KCWV(AM)** Leavenworth and **KCWV-FM** Fairway, both Kansas (see AM's-FM's) and **wksg(FM)** Detroit. EZ also sold **KFYE(FM)** Fresno, Calif. (see FM's), to Ralph Guild for \$6 million. Guild is chairman of Interep, a New York-based holding company of station representative firms. Guild also owns **KFRE-AM-FM** Fresno and is spinning off the FM for this purchase. Guild also bought **wcsc(AM)**-**wxtc(FM)** Charleston S.C. (see AM's-FM's).

□

NBC sold **WMAQ(FM)** Chicago to Group W

for \$13 million, and announced that it was selling all of its radio properties (BROADCASTING, Jan. 25).

□

Franz Allina sold his only station, **WEBE(FM)** Westport, Conn., to **WEBE Associates** for \$12 million. **WEBE Associates** is principally owned by M.L. Media Partners and is headed by Martin Pompadur and former ABC executive, Elton Rule. It also bought **WREX-TV** Rockford, Ill.

□

**KKCY(FM)** San Francisco, was sold by Ivan Braiker's Olympic Broadcasting Corp. to Pacific FM Inc. for \$11 million. Olympic is a publicly held Seattle-based group of five AM's and seven FM's. Pacific FM is owned by Jim Gabbert and Michael Lincoln, who also own **KOFY(AM)** San Mateo, Calif., and **KOFY-TV** San Francisco.

□

**KISS(FM)** San Antonio, Tex., was sold by Capitol Broadcasting Co. for \$11 million to Adams Communications. Raleigh, N.C.-based Capitol owns two AM's, seven FM's and one TV and is principally owned by James F. Goodmon. Capitol also sold **KBEQ-FM** Kansas City, Mo., to Noble Broadcast Group for \$9.25 million. Tampa, Fla.-based Adams Communications Corp. made its biggest buy ever with the purchase of the Forward Communications

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Group for \$126.5 million (see Groups). Adams owns four AM's, five FM's and nine TV's. San Diego-based Noble owns four AM's and five FM's and is headed by John Lynch. It also bought **WMRE(AM)** Boston (see AM's) and **KBCO-AM-FM** Boulder, Colo. (see AM's-FM's).

□

Thunder Bay Communications sold **KLTX(FM)** Seattle to Ackerley Communications for \$8.7 million. Thunder Bay is owned by Gordon Stenback and Earle Horton, who also sold **KIXI(AM)** Seattle (see "AM's") and have no other broadcast interests. The transfer of the two stations netted Thunder Bay almost \$6.5 million over their original purchase price. The buyer is a Seattle-based group of two AM's, one FM and five TV's owned by Barry Ackerley, who also owns Seattle Supersonics Basketball team.

□

James E. Martin, owner of **WQSC(FM)** Andrews, S.C., and Clifton G. Moor and William G. Brown, owners of **WTIF(AM)**-**WJYF(FM)** Tifton, Ga., and **WZKS(FM)** Jessup, Ga., sold **WDXJ-FM** Homestead, Fla., to Family Group Broadcasting Operation L.P. for \$8.1 million. Family Group is owned by Ian N. (Sandy) Wheeler and Charles S. Goldmark. Wheeler heads Family Group Broadcasting, a Tampa Fla.-based group

of four AM's, four FM's and five TV's. Goldmark is general manager of **WQST-FM** Miami. Family Group also bought **WVMI(AM)**-**WQID(FM)** Biloxi, Miss. (see AM-FM's).

□

Oakland Calif.-based Family Stations, a nonprofit corporation headed by Harold Camping that owns five AM's, 14 FM's, one TV and CP's for 11 other FM's (many of Family's FM's are noncommercial to which FCC cap of 12 stations in service does not apply) sold **KEBR(FM)** Sacramento, Calif., to Duchossois Communications for \$7.4 million. The Chicago-based buyer is principally owned by Richard L. Duchossois, chairman. Duchossois is head of Chicago-based manufacturing electronics and entertainment firm, Duchossois Enterprises Chicago. It also owns **WASK-AM-FM** Lafayette, Ind.; **KDAL-AM-FM** Duluth, Minn., and **KDSM-TV** Des Moines, Iowa. It also bought **WNAV(AM)**-**WHFS(FM)** Annapolis Md., **KDAL-AM-FM** Duluth, Minn., and **KAIR(AM)**-**KJYK(FM)** Tucson, Ariz. (see AM-FM's)

□

Richard Oppenheimer, Kent Anderson and Robert L. Clarke bought **WTMG(FM)** Murfreesboro, Tenn., from Ed Yodell for \$6.5 million. Yodell has no other broadcast interests. The buyers, who own **WMFX(FM)** St. Andrews S.C., also bought **WVOK(AM)**-

**WLTB(FM)** Birmingham, Ala. (see AM's-FM's).

□

**WLCS-FM** Jacksonville, Fla., was sold by The Kravis Co. to WIN Communications for \$6.5 million. The Kravis Co. is owned by George Kravis, who also owns **KGTO(AM)**-**KRAV(FM)** Tulsa, Okla. Cleveland-based WIN owns two AM's and five FM's and is owned by Walter A. Tiburski and Anthony S. Oceppek. WIN later sold **KRVR(FM)** Davenport, Iowa, and **WIRL(AM)**-**WSWT(FM)** Peoria, Ill. (see Groups).

□

Jack McSorley, former senior vice president of Price Communications, bought **KIKX(FM)** Colorado Springs, and **KQIZ(FM)** Amarillo, Tex., from Wiskes-Abaris Communications for \$6.2 million. Wiskes-Abaris is owned by Jack Higgins and Don Wiskes, who have no other broadcast interests.

□

**KLZE-FM** Los Altos, Calif., was sold by Mountain Communications Inc. to San Jose Broadcasting Corp. for \$5,275,000. Mountain Communications is owned by John Parker and his wife, Kathleen, who also owns **KCTJ(AM)**-**KCTZ(FM)** Minneapolis, **KXTZ-FM** Las Vegas and **KIKI(AM)**-**KMAI(FM)** Honolulu. They bought the station in March 1987 for \$4.3 million. San Jose Broadcasting is principally owned by Timothy R. Sullivan, who also has interest in **KPZE(AM)**-**KEZY(FM)** Anaheim and **KCAL(FM)** Redlands, both California.

□

Scranton Pa.-based group owner, Shamrock Communications Inc., bought **KLTD(FM)** Lampasas, Tex., from Lambert & Associates for \$4.5 million. KLTD was principally owned by Rebecca F. Lambert and Ronald K. Witcher, who owns co-located **KCYL(AM)**. Shamrock is headed by William R. Lynett, president, and owns three AM's, six FM's and various publications.

□

**WAQI(AM)** Miami owner, Amancio V. Suarez, bought **WTHM(FM)** Goulds, Fla., from Beach Communications Inc. for \$4 million. Beach is owned by Malcom Kahn and George Delsou, who also own **WSBR(AM)** Boca Raton and **WVBH(FM)** Key Largo, both Florida.

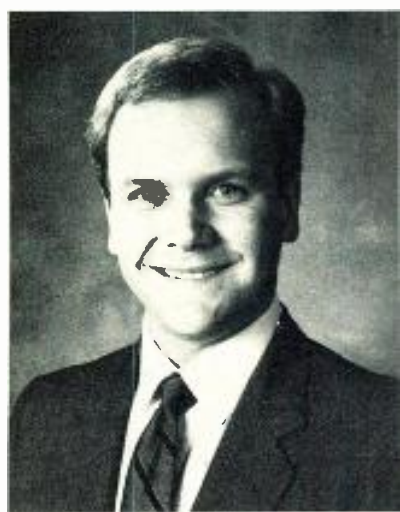
□

**WJJR(FM)** Rutland, Vt., was sold by Media Concepts Inc. to Caravelle Broadcast Group for \$3,950,000. Media Concepts is owned by John J. Long, who also owns **WNYJ(FM)** Albany, N.Y. Caravelle is a Charlotte, N.C.-based group of three AM's and three FM's principally owned by Howard Schrott and Robert Beacham.

□

Bruce L. Engel bought **KMJK(FM)** Lake Oswego, Ore., for \$3.9 million from

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Lodestar Communications Group, a Portland Ore.-based group of three AM's and two FM's owned by Victor Ives, general partner, and 12 others. Engel is the majority owner of Capps Broadcasting Group Inc., a Bend Ore.-based group of two AM's and one FM.

□

CRB Broadcasting Corp. New York-based group of five AM's and six FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor, bought **WRIT-FM** Stuart Fla. from Nettare Broadcasting Co. for \$3.5 million. The seller, Fred L. Nettare, also owns **WPOM(AM)** Riviera Beach, Fla.

□

Don Rabbit sold his only station, **WFON(FM)** Fond Du Lac, Wis., to Independence Broadcasting Corp. for \$3.3 million. Independence is principally owned by John Goodwill and Peter Sulick, who also own **KSAL(AM)-KYEZ(FM)** Salina, Kan., and **KOEL-AM-FM** Oelwine, Iowa.

□

Richard Dean, David G. Hinson and Norman Fisher bought **KKJY-FM** Albuquerque, N.M., from Roughrider Broadcasting Inc. for \$3.3 million. Principally owned by Sigmund Rogich, Michael O'Callaghan and Thomas Letizia, Roughrider also owns **KROL(AM)** Laughlin and **KPAH-FM** Tonopah, both Nevada.

□

Donrey Media Group, a Fort Smith, Ark.-based newspaper publisher, cable operator and group of two AM's, one FM and one TV owned by Donald W. Reynolds sold **KOCM(FM)** Newport Beach, Calif., to Electra Financial Corp. for \$3,250,000. Donrey also sold **KOLO(AM)** Reno for \$800,000. Electra is a Los Angeles-based investment firm headed by Steven F. Unvar-Haze.

□

Jack Mizell who owns **WRJM-TV** Troy Ala., spun off co-located **WRJM(FM)** to New South Communications Inc. for \$3 million. New South is a Meridian Miss.-based group of two AM's and three FM's owned by F.E. (Eddie) Holladay. It also sold **WVMI(AM)-WQID(FM)** Biloxi, Miss. (see AM's-FM's).

□

**KBOQ(FM)** Marina, Calif., was sold by Herb Victor to Bill Lee, owner of **wZOZ(FM)** Oneonta, N.Y., for \$2,980,000. Victor has no other broadcast interests.

□

Allan W. Roberts, former owner of **WIIN(AM)-WFGP(FM)** Atlantic City, bought **WRGI(FM)** Naples, Fla., from Art Arkelian for \$2.9 million. Arkelian owns a Naples-based group of one AM and two FM's. He also sold **WLLO(FM)** Williston, Fla., for \$564,725. Roberts also purchased **WSYB(AM)-WRUT(FM)** Rutland, Vt. (see AM-FM's).

□

Robert L. Caulfield, former executive director of Milwaukee Symphony Orchestra, bought classical **WFMR(FM)** Menomonee Falls, Wis., from Classical Broadcasting of Greater Milwaukee for \$2.8 million. H. Stewart Corbett, who has no other broadcast interests, was the principal owner.

□

**KKYS(FM)** Bryan Tex., was sold by John Culpepper and Barry Turner, who own Broadcast Properties, a College Station, Tex.-based group of one AM and three TV's, to Radio USA for \$2.8 million. Radio USA is owned by James Reeder who also owns **KCOZ(FM)** Shreveport, La.

□

Salem Communications Corp., Camarillo, Calif., sold **KCFO-FM** Tulsa, Okla., to First Stuart Corp. for \$2.7 million. The buyer is owned by Harold C. Stuart and family, who also own co-located **KVOO(AM)**. Salem also bought **WKPA(AM)-WYDD(FM)** New Kensington, Pa. (see AM's-FM's); **WTOB(AM)** Winston-Salem, N.C. and **KSLR(AM)** San Antonio, Tex. (see AM's).

□

Jack L. Siegal, who also owns **KSRF(FM)** Santa Monica, Calif., sold **KNTF(FM)** Ontario, Calif., to Boulder Ridge Cable TV Inc. for \$2.7 million. Boulder Ridge is owned by John Dean Hazen, who owns cable systems in Half Moon Bay and Ridgecrest both California, and Hickam Air Force Base, Honolulu.

□

**KTXF(FM)** Brownsville, Tex., was sold by Southwest MultiMedia to Tate Communications for \$2.35 million. Southwest is owned by Billy Goldberg and Lester Kamin, and also owns four TV's. It also bought **KMSS(TV)** Shreveport, La. (see TV's). Tate is owned by Harvey Tate, former owner of **WAAT(FM)** Johnstown, Pa.

□

Dan Tapson sold his only station, **KSEQ(FM)** Visalia, Calif., to Buckley Broadcasting Corp. for \$2,073,750. Buckley is a

Greenwich Conn.-based owner of five AM's and eight FM's principally owned by Richard Buckley, president.

□

Billy Sims, the former running back for the Detroit Lions, and Henry Cotton, owner of **KTRY-AM-FM** Bastrop, La., headed a group that sold **KDKS(FM)** Benton, La., to Ken Dowe for \$2 million. Dowe also sold **KRLB-AM-FM** Lubbock, Tex. (see AM's-FM's).

□

**KRZQ(FM)** Tahoe City, Calif., was sold by Mid-South Broadcasting Co. to Cascade Communications for \$1.9 million. Mid-South is owned by Laura E. Simpson, her brother, John W. Simpson, and sister, Mary Simpson Poremba. It has no other broadcast interests. Cascade is headed by John Smith, an Austin, Tex.-based businessman with no other broadcast interests.

□

Thomas J. Buono, president of Broadcast Investment Analysts, a Washington-based communications consultant; Richard Zitelman, owner of Zitelman Group, a Chevy Chase, Md.-based financial consultant, and Michael Hesser, owner of SB Management, a Redwood City, Calif.-based communications management firm, got together to buy **WJYL-FM** Jeffersonton, Ky., from Inter Urban Broadcasting for \$1.7 million. Inter Urban is a New Orleans-based group of three AM's and three FM's owned by Thomas P. Lewis and James J. Hutchinson.

□

**WSEY(FM)** Sauk City (Madison), Wis., was bought for \$1.6 million by William C. O'Donnell and Donn E. Winther, who also have interests in **WHFB-AM-FM** Benton Harbor, Mich., and **WNFL(AM)** Green Bay and **WKFX(FM)** Kaukauna, both Wisconsin. The station was principally owned by Kimberly Gerber, who also has interest in **WWZZ(AM)** Sarasota and **WBGB(FM)** Mount Dora, both Florida.

□

**WYJY(FM)** Biddeford, Me., was sold by

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Gold Coast Broadcasting Inc. to Metro Management Inc. for \$1.5 million. Gold Coast is principally owned by James M. McCann, who also owns WEMJ(AM) Laconia, N.H. Gold Coast also owns WIDE(AM) Biddeford, Me. Lewis Lloyd and Richard Borel, who also own WXXX(FM) Burlington, Vt., bought the station.

□

Faver Broadcasting, which made many of its purchases in 1986, sold **KYKZ(FM)** Lake Charles, La., to Southwest TV & Radio Inc. for \$1.5 million. Faver, based in Valdosta, Ga., is owned by William Woodall, Mark Dunaway and Stanley Sackin. It has interest in **WJPD-AM-FM** Ishpeming, Mich.; **WPTM(FM)** Roanoke Rapids and **WSMY(AM)** Weldon, both North Carolina; **WFVR(AM)** Valdosta; **WTGQ(FM)** Cairo, **WWWN(AM)** Vienna, and **WLET(AM)-WZLI(FM)** Toccoa, all Georgia, and **WPTM(FM)** Roanoke Rapids, N.C. Southwest is owned by Russell Chambers, who, with former Rollins Communications owners, Wayne Rollins, and family has interest in **KLAX-TV** Alexandria, La.

□

Richard Gibson sold his only station, **KADX(FM)** Castle Rock, Colo., to Century Broadcasting Corp. for \$1.4 million. Century is a Chicago-based group of three AM's and two FM's principally owned by George Collias, Howard Grafman and Anthony C. Carlos.

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Eric Jorgensen, former owner of **WISE(AM)-WKSF(FM)** Asheville N.C. and **KZSS(AM)-KZZR(FM)** Albuquerque, N.M., bought **WJYW(FM)** Southport, N.C., from Atlantic Broadcasting Co. for \$1.3 million. Atlantic is a Florence S.C.-based group of one AM and two FM's owned by Fred C. Avent and family. It also sold **WMXQ(FM)** Moncks Corner, S.C.

□

**WNYQ(FM)** Rotterdam, N.Y., was sold by Dennis Jackson to Wnyq Associates for \$1,250,000. Jackson also has interest in **WREF(AM)** Ridgefield, Conn. The station's buyer is principally owned by John J. Long, who also owns **WJR(FM)** Rutland, Vt.

□

Cooney Communications Corp. complemented its **WTKO(AM)** Ithaca, N.Y., with the purchase of **WQNY(FM)** Ithaca from Kimmanger Communications Inc. for \$1,250,000. Kimmanger is a Canandaigua, N.Y.-based group of two AM's, two FM's and five TV's owned by George W. Kimble. The station's new owner, Matthew T. Cooney, also owns **WCHN(AM)-WKZX(FM)** Norwich, N.Y.

□

Former chief financial officer of Turner Broadcasting, William H. Sanders, joined forces with Jay Martin, former general manager of **KHAT-AM-FM** Lincoln, Neb., to buy **KSJQ(FM)** Manteca, Calif., from Commonwealth Broadcasting for \$1.2 million. Commonwealth is owned by Dex Allen, Michael Thorsnes, Vince Bartolotta, John McGuire, Michael Padilla and Ted Atkins. It also owns **KROY(FM)** Sacramento, Calif., Sanders has interest in **WQIM(FM)** Prattville, Ala.; **WSKX(FM)** Suffolk, Va.; **KBBB(AM)-KDXR(FM)** Borger, Tex., and **WJBM(AM)-WKXX(FM)** Jerseyville, Ill.

□

Jerome and Sasha Gillman sold their only station **WDST(FM)** Woodstock, N.Y., to Pinnacle Too Communications Inc. for \$1,120,000.00 Pinnacle is owned by Richard Landy, who also owns **WKNY(AM)** Kingston, N.Y.

□

Arroyo Grande, Calif.-based American General Media bought **WMSR-FM** Manchester, Tenn., for \$1 million from Ray Spivey, Russ Daniels and seven others, who also own co-located **WMSR(AM)**. American General is a group of three AM's and two FM's owned by Lawrence Brandon and his son, Anthony. Anthony Brandon owns **KVOQ-FM** Lorenzo, Tex. Rogers Brandon, Anthony's brother, owns **WYDE(AM)** Birmingham, Ala.

## AM-FM Combos

AM-FM combinations again dwarfed all

other categories of radio sales, totaling \$664,542,104 in 179 sales involving 358 stations. The average price was \$5,679,847, a big jump from 1986's average price of \$3,354,190. Of those AM-FM combination sales, 117 sales were for more than \$1 million, totaling \$608,600,955, and the remaining 62 transactions under \$1 million totaled \$35,941,149. The \$1 million-and-over deals:

□

In a sale that smashed the old record, **KVIL-AM-FM** Highland Park (Dallas), Tex. went from Sconnix Broadcasting Co. to Infinity Broadcasting Corp. for \$82 million. The previous record was the \$49-million sale of **WPAT-AM-FM** Paterson, N.J. **KVIL-AM-FM** is a spin-off from Sconnix's purchase of John Blair & Co.'s four AM's and four FM's (see Groups). Sconnix is a Gilford N.H.-based group of six AM's and seven FM's principally owned by Scott R. McQueen, Theodore E. Nixon and Randall T. Odeneal. Sconnix also sold **wzou(FM)** Boston (see "FM's"). Infinity is a New York-based group of four AM's and nine FM's principally owned by Michael A. Wiener and Gerald Carrus.

□

Publicly traded, New York-based LIN Broadcasting got out of the radio business when it sold **KILT-AM-FM** Houston to Legacy Broadcasting for \$36,750,000. LIN continues to own seven TV's and is headed by Donald Pels, chairman. Los Angeles-based Legacy is a group of four AM's and six FM's principally owned by Carl Hirsch and Robert F.X. Sillerman. It also bought **WCPT(AM)-WCXR-FM** Washington from Metroplex Communications for \$22,750,000. Cleveland-based Metroplex owns four AM's and six FM's and is owned by Norman Wain and Robert C. Weiss.

□

**KBCO-AM-FM** Boulder, Colo., was sold by Centennial Wireless Inc. to Noble Broadcast Group for \$27,250,000. Centennial is owned by Robert D. Greenlee and his wife, Diane, who also own **KKPW(AM)** Tucson and **KKFX(FM)** Green Valley, both Arizona. San Diego-based Noble, a group of five AM's and six FM's headed by John Lynch, also bought **KBEQ-FM** Kansas City Mo. (see "FM's") and **WMRE(AM)** Boston (see "AM's").

□

A.H. Belo Corp. exited the radio business with the sale of **KOA(AM)-KOAQ(FM)** Denver to Jacor Communications Inc. for \$24 million. Publicly traded Belo is based in Dallas and owns five TV's. It is headed by Robert W. Decherd, chairman. Jacor, which is also publicly traded, is based in Cincinnati, owns five AM's and seven FM's and is headed by Terry Jacobs, chairman. Jacor also sold **wbbg(AM)** Cleveland (see "AM's") and **wkyg(AM)-wxkx(FM)**

Parkersburg W.Va. to Jack W. Fritz, former president of John Blair & Co. Fritz also has interest in WXYT(AM)-WNTM(FM) Detroit.

□

McClatchy Newspapers sold **KFBK(AM)-KAER(FM)** Sacramento, Calif., to Westinghouse Broadcasting Co. for \$19 million. Westinghouse Broadcasting owns seven AM's, six FM's and five TV's and is headed by Burt Staniar. Eleanor McClatchy, her son, C.K. McClatchy, and family own the Sacramento-based newspaper company that publishes 12 newspapers in Alaska, California and Washington. It also sold **KMJ(AM)-KNAX(FM)** Fresno, Calif. to Henry Broadcasting for \$8 million. McClatchy owned **KMJ(AM)** since 1925 and **KNAX(FM)** since 1949. Henry Broadcasting is a San Francisco-based group of five AM's and six FM's owned by Charlton H. Buckley.

□

Harvey Grace, owner of Grace Broadcasting, sold **WOOD-AM-FM** Grand Rapids, Mich., after three tries, to United Artists Broadcast Properties for \$18,550,000. The station was originally sold to Surrey Broadcasting two years ago for \$19,500,000 (BROADCASTING, July 28, 1986) and later to Ralph Guild Broadcasting for \$18,250,000, but both deals fell through. United Artists Communications, a Denver-based publicly owned cable MSO and theater chain owner, is headed by Stewart Blair, CEO. This was its first radio purchase.

□

Dorton Broadcasting bought **WCZY-AM-FM** Detroit from Gannett Co. for \$15.5 million. Dorton is headed by Joe Dorton, the former head of Gannett's radio division. Gannett, which owns seven AM's, nine FM's and eight TV's was forced to sell the stations after its purchase of *The Detroit News*. Dorton, which owns three AM's and three FM's, also bought **WBMX-FM** Oak Park, Ill. (Chicago) (see "FM's").

□

John Boden, former president of Blair Radio, New York-based radio rep firm, formed a new company to acquire and operate radio stations, and made his first acquisition with the purchase of **WESC-AM-FM** Greenville, S.C. from Broadcasting Company of the Carolinas for \$15 million. The stations were owned by Robert Schmid, who has no other broadcast interests.

□

Art Modell, owner of the Cleveland Browns NFL franchise, in partnership with Alfred Lerner, sold **WWWE(AM)-WDOK(FM)** Cleveland to Erie Radio Co. for \$14 million. Erie Radio is owned by Thomas Embrescia, Larry Pollock and Tom Wilson. It also owns **WUPW(TV)** Toledo, Ohio.

□

Bluegrass Broadcasting Inc. sold

**WMMA(AM)-WHTQ(FM)** Orlando, Fla., to TK Communications Inc. for \$13.5 million. TK is a Fort Lauderdale Fla.-based group of two AM's and three FM's owned by John F. Tenaglia and Robert K. Weary. Bluegrass is owned by the Kentucky Central Life Insurance Co. and is headed by H. Hart Hagan, president. Based in Lexington, Ky., it owns three AM's, three FM's and two TV's. Bluegrass also sold **WCHY-AM-FM** Savannah, Ga., for \$4 million to Roth Communications, a Melrose, Mass.-based group of four AM's and four FM's owned by Dr. David A. Roth.

□

**WHYN(AM)-WHFM(FM)** Springfield, Mass., were sold by R&R Broadcasting to Wilks-Schwartz Broadcasting for \$10.8 million. R&R is headed by Sherman Robbins and has no other broadcast interests. The buyer is an East Longmeadow, Mass.-based group of two AM's and four FM's owned by Donald Wilks and Michael Schwartz. It also sold **WIXY(AM)-WAQY(FM)** Springfield to Sunshine Group Broadcasting for \$8,750,000. Sunshine is owned by George Silverman. It also owns **WZID(FM)** Manchester, N.H., and **WGAN(AM)-WMGX(FM)** Portland, Me.

□

Price Communications Corp. had a busy year in the station market in 1987. Price sold **KIOI-FM** San Francisco; **WMTG(AM)-WNIC-FM** Dearborn, Mich.; **WLAC-AM-FM** Nashville, and **KKOB-AM-FM** Albuquerque, N.M., to Fairfield Communications Corp. (see Groups), bought **WAPT(TV)** Jackson, Miss.; **WWAY(TV)** Wilmington, N.C., and **KJAC-TV** Port Arthur and **KFDX-TV** Wichita Falls, both Texas from Clay Communications Inc. and bought **WSEE-TV** Erie, Pa., from Erie Broadcast Partners (see TV's). Price, headed by Robert Price, sold **WIBA-AM-FM** Madison Wis. to LL Broadcasting for \$10.8 million. Price bought the stations in August 1985 for \$6 million. The LL in LL Broadcasting stands for Lee Leisinger, former general manager of **WWJ-AM-FM** Detroit. Leisinger also bought **WJIM-AM-FM** Lansing, Mich., for \$4 million, from Grant

Santimone, who has no other broadcasting interests.

□

Capital Cities/ABC Inc. added to its radio portfolio with the purchase of **KMVP(AM)-KRXY(FM)** Lakewood (Denver), Colo. from Malrite Communications Group Inc. for \$10.7 million. Publicly traded, Cleveland-based Malrite also sold **WTRK(FM)** Philadelphia to Cox Communications (see FM's). Malrite is headed by Milton Maltz. Capital Cities/ABC is headed by Tom Murphy, chairman.

□

Duchossois Communications Co. bought **KAIR(AM)-KJYK(FM)** Tucson, Ariz., from Citadel Communications Co. for \$10,120,000. Citadel is owned by Lawrence Wilson and Fritz Beesemyer, who also own **KKFM-FM** Colorado Springs, and **KBOZ-AM-FM** Bozeman, Mont. Duchossois, based in Chicago, is owned by Richard L. Duchossois. It experienced a year of rapid growth, and also purchased **KEBR(FM)** Sacramento, Calif. (see FM's) and **WNAV(AM)-WHFS(FM)** Annapolis, Md., for \$8,240,000 from Jacob Einstein and family, J. George Cuccia, Sike Sharigan and Robert Urquhart who have no other broadcast interests. It also sold **KDAL-AM-FM** Duluth, Minn., for \$2 million to Terry Shockley, who also owns **WLIV(FM)** Madison-Baraboo, Wis.

□

Burbank Calif.-based group owner of five FM's, nine FM's, and three TV's, Shamrock Broadcasting bought **KBRQ-AM-FM** Denver from Great Empire Broadcasting Inc. for \$9 million. Great Empire is a Wichita, Kan.-based group of five AM's and five FM's owned by F.F. Michael Lynch and Michael Oatman. Shamrock is owned by Roy E. Disney and family.

□

Mark and Constance Wodlinger, who own HitVideo USA, a Houston-based stereo video music cable service, sold **KCWV(AM)** Leavenworth and **KCWV-FM** Fairway, both Kansas, to Ragan Henry National Radio

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Associates of Philadelphia for \$8.7 million. Wodlinger made news with an antitrust suit against Viacom's MTV. Wodlinger sold the stations because he had filed a competing application for the facilities of Viacom's KMOV(TV) Kansas City and disposed of the stations to avoid a potential conflict with FCC's one-to-a-customer rule. Ragan Henry, who also has interest in WXTR(FM) Washington and WWDB(FM) Philadelphia also bought WEZS-FM Richmond, Va. (see FM's).

**WSIX-AM-FM** Nashville, owned by New York-based venture capital firm, Foster Management Co., owned by John Foster, president, was sold to Steve and Tom Hicks for \$8.5 million. Foster has no other broadcast interests. Steve Hicks is principal owner of Hicks Communications, an Austin Tex.-based owner of two AM's and two FM's. Tom Hicks is partner in Hicks & Haas, a Dallas-based leverage capital firm that owns 7 Up, Dr Pepper and A&W soft drink brands and has minority interest in Hicks Communications. Steve Hicks is also a part owner, with his brother, Bill Hicks, of WTAW(AM)-KTSR(FM) College Station, Tex.

**WKXC(AM)-WWKZ(FM)** New Albany, Miss., were sold in a package that included other properties by RadioSouth of Mississippi to Holder Communications Inc. for 32 million shares of Holder stock worth about \$8 million. Other parts of the package are General Masonry Inc., Granite Corp., and Active Rentals Inc., a Nashville-based contracting business. RadioSouth is owned by Jack Norman and Joe Shaw and their families, and has no other broadcast interests. Holder is a publicly owned, Tampa, Fla.-based group of four AM's and four FM's headed by Harold Holder, chairman.

Meridian, Miss.-based New South Communications' sold **WVMI(AM)-WQID(FM)** Biloxi, Miss., to Family Group Inc. for \$7.9 million. New South, a group of two AM's

and three FM's principally owned by F.E. (Eddie) Holladay, also bought **WRJM(FM)** Troy, Ala. Family Group is a publicly owned, Tampa, Fla.-based group of three AM's, three FM's and six TV's headed by Ian N. (Sandy) Wheeler. It also bought **WXDJ-FM** Homestead, Fla.

Richard Oppenheimer, Kent Anderson and Robert L. Clarke, trading as Signature Broadcasting, which also owns **WMFX(FM)** St. Andrews, S.C., bought **WVOK(AM)-WLTB(FM)** Birmingham, Ala., from REBS Inc. for \$7,550,000. Nashville-based REBS is a group of five AM's and five FM's equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. Signature also bought **WTMG(FM)** Murfreesboro, Tenn. (see FM's).

**WPTR(AM)** Albany and **WFLY(FM)** Troy, both New York, were sold by the Crismol Group to Albany Broadcasting Co. for \$7.5 million. Poughkeepsie, N.Y.-based Crismol sold **WTRY(AM)** Troy and **WPYX(FM)** Albany, both New York, two years ago, and now owns **WPDH(AM)-WEOK(FM)** Poughkeepsie, N.Y. The stations were bought by James J. Morrell, an automobile dealer in Albany, and John Kelley, general manager of **WTRY(AM)** Troy and **WPYX(FM)** Albany. Crismol was principally owned by Robert K. Dyson, who made a bigger splash as a principal in DKM Broadcasting, which sold its 10 radio stations to Summit Communications Group in the year's largest radio-only deal (see Groups).

Phillip A. Marella, former owner of **WMGC(TV)** Binghamton, N.Y., bought **WDUR(AM)-WFXC(FM)** Durham, N.C., for \$6.5 million. The stations were principally owned by Donald W. Curtis, who also owns **WTAB(AM)-WYNA(FM)** Tabor City, N.C., and **WMBL(AM)-WRHT(FM)** Morehead, City, N.C.

Washington-based real estate investor, James A. McDonald, bought **KLFF(AM)** Glendale and **KONC-FM** Sun City, both Arizona, out of bankruptcy for \$6.5 million from Canyon Communications Corp.

**WPET(AM)-WKSJ(FM)** Greensboro, N.C., was sold by troubled pharmaceutical manufacturer, A.H. Robins Co. to Bahakel Communications for \$6.5 million. Bahakel, based in Charlotte, N.C., owns seven AM's, eight FM's and seven TV's principally owned by Cy Bahakel. It also bought **wccu(TV)** Urbana, Ill. (see TV's).

**KXKW(AM)-KSMB(FM)** Lafayette, La., was sold by Thomas Galloway and Charles Chatelain who also have interest in **KADN(TV)** Lafayette, La., to Fortune Media Inc. for \$6.4 million. Fortune is owned by Ronald Hale, John Bomer and Thomas Thornton, who also own **WAKK(AM)-WAKH(FM)** McComb, Miss.

**WCSC(AM)-WXTC(FM)** Charleston, S.C., was sold to Ralph Guild for \$6 million. The stations were owned by John Rivers and family, who also sold **WCSC-TV** Charleston (see TV's). Guild is president of Interep National Radio Sales, (formerly McGavren Guild Inc.) owns **KFRE-AM-FM** Fresno, Calif., and also bought **KFYE(FM)** Fresno (see FM's) spinning off **KFRE-FM**.

Thom E. Smith, Frank Burge and Austin Paddock sold their only station, **WDEN-AM-FM** Macon, Ga., to Magic Broadcasting for \$6 million. Doug Grimm and Don McCoy, owners of Magic, also own **WJYR(FM)** Myrtle Beach, S.C., and bought **WLSQ(AM)-WREZ(FM)** Montgomery, Ala. for \$2.1 million from a group headed by Cleve J. Brien that has no other broadcast interests.

Kansas City Mo.-based diversified businessman, Robert P. Ingram, who has no other broadcast interests, sold **KBEA(AM)** Mission and **KXTR-FM** Kansas City, both Kansas, to Dr. John Robert E. Lee for \$5,750,000. Lee is a principal owner of Silver Star Communications, a Tallahassee, Fla.-based group of four AM's and five FM's. Lee also bought **WKYD-AM-FM** Andalusia, Ala., from Charles G. Tomberlin, who has no other broadcast interests, for \$1.1 million. Silver Star also sold **WRIF(FM)** Detroit to Taft Television and Radio for \$17 million (see FM's).

**KEZB-AM-FM** El Paso was sold by Jack Rich, who has no other broadcast interests, to Heritage Broadcasting Co. for \$5.5 million. Heritage is owned by Mario F. Iacobelli, who also owns **wxxa-TV** Albany, N.Y., and bought **WOMP-AM-FM** Bellaire, Ohio, for \$4,360,000 from Robert Dodenhoff and Daniel Wachs, who also

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□

Roger Kaplan and his wife, Patricia, sold their only stations, **WKRS(AM)-WXLC(FM)** Waukegan, Ill., to H&D Radio Ltd. Partnership for \$5.5 million. H&D is a Hartford, Conn.-based group of four AM's and four FM's owned by Joel Hartstone and Barry Dickstein. It also sold **WUHN(AM)-WUPE(FM)** Pittsfield, Mass., for \$3,850,000 to the station's general manager, Phillip A. Weiner.

□

Taft Television and Radio Inc. sold **WGR(AM)-WRLT(FM)** Buffalo, N.Y., to Rich Communications Inc. for \$5,250,000. The Cincinnati-based seller owns seven AM's, eight FM's and five TV's and is headed by Charles S. Mecham Jr. It was purchased by a partnership of The Robert M. Bass Group and American Financial Corp., a Cincinnati-based investment firm owned by Carl Lindner (see Groups). Taft also bought **WRIF(FM)** Detroit (see FM's). Rich Products Corp., a Buffalo-based frozen food processor owned by Robert E. Rich and family, bought the stations.

□

**KRZY(AM)-KRST(FM)** Albuquerque, N.M., was sold by the estate of John Borroughs, former governor of New Mexico, to Wagontrain Broadcasting Corp. for \$5.2 million. Wagontrain Communications Inc. also owns **KPER(FM)** Hobbs, N.M. It is headed by Bill Sanders, chairman, who also has interest in **KIEZ(FM)** Santa Paula, Calif., and **KHEI(AM)-KVIB(FM)** Maui, Hawaii. Wagontrain also owns the broadcast consulting firms: Drake-Chenault Enterprises Inc. and The Programming Consultants Inc.

□

Encore Communications bought **KTON(AM)-KTQN(FM)** Killeen-Belton, Tex., for \$5,200,000.00 from Joe Abernathy, who has no other broadcast interests. Encore is owned by George Duncan former president of Metromedia Radio and Television.

□

Winslow T. Porter, who also owns **WWGT-AM-FM** Portland, Me., sold **WMYF(AM)-WERZ(FM)** Exeter, N.H., to Precision Media Corp. for \$5.2 million. Precision is headed by Donald F. Law, president. It also owns **WKSS(FM)** Hartford-Meridian, Conn.

□

Carolyn Vance sold **KTAM(AM)-KORA-FM** Bryan-College Station, Tex., to Channel Communications Co. for \$4 million. Channel is a San Antonio Tex.-based group of five AM's and seven FM's headed by L. Lowry Mays, chairman. Vance also bought **KEEE(AM)-KJCS(FM)** Nacogdoches, Tex., for \$1,948,000 from Jimmy Rucker and Robert Hill, who have no other broadcast interests.

□

Julann Griffen, who has no other broadcast interests, sold **WENE(AM)-WMRV(FM)** Endicott, N.Y., to Beacon Broadcasting Corp. for \$4.5 million. Beacon is owned by brothers, Robert and Alfred Lessner. It also owns **WSCR(AM)** Scranton, Pa., and **WBNR(AM)** Beacon, N.Y., and **WSPK(FM)** Poughkeepsie, N.Y. It also bought **WINR(AM)** Binghamton, N.Y.

□

Amos Press, a Sydney, Ohio-based publisher headed by J. Oliver Amos, got out of broadcasting with the sale of **WMVP(AM)-WBGK(FM)** Milwaukee to Fairwest Communications for \$4.4 million. Fairwest is owned by brothers, George and Reg Johns, and William Yde, former owners of **WZPL(FM)** Indianapolis and **KKCW(FM)** Portland Ore.

□

Vanir Communications Inc. bought **KNZS(AM)** Aptos-Capitola and **KMBY(FM)** Seaside, both California, from Chester Tart and Christopher Murray for \$4.2 million. Tart and Murray have no other broadcast interests. The Vanir Group is a San Bernardino, Calif.-based diversified company owned by H. Frank Domingas and headed by Brett Miller, president. It has no other broadcast interests.

□

**WIBM-AM-FM** Jackson, Mich., was sold by Van Wagner Broadcasting Inc. to CR Broadcasting Inc. for \$4,075,000. Van Wagner is headed by Richard Schaps and also owns **KEBC(FM)** Oklahoma City. CR is owned by Dennis Rooker, a Charlottesville, Va., attorney, and John Columbus. Rooker is former senior vice president and general counsel with Worrell Newspapers. Columbus is vice president of United Stations. CR also bought **WWWK-AM-FM** Wheeling, W.Va., from James and Henry Glasman for \$3,825,000. The Glasmans also own **WMCL(AM)** McLeansboro and **WTAO-FM** Murphysboro, both Illinois, and **WDXI(AM)-WRJX(FM)** Jackson, Tenn.

□

**KUGN-AM-FM** Eugene, Ore., was sold by

Obie Broadcasting to Omni Broadcasting Corp. for \$4,035,000. Brian B. Obie, the seller, also owns **KMVI(AM)** Wailuku and **KMVI-FM** Pukalani, both Hawaii. Omni is owned by Mason Best Co., a merchant bank based in Dallas and Houston, involved in venture capital investments. Omni is headed by Paul E. Van Hook, who is also a director of Pathfinder Communications, an Elkhart Ind.-based group of five AM's and five FM's. Omni also bought **KRNN(AM)** San Antonio, Tex., for \$1 million (see AM's).

□

Nelson Goldberg who has no other broadcast interests, sold **WKPA(AM)-WYDD(FM)** New Kensington, Pa., to Salem Media for \$4 million. Salem is a Camarillo, Calif.-based group of eight AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson. Salem also sold **KSLR(AM)** San Antonio, Tex. (see AM's) and **KCFO-FM** Tulsa, Okla., and bought **WTOB(AM)** Winston-Salem, N.C., and **KSLR(AM)** San Antonio, Tex. (see AM's).

□

Ken Dowe sold **KRLB-AM-FM** Lubbock, Tex., to Broadcast Holdings for \$3,675,000. Broadcast Holdings is owned by Jack Rich, who also owns **KEZB-AM-FM** El Paso. Dowe bought **KDKS(FM)** Benton, La., for \$2 million (see FM's).

□

Patch-Dunn & Associates Inc. sold **WHUT(AM)-WLHN(FM)** Anderson, Ind., to John Mark Lamey for \$3,395,000. Principally owned by Kenneth Patch, Patch-Dunn also owns **WOCB(AM)-WJFK(FM)** Cape Cod, Mass. Jon Mark Lamey has interest in Communicable Inc., owner and operator of Indiana cable systems.

□

Florence S.C.-based attorney T. Furman Brodie sold **WMRO(AM)-WAUR(FM)** Aurora, Ill., to George Beasley for \$3,185,000.00 cash. Beasley is president and principal owner of Beasley Broadcast Group, a Goldsboro N.C.-based owner of nine AM's and 12 FM's. It also sold **WPHR(FM)** Cleveland and **WYNG(FM)** Evansville, Ind.,

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bought **KSSR(FM)** Bastrop, Tex., and **WORZ(FM)** Daytona Beach, Fla. (see FM's), bought **KAAY(AM)** Little Rock, Ark., and **WORL(AM)** Orlando, Fla. (see AM's) and **WSPQ(AM)** Springville, N.Y., and sold **WREY(AM)** Millville, N.J.

Denny Durbin, who has no other broadcast interests, sold **KIKO(AM)** Miami and **KEYX(FM)** Globe, both Arizona, to Allison Broadcasting Co. for \$3,136,300. Allison Broadcasting is owned by Tara Allison, whose husband, Stephen, is the station's general manager.

Capitol Broadcasting Co., a Raleigh, N.C.-based group of two AM's, five FM's and one TV principally owned by James F. Goodman, sold **WKEE-AM-FM** Huntington, W.Va., to Adventure II Inc. for \$3.1 million. Adventure II is owned by Michael Shott, who also owns **WHIS(AM)**-**WHAJ(FM)** Bluefield, W.Va.

North County Broadcasting Corp. bought **KOWN-AM-FM** Escondido, Calif., from Palomar Broadcasters Corp. for \$3 million. Palomar is an Encino, Calif.-based group of three AM's and three FM's owned by media brokers John D. Feldmann and Arthur Hogan. North County owns one AM and two FM's and is owned by N. Arthur Astor.

Donald Burton sold **WLBC(AM)** and **WLBC-FM** Muncie, Ind., to cartoonist Jim Davis for \$3 million. Burton put the AM on the air in 1926, Davis is the creator of the syndicated comic strip, *Garfield*.

Robert H. (Rick) Devlin, former general manager of **WRKS(AM)** and **WOR(AM)**, both New York, and vice president of ABC Talkradio, and Jon Ferrari, owner of Ferrari Inc., a New York-based advertising agency, sold **WUTQ(AM)**-**WOUR(FM)** Utica, N.Y., for \$3 million to William J. Selwood, who also owns **WABY(FM)**-**WKLI(FM)** Albany, N.Y. Devlin & Ferrari bought the stations two years ago for \$1.5 (BROADCASTING, Feb. 3, 1986)

**WAMR(AM)**-**WCTQ(FM)** Venice, Fla., was sold by Hall Communications Inc. to Asterisk Radio for \$3 million. Norwich, Conn.-based Hall is a group of six AM's and six FM's owned by Robert Hall. Asterisk is owned by Fred Ingham, who also owns **WTRS-AM-FM** Dunnellon and **WJST(FM)** Panama City, Fla. Asterisk also bought **WJBU(AM)**-**WJST(FM)** Port St. Joe, Fla., from Brown Broadcasting for \$2,425,000. Brown Broadcasting is owned by John Brown University, a nonprofit educational institution headed by Dr. John E. Brown. It also owns **KUOA(AM)**-**KLRC(FM)** Siloam Springs, Ark., and **KGER(AM)** Long Beach, Calif.

Allan Roberts, former owner of **WIIN(AM)**-**WFGP(FM)** Atlantic City, N.J., bought **WSYB(AM)**-**WRUT(FM)** Rutland, Vt., from Vermont Radio Inc. for \$2.7 million. Vermont Radio was principally owned by Simon Goldman who also owns **WJTN(AM)**-**WWSE(FM)** Jamestown, N.Y.

John VerStandig, owner of VerStandig Broadcasting, bought **WSVA(AM)**-**WQPO(FM)** Harrisonburg, Va., from Gilmore Broadcasting Corp. for \$2,650,000. Gilmore is a Kalamazoo, Mich.-based group of five TV's headed by James S. Gilmore. VerStandig also owns **WAYZ-AM-FM** Cambridge, Md., and recently announced that it had reached a settlement agreement to purchase the contested **WGMS-AM-FM** Washington from RKO General Inc., pending FCC approval.

Speed-O-Print Business Machine Corp. a publicly traded, Chicago-based office equipment distributor headed by Peter Nisselson, which owns **WJYE(FM)** Buffalo, N.Y., and **WNNR(AM)** New Haven, Conn., added **WLOE(AM)**-**WKLM(FM)** Eden, N.C., from Colonial Broadcasting Co. for \$2.5 million. Colonial is a Montgomery Ala.-based group of two AM's and four FM's owned by David Coppock.

Chambers Broadcasting sold **KDOL(AM)** Mojave and **KTPH(FM)** Tehachapi, both California, for \$2.5 million to former California broadcaster, Melvin Winters, Bert Pucci, former owner of *Los Angeles* magazine, and syndication executive, Edward Hawkins. Chambers is owned by George Chambers and Robert Adelman, who also own **KGBR(FM)** Gold Beach, Ore.

**KTYL-AM-FM** Tyler, Tex., was sold by Heritage Broadcast Group Inc. to Stansell Communications Inc. for \$2.4 million. Heritage is based in Tucker, Ga., and owns **WAAX(AM)**-**WOEN(FM)** Gadsden, Ala.; **WELQ(AM)**-**WZLQ(FM)** Tupelo, Miss.; **KRKK(AM)**-**KQSW(FM)** Rock Springs, Wyo., and **WISE(AM)**-**WKSF(FM)** Asheville, N.C. It is owned by James T. Cullen and Adam G. Polacek. Stansell is owned by James I. Stansell and William Harrison, former owners of **KLAK(FM)** Denison, Tex.

Patsy E. Miller sold her only station, **WDKW(AM)**-**WSGM(FM)** Staunton, Va., for \$2,330,000 to Clark Broadcasting Co., owned by Jim Clark. It also owns **WCEI-AM-FM** Easton, Md., and **WOVU-FM** Ocean View, Del.

Valley Broadcasting Inc. sold **KJAN-AM-FM** Atlantic, Iowa, to Robert H. Carl for \$2,250,000. Valley is owned by Robert H. Selden, Brent Slay, Allen Davies and Robert Bebensee, who also own **WKLK-AM**.

FM Cloquet, Minn., and KARE(AM) Atchison, Kan. Carl, general manager of KESY-AM-FM Omaha, also owns KCOB(AM)-KLVN(FM) Newton, Iowa.

□

Craig Scott, general manager of WREC(AM)-WEGR(FM) Memphis, and Stephen Vunyard, president of Clayton Webster Corp., a St. Louis-based radio syndication firm, bought **WSJC-AM-FM** Magee, Miss., for \$2.2 million from Magee-based Jeannette Mathis, her sons, Robin and Ralph, and J.B. Skelton, who own two AM's and two FM's.

□

Bruce and Linda Johnson, Pasadena Calif.-based investors, who have no other broadcast interests, bought **KGEM(AM)-KJOT(FM)** Boise, Idaho, for \$2.1 million from George C. and Wilda Gene Hatch and family, who own a Salt Lake City-based group of three AM's, three FM's and three TV's.

□

Price Broadcasting Co. bought **KQMS(AM)-KSHA(FM)** Redding, Calif., for \$2 million from Redding AM, which is owned by Eugene L. Hill; his wife, Joy; his mother, Emma, and Jerry McGee. It has no other broadcast interests. Price is a Salt Lake City-based group of four AM's, five FM's and one TV owned by John Price that also sold **KKRD-FM** Wichita, Kan.; **WWVA(AM)-WOVK(FM)** Wheeling, W.Va., and **WJSU(TV)** Anniston, Ala., for \$25.1 million (see Groups).

□

Fred Senna sold 80% of **KVSF(AM)-KNYN(FM)** Santa Fe, N.M., to Radio New Mexico Inc. for the assumption of \$1,865,000 in liabilities. Senna has no other broadcast interests, but retains a 20% interest in the stations. Radio New Mexico is owned by Bill Bereman and Ron Hunt. Bereman owns **WPAD(AM)-WDDJ(FM)** Paducah, Ky. Hunt is Santa Fe-based investor with no other broadcast interests.

□

Robert Goodrich, owner of **WVIC-AM-FM** Lansing and **WSNX-AM-FM** Muskegon, both Michigan, bought **KKZX(AM)** Davenport, Iowa, and **WXLN(FM)** Moline, Ill., from Guy Gannett Broadcasting Services for \$1.8 million. Gannett is a Portland Me.-based publisher and group of four AM's, four FM's and four TV's. Its broadcast division is headed by Robert Gilbertson; the parent is headed by John DiMatteo, president. Gannett also exchanged **WPLN(AM)** Pinellas Park, Fla., for Susquehanna Radio Corp.'s **WKIS(AM)** Orlando, Fla. (see AM's).

□

Sunshine Wireless Co. sold **WDVH(AM)-WKYS(FM)** Gainesville, Fla., to Albert J. Gillen Associates Inc. for \$1.8 million. Sunshine is owned by Dan Cohen, Jeffrey D. Greenhawt and Don Verlanti, who also own **WQAM(AM)-WKQS(FM)** Miami. Albert

Gillen, the buyer, is a retired vice president of Knight-Ridder Broadcasting Inc.

□

Harry S. McMurray, who also owns **KXKQ(FM)** Safford, Ariz., sold 50% of **KTMS(AM)-KHYY(FM)** Santa Barbara, Calif., to Christian C. Larson for about \$1,750,000, including the assumption of liabilities. The remaining 50% is owned by F. Robert Fenton, who also owns **KRFD-AM-FM** Marysville, Calif., and **KHSN(AM)** Coos Bay and **KOOS(FM)** North Bend, both Oregon. Larsen is a real estate investor from Pacific Palisades, Calif.

□

Gordon H. Hastings, former president of Katz Television, along with his wife, Linda, bought **WATN(AM)** Watertown and **WTOJ(FM)** Carthage, both New York, for \$1.7 million from Dean Aubol, former owner of **WTHU(FM)** Thurmont, Md., and Frank Penny, owner of **WEBO(AM)-WQWT(FM)** Oswego N.Y. Hastings also owns **WDOS(AM)-WSRK(FM)** Oneonta, N.Y.

□

Dick Schofield, who has no other broadcast interests, sold **KAVR-AM-FM** Apple Valley, Calif., to Crown Broadcasting for \$1.7 million. Crown is principally owned by Ron Strowther, who

also purchased **KLOV(FM)** Loveland, Colo. (see FM's).

□

Walton Radio Inc., a Pebble Beach, Calif.-based group of four AM's and three FM's owned by John A. Walton, sold **KIDD(AM)** Monterey and **KWST(FM)** Carmel, both California, for \$1.6 million to Carmel Broadcast Associates Inc., owned by Jack L. Woods and seven others. It also has interest in **KOGO(AM)-KBBY(FM)** Ventura, Calif.

□

Heartland Media Inc., a subsidiary of Tom Ingstad Broadcasting Group, a Grand Forks, N.D.-based owner of three AM's and three FM's principally owned by Ingstad and Randy Holland, the group's chief operating officer, sold **KXIC(AM)-KKRQ(FM)** Iowa City, Iowa, for \$1.6 million to a group principally owned by Ron Hamilton, general manager of **KCFI(AM)** Cedar Falls and 25% owner of **KFTX-FM** Fort Dodge, both Iowa.

□

Ro D. Grignon, former executive VP of Ta Broadcasting Co., who had no other broadcast interests, bought **KDLM(AM)-KVLN(FM)** Detroit Lakes, Minn., for \$1,540,000 from Alver G. Leighton and David H. Knutson, who own Leighton



Richard Kozacko



Keith Horton



John Clancy



Mel Stone



Bruce Kanner

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Enterprises Inc., a St. Cloud Minn.-based group of five AM's and six FM's.

Christine Harvel and Richard Bellaire sold their only station, **WJFX-AM-FM** Aiken, S.C., to The Guardian Corp. for \$1.5 million. Guardian is headed by Bob Manny. It also owns **WMGR(AM)-WJAD(FM)** Bainbridge, Ga.

John A. Robertshaw Jr. and John D. Reese sold **WKXA(AM)-WCLZ(FM)** Brunswick, Me., to Douglas H. Tanger for \$1.5 million. Robertshaw and Reese own **WCNS(AM)** Latrobe, Pa. Tanger and his family also own **WRQS-FM** Detroit and **WTMI-FM** Miami and bought **WFLN(FM)** Philadelphia.

Paul A. Dunn and Edward J. Carey, who have no other broadcast interests, sold **WTLB(AM)-WRCK(FM)** Utica, N.Y., to Vanguard Communications for \$1.5 million. Vanguard is a Geneva, N.Y.-based owner of two AM's and two FM's owned by New York attorney, Leonard I. Ackerman, and diversified New Jersey businessman Leonard Marcus.

Kent Jones and family, who have no other broadcast interests, sold **WKAJ(AM)-WASM(FM)** Saratoga Springs, N.Y., for \$1,450,000 to Saratoga Broadcasting Co., a group owned by Howard M. Ginsberg and brothers, John and David Kimmel. Ginsberg is a consulting engineer, and the Kimmels own a St. Albans, Vt.-based group of two AM's and two FM's.

Marc D. Steenbarger, sales manager at **KYCK(FM)** Crookston, Minn., bought **WDAN(AM)-WDNL(FM)** Danville, Ill., from Sangamon Broadcasting Inc. for \$1,450,000. Sangamon is owned by Shelby Harbinson, who also has interest in **KVSV-AM-FM** Beloit, Kan., and **WCSJ-AM-FM** Morris, Ill.

**KMON-AM-FM** Great Falls, Mont., was sold by Great Northern Communications Inc. to Great Falls Broadcasting Co. for \$1.4 million. Great Northern is owned by Donald G. Bradley and Lyle A. Courtage, who also own **KTVH(TV)** Helena, Mont. Great Falls is principally owned by John D. Mattus and also owns **KLCY(AM)-KYSS(FM)** East Missoula, Mont., and **KLCI(FM)** Nampa, Idaho.

Marcia Nescott sold her only stations, **WWNH(AM)-WCYT(FM)** Rochester, N.H., to Salmanson Communications Partners I for \$1.4 million. Salmanson is owned by James A. Salmanson, his wife, Eileen, and David Butterfield. Salmanson is the former president and CEO of the Boston-based Adams Drugstore chain. Butterfield is owner of Butterfield Communications, a Cambridge Mass.-based sales consultant and media placement firm.

**WKQD-AM-FM** Tullahoma, Tenn., was sold by Ronnie Wallace, who has no other broadcast interests, for \$1,353,000 to Fortune Media Communications Inc., owned by Ronald Hale and John E. Finch. Hale owns **WWYN(FM)** McKenzie-Jackson, Tenn., and, with Finch, has interest in **WAKK(AM)-WAKH(FM)** McComb, Miss.

Charles Gray, Edward W. Christiansen, Earl R. Reilly and Kenneth L. Wiley, who have no other broadcast interests, sold **KINY(AM)-KSUP(FM)** Juneau, Alaska, to Alaska-Juneau Communications Inc. for \$1,350,000. Alaska-Juneau is owned by Dennis W. Egan, who was general manager of **KJNO(AM)-KTKU(FM)** Juneau.

Pemmigewasset Broadcasters Inc., owned by Richard F. Morse who has no other broadcast interests, sold **WPNH-AM-FM** Plymouth, N.H., to Northern New

England Communications Inc. for \$1,350,000. Northern New England is owned by Elmer H. Close, who also owns **WKNE-AM-FM** Keene, N.H.

A group of nine investors headed by Sam Cosley, who have no other broadcast interests, sold **WNOO-AM-FM** Chattanooga to Pye-Watts Communications, Inc. for \$1.3 million. Lionel F. Pye and Gilbert H. Watts, Dalton, Ga.-based investors with no other broadcast interests, bought the stations.

**KSEL-AM-FM** Lubbock, Tex., was sold by Harris Enterprises to a group headed by George Bakke for \$1.3 million. Harris, based in Garden City, Kans., owns six AM's and six FM's and is owned by John P. Harris and family. Bakke also owns **KMND(AM)-WNFM(FM)** Midland, Tex. Harris also sold **WACO(AM)-KHOO(FM)** Waco, Tex.

Cristopher T. Dahl, who owns **KLGR-AM-FM** Redwood Falls, **KLIZ-AM-FM** Brainerd and **KXRA-AM-FM** Alexandria, all Minnesota, bought **KKBJ-AM-FM** Bemidji, Minn., for \$1.3 million from Justin Hoberg, who also owns **KJKJ(FM)** Grand Forks and **KTYN(AM)** Minot, both North Dakota.

Southern Minnesota Broadcasting Co., a Rochester Minn.-based group of three AM's and three FM's owned by G. David Gentling, sold **KFMX-AM-FM** Lubbock, Tex., for \$1,250,000 to Michael DeLier, former owner of **KCRC(AM)-KNID(FM)** Enid, Okla.

**KDSX(AM)-KDSQ(FM)** Dennison-Sherman, Tex., was sold by John Mahaffey to Transcontinental Broadcasting Co. for \$1.2 million. Mahaffey also has interest in **KGRF-AM-FM** Las Cruces, N.M.; **KTRT(AM)-KZNN(FM)** Rolla and **KRMS(AM)-KYLK(FM)** Osage Beach, both Missouri. Transcontinental is owned by George A. Jenne, general manager of **WJBO(AM)-WFMF(FM)** Baton Rouge, and four others. Jenne also has interest in **KPRR(FM)** El Paso.

Sylvia R. Henkin and family, who also own **KSOO(AM)-KPAT(FM)** Sioux Falls, S.D., bought **KKAA(AM)-KQAA(FM)** Aberdeen, S.D., for \$1,198,000 from David S. Lausten, who has no other broadcast interests.

**KOBE(AM)-KMVR(FM)** Las Cruces, N.M. owners, David H. Krall and James W. Cooper, bought **KCSJ(AM)-KUSN(FM)** Pueblo, Colo., from Sunbrook Communications of Pueblo Inc. for \$1,188,000. Sunbrook is a

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subsidiary of Sunbrook Communications, headed by Larry Roberts. It also owns KGRZ(AM)-KDXT(FM) Missoula and KXTL(AM)-KQUY(FM) Butte, both Montana.

□

**KBLQ-AM-FM** Logan, Utah, was sold by Peoples Broadcasting Inc. to Logan Broadcasting Co. for \$1,130,000. Peoples Broadcasting is headed by M. Kent Frandsen, president. It also owns KBLI(AM)-KLCE(FM) Idaho Falls and KSKI-AM-FM Hailey, both Idaho. Logan Broadcasting is owned by Dr. Brent W. Lambert and Dr. Eric J. Johnson, who also own WIKE(AM) Newport and WSTJ(AM)-WNKV(FM) St. Johnsbury, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo.

□

Mark Brady and his wife, Mary, who have no other broadcast interests, sold **WFAD(AM)-WCVM(FM)** Middlebury, Vt., to Straus Communications for \$1,125,000. Peter Straus, the buyer, also owns WELV-AM-FM Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va., and four weekly advertisers in New York and New Jersey.

□

Eugene V. McPherson sold his only station, **WVLN(AM)-WSEI(FM)** Olney, Ill., to V.L.N. Broadcasting Inc. for \$1,120,000. V.L.N. is a Corbin Ky.-based group of six AM's and four FM's owned by Terry E. Forcht.

□

Richard T. Laughridge, Charles S. Morris and J. William Nichols sold **WGTN(AM)-WAZX(FM)** Georgetown, S.C., to Beach Broadcasting of South Carolina Inc. for \$1.1 million. They have no other broadcast interests. Beach Broadcasting is owned by Stewart Freeman and Robert Simpkins. It also owns WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., and WFR-AM-FM Terre Haute, Ind.

□

Bill Graham a businessman in Mineral Wells, Tex., and Jesse Graham, from Fort Worth, bought **KJSA(AM)-KYXS-FM** Mineral Wells from Jerry Snyder & Associates for \$1,035,000. Jerry Snyder has no other broadcast interests. Charles Pyle, the other principal in the seller, is also owner of KWIC-AM-FM Beaumont, Tex.

□

**WBLR(AM)-WKWQ(FM)** Batesburg, S.C., was sold by Hugh J. Wheeler, who has no other broadcast interests, to Columbia Christian Radio Inc. for \$1,032,655. Columbia Christian is a subsidiary of Willis Broadcasting, a Norfolk Va.-based group of 14 AM's and four FM's principally owned by L.E. Willis.

□

Arkansas state legislator, Kenneth R. Camp, bought **KTEO(AM)-KYSD(FM)** San Angelo, Tex., for \$1,015,000 from O.P. Bobbitt, who has no other broadcast

interests. Camp also has interest in a cable system in Jonesboro, Ark.

□

J.R. Livesay and family sold **WERT-AM-FM** Van Wert, Ohio, to Atlantic Resources Corp. for \$1 million. Livesay owns a Mattoon Ill.-based group of three AM's and four FM's. Atlantic Resources is owned by Paul E. Cheney, a Cincinnati certified public accountant and Chris Cage, general manager of WKKI(FM) Celina, Ohio.

□

Melvin L. Stone and family, who have no other broadcast interests, sold **WGUY-AM-FM** Bangor, Me., to Sunspot Broadcasting Co. for \$1 million. Sunspot is owned by John J. Pineau, an electronics manufacturer and real estate developer from Hamden, Me.

## AM's

There were 231 AM stand-alone sales last year, totalling \$137,394,744, at an average price of \$594,782. For the first time since 1980, the average price of an AM stand-alone increased, up from 1986's \$439,946. The 1980 average was about \$800,000. A new AM record was set in 1987 with the \$15-million sale of WADO New York. Of the 231 sales, 199 were for less than \$1 million, while 32 topped the \$1-million mark. Those sales are listed below:

The decline of AM stand-alone values caused some broadcasters to seek creative buying and selling arrangements, such as the complicated three-party sale of **WORL(AM)** Orlando, **WAJL(AM)** Winter Park and **WWLD(AM)** Pine Castle-Sky Lake, all Florida (see below). There were also two station swaps. **KGBX(AM)** Springfield, Mo., was exchanged by **KGBX** Communications for Springfield Great Empire Broadcasting's **KTTS(AM)** Springfield, Mo. KGBX Communications is owned by Allan Thompson and five others and has no other broadcast interests. Springfield Great Empire Broadcasting is a Wichita Kan.-based group of three AM's and three FM's including **KTTS-FM** Springfield, Mo., principally owned by F.F. (Mike) Lynch and Michael C. Oatman.

Also involved in an exchange were Guy Gannett Publishing Co.'s **WPLP(AM)** Pinellas Park, Fla., for Susquehanna Radio Corp.'s **WKIS(AM)** Orlando, Fla. Portland, Me.-based Gannett is a group of four AM's, four FM's and four TV's principally owned by Jean Gannett Holley. It also owns **wssp(FM)** Orlando. Susquehanna is a York, Pa.-based group of seven AM's and 11 FM's principally owned by Louis J. Appell. It also owns **WHVE(FM)** Sarasota, Fla. Both stations have a news/talk format.

□

The largest AM sale last year was that of **WADO(AM)** New York by Nelson LaVergne to Radio WADO Inc. for \$15 million. Lavergne, who owns no other stations, originally sold the station to Tichenor Media Systems for \$20 million, but that sale fell through. Radio WADO is a new group owned by Louis Wolfson and his mother, Lynn, and Mark Blank and family. Wolfson is the grandson of the late Mitchell Wolfson, founder of Wometco Corp. Blank is the president of National Brands, Miami-based investment firm.

□

The largest AM-only group transaction of last year was the purchase of six of Universal Broadcasting Corp.'s suburban stations by Universal's executive vice president, Dick Marsh, for \$15 million. Marsh bought **KUXL(AM)** Golden Valley, Minn. (Minneapolis); **WYLO(AM)** Jackson, Wis. (Milwaukee); **KCNW(AM)** Fairway, Mo. (Kansas City); **WDCT(AM)** Fairfax, Va. (Washington); **KTEK(AM)** Alvin, Tex. (Houston), and **KWJS(AM)** Fort Worth in a purchase that included an FCC tax certificate to the seller, since Marsh's mother is Puerto Rican. Principally owned by Marvin B. Kosofsky and Howard Warshaw, Mineola, N.Y.-based Universal will own five AM's and four FM's after it sells **wCBW(AM)** St. Louis, which is on the market.

□

Multimedia Broadcasting Co. sold **WWNC(AM)** Asheville, N.C., to Heritage Broadcast Group Inc. for \$7,250,000. Multimedia, a publicly owned Cincinnati-based entertainment conglomerate owns this station group of three AM's, three FM's and five TV's, headed by James T. Lynagh, president. Heritage, based in Tucker Ga., spun off co-located **WISE(AM)** (BROADCASTING, July 27, 1987) to purchase the station. After also selling **KTYL-AM-FM** Tyler, Tex. (see "AM-FM's"), it now owns four AM's and four FM's. It is owned by James T. Cullen and Adam G. Polacek.

□

Metropolitan Broadcasting Corp., a New York-based group of three AM's and six FM's headed by Carl Brazell, sold **WIP(AM)** Philadelphia to Spectacor Broadcasting LP for \$6 million. Spectacor is a new group principally owned by Philadelphia broadcaster Ragan Henry and CBS sportscaster Tom Brookshier.

□

Thunder Bay Communications, owned by Gordon Stenback and Earle Horton, sold **KIXI(AM)** Seattle to Sunbelt Communications Inc. for \$4.8 million. It also sold **KLTX(FM)** Seattle (see FM's). **KIXI(AM)-KLTX(FM)** which together brought \$13,500,000 were purchased in combination by Thunder Bay in October 1985 from Wally Nelskog for \$8 million. Sunbelt is owned by C.T. Robinson and



William C. Moyes, who also owns KMG(FM) Seattle.

□

**WMRE(AM)** Boston was sold by Mariner Communications Inc. to Noble Broadcast Group for \$3.7 million. Mariner is a group of investors with no other broadcast interests, headed by Jack Roberts. Noble Broadcast Group, a San Diego-based group owner of four AM's and five FM's principally owned by John T. Lynch, president and chief executive officer, also bought KBEQ-FM Kansas City, Mo. (see "FM's") and KBCO-AM-FM Boulder, Colo. (see "AM-FM's").

□

The *Worcester Telegram & Gazette* daily newspaper, which was sold to the *San Francisco Chronicle*, also disposed of **WTAG(AM)** Worcester, Mass., selling it to Knight Quality Group for \$2.8 million. The *Worcester Telegram & Gazette* is owned by Robert W. Booth and family and the family of the late Robert Stoddard. Knight is a Boston-based group of four AM's and four FM's owned by Norman Knight.

□

**KAAY(AM)** Little Rock, Ark., was sold by Sudbrink Broadcasting to Beasley Broadcasting for \$2,650,000. West Palm Beach, Fla.-based Sudbrink is a group of three AM's and four TV's owned by Robert W. (Woody) Sudbrink. Beasley is a Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. It also bought **WORL(AM)** Orlando, Fla., for \$1,935,000 from Robert Thompson, a Shreveport, La.-based attorney with no other broadcast interests, who had bought the station from Metroplex earlier last year (see below). It also bought **WMRO(AM)**-**WAUR(FM)** Aurora, Ill. (see "AM-FM's"); sold **WPHR(FM)** Cleveland and **WYNG(FM)** Evansville, Ind.; bought **KSSR(FM)** Bastrop, Tex.; **WORZ(FM)** Daytona Beach, Fla. (see "FM's"); **WSPQ(AM)** Springville N.Y. (BROADCASTING, Jan. 26), and sold **WREY(AM)** Millville, N.J. (BROADCASTING, April 27).

□

John S. Tyler, principal in the Kansas City-based Satellite Radio Network Inc., joined forces with James W. Rupp and Michael B. Gliner to buy **KGOL(AM)** Humble, Tex., from Humble Audiocomm Corp. for \$2.1 million. Humble is owned by J.M. Kellar, president, and has no other broadcast interests. Rupp has an interest in Midwest Communications Inc., a Minneapolis-based group of one AM, one FM and five TV's. Gliner owns **WQCC(AM)** Charlotte, N.C., and **WIDD(AM)** Elizabethtown, Tenn. Gliner also holds construction permits for nine new AM's.

□

Quarter-horse breeder, Douglas Trenner and his wife, Christina, bought **KNUU(AM)** Paradise, Nev. (Las Vegas), and **KBET(AM)** Reno for \$2.1 million from Bernstein/Rein

Advertising Inc., a Kansas City-based advertising firm owned by Robert Bernstein, who has no other broadcast interests. Trenner owns Sunshine Ranch, Coachella Valley, Calif.

□

Brothers Carl and Bruce Maduri and Anthony Lupo, who have no other broadcast interests, sold **WLQY(AM)** Hollywood, Fla., to Rafael Diaz-Gutierrez and Victor Lanz for \$2 million. Gutierrez is a former president and general manager of **WSKQ(AM)** New York and vice president of **KSKQ(AM)** Las Vegas. He retains interests in both those stations. Lanz is news director at **WAMA(AM)** Tampa, Fla.

□

Narragansett Broadcasting Co., the station group subsidiary of Narragansett Capitol Corp., sold **KHTT(AM)** San Jose, Calif., to Vista Broadcasting Co. for \$2 million. Narragansett Broadcasting is based in Providence, R.I., and owns one AM, three FM's and one TV. It recently bought **KEZO-AM-FM** Omaha, pending FCC approval. It is headed by John Franks, president. Vista, owned by John F. and James E. Levitt, also has interest in **KEZR(FM)** San Jose, Calif.

□

**WBMX(AM)** Oak Park, Ill. (Chicago), was sold by Egmont Sonderling to Alliance Communications Inc. for \$2 million. Sonderling also sold co-located **WBMX-FM** (see "FM's"). Alliance is owned by the Polish National Alliance, a Chicago-based nonprofit insurance company. It is headed by Aloysius A. Mazewski, president, and has no other broadcast interests.

□

**WMAN(AM)** Mansfield, Ohio, was sold by Vaughan P. Rubin to Cleveland attorney, Harrison Furst, for \$2 million. Neither has other broadcast interests.

□

Larry J.B. Robinson, former owner of **KGLD(AM)** St. Louis and **KWK(FM)** Granite City, Ill., bought **WBBG(AM)** Cleveland from Jacor Communications Inc. for \$1,900,000. Jacor is publicly owned and based in Cincinnati. It owns five AM's and seven FM's and is headed by Terry Jacobs, chairman. It also purchased **KOA(AM)**-**KOAQ(FM)** Denver (see "AM's-FM's").

□

In one of the more complicated sales of the year, Metroplex Communications Inc., a Cleveland-based group of six AM's and seven FM's owned by Norman Wain and Robert C. Weiss, sold **WORL(AM)** Orlando, Fla., to Robert Thompson, a Shreveport La.-based attorney with no other broadcast interests, for \$1,650,000 (he then sold the station to Beasley Broadcasting, see above). Metroplex then bought **WAJL(AM)** Winter Park, Fla., from Alleluia Ministries Inc. for \$1,100,000.

Alleluia, which is owned by Albert Chubb and his wife Elayne, in turn bought **WWLD(AM)** Pine Castle-Sky Lake, Fla. for \$300,000 (BROADCASTING, June 8).

□

Jefferson-Pilot Communications, a Charlotte N.C.-based group of five AM's, five FM's and two TV's, a subsidiary of publicly owned Jefferson-Pilot Corp., sold **WQXI(AM)** Atlanta to Vinrah Inc. for \$1,650,000. Vinrah is owned by the son of Philadelphia broadcaster Ragan Henry, Vincent Henry, who also has an interest in **WXTR(FM)** Washington and **WWIN(AM)**-**WGHT(FM)** Baltimore.

□

**WSDR(AM)** Sterling, Ill., was sold to Seith-Serafin Communications Inc. for \$1.6 million. WSDR was principally owned by Thomas L. Davis, president, and eight others. It has no other broadcast interests. The buyer is owned by Chicago attorneys, Alex R. Seith, his son, William, and Thomas Serafin, press secretary to Senator Allen Dixon (D-Ill.).

□

**WQQW(AM)** Waterbury, Conn., was sold by Marshall Pite, who has no other broadcast interests, to Richard D. Barbieri, Vinal Duncan and John A. Corpaci for \$1.5 million. Barbieri is director of Security Savings & Loan in Waterbury. Duncan and Corpaci are local investors with no other broadcast interests.

□

L.E. Gradick sold his only station, **WIYN(AM)** Rome, Ga., to Broadcast Investment Associates Inc. for \$1,450,000. Broadcast Investment Associates is owned by Paul C. Stone, director of Georgia Radio Network in Atlanta, and his father, Sanford.

□

Everett H. Aspinwall Jr. and his wife, Valerie, sold their only station, **WPBR(AM)** Palm Beach, Fla., to PBR Communicationns Systems Inc. for \$1,350,000. PBR is owned by Arnold Lampert, former owner of **wwDB(FM)** Philadelphia, and Leonard Stevens, owner of Banks Tower Communications Ltd., a broadcast tower space rental firm.

□

Lee C. Palmer-Everding, who owns **wzzD(AM)** Philadelphia and **wwDJ(AM)** Hackensack, N.J., bought **KSLR(AM)** San Antonio, Tex., from Salem Communications for \$1.2 million. Salem is a Camarillo, Calif.-based group of nine AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson.

□

Neal Spelce sold his only station, **KTXZ(AM)** West Lake Hills, Tex., to SCAN Communications for \$1,059,750. SCAN is a newly formed corporation headed by David Dorin, a former sales executive with Arbitron; Joe Capobianco, owner of Cross-Country Communications Corp., a

media consultant based in Westchester county, N.Y., and Fred Altberger, a financial consultant with WGH Corp. based in Denver.

□

**KRNN(AM)** San Antonio, Tex., was sold by Stanley Rosenberg, who has no other broadcast interests, to Omni Broadcasting Corp. for \$1 million. Omni is owned by Mason Best Co., a merchant bank operating in Dallas and Houston. The broadcasting subsidiary is headed by Paul E. Van Hook, who is also a director of Pathfinder Communications, an Elkhart Ind.-based group of five AM's and five FM's. Omni also bought KUGN-AM-FM Eugene, Ore. (see AM's-FM's).

## Cable

With deregulation of cable rates taking effect in 1987, most cable operators raised their basic rates while keeping pay rates generally flat. The result was that cable systems saw a rise in penetration and a dramatic increase in per-subscriber values in 1987, as the cash flows of their systems increased. Since cable transactions are not required to be reported to any government agency,

prices are infrequently disclosed and a precise dollar total for 1987 sales is impossible to tabulate. The industry norm for estimating the value of a cable system sale has increased from the \$1,500-per-subscriber used in 1986 to about \$2,200 per sub. With that as a guide it can safely be said that cable sales totalled in excess of \$6 billion. The following is a compilation of the major sales of 1987.

□

The largest sale of the year, and the largest sale in cable history, announced at the end of 1987 and not yet closed, is the sale of Kohlberg Kravis Roberts & Co.'s **SCI Holdings'** 1.4-million-subscriber Storer cable systems to a consortium of ATC, Comcast and Taft Cable (Telecommunications Inc. and Bass Group joint venture) for a total consideration of about \$2.8 billion. Storer cable and broadcast properties were bought by KKR in a leveraged buyout in 1985 for about \$2.5 billion. KKR spun off the broadcast properties to Gillett (see Groups) and hired three major New York investment firms to sell the cable systems last summer. Those firms were fired in December and talks with the consortium began in December, and an agreement was reached on Christmas Eve.

□

Continental Cablevision, which had earlier

made a play for Adams-Russell Communications (see below), bought American Cablesystems, the 23d largest MSO with about 500,000 subscribers, for \$481.7 million. American is headed by Steven Dodge, chairman and chief executive officer. Continental is the third largest cable MSO with more than 1.5 million subscribers; it is headed by Timothy P. Neher, president. It also bought a system serving Woburn, Mass., from Colony Communications for an estimated \$35 million-\$45 million. Colony is headed by Jack C. Clifford, and is the 34th largest cable MSO with 265,000 subscribers. It is owned by Providence Journal Co., publisher of *Providence (R.I.) Journal*.

□

**Cablevision Systems** made one of the larger buys of the year when it purchased cable MSO Adams-Russell for \$473.5 million. Based in Woodbury, N.Y., Cablevision Systems owns cable systems in five states with more than 700,000 subscribers. In the buy, Cablevision put up \$40 million, Kidder Peabody & Co. provided \$125 million and G.E. Credit Corp. lent the lion's share of almost \$285 million to finance the buy. Adams-Russell, essentially an electronics manufacturer, sold its cable systems after several investors acquired large interests in the company, threatening a hostile takeover.



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State

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A-R is headed by John Lynch. Cablevision also bought Paragon Communications' systems serving Islip and Babylon, both New York, for an estimated \$18 million-\$22 million. Denver-based Paragon is an MSO with more than 550,000 subscribers in six states. It is headed by David R. Van Valkenburg. It also bought systems serving Summitt county, Brecksville and Brook Park, all Ohio, for about \$20 million from John McGill and Carl Milstein, who have no other cable interests.

**Adams-Russell Co.**, before being bought, purchased systems serving Wellsville and Penn Yan, both New York, from Sammons Communications Inc., a Dallas-based MSO of 57 systems with more than 650,000 subscribers, headed by James N. Whitson, for approximately \$10 million to \$14 million.

**Essex Communications** was sold to U.S. Cable Television Group LP for \$225 million. Essex, a publicly owned, Greenwich, Conn.-based MSO headed by Paul L. Field and Dave Pardonner, had been reviewing bids for the company since midsummer. The buyer is a new corporation formed last year with Merrill Lynch to purchase broadcast and cable properties. Headed by former ABC executives, Marty Pompadur and Elton Rule, and Christopher Conley, it also purchased C4 Media Cable, a Vienna, Va.-based MSO with 72,000 subscribers in eight states for \$126 million.

Washington Redskins owner, **Jack Kent Cooke**, had more to celebrate than his team's Super Bowl win this year. Cooke made one of the largest cable purchases of 1986 with the acquisition of McCaw Communications Co. and another large acquisition of 1987 with the \$200-million-plus purchase of First Carolina Communications Inc., a Rocky Mount, N.C.-based MSO with systems in seven states serving approximately 160,000 subscribers. It was owned by Edward J. Baysden, E.B. Chester, Chuck Jarrett, Gary Phillips and David Smith. Cooke's interests also include the Chrysler and Kent buildings in New York, Elmendorf racing stables and the *The Los Angeles Daily News*. First Carolina, before being bought by Cooke, sold systems serving Toledo, Ohio, and Cleveland to Cablevision Systems Inc. for an estimated \$20 million-\$25 million. Cablevision Systems is a publicly owned MSO headed by Charles Dolan that also bought Adams-Russell Communications Inc. (see above). With his company, Cooke CableVision Inc., Cooke also bought a system serving Davis Monthan Air Force Base, Tucson, Ariz., from Cable Arizona for an estimated \$2.6 million. Cable Arizona is a subsidiary of Phoenix-based Cable America Corp., an MSO with systems in four states and

principally owned by William Jackson, president and chief executive officer.

One deal not yet closed is Harte-Hanks's divestiture of its four cable stations for what should total about \$120 million-\$150 million, although no price has been announced. The systems sold included two systems with 32,000 subscribers in Philadelphia that were sold to **Adelphia Communications**, which also bought a system in Luray, Va. (see below); an Asbury Park, N.J., system with 10,000 subscribers went to **Monmouth Cablevision Associates**, a New Jersey-based MSO with more than 60,000 subscribers headed by Joel Goldblatt, and a Houston system with 9,000 subscribers went to **Prime Cable of Austin, Tex.** Harte-Hanks also sold two of its three TV stations (see TV's).

**Adams Corp.**, a Bryan, Tex.-based MSO with systems in eight states and headed by Don A. Adam, chairman, sold systems serving Clarksville and Ashland City, both Tennessee; Hopkinsville, Ky.; Angleton, Buffalo, Cleveland, Hempstead, Madisonville, Sealy, Woodville, Jasper, Kingsville, Marlin and Bellville, all Texas; and military bases in Fort Hood, Tex.; Fort Riley, Kans.; Fort Gordon, Ga.; Fort Carson, Colo.; Camp LeJeune, N.C., and Wurtsmith Air Force Base, Mich., to **Cencom Cable Associates** for over \$125 million. Cencom is a Chesterfield, Mo.-based MSO with systems in five states. It is headed by Robert A. Brooks, chairman.

**Cablevision Industries Inc.** bought a Los Angeles system from Hollinger Inc. for \$103.5 million. Hollinger is a subsidiary of Toronto-based Ravelston Inc., owned by Conrad Black, who has no other cable interests. Cablevision Industries is a Liberty, N.Y.-based MSO owned by Alan Gerry. It is the 21st largest MSO with more than 500,000 subscribers. Cablevision Industries also bought a system serving Live Oak and Suwanee, both Florida, from Sammons Communications Inc. for an estimated \$3.5 million-\$5 million.

**Jones Intercable Inc.** sold systems serving Sebastian and Palm Bay, both Florida; Carolina Beach and North Wilkesboro, both North Carolina; Sedalia, Mo.; Lowndes county, Ga.; Benton, Ark.; Marshall, Tex.; Shawnee, Okla.; Azusa, Calif., and Maywood, Ill. to **Falcon Cablevision, Falcon Telecable and Falcon Cable Media** for an estimated \$65 million-\$75 million. Jones is a publicly owned, Engelwood, Colo.-based MSO headed by Glenn Jones, president. It is 12th largest MSO with almost 900,000 subscribers. The buyers are affiliates of Falcon Cable TV, a Pasadena, Calif.-based MSO and 26th largest with over 400,000

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subscribers. It is headed by Marc Nathanson, president.

**Bresnan Communications Co.**, a White Plains, N.Y.-based cable MSO principally owned by William J. Bresnan, managing general partner, operating systems serving more than 78,000 subscribers, bought systems serving about 25,000 subscribers in Brainerd, Minn., and Duluth, Minn.-Superior, Wis., from Group W Cable for an estimated \$45 million-\$60 million. Bresnan also bought systems with 33,000 subscribers in Bay City and Midland, Mich., and 10 smaller communities spanning them from Gerity Cablevision. Gerity is owned by the estate of James Gerity Jr. and also owns WGER-FM Bay City, Mich.

Elmer Goldman who has no other cable interests, sold his system serving Framingham, Mass., to **Framingham Cable Television Limited Partnership** for \$12.8 million. The buyer is a joint venture of Vento & Co. and CMS Investment Resources. Vento is a Rosslyn, Va.-based real estate firm headed by Gerald T. Vento. CMS is a Philadelphia-based investment banking firm.

Earl Judy, who also owns WSIG(AM) Mount Jackson, Va., WALI(AM)-WROG(FM) Cumberland, Md., and a cable system serving Elkins, W.Va., sold a system serving Luray, Shenandoah, Stanley, Elkton and Grottoes, all Virginia, to **Adelphia Communications** for an estimated \$7.5 million. Adelphia is a Coudersport, Pa.-based MSO serving 400,000 subscribers in seven states. It is principally owned by John J. Rigas.

**American Television & Communications Corp.**, the second largest cable MSO, bought a system serving Hendricks county, Ind., from Sinclair TeleCable Inc. for an estimated \$6.5-\$8.5 million. John Sinclair owned the system and also owns a system in West Yellowstone, Mont. ACT has almost three million subscribers. Based in Englewood, Colo., Times Inc.-owned ATC is headed by Trygve Myhren, chairman.

Bruce R. Plankinton, who has an interest in Texkan Communications Inc., a Junction City, Kan.-based owner of cable systems in Kansas, sold a system serving Breckenridge, Colo., to **United Video Inc.** for \$6 million. United Video is a Greenwich Conn.-based cable MSO owned by Lawrence Flynn. It serves over 50,000 subscribers.

**Cable Systems USA** bought a system serving Decatur, Ill. from First Rural Cable, which has no other cable interests, for \$4.7 million-\$5.8 million. Cable Systems

USA is a Charleston, W.Va.-based MSO with almost 50,000 subscribers in six states and is headed by Jack Fuelhart.

**Enstar Communications Corp.** sold its systems serving Hollywood, Ravenel, Folly Beach and Charleston county, all South Carolina, and Darien, Jekyll Island and McIntosh county, all Georgia, to **U.S. Cable Corp.** for an estimated \$3 million-\$4 million. U.S. Cable is an MSO owned by Stephen E. Myers and Michael C. Anderson. It serves 110,000 subscribers with systems in nine states. U.S. Cable also bought a system serving Seabrook Island, Dataw Island and Beaufort county, all South Carolina, and Skidaway Island, Ga., from John W. Davidson and family, who also own Jesup Broadcasting Corp., a Milledgeville, Ga.-based group of four AM's and four FM's. U.S. Cable paid an estimated \$6 million-\$8 million for the systems.

**Enstar** also bought a system serving Carlinville, Ill., from Macoupin County Cablevision Ltd. for an estimated \$4 million-\$5 million. The seller was headed by Robert E. Howe, who has no other cable interests. Enstar is an Atlanta-based MSO with systems in six states. It is headed by Robert T. Graff. It also bought a system serving Neosho and Seneca, Mo., from Sammons Communications Inc. for approximately \$5 million. Sammons sold a system to Adams-Russell (see above).

**Hopewell Cable Systems Inc.** sold its system serving Struthers, Ohio, to **Century Communications Corp.** for approximately \$4 million-\$6 million. Hopewell is principally owned by Richard P. Melvin, who has no other cable interests. Century, based in New Canaan, Conn., is the 17th largest cable MSO with almost 600,000 subscribers. It is owned by Leonard Tow and Sentry Insurance Corp.

A system serving Lake of the Ozarks, Mo., was sold by Amos Watson, the head of a St. Louis real estate and waste management firm. It has no other cable interests. The buyer was **Sun Country Cable Partners** which paid \$4.3 million. Sun Country is a Pleasanton, Calif.-based MSO with systems in two states and a franchise pending in third, principally owned by David Kinley, president. Kinley, who operates Kinley, Simpson & Associates, a consulting firm, with Sun Country vice president, Lynette Simpson, has held management positions with American Television & Communications, and is the former chief of the FCC's Cable Television Bureau. Sun Country also has a system under construction serving Lake Pomme de Terre, Mo., and purchased systems serving West Richland and Benton City, both Washington, and Umatilla, Ore., for \$2.5 million-\$3 million

from Dean Thompson, who has no other cable interests.

The Junction, Kan.-based MSO, **Communications Services Inc.**, bought a system serving New Boston, De Kalb, Hooks and Maud, all Texas, from Fred Domkas who has no other cable interests, for an estimated \$3.6 million-\$4.3 million. Communications Services has almost 200,000 subscribers in six states and is headed by Bruce R. Plankinton, president.

Sidney Malone, who has no other cable interests, sold his systems serving Richton, Leakesville, Sumrall, Hattiesburg, Lake Serene, Lumberton and Poplarville, all Mississippi, to **Phoenix Cable Income Fund** for an estimated \$3-\$4 million. Phoenix is headed by James P. Feeney. It also owns systems in Fairfield Mountain, N.C., and Fairfield Glade, Tenn.

**Multi-Com Inc.** sold its only system serving Novinger, Browning, Memphis, Lancaster, Greencastle and Greentop, all Missouri, to **SatCable** for an estimated \$3 million. Multi-Com is principally owned by Ray Ford who has no other cable interests. SatCable is a Columbus, Ohio-based MSO with systems in three states. It is headed by Michael Mahaffey, president.

William Joyce, who has no other cable interests, sold his system serving Minocqua and Woodruff, both Wisconsin, to **Star Cablevision Group** for an estimated \$2.5 million. Fond du Lac, Wis.-based Star, is an MSO with systems in four states and headed by Donald G. Jones, managing partner.

Dave Wood, who has no other cable interests, sold a system serving Chambers, Jefferson and Orange, all Texas to **Showcase Communications Inc.** for an estimated \$2.8 million-\$3.7 million. Showcase is headed by Richard Levinson, a Livingston, N.J.-based investor with no other cable interests.

A system serving Avon, Ill. was sold by Nova Communications Inc. to **Triax Development Co.** for an estimated \$2.7 million-\$3.4 million. Nove is headed by Robert G. Fischer. It has no other cable interests. Triax is a Barrington, Ill.-based MSO headed by James DeSorrento, chairman. It owns systems in Indiana, Michigan and Ohio serving approximately 25,000 subscribers.

Roy L. Montgomery, John Hastings and Virgil Richardson, who have no other cable interests, sold their system serving Faulkner County, Greenbrier and Perryville, Ark. to **SRW Inc.** for an

estimated \$2 million-\$3 million. SRW is headed by Rick Snyder, president, and also owns system near Columbia, S.C.

□

**Warner Cable Communications** bought

systems serving Cayuga, Eugene and Vermillion, all Indiana, and Oakwood, Muncie, Fithian and Fairmount, all Illinois from Steve Autor, who has no other cable interests, for an estimated \$1.2 million.

Warner Cable is a publicly owned, Dublin, Ohio-based MSO with over 1.3 million subscribers headed by James L. Gray, J. Baysden, E.B. Chester, Chuck Jarrett, Gary Phillips and David Smith.

## Brokers rate 1987, look to 1988

**1987 may not have been match for year before, but over all it was a good year for station sales, although Black Monday contributed to slow fourth quarter**

Brokers experienced slowdowns in 1987, with the fourth quarter particularly light. But considering that it was a slowdown from an exceptional 1986 that saw a change in tax laws spur numerous sales, it was still a very good year. Most of those brokers polled by BROADCASTING saw 1988 as promising as well.

The largest broadcast brokerage firm in 1987—Wertheim Schroder & Co.—was headed by a relative newcomer to the brokerage business, but an old name in broadcasting, Gary Stevens, former president of Doubleday Broadcasting. (Stevens has announced the formation of his own company, Gary Stevens & Co., [see "Riding Gain"] after two years with Wertheim Schroder that saw him sell over \$600 million in broadcast properties.) For 1987, Stevens reports \$340 million in sales, and sees a big year coming in 1988: "A lot of over-leveraged guys will be coming back, it will be busy, but the prices will be moderating," said Stevens, "The big news is that a lot of sellers will be taking back paper, rather than risk a highly leveraged deal."

Traditionally one of the largest brokers, Blackburn & Co., had a good year in 1987, said Jim Blackburn. "We weren't as busy last year as we were in 1986; it was very active but a very different kind of year," said Blackburn. Blackburn said that the beginning of 1987 was busy with "a lot of spill-over from 1986, but the fourth quarter of last year was very light." Even so, Blackburn said the post-Black Monday business remains healthy: "It did not have a dramatic impact on most sales," said Blackburn. For 1988, Blackburn said, "This year will be active, but I don't see the same activity as last year, though it is possible."

Chapman Associates president Bill Cate reports that Chapman sold almost 100 stations in 1987, with just under \$200 million in sales. That was down from 1986's totals of \$260 million, but Cate explains that the hectic fourth quarter of 1986 would have been almost impossible to match for sheer numbers of transactions. He called 1986 "something of an aberration." He said that until last October, Chapman had been moving stations at almost the same rate as 1986, but after Black Monday, the numbers were not comparable. Cate expects 1988 to be a banner year: "88 will have a shot in the arm because of the transitional period for the repeal of the general

utilities doctrine (allowing stations under \$10 million certain tax breaks), which will end on Dec. 31." Cate added that, "1988 is an election year, which has traditionally been good for brokers. We're very optimistic."

Howard Stark, who normally leads the field in dollar totals because of his concentration on major-market TV's, said that he was working on sales for 1988 worth about \$250 million that had been delayed from last year because of tax reasons. Stark is one broker who was directly affected by the influx of Wall Street firms that began handling large TV sales: "The [Wall Street firms] have brought in a lot of financial people who don't care about broadcasting," said Stark. In spite of that, Stark said he was looking forward to a good year in 1988.

Communications Equity Associates, a brokerage firm with ties to both cable and broadcast sales reported almost \$1 billion in sales in 1987, with \$619 million in cable, \$61 million in broadcast sales and the remainder in investment banking and entertainment brokerage. The firm went through a large expansion in 1987, after opening its broadcast brokerage

firm in late 1985. It opened offices in New York, Philadelphia and Hamburg, West Germany. CEA chairman, Rick Michaels, said that "while 1987's activity was less than the previous year, largely due to the tax climate, it was the second best year in the history of the company." Michaels has set a goal of \$2 billion for the company in 1988.

Brokers Art Hogan and Jack Feldman own one of the oldest brokerage firms, Hogan-Feldmann Inc., based in Encino, Calif. They reported \$36 million in sales of three TV's and six radio stations for 1987, and felt that 1988 would be a strong year for transactions. "There were a lot of deals that were not 'found' in 1987," said Feldmann, "Buyers are not buying so much on futures now; they are looking at 1988 cash flows." Hogan, who runs the firm's brokerage (Feldmann runs its broadcast group, Palomar Broadcasters), said, "Banks want earnings in place, and it's already having an effect with lower prices and softer terms." While both cautioned against overstatement, they believe the industry is moving from a sellers' to a buyers' market.

That feeling was echoed by Bob Mahlman,



**It's a deal.** Principals in the largest FM sale of 1987, the \$34-million sale of WJQY(FM) Fort Lauderdale, Fla., shook hands last week on the transaction at the Washington offices of Dow Lohnes & Albertson. Pictured (l-r) are Kevin Reed, senior partner, DLA; Sharad K. Tak, Tak Communications, buyer of the station; Scott MacDougall, First Chicago Bank; Edwin Tornberg, broker for the sale; Joe Amatore, seller, and Besty Cameron, general counsel for the seller.



of the Mahlman Co., based in Bronxville, N.Y. Mahlman said that the consensus of the broadcasters he spoke with was that 1988 would be a year with more seller financing than ever before. The reason: a lack of mezzanine money and a tendency for banks to get tougher with their lending patterns. "The banks are very down on start-up stations and are unwilling to lend to inexperienced broadcasters," said Mahlman. "It's going to be a tough year for selling turn-arounds," he added. Mahlman said that he had noticed an increased demand for stations in the Northeast and the Midwest ("where the farm economy has been recovering"). He also said that stations in the oil cities of the Southwest were still languishing. Mahlman said 1987 had been a good year for his firm with about \$55 million in sales.

Washington-based Americom sold over \$90 million in radio properties, down from last year's \$112 million. Headed by brothers Tom and Dan Gammon, Dan had strong opinions about the prospects for 1987. "We see a split in the year between pre- and post-Octo-



Hogan



Feldmann

ber, that is both psychological and real," said Gammon. "The marketplace is striving for equilibrium." Gammon said that the real effects of the crash can be seen with senior lenders and mezzanine financing institutions that have gotten more cautious. "Senior lenders have been pulling way back," said Gammon. "Formerly they were willing to lend six-and-a-half, or as much as seven times future cash flow; now they will only lend five-and-a-half times trailing cash flow. Mezzanine

money is also drying up; instead of a 17% return on their investments, they are now looking for 22% return." Consequently, "while there are plenty of buyers out there, they have to meet more stringent requirements and sellers will be getting more for their stations," said Gammon. One thing to look for in 1988 would be a lot of deals coming back for refinancing or spin-offs, said Gammon. A new Americom associate, David Burrill, formerly Western sales manager for Arbitron, predicted many sales made on the West Coast last year would be coming apart.

Ron Ninowski of the Washington-based brokerage, Gammon & Ninowski Media Investments Inc., also felt that some of the sales done in 1986 and 1987 would come back on the market in 1988. "A lot of people who were forced to close before the end of 1986 were surprised with skeletons in the closet," said Ninowski, "because of a lack of due diligence before they bought."

By Scott Fitzpatrick

## On Radio

### Radio readies to celebrate 'America's Music'

#### Over 1,000 expected to attend annual Country Radio Seminar in Nashville

Station managers and program directors representing country radio, the nation's most-programmed format—2,431 commercial stations according to BROADCASTING's format database—will assemble at Nashville's Opryland hotel this Wednesday afternoon (Feb. 10) for the start of the three-day Country Radio Seminar, sponsored by Country Radio Broadcasters. Joining them will be recording industry executives from Nashville as well as country music artists Kenny Rogers and Charlie Daniels for what is expected to be a record attendance of 1,000 participants, and one of the more comprehensive CRS meetings to date. (The first CRS took place in 1970 with

43 paid registrants.)

There will be 15 panel discussions covering programming, production, sales and management, and three long-form "mini-seminars," one of which will center on the country music industry. That three-hour session, which will be led by Dr. Geoff Hall of Middle Tennessee State University on Saturday morning at 9 a.m., is described by CRB as "an in-depth analysis of the process by which country music is created, published, licensed, recorded, performed and marketed."

For the fifth consecutive year, the Country Music Association will sponsor Music Industry Professional Seminars (MIPS). On the agenda for this week are two such workshops: "Radio Wars: The Battle For Exclusive Contract Rights," and "Retail Promotions With

Radio That Work"—the latter primarily focusing on record stores.

Aside from Rogers and Daniels, who will deliver the opening and closing speeches, respectively, other major speakers scheduled to appear include Bill Stakelin, Radio Advertising Bureau president and chief executive officer; David Parnigoni, National Association of Broadcasters senior vice president for radio, and Dr. Lynn Weiss, author/psychotherapist and KLIF(AM) Dallas talk show host. Additionally, Rhody Bosley, Arbitron Ratings' vice president of radio sales and marketing, is slated to unveil the highlights of a new CMA-commissioned Arbitron study on country listenership ("Closed Circuit," Feb. 1). There will also be a CRS exhibit hall that will house close to 30 exhibitors.

Agenda chairman for the 1988 Country Radio Seminar is Erica Farber, executive vice president/radio development for Interop. According to Farber, attendees will have an opportunity to attend a Hank Williams Jr. concert at the Roy Acuff Theater in Nashville on Friday evening at 7 p.m.

The CRS will end with its usual Saturday evening banquet/New Faces Show, which will feature 10 new country acts. On the schedule are: Foster & Lloyd, Nancy Griffith, Patty Loveless, David Lynn Jones, Tim Malchak, New Grass Revival, K.T. Oslin, Ride the River, SKB and Ricky Van Shelton.

This year's theme—the first that the CRS has adopted—is "Country—America's Music." Serving as president of Country Radio Broadcasters is Mike Oatman, chief executive officer of Great Empire Broadcasting, Wichita, Kan. □

## ★ BULLETIN ★

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7PM - 10PM Chuck Harder, For The People (Consumer / Legal)  
10PM - Midnight Dr. Bob Moore, Rational Living (Psychologist)  
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3AM - 9AM The "Best Hours of Above"  
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# Spectrum auctioning on tap in Great Britain

## Move would come as part of creation of new commercial radio stations and networks and new regulatory authority

Spectrum auctioning, the subject of sporadic debate in U.S. government circles, is now under serious consideration for the first time in Great Britain, where radical government reforms of commercial radio, if approved, would sell at least three new national radio channels there to the highest bidder in the next year (BROADCASTING, Feb. 1).

The proposed reforms, to be formalized by mid-1988 in a government "white paper," would also alter substantially the existing independent radio regulatory structures, as well as dramatically expand local commercial radio services with the non-auctioned assignment of several hundred new community radio channels.

The newly allocated radio services, both local and national, would not reach the airwaves before 1990, pending the formation of a new Radio Authority in late 1988 or early 1989, according to a British government spokesman.

Television spectrum auctioning is also an option for the new commercial TV network now being considered as part of a larger debate over broad TV industry reforms.

The British government proposals on radio grew out of a lengthy review of the country's relatively small radio industry, which now encompasses less than four dozen local commercial broadcasters and the four national radio networks of the publically funded British Broadcasting Corp.

That the three additional national radio services will be auctioned by the new Radio Authority does not come as a complete surprise. More than a year ago, a British government-sponsored study by media consultants at CSP International concluded that the introduction of "market mechanisms" in spectrum allocation, such as auctioning, would not undermine the nation's broadcasting industry (BROADCASTING, Jan. 5, 1987).

British Home Secretary Douglas Hurd, largely responsible for government media policy, explained in a written statement on the planned reforms that the new national and local services will be given wider latitude in the types of programming services developed and generally will be "free of the existing constricting statutory requirements which have applied to independent local radio. They will instead be subject to light regulation designed to protect the consumer rather than direct the broadcaster."

Among the changes being proposed is the formation of the new Radio Authority, which would take over all regulatory and technical responsibility for existing and new commercial radio stations from the current governing body, the Independent Broadcasting Authority. Also anticipated would be the splitting of AM and FM frequencies now used for simulcasting to open the way for the new community stations.

Commercial radio broadcasters in the UK

are believed to be supportive of the changes. One radio executive, Paul Angus, deputy managing director and sales director for GWR Radio, which serves 1.5 million adults near Bath and Bristol, told BROADCASTING: "I believe it will be good news to have more radio. Broadcasters welcome the competition [and] the advertising community is keen to see more choice. The demand by advertisers is not yet great enough [to support several hundred new commercial independents], but we need the increased coverage" to begin attracting the additional dollars.

Angus said independent broadcasters were still unsure, however, of certain aspects of the proposed reforms, including whether new community radio services would be expected to serve their audiences on the basis of community or ethnic groupings.

Also uncertain is whether the three new national services would mirror the BBC's successful pop music, talk and classical music formats, or carry general interest programming. The former is preferable, Angus argued, because it would mean a clearer positioning for potential advertisers. □

## NAB asks FCC for AM freeze

### Association wants commission to hold off until it has completed proceedings on reducing interference

Citing the continuing economic and technical decline of AM radio, the National Association of Broadcasters called on the FCC last week to put a freeze on applications for new AM stations and major technical changes of existing ones until the commission completes proceedings aimed at improving AM radio by reducing interference in the band.

In comments on the initial FCC inquiry on ways to alleviate the interference among AM stations, the NAB urged the FCC to reverse its current policy of squeezing as many stations as possible into the band.

"The alleged public benefits of increasing numbers of stations have little weight where each new 'opportunity' contributes to an interference environment so egregious that fewer and fewer listeners are attracted to the band," it said. "The NAB urges the commission to decide, at every available opportunity, that the most important public benefit at the present time is reducing interference on the AM band as a whole and improving the quality of existing AM service."

NAB President Eddie Fritts underscored the message in a letter to FCC Chairman Dennis Patrick. "While we are on the path toward genuine AM improvement there seems to be no communications policy sense in putting new AM stations on the air, or making major changes to existing AM sta-

**And growing.** The number of U.S. radio stations with "religious" or "gospel" formats is up slightly more than 8% over last year, according to the 1988 *Broadcasting/Cablecasting Yearbook*. A survey of U.S. stations by the *Yearbook*, which is set for March publication, found 948 reporting religious or gospel format, up from 875 in the 1987 edition. Gospel and religious stations constitute 8.6% of all U.S. stations (11,005) and, taken together, the third largest group—behind adult contemporary and country and western. Of all gospel and religious stations in the 1988 *Yearbook*, 576 (61%) are found on the AM band, and 728 (77%) are commercial operations.

Some of the 948 gospel and religious stations may air secular programming. The *Yearbook* allows stations to report up to three formats, but to claim any one they must devote at least 20 hours a week of air time to it. Stations that claim more than three are classified as variety stations. Also, figures are slightly skewed by the fact that some stations report they are both gospel and religious, resulting in a double count. (In the 1988 *Yearbook*, for instance, 22 stations offered dual identification.)

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tions, under the same rules and policies that clearly have led to the current problems on the band."

In the comments, the NAB also said its call for a freeze does not extend to the new 1605 khz-to-1705 khz band that has been set aside for AM broadcasting by international agreement. "We do not oppose the introduction of new station opportunities that have the potential to serve AM listeners in unserved communities and/or without creating or receiving additional interference."

Other broadcasters called on the FCC to go slow in permitting new service on the band. The Clear Channel Broadcasting Service, a consortium of clear channel AM station owners, also said that the AM band

"has deteriorated from increasing interference. Before permitting additional signal levels on the AM channels, the commission should come to grips with the plain fact that adding additional nighttime operations will not necessarily redound to the overall benefit of the listeners if the effect is an increase in interference."

Group W said the FCC should not authorize new "substandard" stations. "While it may have some superficial appeal in the sense of permitting further opportunities for new stations, it is not a spectrally efficient approach," the broadcaster said. "The commission should be devising ways to eliminate present interference conditions, not creating new pockets of interference." □

the network and Westwood One's programming and strengthens the Source's positioning as a contemporary youth network."

### Fame is name of game

Emerson Radio, the North Bergen, N.J.-based consumer electronics manufacturer, is commemorating its 75th anniversary in the business with the establishment of the Emerson Radio Hall of Fame next May at New York City's Empire State Building. More than 15 inductees will be selected from such categories as entertainment, news, sports and technology, said William Lane, Emerson chairman.

Among the panel members voting on inductees, according to Lane, are sportscaster Howard Cosell, radio and television personalities Dick Clark and Casey Kasem; MTV founder Bob Pittman; former Vice President Walter Mondale; WOR(AM) New York radio personality John Gambling; Inner City Broadcasting President Pierre Sutton; and retired NBC Radio correspondent Russell Ward.

### Strength in numbers

The Keystone Broadcasting System, New York, an unwired spot radio network specializing in stations outside the top 100 markets, and Media General Broadcast Services, also New York, a media placement company, have entered into a joint marketing agreement for radio stations in "C" and "D" counties. Richard A. Foreman Associates brokered the transaction.

### Open for business

Gary Stevens, a partner with Wertheim Schroder & Co., a New York investment banking house, and the former president of Doubleday Broadcasting, has set up a new company that will be involved in broadcast mergers, acquisitions and investment banking services. The new firm, Gary Stevens & Co., will specialize in radio dealings. It is located at 230 Park Avenue in New York.

### Cohen's new venture

Lita Cohen, former president of Orange Productions, a Narberth, Pa., radio program supplier, said she has sold her 50% interest in the company to co-founder Sid Mark, host of the *Sounds of Sinatra* show distributed by Orange, and has established a new radio programming venture, Lita Cohen Radio Services. The first project, said Cohen, is a new weekly, one-hour series, *Celebrity Hotline*, hosted by veteran radio and television personality, Arlene Francis. (Francis is currently heard over WOR(AM) New York).

The program, which has a target debut date of April 1, will be produced by Earl Blackwell, publisher of the *Celebrity Register*. Cohen, who said her new company will concentrate on station clearances for various program products, will continue to be based in Narberth.



### Come together

The NBC Radio Networks is expanding its affiliate relations department for the NBC Radio Network and Talknet in New York and combining the affiliate relations operations of NBC's young-adult Source network with that of its parent company, Westwood One, in Culver City, Calif.

As part of the restructuring, Gig Barton and Patti Le Mon, regional affiliate relations directors for the Source, have been named

to the same capacity for the NBC Radio Network and Talknet. The consolidation move to the West Coast, however, will result in two layoffs: Nancy Cook, director of affiliate relations for the Source, and Lisa Britto, manager of program clearances for NBC Radio Entertainment, NBC Radio Networks' program distribution unit.

According to Steve Soule, vice president and general manager of the Source: "The Source reorganization takes advantage of the obvious synergies that exist between

October 27, 1987

## WOMP Incorporated

(a wholly owned subsidiary of Heritage Broadcasting Group)

has acquired

## WOMP AM & FM

Bellaire, Ohio

from

## Robert Dodenhoff and Daniel Wachs

The undersigned initiated the above, assisted in the negotiations and acted as a broker for the transaction.

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# Stock Index

Closing Closing  
Wed Wed  
Feb 3 Jan 27  
Net Percent P/E  
Change Change Ratio (000,000)  
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Capitali-  
zation

## BROADCASTING

N (CCB) Capital Cities/ABC ....	337	3/4	334	3/4		3	00.89	23	5,460
N (CBS) CBS .....	156	3/4	153	7/8		2 7/8	01.86	9	3,698
A (CCU) Clear Channel.....	12	5/8	12	3/4	-	1/8	-00.98	24	40
O (INFTA) Infinity Broadcast...	17	1/2	18	1/2	-	1	-05.40	-134	147
O (JCOR) Jacor Commun.....	5	1/8	5	1/8			00.00		29
O (LINB) LIN .....	46	1/2	46	1/8		3/8	00.81	24	2,493
O (MALR) Malrite.....	6	3/4	6	1/2		1/4	03.84	-9	92
O (MALRA) Malrite 'A'.....	6	1/4	6	1/2	-	1/4	-03.84	-8	85
O (OBCCC) Olympic Broad....	4	3/4	4	3/4			00.00		11
O (OSBN) Osborn Commun....	5		5	1/4	-	1/4	-04.76	-4	20
O (OCOMA) Outlet Commun..	9	1/4	9	1/4			00.00		60
A (PR) Price Commun.....	9		9	3/8	-	3/8	-04.00	-6	77
O (SAGB) Sage Broadcasting	4	3/4	4	3/4			00.00	-7	18
O (SCRPP) Scripps Howard ..	80		78	3/4		1 1/4	01.58	27	826
O (SUNN) SunGroup Inc.....	1		1				00.00	-1	2
O (TLMD) Telemundo .....	7	3/4	8	1/4	-	1/2	-06.06	-1	44
O (TVXG) TVX Broadcast .....	3	3/4	3	3/4			00.00	-2	22
O (UTVI) United Television ..	24	1/2	24	1/8		3/8	01.55	40	268

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	48	1/4	47	1/2	3/4		01.57	15	519
O (ASTV) Amer. Comm. & TV		1/8	1/8				00.00		9
N (AFL) American Family	13	1/4	13	3/4	-	1/2	-03.63	12	1,067
O (ACCCA) Assoc. Commun.	30	23			7		30.43		286
O (BMAC) Bus. Men's Assur.	28	1/4	27	3/4	1/2		01.80	-11	295
N (CCN) Chris-Craft	18	7/8	18	5/8	1/4		01.34	21	380
N (DNB) Dun & Bradstreet	53	52	5/8	3/8	00.71	21	8,059		
O (DUCO) Durham Corp.	27	24	1/4	2	3/4		11.34	15	230
N (GCI) Gannett Co.	34	7/8	34	1/4	5/8		01.82	19	5,635
N (GY) GenCorp	20	1/2	20	1/8	3/8		01.86	10	1,373
O (GACC) Great Amer. Comm.	11	3/8	11	1/8	1/4		02.24	11	264
N (JPF) Jefferson-Pilot	29	27	1/4	1	3/4		06.42	10	1,165
N (KRI) Knight-Ridder	40	7/8	39	1/8	1	3/4	04.47	16	2,345
N (LEE) Lee Enterprises	23	5/8	22	7/8	3/4		03.27	14	588
N (LC) Liberty	36	1/4	35	1/2	3/4		02.11	13	346
N (MHP) McGraw-Hill	47	5/8	50	1/2	-	2	-05.69	15	2,406
A (MEGA) Media General	43	3/4	41	1/2	2	1/4	05.42	64	1,233
N (MDP) Meredith Corp.	28	28	5/8	-	5/8		-02.18	15	537
O (MMEDC) Multimedia	55	53	1/4	1	3/4		03.28	5500	
A (NYTA) New York Times	28	1/2	27	7/8	5/8		02.24	15	2,334
N (NWS) News Corp. Ltd.	16	7/8	16	3/4	1/8		00.74	10	2,138
O (PARC) Park Commun.	25	1/4	24	3/4	1/2		02.02	22	348
O (PLTZ) Pulitzer Publishing	29	3/4	30		-	1/4	-00.83	23	311
N (REL) Reliance Group Hold.	5	5	3/8	-	3/8		-06.97	5	375
O (RTSRY) Reuters Ltd.	53	1/4	55	3/8	-	2	-03.83	25	22,106
T (SKHA) Selkirk	19	19					00.00	41	154
O (STAUF) Stauffer Commun.	139	141		-	2		-01.41	22	139
N (TMC) Times Mirror	37	5/8	35	1/2	2	1/8	05.98	15	4,853
O (TMCJ) TM Communications	13	16	7/8	-	1/16		-07.14	4	6
O (TPCC) TPC Commun.		1/8	3/16	-	1/16		-33.33		1
N (TRB) Tribune	35	3/4	35	5/8	1/8		00.35	13	2,817
A (TBSA) Turner Bcstg. 'A'	11	7/8	11	1/2	3/8		03.26	-1	258
A (TBSB) Turner Bcstg. 'B'	9	1/4	9	1/8	1/8		01.36	-1	201
A (WPOB) Washington Post	201	1/2	198		3	1/2	01.76	21	2,588

## PROGRAMMING

O (SP) Aaron Spelling Prod.....	4	3/4	4	1/2	1/4	05.55	4	87	
O (ALLT) All American TV.....	2		1	1/2	1/2	33.33		2	
O (BRRS) Barris Indus .....	9		8	3/4	1/4	02.85	4	80	
N (KO) Coca-Cola.....	36	3/8	36	1/4	1/8	00.34	13	13,749	
A (CLR) Color Systems.....	3	1/2	4		1/2	- 12.50	-2	17	
O (CAVN) CVN Cos. ....	9	3/8	9		3/8	04.16	-28	171	
A (DEG) De Laurentiis Ent.....		7/8	1	1/8	- 1/4	- 22.22		9	
O (dcp) dick clark prod.....	5	1/4	5	1/4		00.00	13	43	
N (DIS) Disney.....	56		58		- 2	- 03.44	19	7,356	
N (DJ) Dow Jones & Co.....	28	3/4	29	1/4	- 1/2	- 01.70	14	2,783	
O (EM) Entertainment Mktg .....	3	7/8	4		- 1/8	- 03.12	12	47	
O (FNNI) Financial News.....	7	3/4	8	1/8	- 3/8	- 04.61	48	91	
A (FE) Fries Entertain.....	2	3/8	2	1/8	1/4	11.76	10	12	
N (GW) Gulf + Western.....	73	1/4	70	3/8	2	7/8	04.08	16	4,450
O (HRSI) Hal Roach.....	4	1/2	5	1/4	- 3/4	- 14.28	-10	31	
A (HHH) Heritage Entertain. ....	2	1/2	2	3/4	- 1/4	- 09.09	2	11	
A (HSN) Home Shopping Net. ....	4	1/8	4		1/8	03.12	11	354	
N (KWP) King World.....	18	3/8	17	1/2	7/8	05.00	18	549	
O (LAUR) Laurel Entertain. ....	1	3/4	1	5/8	1/8	07.69	3	4	
A (LT) Lorimar-Telepictures.....	9	5/8	9	5/8		00.00	-7	440	
N (MCA) MCA.....	37	7/8	39	1/2	- 1	5/8	- 04.11	17	2,878
N (MGM) MGM/UA Commun. ..	8		7	3/4	1/4	03.22	-10	400	
A (NHI) Nelson Holdings.....		7/16		3/8	1/16	16.66	-4	11	
A (NWE) New World Enter.....	2	3/4	3		- 1/4	- 08.33	2	29	

Closing Closing  
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Net Percent P/E  
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Capitali-  
zation

## PROGRAMMING

O (NNET) Nostalgia Network	1	3/4	113	1/6	-	1/16	-03.44	-2	8
N (OPC) Orion Pictures	14	7/8	14	1/2	3/8		02.58	23	256
O (MOVE) Peregrine Entertain.	3	1/2	2	1/4	1	1/4	55.55	-116	8
N (PLA) Playboy Ent.	13	12	7/8	1/8			00.97	-8	122
O (QVCN) QVC Network	5	1/8	5		1/8		02.50		33
O (RVCC) Reeves Commun.	6	1/4	611	1/6	-	7/16	-06.54	625	78
O (RPICA) Republic Pic. 'A'	5	1/2	5	1/8	3/8		07.31	61	23
O (RPICB) Republic Pic. 'B'	6	6					00.00	42	4
A (RHI) Robert Halmi	1	1/2	1	5/8	-	1/8	-07.69	6	33
O (SMNI) Sat. Music Net.	3	3/8	3	1/4	1/8		03.84	-84	30
N (WCI) Warner	28	1/2	28	3/4	-	1/4	-00.86	17	3,564
O (WWTW) Western World TV	3/16	3/16					00.00	1	
O (WONE) Westwood One	20	1/2	20	1/2			00.00	27	254

## SERVICE

O (AMEA) A.M.E. Inc.	8	7	5/8	3/8			04.91		
O (BSIM) Burnup & Sims	8	5/8	8	1/2	1/8		01.47	17	137
O (CVSI) Compact Video	3	3	1/2	-	1/2		-14.28	-2	19
N (CQ) Comsat	28	5/8	27	1/8	1	1/2	05.52	-11	524
N (FCB) Foote Cone & B.	47	45	3/4	1	1/4		02.73	14	195
O (GREY) Grey Advertising	101	105		-	4		-03.80	15	122
O (IDBX) IDB Communications	6	1/4	6	3/8	-	1/8	-01.96	25	25
N (IPG) Interpublic Group	30	1/4	29	1/4	1		03.41	14	672
A (MOV) Movielab	6	3/4	6	3/4			00.00		11
O (OGIL) Ogilvy Group	26	1/4	25	5/8	5/8		02.43	14	362
O (OMCM) Omnicom Group	18	1/2	18	3/8	1/8		00.68	-84	453
N (SAA) Saatchi & Saatchi	22	7/8	22	3/4	1/8		00.54	12	3,333
O (TLMT) Telemation	1	1/4	2	-	3/4		-37.50	5	5
A (TPO) TEMPO Enterprises	7	5/8	7	1/2	1/8		01.66	25	43
A (UNV) Unitel Video	9	1/4	8	7/8	3/8		04.22	13	20

## CABLE

A (ATN) Acton Corp.	14	3/4	17	-	2	1/4	-13.23		17
A (ACN) American Cable	45	3/4	45	3/8	3/8		00.82	-89	429
O (ATCMA) Amer. TV & Comm.	23	1/4	22	1/2	3/4		03.33	89	2,544
A (CVC) Cablevision Sys. 'A'	25	5/8	26		3/8		-01.44	-44	538
N (CNT) Centel Corp.	39	36	5/8	2	3/8		06.48	15	1,130
O (CCCOA) Century Commun.	16	3/4	16	1/4	1/2		03.07	1675	484
O (CMCSA) Comcast	24	5/8	23	1/4	1	3/8	05.91	-111	1,021
O (ESSAC) Essex Commun.	17	1/2	15	1/2	2		12.90	-39	64
A (FAL) Falcon Cable Systems	18	18	1/2	-	1/2		-02.70	-56	115
O (JOIN) Jones Intercable	11	11	1/8	-	1/8		-01.12	34	140
T (MHPQ) Maclean Hunter 'X'	21	7/8	22	7/8	-	1	-04.37	30	806
O (TCAT) TCA Cable TV	27	1/4	29	3/8	-	2	-07.23	55	294
O (TCOMA) Tele-Commun.	24	1/4	22	1/4	2		08.98	39	3,518
N (TL) Time Inc.	84	1/4	82	7/8	1	3/8	01.65	13	5,001
O (UACI) United Art. Commun.	25	1/2	24		1	1/2	06.25	212	1,047
N (UCT) United Cable TV	27	1/4	27	1/8	1/8		00.46	-454	1,029
N (VIA) Viacom	20	3/4	20	5/8	1/8		00.60		1,105
N (WU) Western Union	2	7/8	2	7/8			00.00		70

## ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	57	1/4	58	-	3/4	-01.29	15	13,110
O (AMCI) AM Communications .	13	32	13	32		00.00		
N (ARV) Arvin Industries.....	17	3/8	17	3/4	-	3/8	-02.11	6
O (CCBL) C-Cor Electronics ...	6	5	7/8	1/8		02.12	16	
O (CATV) Cable TV Indus.....	2	1/4	2		1/4	12.50	-15	
A (CEC) Cetec.....	5	1/8	5	1/8		00.00	170	
N (CHY) Chyron.....	4	7/8	5	1/8	-	1/4	-04.87	18
A (CXC) CMX Corp. ....	1	1/4	1	1/8		11.11	17	
A (COH) Cohu.....	6	3/4	7	-	1/4	-03.57	16	
N (EK) Eastman Kodak.....	40	7/8	42	3/4	-	1	7/8	-04.38
N (GRL) Gen. Instrument .....	28	1/2	29	1/8	-	5/8	-02.14	-12
N (GE) General Electric.....	43	42	5/8	3/8		00.87	16	39,302
O (GETE) Geotek Inc. ....	7/8	7/8				00.00	-2	
N (HRS) Harris Corp.....	26	7/8	26	1/2	3/8	01.41	14	788
N (MAI) M/A Com. Inc.....	9	5/8	10	-	3/8	-03.75	4	310
O (MCDY) Microdyne .....	3	3	1/16	-	1/16	-02.04	-2	13
N (MOT) Motorola.....	40	1/8	40	3/4	-	5/8	-01.53	22
N (OAK) Oak industries.....	1	1	1/8	-	1/8	-11.11	1	72
A (PPI) Pico Products.....	2	3/4	2	3/8	3/8	15.78	-55	9
N (SFA) Sci-Atlanta.....	12	3/8	12	1/8	1/4	02.06	-137	289
N (SNE) Sony Corp.....	35	7/8	36	5/8	-	3/4	-02.04	58
N (TEK) Tektronix.....	23	1/4	23	3/4	-	1/2	-02.10	17
O (TLCR) Telecrafter.....	3	3				00.00	13	4
N (VAR) Varian Assoc.....	24	7/8	25	-	1/8	-00.50	124	539
N (WX) Westinghouse.....	49	3/8	48	1/2	7/8	01.80	10	7,056
N (ZE) Zenith.....	14	3/4	13	7/8	7/8	06.30	59	374



## 'Murder, She Wrote' to appear on cable

**USA Network buys network prime time series for over \$30 million**

The USA Network acquired *Murder, She Wrote* last week, in the largest programming outlay in the eight-year-old cable network's history. Sources estimated the purchase of the 111 episodes of the series for an exclusive six-year window at more than \$30 million.

The purchase by USA, owned by MCA and Paramount, which followed the December buy of *Miami Vice*, had been rumored for some time.

USA Network President and Chief Executive Officer Kay Koplovitz said the acquisition of a network series ranked in the top 10 is a first for a cable network. She said the purchase of the program would probably prevent the cable channel from acquiring more off-network hours for its schedule next fall because it will require "an increase in the basic cable channel's revenue streams." Also, USA will have to step up its marketing plans. Indeed, David Kenin, senior vice



Angela Lansbury, 'Murder, She Wrote'

president of programming, said that USA would not be a player for *St. Elsewhere*.

Koplovitz said she anticipates cable operators "will be very supportive" of the buy.

*Murder, She Wrote* will be scheduled in prime time. She added that if the series does a four rating in its first month on the air, USA will deem it a success.

MCA-TV called the sale to the cable network a "pre-syndication" window. MCA-TV Group Chairman Al Rush said the cable sale is part of MCA-TV's philosophy of giving its software many windows on a variety of channels.

Like *Miami Vice* and *Cagney and Lacey* (sold by Orion to Lifetime), *Murder, She Wrote* was having difficulty getting off the ground in the syndication marketplace, now a familiar story for hours in syndication.

*Murder, She Wrote* appeals primarily to older audiences, making it difficult for affiliates to schedule in early fringe as their news lead-in (the time period when off-network hours are often scheduled on those stations). In fact, *Murder, She Wrote* is the oldest skewing series on the three networks currently, with 35% of its audience consisting of women 50 and older and 22.4% of its audience consisting of men 50 and older. □

## 'Average' Super Bowl still helps ABC to weekly win

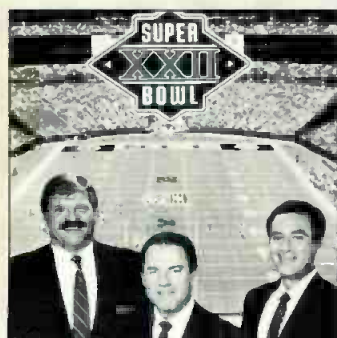
**Broadcast places 10th in household delivery for Super Bowls, tenth in all-time audience delivery**

By Super Bowl standards, the ratings for ABC's second telecast of the event, on Jan. 31, fell in the middle of the pack. Nielsen

reported an average 41.9 rating and a 62 share for Super Bowl XXII, placing it 10th among Super Bowls in household delivery. The program ranked fifth on the all-time audience delivery list with 110 million viewers.

But the game did help third-place ABC

capture its second weekly win of the season in the prime time household race, putting it within two-tenths of a rating point of second place CBS. For the week ending Jan. 31, ABC averaged an 18.2/29, followed by NBC, 15.1/24, and CBS, 12.1/20. For the first 19 weeks of the season, the standings



Superbowl



'Wonder'

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1.	41.9/62	A Super Bowl XXII, full game	37.6/57	36.	13.4/24	C Equalizer	32. 14.1/25
2.	35.4/60	A Super Bowl XXII, Kickoff II		37.	13.3/19	C Newhart	35. 13.6/20
3.	28.3/44	N Cosby Show	3. 30.0/44	38.	13.2/25	A Spenser: For Hire	54. 10.7/19
4.	25.7/41	A Super Bowl XXII, postgame	7. 22.5/35	39.	13.2/20	C Designing Women	30. 14.4/21
5.	24.5/38	N Different World	4. 28.5/42	40.	12.9/19	C Jake and the Fatman	37. 13.3/20
6.	24.0/34	A Growing Pains	8. 22.0/32	41.	12.8/20	C Simon and Simon	43. 12.6/19
7.	23.7/39	N Golden Girls	5. 24.7/39	42.	12.4/21	C Hallmark Hall of Fame	29. 14.5/24
8.	22.9/35	N Cheers	6. 24.4/36	43.	12.4/20	C Cagney and Lacey	47. 12.0/20
9.	22.8/33	A Who's the Boss?	10. 20.9/31	44.	11.8/17	N Family Ties	44. 12.4/18
10.	22.0/34	N Night Court	9. 20.9/32	45.	11.7/20	C High Mountain Rangers	60. 9.8/16
11.	21.0/34	N NBC Tuesday Movie	11. 15.9/27	46.	11.6/18	N NBC Sunday Movie	38. 13.2/21
12.	18.5/27	N Matlock	13. 19.8/29	47.	11.5/19	A Mr. Belvedere	39. 13.1/21
13.	18.3/31	N Amen	12. 20.1/32	48.	11.3/19	C Snoopy: The Musical	45. 12.4/20
14.	17.9/31	A Wonder Years	21. 15.9/27	49.	11.3/17	C 60 Minutes	33. 13.7/20
15.	17.9/28	A Head of the Class	20. 16.0/25	50.	11.0/18	A Dolly	56. 10.6/17
16.	17.8/34	A American Music Awards	28. 14.5/22	51.	11.0/18	A Slap Maxwell Story	55. 10.6/17
17.	17.3/25	N ALF	16. 17.7/25	52.	11.0/16	C 48 Hours	49. 11.8/17
18.	17.1/27	A Perfect Strangers	22. 15.8/25	53.	10.9/19	A Full House	50. 11.6/19
19.	16.9/25	A Moonlighting	24. 15.0/22	54.	10.9/17	C Tour of Duty	51. 11.4/17
20.	16.9/29	N L.A. Law	18. 16.1/27	55.	10.8/15	N My Two Dads	52. 11.2/16
21.	16.6/27	N 227	14. 18.7/30	56.	10.7/20	N J.J. Starbuck	42. 12.7/22
22.	16.4/28	C Knots Landing	19. 16.0/27	57.	10.1/16	N Beverly Hills Buntz	53. 11.0/17
23.	24.7/25	N NBC Friday Movie	25. 14.9/24	58.	10.0/18	C Wiseguy	59. 10.0/19
24.	14.4/26	A Dynasty	41. 12.7/22	59.	9.6/15	A ABC Thursday Movie	63. 9.4/15
25.	14.4/24	N Facts of Life	17. 16.5/28	60.	9.6/18	C West 57th	57. 10.2/18
26.	14.2/20	C Murder, She Wrote	26. 14.9/21	61.	9.3/16	A Ohara	65. 8.8/14
27.	14.2/23	C Magnum, P.I.	31. 14.2/22	62.	9.3/17	N St. Elsewhere	58. 10.1/18
28.	14.2/22	N Highway to Heaven	15. 17.9/28	63.	8.8/15	A Thorns	62. 9.4/15
29.	13.9/25	A 20/20	27. 14.6/25	64.	8.7/15	C Houston Knights	67. 7.4/12
30.	13.9/22	A Thirtysomething	48. 11.9/20	65.	8.1/14	A Sledge Hammer!	64. 8.8/14
31.	13.7/22	C CBS Sunday Movie	34. 13.6/21	66.	8.1/13	C Law and Harry McGraw	61. 9.5/15
32.	13.7/21	N Cheers	6. 24.4/36	67.	7.3/11	N Our House	66. 8.0/12
33.	13.5/20	N Valerie's Family	36. 13.5/19	68.	7.1/11	A Charmings	68. 6.8/10
34.	13.5/24	N Miami Vice	46. 12.1/21	69.	5.9/10	N On the Edge	69. 6.5/11
35.	13.4/21	A Hooperman	40. 13.0/20				

are: NBC, 16.4/27; CBS, 13.6/22, and ABC, 13.4/22.

Taking advantage of the huge audience lead-in, ABC launched a new midseason comedy after the Super Bowl called *The Wonder Years*. The program drew a 17.9/31, according to Nielsen. A network spokesman said the fall-off was because the program was targeted more toward a younger and female audience than the male-

dominated Super Bowl. He also said the drop was in line with previous ratings for new programs launched after the Super Bowl. Last year, CBS's Super Bowl telecast averaged a 45.8/66, while the premiere of the long-since-canceled *Hard Copy* averaged a 19.8/33.

AGB numbers for the game were much lower than Nielsen's, averaging only a 37.6/57. AGB has no past record of measur-

ing audiences in the U.S., but the number it calculated for the game would make it the fourth lowest Super Bowl rating in the 22-year history of the event, surpassing only the first three Super Bowl games (1967-69). AGB reported that *Wonder Years* averaged a 15.9/27. The lower AGB numbers are consistent with a season-long trend in which its ratings have been significantly lower than those reported by Nielsen. □

## CBS promotes 'Television you can feel'

### New prime time campaign from Backer Spielvogel Bates aims to draw yuppie audience

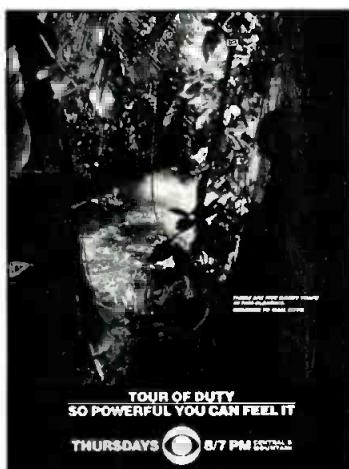
CBS-TV introduced a new promotional campaign for its prime time schedule last week, targeted at the younger, upscale audience that the network's schedule is after. The campaign, which will run on CBS-TV affiliates, on radio and in print, has as its theme,

signed BSB the \$50-million account in September. Prior to that, CBS's prime time promotional campaigns had been handled by a number of agencies, including Doyle Dane Bernbach, Ogilvy & Mather, Jacobs & Gerber and several "boutiques." CBS decided in late 1986 to move the promotion handled by those agencies to a single company.

Spellman said that the promotions that

viewing agency proposals on. Spellman added that Tisch also upped the budget for the project when that became necessary.

Each on-air television spot begins with a few establishing words on a black screen, followed by footage of a show, and finally another black screen and the tag line in which the particular show is called so "powerful" (*Tour of Duty*), "romantic" (*Beauty and the Beast*) or "riveting" (*The Equalizer*),



"Television you can feel." The new campaign will complement rather than replace the existing "CBS spirit" campaign, according to Warren Spellman, vice president, advertising and promotion, for CBS.

The series of more than a dozen 20-second television spots, the work of Backer Spielvogel Bates, was unveiled at the CBS affiliate board meeting (where they reportedly received a standing ovation). CBS as-

began airing last week represent the first stage of the campaign, which Spellman said was introduced now because BSB had completed the project and "there was no point of waiting for fall." He added that the agency completed the entire project in an "unbelievably short time" for such a campaign.

CBS president and chief executive officer, Laurence Tisch, is said to have taken an active interest in the campaign, from re-

"you can feel it." There is a voice-over on all or part of each spot.

The *Frank's Place* spot begins with the words "Hit Recipe," followed by shots of a ladleful of Jambalaya ("At *Frank's Place* they're serving up Jambalaya"), a clarinet ("with a little bit of jazz"), "and just a little bit of voodoo" (a rattle bearing the face of series star, Tim Reid). The spot ends, "*Frank's Place*. So spicy you can feel it." □

## Syndication Marketplace

**Buena Vista Television** said two series it introduced for fall 1988 debuts are now a firm go: *Chip 'n' Dale's Rescue Rangers*, a spin-off of Buena Vista's animated half-hour; *DuckTales*, now cleared on 55 stations, and *Live with Regis and Kathie Lee*, the one-hour national version WABC-TV's *The Morning Show*, now cleared on 66 stations covering 49% of the country. *Rescue Rangers* stations include five of the Tribune stations—WPIX(TV) New York, WGN-TV Chicago, WGNX(TV) Atlanta, KWGN-TV Denver, and WGNQ-TV New Orleans—and KTVU(TV) San Francisco, WOIO(TV) Cleveland (Shaker Heights, Ohio) and WPGH-TV Pittsburgh. *Live with Regis and Kathie Lee* clearances include KHJ-TV Los Angeles, WCAU-TV Philadelphia, WCCO-TV Minneapolis, WTVJ(TV) Miami and KUSA-TV Denver.

Buena Vista has also given a firm go for the second seasons of *Win, Lose or Draw*, *Siskel & Ebert and the Movies* and third and fourth season renewals for *DuckTales*.

**Multimedia** reports it has renewed *Donahue* in multiyear deals on WNBC-TV New York and KNBC(TV) Los Angeles. *Donahue* appears in 214 markets.

**Lionheart Television**, the BBC's sales and distribution company in the U.S., is moving its corporate headquarters from Los Angeles to New York, effective March 1. John Reynolds, head of the BBC Enterprises commercial activities in North America said that "in a business sense, to have our distribution company that far from London makes things difficult to control. We're now in a place where management can come and go" with greater ease, he said. Reynolds added that with 60%-70% of Lionheart's business with stations or channels on the East Coast (HBO, WTBS-TV Atlanta, WW Entertainment, various PBS stations, among others) was another reason for the move. Lionheart President Frank Miller and Taye Voye, executive vice president, will leave the company when it moves.



# ABC moves and shakes lineup in prime time

**Network will introduce three new series, move five, bring back two**

In a move to invigorate its sluggish prime time schedule, third-place ABC next month will introduce three new series for limited trial runs, move five programs into new time periods and bring back *Hotel* and *Buck James*. ABC Entertainment President Brandon Stoddard said the network will also add more limited series to the schedule later in the spring.

During the first phase of its spring reshuffling plan, the network will move its highest rated show, *Growing Pains*, from Tuesday to Wednesday night and drastically alter its low-rated Thursday and Friday lineups. In all, ABC plans to change five nights of its prime time schedule over a three-week period in March following its coverage of the winter Olympics.

To make room for the additional series, the network will cancel the *ABC Thursday Night Movie*, which has fared poorly against the strong NBC Thursday night lineup. The

movie will have its last airing Thursday (Feb. 11). ABC will also remove *The Charmings* and *Sledge Hammer!* after their airings this week (Feb. 11 and 12), but the network intends to bring them back later in the year.

The three new series consist of two one-hour dramas and a half-hour comedy, *The Wonder Years*, from the Marlens/Black Co. and New World Television. The sitcom, which tied for 14th place during its post-Super Bowl debut Jan. 31 with a 17.9 rating/31 share, deals with the recollections of a man who grew up in suburbia during the late 1960's.

In *Probe*, from Westland Productions, a "super genius" uses scientific techniques to solve crimes. *Supercarrier*, a Richard Maynard/Real Tinsel production in association with Fries Entertainment, focuses on the personal and military lives of the crew aboard a "super" Navy aircraft carrier.

ABC's stunting begins Tuesday, March 1, with the first of a two-part *Growing Pains* episode that will conclude in its new time

period at 8 p.m. Wednesday, March 2.

On Thursday, March 3, the two-hour pilot of *Probe* will air at 8 p.m. and return in hour form the following week. *Buck James*, this season's 62d-ranked series, will return in its new time period at 10 p.m. March 3.

ABC will move 27th-ranked *Perfect Strangers* to 8 p.m. Fridays on March 4 as an anchor for *Full House* at 8:30 p.m., *Mr. Belvedere* at 9 p.m. and *The Thorns* at 9:30 p.m. With the move of the four series into new time periods, the network hopes to shore up its last-place Friday night lineup.

On Sunday, March 6, *Supercarrier* debuts with a 90-minute pilot at 8 p.m., and thereafter will air at 8-9 p.m. *The ABC Sunday Night Movie* will be cut to 90 minutes.

The following Thursday, March 10, Aaron Spelling's *Hotel* returns at 9 p.m. The series, which ranked 72d in the season-to-date totals, was yanked from the schedule a few months ago.

To complete the schedule, *The Wonder Years* debuts at 8:30 p.m. on Tuesday, March 15. □

## Cablecastings

### Turner to offer PPV

Turner Broadcasting System plans to take its first crack at the national pay-per-view market with two professional wrestling specials during the next year, according to Steve Chamberlain, vice president and general manager of TBS's Turner Home Entertainment (THE) subsidiary.

The live specials, scheduled for next July and the following December or January, will be produced by the National Wrestling Alliance and Jim Crockett, which currently have wrestling programming on TBS and in broadcast syndication. Each event will be two-and-a-half-hours long with at least 10 bouts and will be priced between \$14.95 to \$19.95 depending on when viewers order it.

THE expects to clear a minimum of six million cable homes, with a 6% buy rate, said Chamberlain. THE, exclusive distributor of the events, has already discussed the offerings with three PPV national networks—Request TV, Viewer's Choice and Home Premiere. Whether THE or Turner Cable Sales will market to stand-alone cable PPV systems is now being determined.

Proceeds from the events will be split half-and-half with cable operators carrying them, leaving THE to share an undisclosed percentage of the remainder with Crockett.

TBS, whose only previous PPV experimentation has been selling a package of TBS-owned Atlanta Hawks basketball games on Prime Cable in Atlanta this season, began to see wrestling's audience potential following the

sale of six original wrestling videos produced and distributed by THE, Chamberlain explained. Five of the tapes, priced at \$39.95, sold more than 30,000 units, considered high for such specialized material.

### Contender for KMOV(TV)

Mark Wodlinger, the chairman of Hit Video USA, the Houston-based music video network that has a \$250-million antitrust suit pending against Viacom's MTV (BROADCASTING, May 18, 1987), has challenged the license of Viacom's KMOV(TV) St. Louis. Wodlinger explained his reasons for pursuing the station: "MTV may be vulnerable if they are judged to have been involved in anticompetitive practices and I want to be there to pick up the pieces."

Hit Video claims MTV entered into exclusive contracts with record companies, delaying Hit Video's access to videos for six months. Wodlinger stressed that he was not interested in a settlement and if the license challenge is successful, he intends to move back to the area, where he owns a residence, and run the station. A spokesman for Viacom declined comment.

In other news, Hit Video USA has restructured its operations by concentrating on programming to its affiliated broadcast stations and dropping its 24-hour service to cable systems. The music video service has faced an uphill battle against MTV, which is seen in more than 37 million cable homes. Hit Video reaches two million cable and TVRO homes. "Once the FTC investigation into MTV practices and

our pending antitrust suit are resolved, we hope to serve the cable industry once again," said Hit Video owner Connie Wodlinger.

Hit Video cut its work force from 50 to 20 two weeks ago, coinciding with its decision to concentrate on broadcast stations. A spokesman said most of the 23 stations run Hit Video programming about seven hours per day in the down time after midnight.

In addition to its overnight service, Hit Video plans to expand its syndicated offerings to broadcasters. It will market four shows at the NATPE convention, *Countdown USA* (in three-hour and one-hour versions) and *The New Music Review*, *Women in Rock* and *Hit Video Dance Jam*, all one-hour programs.

### Customer service competition

HBO will launch a sweepstakes promotion for customer service representatives in March aimed at heightening their awareness of cable television programming as the industry heads toward National Cable Month in April. Some 145,000 CSR's will be eligible for the HBO/Cinemax World of Difference Sweepstakes, open to personnel at HBO's 7,000 affiliated cable systems.

CSR's contestants will answer questions about HBO and Cinemax programming and effective customer service techniques on an entry card. After returning the cards to HBO, the pay service will draw 700 winners. The top prize will be a week's trip for two to Paris. Other prizes include two Hawaiian vacation, five Caribbean cruises and 15 tickets for airfare in the U.S.

## Engineers come to terms with transition in Nashville

**SMPTE focuses on two changes:  
from NTSC to HDTV transmission and  
from analog to digital videotape**

In a setting where a bit of broadcasting's past, radio's Grand Ole Opry, is memorialized, the Opryland hotel in Nashville, the future of television was the topic when the Society of Motion Picture and Television Engineers held its 22d annual television conference there, Jan. 29-30, under the theme "Technology in Transition." The transitions television broadcasters are facing: signal transmission and production from the current NTSC standard to high-definition and videotape technology from analog to digital.

The high-definition television discussion centered on the Japanese-developed 1,125-line, 60-hertz production standard adopted

by the Advanced Television Systems Committee last month (BROADCASTING, Jan. 11) and is nearing the end of the standardization cycle with SMPTE. But several questions still remain as to how to deliver HDTV to the home. If it's not done over the air, then satellites, fiber optics, videotape and laser disks are waiting to fill the void. And in case broadcasters don't wish to convert their stations to HDTV, ideas were given on how to transmit enhanced-definition television (EDTV) to American viewers.

The differences were clarified in applications between the established world digital videotape format and the newer proposed digital format that is designed to be less expensive for broadcasting use. D-1, the component digital format, adopted in 1986 by the International Radio Consultative Committee (CCIR), was shown to be a pow-

erful tool for use in production and post-production studios to be used in tandem with computer graphics and effects equipment. But there was some question from the post-production world as to D-1's adequacy for even high-end applications.

Meanwhile, the composite digital D-2, now under consideration for standardization by SMPTE, was discussed in terms of being the format of everyday use for the broadcaster. Whether another digital format, in either half-inch or 8 mm tape, will also be an everyday tool for broadcasters or become a postproduction staple was another question that needs to be studied.

"New frontiers are all around us—some much closer than we think," said SMPTE's editorial vice president, Howard T. La Zare, senior vice president of engineering, Deluxe Laboratories Inc., Hollywood. "Our conference provides a unique opportunity to witness first-hand the most advanced technologies."

The 1988 TV conference was compared



**No more floor.** SMPTE held an exhibit in conjunction with its TV conference for the last time this year. "The strength of the meeting is the technical papers," said M. Carlos Kennedy of Ampex, president of SMPTE, in describing a report from SMPTE's Presidential Advisory Council. Setting up exhibits, he said, is "a burden on the manufacturers."

Above, TV conference attendees view a high-definition television screen at the Cinema Products Corp.'s exhibit (see story, above), one of the 15 booths at this year's show. Exhibits at the TV conference have in the past been restricted to equipment relating to technical paper topics. At next year's conference, Kennedy said, SMPTE will encourage companies to set up larger-scale technical demonstrations, especially HDTV and EDTV demonstrations.

Two technical demonstrations were held at the 1988 conference. One demonstration presented by the Independent Television Association (ITVA) of England was equipment for the S (studio)-MAC component analog system. S-MAC was designed to interface component and composite signals in the European PAL standard. ITVA showed a 525-line, NTSC-compatible version, currently being studied by SMPTE. Further demonstrations of the studio equipment are planned for the International Broadcasting Convention in England next September and perhaps at the National Association of Broadcasters convention in April. ITVA is a nonprofit organization formed by 16 British production companies. S-MAC equipment is manufactured by the English company, Vistek.

Another demonstration, sponsored by SMPTE's working group on professional/studio picture monitor systems, was on postproduction monitor calibrations and specifications.



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to the 1982 conference by SMPTE President M. Carlos Kennedy, director, long-range planning, recording systems, Ampex Corp., Redwood City, Calif. The theme of that conference, also held at the Opryland hotel, was "Tomorrow's Television." He noted that the futuristic technologies of 1982, like HDTV and digital videotape, are the transition problems of today. Facing transition, he said, is the central purpose of SMPTE.

But in a luncheon speech to the society, Joseph Flaherty, vice president and general manager, CBS Engineering and Development, warned that too often scientists and engineers are not willing to make bold leaps into the future. He divided engineers into two groups—futurists, who view technology from a Jules Verne-like perspective, and the "unimaginative." And he confessed that in his first article for the *SMPTE Journal*, he predicted that videotape could never compete with the quality of 16 mm film.

But while scientists must be futurists, Flaherty also claimed they must know when to stop researching and implement their ideas. He made his point by quoting heavily from such diverse sources as Shakespeare's *Macbeth*, to trade journals of the 1920's and '30s. He also quoted from the memoirs of the recently deceased broadcast technology pioneer, George Brown of RCA ("Fates & Fortunes," Jan. 18), quoting an episode from the 1950's before Brown was to testify at the FCC in favor of the National Television Systems Committee color television transmission system he helped to invent. A scientist from RCA called him 10 minutes before he was to appear to inform Brown of a breakthrough that would make NTSC obsolete. But Brown decided to testify for NTSC because he knew "when to end the dreams and to start building," Flaherty said.

The SMPTE and the ATSC chose the right time to begin standardizing the 1,125/60 HDTV studio standard, according to Larry Thorpe, director, studio products management, Sony Corp. of America, Teaneck, N.J. Thorpe's speech, a last-minute addition to the conference's technical paper program, was entitled "HDTV: A Perspective for the Broadcaster."

Last fall "a tremor went out through the broadcasting industry," Thorpe said, when the advances in single-channel transmission systems, such as the advanced compatible system (ACTV) supported by NBC, began to make some believe that 1,125/60 production would not be friendly with the transmission system that would eventually be used in this country. It was argued that there was no need to standardize it until the mode of terrestrial delivery was determined.

But Thorpe argued that "the broadcaster cannot repeat the NTSC story and invent a transmission system that then dictates the production and everything else about the system. We're in a new era of a high-quality energy electronic system that has many, many applications, and we must be friendly to them all." There are uses for HDTV, he said, from industries that "dwarf" broadcasting. Theatrical, medical and computer graphics applications were among the uses that will not be possible until a standard exists.

In order for HDTV to flourish, he said



Flaherty



Thorpe

that production studios must be established to create enough demand for mass production to begin to lower the prices for studio equipment. Today the cost of the equipment that goes into such a studio is about three times the amount it costs to stock a video studio with the best high-end non-HDTV equipment, he said. But mass production could not begin, Thorpe said, without an HDTV production standard. "When that studio is there, the film community, program producers and all of those other business and industrial applications now will have a fighting chance...Please put it in perspective, Mr. Broadcaster."

One of the possible HDTV applications was demonstrated at the conference's exhibition by Cinema Products Corp. of Los Angeles. Cinema Products has begun marketing a 70 mm camera that shoots at 60 frames per second, as opposed to the world standard 24 fps. The faster rate is more friendly with the 60 hz frame rate of the proposed HDTV standard. The camera is designed to shoot film to be transferred to high-definition videotape for theatrical use in a process called Showscan. Showscan Production Corp. of Culver City, Calif., which is working with Cinema Products, plans to market its theater presentation system as an improvement over today's methods, with larger screens and digital sound.

The tapes shown using the Cinema Products camera at the demonstration were transferred to tape by aligning an HDTV camera to projected images. The next step in the company's progress, according to Showscan's Douglas Trumbull, is to build a 70 mm, 60 fps telecine. Showscan will be successful, he said, because as the consumer high-definition screens reach American markets "it will force the theatrical industry to upgrade as well."

Standardization work on the 1,125/60 system is almost finished, but the group that documented it, the SMPTE's working group on high-definition electronic production, will still have work to do, Thorpe said. He listed digital interface and interlace scanning as issues the group will be addressing in the future. The working group, chaired by Richard Stumpf, vice president, engineering and development, Universal City Studios, met in Nashville the day after the conference closed.

The other side of the HDTV issue, transmission, was also discussed. That standardization task, which involves coordination between ATSC, the FCC's Advanced Television Systems Committee and several broadcasting and cable organizations and companies, was compared to the moon landing

in 1969 by Ed Williams of the National Association of Broadcasters. "NASA may have had it a little easier," he said.

Ideas for terrestrial transmission within the present 6 mhz provided by the NTSC standard were presented by speakers from the Massachusetts Institute of Technology in Cambridge. William Schreiber said "high-definition television is not about better pictures—it's about money." Therefore, he claimed that a new transmission system in 6 mhz and completely compatible with NTSC sets that would not force great expenditures by broadcasters and consumers would be preferable.

Schreiber's MIT colleague, A.F. Lippman, presented two ideas on EDTV systems in which "something is added to the NTSC signal," replacing some of the usual transmission signal parameters. Such systems, he said, would not be fully compatible because they would result in some degradation on NTSC sets. One method, Lippman suggested, would be to reduce the temporal chromance in the signal—"It is 30 hz and it needn't be." He proposed reducing it to 15 hz, which "produces no degradation," he said, and adding more luminance information. This would increase luminance resolution to 40%, Lippman claimed.

His second proposal was to crop 12% of the picture from the top and bottom of the picture, eliminating about a quarter of the picture. The extra signal space would provide for more resolution and wider aspect ratio on high-end consumer receivers. On conventional sets, there would be black bars on the top and bottom of the screen, Lippman said, but no degradation to the picture itself.

Alternative forms of HDTV distribution will be dominant in the future, rather than terrestrial broadcasting, according to consultant Koichi Sadashige of Berlin, N.J. He foresaw that large HDTV sets, compatible with videocassette recorders and videodisk systems, will become common in America's family rooms and that smaller broadcast receives will be located in other parts of the home. He also predicted that consumer HDTV VCR's will be digital.

Another alternative will be digital fiber optics. C. Robert Paulson of Artel Communications Corp., Hudson, Mass., said that there are transmission problems as new technologies develop that will not be possible to solve within the NTSC standard. Besides HDTV, digital sound and picture transmission will also be in demand. Fiber, he said, may be the solution. He predicted that one day it will become the universal form of picture transmission and that laser disks will be the universal form of storage. But to hasten that end, he urged SMPTE to begin standardization proceedings.

Talk of the transition to digital videotape centered on the differences between and the advantages of both component and composite systems. Said Ampex engineer John Whatney, the component digital D-1 is a "no-expense-spared, perfection format...Unfortunately, it is expensive," he said. D-1 was instead presented as the system for the postproduction world. But there was some discussion as to whether D-1 actually is ideal for postproduction. There is no

doubt in the mind of Richard Taylor, managing director, Quantel Ltd., Berkshire, England, that D-1 is superior. "D-1 in postproduction releases us from the almost intractable problem of color film and color code/decode characteristics that plagued us for years," he said.

But as digital equipment is opening doors, he claimed there are threats to CCIR 601, the document that established D-1 as a worldwide standard, that could open the industry again to the time and expense of trying to create a new postproduction video digital standard. The battle, Taylor claimed, is between those who side with the eight-bit rate of CCIR 601 and those who believe greater capability could be achieved with a 10-bit rate. "Eight bits do work," he claimed, "and there is no need to put the 601 standard at risk." Picture artifacts present with the eight-bit rate are noticeable, but with techniques perfected by Quantel, he claimed they can be eliminated within the CCIR 601 parameters. "The implications of extending, amending or rewriting that standard on the basis of a single anomaly would be serious indeed for the television and teleproduction industries," he said. Furthermore, changing to a new 10-bit standard would result in greater expense; "the irony of the whole affair," Taylor claimed, "is that increasing the number of bits does not actually solve the problem" because the errors he described are not caused by the number of bits involved.

But Peter Symes, production planning engineer for the Grass Valley Group, Grass

Valley, Calif., argued that opponents of the eight-bit rate are not opposed to CCIR 601. "We have in fact never proposed that the 601 standard be changed in the least," he said. He claimed that Grass Valley merely proposed the use of another standard, CCIR 606, which provides for interconnection of digital signals with 10 bits. He agreed with Taylor that "10 bits does not solve the problem. It merely allows you a little more freedom in connecting some systems from different manufacturers."

D-2, because of its composite color characteristics, Taylor said, "is optimum for transmission and original recording but is a disaster in postproduction." Ampex's Whatney listed the reasons for coming up with a new digital standard, including increased generation comparable to D-1 capability, but in a form that will not result in the added expense of component color conversion at a typical TV studio. Those conditions "are all met by D-2," Whatney said.

D-2 was developed by Ampex and is supported by Sony in the current proceedings to standardize it at SMPTE. Those proceedings are almost complete. According to Ampex's director of marketing, video recording systems, R. Bland McCartha, there is great interest from the broadcast community in D-2. Orders for the D-2 cart machine, shown at last year's National Association of Broadcasters convention, have been heavy. Orders are not yet being taken for the studio machine also shown at the last NAB nor the spot machine to be shown at the next one in April. "We're trying to hold

off customers at arm's length until NAB. We figured that was the only way to do it, to give everybody an even shot," McCartha said. "But if we were taking orders, there would be an awful lot." Deliveries of D-2 equipment are scheduled for the fourth quarter of this year.

But what, asked Whatney, should the parameters of yet another digital format be? He said the next one should be a small-format system with all the capabilities of D-2 but with postproduction capability as well. With techniques available today, he said a small-format system could be developed and taken successfully through the standardization process within five to seven years. He suggested the best format would be an 8 mm system, rather than the alternative half-inch, and with evaporated metal tape rather than metal particle. "These things are not pie in the sky," Whatney said. "They are things we can achieve right now."

David Fibush of Ampex, the new chairman of SMPTE's TV recording and reproduction technology committee, said there is currently no move to standardize a digital small-format. A study group is now looking at the question. Last year, a separate users group produced a report on digital small-format recording that will be examined at future committee meetings. According to Fibush, other issues besides tape width will be whether the format should be composite or component, whether it should employ bit rate reduction and whether it should be designed for studio and postproduction applications as well as ENG. □

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## NRB adopts full financial disclosure plan

**Annual convention features accountability theme and four Republican presidential candidates**

Most speakers and attendees at last week's 45th annual National Religious Broadcasters convention in Washington declined to refer to PTL or Jim and Tammy Bakker by name, using phrases such as "last year's scandal" or "the two transgressors." But it was clearly in response to the PTL scandal that NRB voted 324 to 6 last Wednesday to make its Ethics and Financial Integrity Commission (EFICOM) a permanent and mandatory part of its code of ethics, thereby punctuating its convention theme: "Accountable to God and Man: 45 Years of Service and Integrity." Adoption of the new internal standards, members hope, will restore public confidence damaged in 1987.

In its effort to police its own, NRB's EFICOM will require that each of the 1,300-plus member organizations obtain and submit an annual independent audit report that



Armstrong

itemizes sources of income, expenditures and compensation of ministry officers and principal on-air talent; that fund-raising activities be kept on file for review of methods

and truthfulness by the commission; that financial authority be spread out among more than one person, and that, by Jan. 1, 1990, a majority of a member's board of directors be other than family, staff or employees. (An amendment exempting ministries with less than \$100,000 annual donation income from the last requirement was adopted the day before the final EFICOM vote.) Up to a point, said NRB Executive Director Ben Armstrong, the smaller ministries will not have to obtain an audit, but all members will have to make an annual report available to any interested party. Information on compensation to individuals, considered proprietary, will be examined by the commission only and there kept in strict confidence.

The "electric church" is growing at a rate of one new radio station per week and one new television station per month, said Armstrong at a press conference Monday, Feb. 1. And the convention last week offered its 4,000 attendees over 40 workshops and 300 exhibitors designed to help them handle such an expanding market.

Despite the good news, the ethics proposal, requiring full financial disclosure for the first time in association history, provided undercurrents of reticence, indignation and tension to much discussion and activity at the Sheraton hotel in Washington Jan. 31 through Feb. 3. "Our profound feeling," said NRB President Robert Cook, "is that an organization as large as we have become must learn to regulate itself, or we shall indeed be regulated by others."

Resentment toward the Bakkers, whose actions, said Armstrong, "put more teeth" into the requirements, was evident on the convention floor. Some members subscribe to the independent seal-of-approval organization, the Evangelical Council for Financial Accountability (ECFA). ECFA's requirements are similar to EFICOM, including the requirements concerning the board of directors, audits and submission of fund raising appeals. Membership in EFCA, which includes ministries with and without broadcasting interests, was in the past encouraged by NRB leadership, said Cook. "NRB regularly gave [EFCA] promotion in NRB magazine—free notices, ads, that sort of thing." And, he said, "EFICOM was not formed either to compete with or to supplant the work of EFCA."

Attendees around the convention disagreed on which of the accountability systems is more demanding. PTL trustee David Clark said last week that EFCA "tightened up their requirements to meet EFICOM" last October. But there were reports that EFCA failed to discover wrongdoing at PTL when it was a member. "I can't speak for EFCA,"

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said Cook. "I know they found difficulty in getting at the truth of the matter. They told me quite frankly that they did not get true reports." Nevertheless, because it already has the facilities to do so, Oakton, Va.-based EFCA will be charged with administering EFICOM. In any case, without EFICOM, the majority of NRB members would answer to no established disclosure requirements from either group. And, added Armstrong, EFCA's guidelines could not be expected to address the specific nature of a broadcasting organization.

When asked how EFICOM might have prevented the PTL scandal, Cook said, "All I can tell you is that the regulations require openness about finances, a certified public accountant statement and audit and revelation of salaries and perks. All of these things, if they are brought into the open, will reveal what really is going on in any given ministry. [With EFICOM]," he said, "we will be as tough as we need to be, number one, to get the truth, and, number two, to line people up with preestablished guidelines and regulations."

For the first time, EFCA this year will publish a list of those who fail their accreditation process—reportedly only nine of the over 400 listed in July 1987. Said Cook of EFICOM, "We may come to a point when, in the future, we will be releasing the names [of those who have been rejected or decertified from NRB membership]. At this point, we are assuming that...if you miss the names of certain people [in the member list NRB does publish], you will know—will you not?—that they are not part of that certification...a *de facto* kind of notice." Although presidential candidate Pat Robertson avoided the EFICOM issue in his Jan. 31 opening plenary speech, he addressed it directly at Monday's press conference. "I'm particularly heartened," he said, "that we as an organization have hammered out a very tough standard of ethics, which is something that I've been working with Ben Armstrong



Robertson

for two or three years or longer to get accomplished. It's finally come to pass in this particular session, and I commend the broadcasters on this. I think it will be a very positive step forward." Armstrong, the association's executive director, had previously confirmed Robertson's early involvement in the EFICOM movement (BROADCAST-

Continues on page 110.

## Changing Hands

**WBBW(AM)-WQOD(FM)** Youngstown, Ohio □ Sold by Mahoning Valley Broadcasting Corp. to H&D Broadcast Group for \$3 million. **Seller** is owned by John Cherpack, who has no other broadcast interests. **Buyer** is Hartford, Conn.-based group of four AM's and four FM's owned by Joel M. Hartstone and Barry Dickstein. WBBW is on 1240 khz full time with 1 kw. WQOD is on 93.9 mhz with 50 kw and antenna 280 feet above average terrain. *Broker: Americom Radio Brokers.*

**WCCG-FM Folly Beach, S.C.** □ Sold by Charleston County Wireless Co. to L.M. Communications Inc. for \$2 million. **Seller** is owned by John T. Galanes and Frank R. Kulisky, who have no other broadcast interests. **Buyer** is owned by Lynn M. Martin, who also owns WLEG(AM)-WCOZ(FM) Lexington, Ky., and has interest in WKAZ(AM)-WKLC(FM) St. Albans, W.Va. WCCG-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Venture Partners.*

**KMGR-AM-FM Salt Lake City** □ Sold by Transcolumbia Communications Ltd. to Bingham Communications Inc. for \$1,922,000. **Seller** is owned by Dale Ben-

nett, Harold Goldstein and Eric Hauenstein, who have no other broadcast interests. **Buyer** is owned by Robert R. Bingham. It also owns KWCT-TV Wenatchee, Wash., and KKFX(AM) Seattle and recently bought KAYU-TV Spokane, Wash. ("Changing Hands," Oct. 19, 1987). KMGR is on 1230 khz full time with 1 kw. KMGR-FM is on 107.5 mhz with 46 kw and antenna 2,796 feet above average terrain. *Broker: Kalil & Co.*

### CABLE

**System serving Colbert, Comer, Danielsville and Hull, Ga.** □ Sold by Peachtree Cable TV Associates L.P. to TeleCommunications Inc. for estimated \$3.5 million-\$4.5 million. **Seller** is owned by Arnold Witherpoon and Jerry Goodwin, who have no other cable interests. **Buyer** is largest MSO with over five million subscribers. It is headed by Bob Magness, chairman. TCI owns neighboring system in Athens, Ga. System passes 3,500 homes with 2,150 subscribers and 88 miles of plant. *Broker: Waller Capital Corp.*

*For other proposed and approved sales see "For the Record," page 116.*

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ING, Jan. 25).

When asked whether, as President, he would appoint an attorney general who would pursue the Jim and Tammy Bakker investigation, Robertson said, "I don't intend to appoint an attorney general to carry out a vendetta against evangelical Christian organizations. I can guarantee I'm not going to do that, but I do guarantee that I'll have an attorney general who's fair to all people and will prosecute the laws vigorously." Calling religious broadcasting "a pillar of radio and television in our nation" since "the words of the gospel first flew like angels over America's airwaves" in 1921, and pronouncing America "in the midst of a spiritual revival," President Ronald Reagan addressed a packed NRB presidential plenary session Monday afternoon, praising their accomplishments in helping "God's message of salvation enter into millions of lives. From the growth of radio and television stations to the polls of George Gallup, we see the signs of Americans returning to God."

But, the President said, "it hasn't always been easy. In the past few years, your critics—and I can't help noticing how often they are my critics, too—have decided to take the actions of an isolated few and portray all broadcast preachers as that kind. It won't work." The President was interrupted here, and a dozen other times, with a long and loud ovation of handclaps and laughter.

Referring directly to the EFICOM vote,

Reagan said: "Long before the revelations about one ministry, you were busy assembling a board of ethics and a code of conduct for your entire people. And you have shown that integrity is the cornerstone of your ministries."

In keeping with the emphasis on political as well as industry issues at the convention, the President broadsided critics of political activism on the part of association members. "They talk about the constitutional guarantee of religious liberty as if it were freedom from religion—a prohibition on all values rooted in religion. Well, yes," he said, "the Constitution does say, 'The Congress shall make no law respecting an establishment of religion.' But then it adds, 'or prohibiting the free exercise thereof.'"

The "they" the President was targeting were narrowed to the judiciary when he said: "The First Amendment protects the right of Americans to freely exercise their religious belief in an atmosphere of tolerance and accommodation. As I've noted in the past, certain court decisions have, in my view, wrongly interpreted the First Amendment so as to restrict, rather than protect, individual rights of conscience."

Soon after these introductory remarks, the President's address moved into calls for support of current administration policies not so directly related to broadcasting, although of established interest to association members. A call for prayer in school and references to the administration's present drive to end federal support of family planning centers that provide abortion counsel-

ing and services drew standing ovations.

The President devoted the balance of his speech to calling for support for Nicaraguan contras, bringing with him a visual aid in the form of a Nicaraguan man in the audience who, after Sandinista torturers cut off his ears, Reagan said, professed his Christian love to them and escaped to the United States. And a final ovation was drawn from the text of a letter professing personal salvation from "the lie" that there is no God, written, said the President, by a Soviet soldier just before he died in battle in 1944.

At the presidential plenary, Nancy Reagan received the NRB Foster Grandparents award. Mrs. Reagan, who was honored in 1985 by NRB for her work against drug abuse, told the audience, "Because of what you do, you have the opportunity to expand the Foster Grandparent's Program." She has published a book, "To Love a Child," the proceeds of which will go to the program.

In a speech marked by brevity and avoidance of the names Bakker and PTL (as were those of most of the major plenary speakers), evangelist Billy Graham—at a Tuesday morning congressional breakfast, which also featured Representative Jack Kemp (R-N.Y.)—acknowledged but distanced himself and the association from that scandal. "We have seen hundreds of stories reflecting on the integrity of a handful of broadcasters," he said. "And unfortunately the stories had the ability to put a smear on almost all broadcasters. A year ago everything was great... Then in 1987... the money-sex scandal [occurred] in just one of the hundreds of Christian broadcasters, yet its mix of religion, sex and mismanaged money made the headlines." Saying "the questions became: would it destroy religious broadcasting and would it hurt the church of Jesus Christ," he concluded, "The answer is a resounding 'no.'"

## Reborn, renamed PTL returns to fold

BROADCASTING found David Clark—former CBN marketing vice president and recently appointed trustee of PTL by bankruptcy Judge Rufus W. Reynolds—at PTL's Expo '88 booth, where he confirmed his organization's determination to "drive a wedge" between the Bakkers and PTL—to be renamed Heritage Ministries later this month (BROADCASTING, Jan. 25). The Inspirational Network, PTL's cable arm, will retain its name; "in time," Clark said, "I'm sure we will change the name of the daily program" from its present, well-known designation, *PTL Club*. Fewer than 20% of those polled by PTL, he said, wanted the Bakkers back.

"Thank God we began this before the scandal broke," he said of the timing of the Bakker revelations last spring and the establishment of EFICOM some four months before that. "We can honestly say we have been good citizens. Your reputation is all you've got in life, and we must do our very best to be open and forthright. I think it's a new day. I'm convinced that, in 10 years, we'll look back and say, thank God this happened."

Clark also told BROADCASTING last Mon-

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day. "This morning in [Judge Reynold's] federal court in Columbia, S.C., we filed a law suit—no punitive action, but strictly to recover \$52 million from Jim Bakker and Tammy Bakker and David Taggart, Bakker's vice president."

The suit, Clark said, is "based on overpayment and use of ministry funds" for personal gain, as well as "for decisions which we feel cost the ministry millions of dollars." The breakdown for each, he said at Tuesday's press conference, was \$4,865,888 from Jim Bakker for overpayments to him, assuming his salary "should have been around \$200,000 per year, more than the IRS has suggested"; \$702,691 from Tammy Faye Bakker; \$749,199 from Taggart and, from Jim Bakker and Taggart jointly, \$45,862,500, based on the estimated loss of \$12 million from station cancellations, due to unwarranted debts to those stations at a time when the Bakkers and Taggart were taking large amounts of money out of the ministry, and on the Bakkers' allowing a phone system to "languish in a warehouse in Dallas [from June 1985 to May 1987], when it could have generated a lot more revenue for the ministry," adding up to \$2,244,000 in leasing charges.

Claiming there is "evidence of mismanagement over a long period of time," Clark said present management is pursuing the lawsuit "not because we want to hurt them as individuals, but because we feel they need to be held accountable for their actions...the ministry's resources and the partners' money needs to be recovered. Mr. Bakker," said Clark, "either must go back to the Assemblies of God, which has a very transparent and open policy for restoration, or he must find well-known spiritual leaders who will commit themselves to him...for a systematic process to restore him to the ministry. We have no interest in stopping him from starting another ministry. The American public will have to vote on whether they would support such a ministry."

"We need it now," said Clark. "We're going to have to have about \$4 million cash on hand May 2 [the court-ordered start date for the reorganization plan], and if [the Bakkers and Taggart] have a couple million, it would help us a lot." He found it hard to imagine, he said, how someone provided free housing, food, cars, private jet charters and a housekeeper could spend the \$8.1 million Jim Bakker was paid between 1983 and 1987.

Clark said PTL assets are "conservatively estimated" at \$175 million, but that he thinks they are closer to \$250 million. Saying PTL holds 2,300 acres of land and owes between \$50 million and \$70 million, "excluding the IRS claim, and we don't know what that will be negotiated down to" (he had heard between \$8 million and \$18 million), he said. The Inspirational Network, he said, has 10.5 million subscribers. "Finance 101 tells you that this ministry, this company, should not be in bankruptcy. The assets are tremendous," he said.

At the exposition, Inspirational Network hoped to increase its cable carriage and to market the services of its new production unit. Of the network's presence at the convention, Clark said, "We just want the peo-

ple here, who are so important to us, to know that we're still here."

Clark was elected First Vice President of the NRB board at last week's convention. He became one of the nine EFICOM commissioners last year; he also becomes PTL chairman as part of the reorganization plan approved by the bankruptcy court.

## Patrick defends FCC policies to NRB group

**Chairman says localism wasn't enough to justify must carry; says move to channel indecency was proper one**

FCC Chairman Dennis Patrick, in a brief speech at the National Religious Broadcasters convention in Washington last week, took on critics of the FCC's ill-fated legal defense of its must-carry rules and of the agency's continuing crackdown on broadcast indecency.

The U.S. Court of Appeals has twice struck down as unconstitutional the must-carry rules requiring cable systems to carry local broadcast signals. Patrick told the luncheon audience. "Some have blamed the commission for the [decisions], suggesting that had the commission only identified some other governmental interest as the basis for must carry, the court would have seen the light," he said. "While that is an easy applause line, playing as it does to broadcasters' understandable anxiety and frustration in this area, it is unsupported by even a casual reading of the *Century* and *Quincy* decisions."

"In striking down the must-carry rules, *Quincy* made clear that the abstract concept of localism alone without evidence of harm cannot sustain a must-carry regime. *Century* reaffirmed that permanent must-carry to safeguard localism has been foreclosed at this time. The bottom line in both cases is that at a minimum the commission would need hard evidence of harm to the industry generally before must-carry rules can be justified," Patrick said.

Patrick's comments were apparently aimed at FCC Commissioner James Quello, who has publicly criticized the FCC's per-

formance in defending the rules in *Century*. At the Association of Independent Television Stations convention early last month, Quello called the FCC's rationale for the rules set forth in its legal brief "flawed, but sincere" (BROADCASTING, Jan. 11). In a speech to Alabama broadcasters later in the month, Quello said that because of the "flawed or miscalculated" rationale, the FCC "must bear primary responsibility for the adverse court decision...I believe we should have justified our rules on our established public interest and localism policies enunciated in...the Communications Act" (BROADCASTING, Jan. 18).

The critics of the FCC's stricter enforcement of broadcast indecency prohibitions include many broadcast organizations and citizen groups like Action for Children's Television and People for the American Way. They have challenged it on First Amendment grounds in federal appeals court (BROADCASTING, Feb. 1).

The critics suggest that the FCC's crack-down on indecency on radio and television constitutes "a retreat from our commitment to First Amendment principles, an inconsistency in policy," Patrick said. "Let me tell you those critics are wrong."

Criminal law, affirmed by the Supreme Court, restricts the broadcast of sexually explicit speech, Patrick said. In enforcing the law, he said, the FCC is not retreating from its "commitment to secure for broadcasters the same First Amendment freedoms the print media have always enjoyed—the so-called print model for broadcasting."

"The simple fact is the First Amendment does not protect obscenity," Patrick said, eliciting a big round of applause. "And even in the print media certain nonobscene sexually explicit material can be channelled in order to permit parents to control the access their children have to this material. Again, that is law even in the area of print media—the model to which we aspire in the area of broadcasting."

In response to pressure from Christian fundamentalists and others, the FCC said in April 1987 it would begin enforcing the prohibition against indecency at times when children were likely to be in the audience, using the broad definition of indecency affirmed by the Supreme Court in *Pacific*. Prior to the decision, the FCC restricted enforcement to broadcasts before 10 p.m. of

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the "seven dirty words" at issue in Pacifica.

Late last year, the FCC reaffirmed the policy, but said that indecent material could be aired after midnight because the risk of unsupervised children being in the audience was small. The FCC argues that it has not banned indecent programming, which is protected by the First Amendment, but has merely "channelled" it to times when children are unlikely to see or hear it.

Patrick said decisions pertaining to indecency are not "easy" and the lines between what is indecent and what is not are not "clear." The courts have been struggling with the question for a hundred years, he said. "And any time one deals with content, there is a need for caution," he said. "But the commission has a responsibility to fulfill and we will meet that responsibility."

Patrick said the FCC currently operates on



Patrick



Kennedy

two fundamental beliefs: "Free-market competition, while not perfect, is the best mechanism of which we are aware to insure that broadcasters meet the needs and interests of consumers," and "the First Amendment is the very cornerstone of our democracy and it must, therefore, remain a central consideration in everything we do."

Following his remarks, Patrick left. Had he remained he would have heard some more criticism of the FCC's indecency policy—not from one who believes it goes too far, but from one who believes it does not go far enough.

In the luncheon's principal address, D. James Kennedy, a Presbyterian minister from Fort Lauderdale, Fla., said the FCC should be commended for adopting a broader definition of indecency and shifting the hour after which indecent programming can be broadcast from 10 p.m. to midnight. But, he said, "a great deal more needs to be done."

"A sewer pipe has broken in America," Kennedy said, and the nation is being "flooded by filth and garbage." Indecency has moved from the magazines, to cable television to broadcasting, he said. Independent stations in South Florida now air uncut R-rate movies, he said.

Kennedy rejected the FCC's notion that the broadcasters should enjoy the same First Amendment rights as publishers, citing former Supreme Court Chief Justice Warren Burger's remark at the 1986 National Association of Broadcasters convention that there is "a difference as of now between the treatment of broadcasting, which uses the public airwaves, and the fellow" who operates the printing press (BROADCASTING, April 21, 1986).

Religious broadcasters may applaud the FCC's general deregulation of the medium,

he said. "But we can't deregulate decency. This, I'm afraid, is what is happening and it doesn't portend well for the future." □

## Coming to terms on European satellites

The Common Market debate over new media regulation in Europe moved a step closer to resolution when the European Parliament approved a plan for governing cross-border satellite television services.

The proposed regulations, first formulated more than a year-and-a-half ago, would establish uniform advertising restrictions, program quotas, copyright and other regulations for member countries to apply to outside satellite signals.

Satellite TV channels now reach European audiences through expanding cable coverage and soon hope to compete with existing terrestrial broadcasters by direct-to-home satellite broadcasting.

But inconsistent program and commercial content regulations among European Community (EC) member-nations have hampered attempts to reap the benefit of Europe's growing television and advertising markets.

EC proposals to "harmonize" regulation of cross-border broadcasts have so far elicited a mixed response, especially from international advertising associations and other industry organizations that support the opening of borders to outside broadcasts but argue against concurrent advertising restrictions and forced program production quotas.

Advertising is central to the EC proposal, and of critical concern to those seeking loosened restrictions to help support the expansion of pan-European TV services. The proposed regulations would allow member states to increase the advertising in cross-frontier telecasts to 15% of the program day, an average of nine minutes per hour. The total could be greater in those countries, such as Italy, where national broadcasters already have more advertising time.

Proposed restrictions on advertising content and form would include limits on sponsorship and ads aimed at children, the forced grouping of ads (such as between programs), the use of decency standards and bans on advertising of alcohol and tobacco products.

Program quotas aimed at supporting the domestic and European program production industries are also part of the plan, with ultimately 60% of all internal broadcasts (except for news, sports, game shows, ads and teletext) to be produced in EC member-states. Co-productions could accept only a 30% share of production costs by non-EC members.

The proposed EC regulations, which member countries are treaty-bound to adopt once passed, still need the approval of the EC Council of Ministers, which has not fixed a date for considering the issue. Once agreed to, however, new rules will likely take three years or more before enactment in individual countries. □

## White House faults networks for skipping Reagan speech

**Baker says it is 'traditional right' of Presidents to talk to nation via TV**

The three television broadcast networks took some heat from the White House last week after they declined to air President Reagan's prime time appeal for military aid to the Contras. The networks opted not to broadcast Reagan's remarks because they felt there was little, if anything, in the address that had not been covered in earlier speeches.

Both White House Spokesman Marlin Fitzwater and Chief of Staff Howard Baker, however, scolded the networks. It was "an incredibly narrow interpretation of their public service responsibilities and a relatively arrogant news judgment," said Fitzwater. Baker claimed "the traditional right of the Presidents of the United States to communicate with the American people on important issues over television" and said the decision "by the three over-the-air commercial networks to refuse this opportunity to the President represents an attempt to substitute their judgment for that of the President on what the country should have the opportunity to hear."

Later, according to UPI, Fitzwater, using figures supplied by the Congressional Research Service, said the networks were offered presidential speeches more than 80 times between 1966 and 1984 and declined to carry them only four times: CBS twice and ABC and NBC once each.

Reaction on Capitol Hill from some members was also harsh. "I personally think it's an outrage that the three television networks will not have the President on TV tonight as he tries one more time to explain his position," commented Representative Carroll Hubbard (D-Ky.). "A lot of television time has been given to the viewpoints of Daniel Ortega," he said.

But it was Senator Ernest Hollings (D-S.C.) who thought Reagan had brought this on himself. "Perhaps, the President of the United States will think twice next time before vetoing the fairness doctrine requiring the networks to give balanced exposure to all important issues and points of view," said Hollings. Under the doctrine, "the networks would carry it and give equal time to the other point of view. But for the networks to determine independently that a crucial presidential address has no news value demonstrates the final demise of the letter and spirit of the fairness doctrine," stated Hollings.

CNN covered the 20-minute address live last Tuesday (Feb. 2) and the three networks made live feeds of the address available to their affiliates for carriage. The networks, however, did not keep track of which affiliates, if any, carried the speech.

TV Direct, a joint venture of Conus Com-

munications and Associated Press, provided a live satellite feed of the speech making it possible for over 700 stations to receive it. Following Reagan, a 15-20 minute response from Democrats by Representative Lee Hamilton (D-Ind.) was carried by TV Direct. Conus did not keep count of the number of stations that may have aired the feed.

According to Conus Washington Bureau Chief Scott Goodfellow, two (KOB-TV Albuquerque and KSTP-TV Minneapolis) of the 70 Conus affiliates broadcast Reagan's address in its entirety with the rest using excerpts.

It was the second time in a year and a half that all three networks declined to carry live a Reagan speech on contra aid. Last week,

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CBS and NBC reported the speech in regularly scheduled newscasts, while ABC's *Nightline* devoted its Tuesday night program to the subject of contra aid.

Network officials were reluctant to comment directly about the criticism from the White House and Capitol Hill over their decision not to carry the address. However, one network source indicated that news

sources at both the White House and Congress told network reporters that Reagan was reluctant to make the speech in the first place. The reluctance may have been due to the fact that Reagan had been meeting personally with many of the congressmen still sitting on the fence in the days leading up to the vote. All three networks had earlier declined to cover live a speech on the same

subject, which may also have weighed on Reagan's mind, sources said.

White House chief of staff Howard Baker, sources said, strongly urged Reagan to make the speech and pressed for network coverage. When the networks declined to cover it, Baker "had egg on his face," the network executive said, and reacted publicly with his rebuke of the networks' decision. □

## Exit polling ban ruled unconstitutional

### Lower court ruling striking down law banning exit polling upheld by appeals court

Nationwide efforts to prohibit the polling of voters as they leave the voting booth—so-called exit polling—received a setback last week as a federal appeals court in San Francisco upheld a lower court ruling striking down on First Amendment grounds a Washington state law banning exit-polling.

A unanimous three-judge panel of the U.S. Court of Appeals for the Ninth Circuit ruled that the four-year-old state law prohibiting polling within 300 feet of the polls violated First Amendment protections because it was overly broad and not "the least restrictive means of advancing the state's legitimate interest of keeping peace, order and decorum at the polls."

The law had been challenged by the three television broadcast networks, the *New York Times* and the *Everett* (Wash.) *Herald*.

Broadcasters and newspapers have made considerable use of exit polling in recent elections to project and analyze election results. As the media's use of exit polling has increased, so has the concern of states and the federal government that projections prior to poll closings may skew election results by discouraging some from voting.

Although the Washington law was widely seen as an effort to discourage projections based on exit polling when it was passed in 1983, the state has maintained that its intention is merely to insure peace and order at the polling place.

Taking a second look at the facts on order from the Ninth Circuit, U.S. District Court Judge Jack E. Tanner held two years ago that the law was, indeed, intended to prevent

**Eye turns inward.** On Jan. 30, CBS-TV affiliate KWCH-TV Wichita, Kan., was the subject of a profile on CBS News's *West 57th*. The reason, according to the segment's introduction, was that the station was representative of the need in an era of a plethora of competing media, for "more than just good shows to win the hearts, minds and channel selectors" of viewers. The best way to see that, said *West 57th* reporter Bob Sirott in the introduction to the segment, "is to visit a station that a short time ago was hardly watched at all."

The piece focused on the station's turn-around from third-place four years ago, or as one staffer put it wryly, "the fourth station in a three-station market," to its current first-place status. The prime motivator in the promotional push and professional makeover was shown to be the aggressive management style of vice president and general manager, Ron Bergamo. The piece emphasized that instrumental in the turn-around was a community outreach blitz of sorts, with the station associating itself with "every promotion, parade, cause or charity" that was not already taken, involving the station talent in more community-related functions and even setting up a panel of community leaders to critique station performance. It also pointed out, however, that Bergamo and company had not done it all by "pressing the flesh," and cited some "clever" programing decisions, including the purchase of *Wheel of Fortune* before it became a syndication smash, and of a program some thought would not go over big in his market, *The Oprah Winfrey Show*. The change also included an upgrade of the news operation, new sets and a promotional campaign including promotional spots and billboards. In the report, Sirott said that the ABC and NBC affiliates in the market had been caught napping by KWCH-TV's campaign. Al Buch, vice president and general manager of the Wichita NBC affiliate, KSNW-TV, talking to BROADCASTING, agreed that the ease with which the turn-around had been accomplished was attributable both to Bergamo's sharp marketing and to the relative lack of competition from the other affiliates in the market.

projection of election results and, in its implementation, interfered with constitutionally protected speech (BROADCASTING, Dec. 23, 1985.)

In last week's opinion, Appeals Court Judge Warren Ferguson again rejected the state's argument that the law was intended to keep order at the polls and said there was no evidence that exit polling was disruptive. He said the measure was too broad because it prohibits all exit polling, not just disruptive exit polling. He also said it unlawfully singles out a particular type of speech.

Washington Senior Assistant Attorney General James M. Johnson, who said an appeal to the Supreme Court was under consideration, called the Ninth Circuit ruling "unfortunate not only for Washington voters who are protected by the statute" but also for voters in other states who are protected by similar measures.

The timing was also unfortunate, he said. The ninth circuit, which had the case before it for a year and a half, issued its ruling when it is probably too late to go through the appeals process and, if necessary, modify the statute in time for the November general elections.

"It's the kind of decision that has earned the ninth circuit the unenviable record of 90% reversal rate by the Supreme Court," he said. He suggested that the decision may be vulnerable on appeal because "no special deference" was accorded the statute on the ground that it was intended to protect the right to vote.

The U.S. Congress has taken a different tack in dealing with the problem of early election projections. With the support of the broadcast networks, the House passed a bill (H.R. 435) late last year requiring uniform poll closing. The companion measure in the Senate (S. 182) has picked up 10 sponsors and is expected to be the subject of hearings by the Rules and Administration Committee this year. □



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## Select 1987 Fifth Estate earnings were up...and down

**Disney and LIN among ups; Tribune, McGraw-Hill and Belo among downs**

Television program producer MCA reported lackluster 1987 earnings results, while Walt Disney Co. came off a record 1987 fiscal year with its highest first-quarter revenue and net income ever.

In other earnings news, Tribune Co. and McGraw-Hill reported lower broadcasting profits for the year, and group broadcaster A.H. Belo showed a drop in 1987 revenues and fourth-quarter earnings. LIN Broadcasting reported broadcast earnings and revenue slightly higher for the year.

MCA, a diversified media company with holdings in film and TV program production, broadcasting, music and toys, had its highest revenues ever in 1987, up 6% at \$2.59 billion. But the company's net income dropped 9% for the year to \$137 million, or \$1.82 per share, largely because of lower box-office receipts and continued toy division losses. Yearly operating income was up 10% to \$228 million.

The company's fourth-quarter results were better news, primarily from gains in TV filmed entertainment. Fourth-quarter revenue, at \$674 million, was up 5% from the previous year's fourth quarter; net income was up 26% to \$22 million (23 cents per share), and operating income more than tripled to \$44 million.

MCA's 1987 fourth-quarter gains in filmed entertainment, however, were in comparison to 1986's fourth-quarter \$50-million charges against TV operating income, attributed mostly to reduced projections for future program syndication. Leaving aside that reduction, TV film operating results improved in the fourth quarter, but were slightly lower for the year, according to the company.

WWOR-TV New York, MCA's sole broadcasting operation, reported a fourth-quarter loss of \$3.7 million on revenues of more than \$21 million, for the year earning \$717,000 in operating income on \$85 million in revenues. The station's acquisition last year also added more than \$43 million in interest expense for the company, further detracting from its overall bottom line.

Disney, on the other hand, benefiting from strong theatrical box-office receipts, particularly for last fall's *"Three Men and a Cradle"*, reported second-quarter revenue up 11% to \$735 million over the same period in 1987, with net income from continuing operations up 40% to \$100 million (73 cents per share). Operating income was also up 14% to \$176 million.

Revenues from the company's filmed entertainment segment rose 14% to \$298 million, and operating income was up 7% to

\$57 million for the quarter.

Also bolstering Disney's results, it said, was continued growth of its basic cable service. The Disney Channel, strong home video performance, and a one-third decline in corporate expenses.

Tribune, whose TV station group is the country's largest in terms of homes covered, reported a "modest decline" in broadcast profits for the year, down 4% from last year to \$63 million on \$485 million in broadcasting and entertainment operating revenues. The company attributed the drop to higher television programming costs and lower radio revenues, but said cost controls helped reduce nonprogramming expenses for the year.

Tribune's fourth-quarter broadcasting and entertainment operating profit was up 5% to \$17 million, although lower radio and entertainment income offset higher television profits, the company said. Fourth-quarter operating revenue for the sector was up 6% to \$127 million.

Over all, Tribune reported net income of \$142 million (\$1.80 per share) for the year

on operating revenues of \$2.2 billion. Fourth-quarter net income at \$43 million on operating revenues of \$584 million.

McGraw-Hill also reported "modestly" lower annual revenue and profit for its broadcasting business, which include four network-affiliated stations, three in top 25 markets. The company cited a "sharp drop" in political advertising last year as contributing to the broadcast group's profit decline.

McGraw-Hill's overall earnings for the year were up 7% to \$165 million on record operating revenue of \$1.75 billion. Fourth-quarter income was up 18.9% to \$50 million on \$499 million in revenue.

Poor broadcasting results for the fourth quarter and all of 1987 were also reported by group broadcaster-publisher A.H. Belo. The year's earnings, before extraordinary items, were down 21% to \$26 million, on revenue down 4% to \$382 million. The company cited "soft economic conditions in its principal markets, higher television program costs and higher depreciation expense [offset] by...cost containment efforts, lower interest

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Belo, with network-affiliated TV stations in Dallas; Houston; Sacramento, Calif.; Tulsa, Okla., and Hampton-Norfolk, Va., and newspapers in and around Dallas, reported broadcasting net operating revenues down 6% for the year to \$166 million, and down 11% for the quarter to \$45 million.

LIN Broadcasting's reported television station operating income was up slightly for the year and quarter on essentially flat revenues. The company added that as of late January, broadcast orders for the first quarter

of 1988 were "running slightly below" last year's level.

Annual operating income for LIN's media sector was up 4% to \$78 million on \$156 million in net revenues. Fourth-quarter media operating income was up 5% to \$24 million on \$43 million in net revenues. Including LIN's cellular telephone and other businesses, net income was up one-third to \$87 million (\$1.56 per share) on net revenues of \$237 million. Quarterly net income was off at \$16 million on higher revenues of \$68 million. □

**Sidewalk sale.** Turner Broadcasting System last week confirmed published reports it may seek to sell its Atlanta real estate, including its new CNN Center headquarters, to help pay off part of the company's \$1.4 billion debt. TBS is talking to several unidentified bidders regarding the sale and lease-back of CNN Center and Techwood Drive facilities that house cable superstation WTBS, Ted Turner said in an interview with *Atlanta Constitution* last week.

## For the Record

As compiled by BROADCASTING, Jan. 27 through Feb. 2 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio loca-

tion. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

### Ownership Changes

#### Actions

■ KTQQ(FM) Sulphur, LA (BALH871204GW; 100.9 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Lafayette Broadcasting Inc. to KSIG Broadcasting Co. for \$615,000. Seller has no other broadcast interests. Buyer is principally owned by Louis M. Basso. It also owns

KSIG(AM) Crowley, LA. Action Jan. 15.

■ KCLR(FM) Edmond, OK (BALH871201GR; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Oaks Broadcasting Inc. to Oklahoma City Broadcasting Co. for \$650,000. Seller is owned by Max W. Wells, who has no other broadcast interests. Buyer is owned by John D. Mattus and Paul L. Spranger. Mattus owns KLCI(FM) Nampa, ID and KLCY(AM)-KYSS(FM) East Missoula, and KMON-AM-FM Great Falls, both Montana. Action Jan. 22.

■ WYNE(AM) Kimberly, WI (BAL871124EE; 1150 khz; 5 kw-U)—Granted assignment of license from Ned Hughes Broadcasting Inc. to Fox Valley Broadcasting Inc. for \$934,500. Seller is principally owned by Ned Hughes, his wife, Diane, Carter R. Dennis and his father, Carter W. Dennis. It has no other broadcast interests. Buyer is owned by Thomas L. Bookey and Dexter E. Card, who also own WROE(FM) Neenah, WI, and WRJQ(AM) Appleton, WI. Card owns WRJN(AM)-WHKQ(FM) Racine, WI. Action Jan. 22.

■ WKZI(AM) Casey, IL (BTC871207ED; 800 khz; 250 w-D)—Granted assignment of license from Paul Dean Ford and his wife, Eleanor, to John McDaniel and his wife, Joyce McDaniel, for \$210,076.69. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 25.

### New Stations

#### Applications

##### FM's

■ Kings Beach, CA (BPED880107F1)—Charles P. Bluth seeks 107.7 mhz; 3 kw H&V; 103 m. Address: 2 Stateline Rd., Crystal Bay, NV 89402. Principal has no other broadcast interests. Filed Jan. 7.

■ Churubusco, IN (BPH880107M1)—Huntington Broadcasting Corp. seeks 96.3 mhz; 3 kw H&V; HAAT: V; 100 m. Address: 203 W. Wayne St., Fort Wayne, IN 46802. Principal is owned by Robert Price, who also owns WIOE(FM) Huntington, IN. Filed Jan. 7.

■ Churubusco, IN (BPH880107MH)—Robert M. Peters seeks 96.3 mhz; 3 kw H&V; HAAT: 100 m. Address: 110 Southridge Rd., Fort Wayne, IN 46825. Principal has no other broadcast interests. Filed Jan. 7.

■ South Whitley, IN (BPH880107MQ)—Gary A. Salach seeks 101.1 mhz; 3 kw H&V; 100 m. Address: 3836 Williamsburg Ct., Rochester, MI 49309. Principal has no other broadcast interests. Filed Jan. 7.

■ Roanoke, IN (BPH880107MG)—Judith A. Selby seeks 105.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 3252, Skokie, IL 60076. Principal has no other broadcast interests. Filed Jan. 7.

■ Monticello, IN (BPH880107MU)—Kevin Robert Page seeks 107.7 mhz; 2.5 kw H&V; HAAT: 40 m. Address: 3678 Noe Bixby Rd., Columbus OH 43232. Principal has no other broadcast interests. Filed Jan. 7.

■ Wayne, KY (BPH880107MR)—Stephen W. Staples, Jr. seeks 93.1 mhz; 1.3 kw; HAAT: 152 m. Address: Route 3, Box 58, Monticello, KY 42633. Principal has no other

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broadcast interests. Filed Jan. 7.

■ Athol, MA (BPH880107MW)—P&S Broadcasting Inc. seeks 99.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. BOX 90, Orange, MA 01364. Principal is owned by Richard W. Partridge, and has no other broadcast interests. Filed Jan. 7.

■ South Yarmouth, MA (BPH880107MY)—Eastco seeks 103.9 mhz; 3 kw H&V; HAAT: 100 m. Address: 26 Dartmouth St., Westwood, MA 02090. Principal is owned by Alan Steintert. Filed Jan. 7.

■ South Yarmouth, MA (BPH880107MJ)—Nantucket Radio Partnership seeks 103.9 mhz; 3 kw H&V; HAAT: 100 m. Address: 24 Clipper Lane, Centerville, MA 02632. Principal is headed by Susan Hassett, general partner. It has no other broadcast interests. Filed Jan. 7.

■ South Yarmouth, MA (BPH880107MK)—South Yarmouth and Cape Cod Broadcasting Co. seeks 103.9 mhz; 3 kw H&V; HAAT: 100 m. Address: 148 Pleasant St., South Yarmouth, MA 02664. Principal is owned by James A. Mason, Peter Munix, Michael Frucci, Debra Mason and Michelle Gallagher. Filed Jan. 7.

■ South Yarmouth, MA (BPH880107MF)—Cape Cod Fm Ltd. Partnership seeks 103.9 mhz; 3 kw H&V; HAAT: 65 m. Address: 1522 Ford Ave., Redondo Beach, CA 90278. Principal is owned by Mark V. Dibenedetto, who has no other broadcast interests. Filed Jan. 7.

■ South Yarmouth, MA (BPH880107MD)—Susan Elizabeth Davenport seeks 103.9 mhz; 3 kw H&V; HAAT: 100 m. Address: 76 Country Club Drive, South Yarmouth MA 02664. Principal has no other broadcast interests. Filed Jan. 7.

■ South Yarmouth, MA (BPH880107MX)—John W. Miller seeks 103.9 mhz; 3 kw H&V; HAAT: 100 m. Address: P.O. Box 247, South Dennis, MA 02660. Principal has no other broadcast interests. Filed Jan. 7.

■ Lamar, MO (BPH880107ME)—Michael Lee Husmann seeks 99.9 mhz; 3 kw H&V; HAAT: 100 m. Address: Route 3, Box 52, Buffalo, MO 65622. Principal has no other broadcast interests. Filed Jan. 7.

■ Warrenton, MO (BPH880107ML)—Rollings Communications seeks 99.9 mhz; 1.94 kw H&V; HAAT: 125 m. Address: 1525 Parkside, Cape Girardeau, MO 63701. Principal is owned by MARK ROLLINGS, who has no other broadcast interests. Filed Jan. 7.

■ Warrenton, MO (BPH880107MP)—James C. Magee seeks 99.9 mhz; 3 kw H&V; HAAT: 100 m. Address: 8 Harbor View, Lake St. Louis, MO 63367. Principal has no other broadcast interests. Filed Jan. 7.

■ Warrenton, MO (BPH880107MO)—Kaspar Broadcasting Co. Of Missouri seeks 99.9 mhz; 3 kw H&V; HAAT: 100 m. Address: P.O. Box 220, Warrenton, MO 63383. Principal is owned by Vernon J. Kaspar, and his wife, Lillian. It also owns KWEE(AM) Warrenton, MO and WLO(AM)-WSHW(FM) Frankfort, IN. Filed Jan. 7.

■ Taos, NM (BPH880107MM)—Illini Broadcasting, Inc. seeks 99.9 mhz; 3 kw; HAAT: 31 m. Address: 595 San Antonio Ave., Many, LA 71449. Principal is owned by Tedd W. Dumas and Edwin T. Baldridge, who have no other broadcast interests. Filed Jan. 7.

■ Schoharie, NY (BPH880106MG)—Tri-City Media Co. seeks 97.3 mhz; 1.87 kw; HAAT: 127 m. Address: P.O. Box 52, Greenville, SC 29602. Principal is owned by J.R. McClure, who has interest in WMAX(AM) Kintwood (Grand Rapids), MI; KKKK(FM) Odessa, TX and WFA-M(AM) Augusta, GA. Filed Jan. 6.

■ Urichsville, OH (BPH880107MV)—Edward Alan Schumacher seeks 99.9 mhz; 3 kw H&V; 100 m. Address: Rural Rte 2, Box 295A, Dundee, OH 44624. Principal has no other broadcast interests. Filed Jan. 7.

■ Socastee, SC (BPH871230MK)—JH Communications seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 4214 Jolor Way, Virginia Beach, VA 23462. Principal is owned by Joseph A. Booth and Robert H. Cauthen, who have no other broadcast interests. Filed Dec. 30.

■ Cedar Bluff, VA (BPH880106MF)—Cedar Bluff Broadcasting Co. seeks 107.7 mhz; 0.55 kw H&V; 229 m. Address: P.O. Box 411, Cedar Bluff, VA 24609. Principal is owned by Acie Rasnake, who also owns WYRV(AM) Cedar Bluff, VA. Filed Jan. 6.

■ Chase City, VA (BPH880107MS)—West Mecklenburg Broadcasting Inc. seeks 99.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 697, 51 N. Main St., Chase City, VA 23924. Principal is owned by Wayne Lee Paye, who also owns WMEK(AM) Chase City, VA. Filed Jan. 7.

■ Medical Lake, WA (BPH880107MN)—Roberts Broadcasting seeks 95.3 mhz; 1.32 kw H&V; HAAT: 151 m. Address: 1 Sandcastle, Pueblo, CO 81001. Principal is owned by Larry Roberts, who owns KXTL(AM)-KQUY(FM) Butte, MT and KGRZ(AM)-KDXT(FM) Missoula, MT. Filed Jan. 7.

■ Welch, WV (BPH880106ME)—McDowell County Broadcasting seeks 102.9 mhz; 1.26 kw H&V; HAAT: 150 m. Address: Box 31, Coalwood, WV 24824. Principal is principally owned by Helen R. Cunningham, who has interest in a CP for a new AM in Buckhannon, WV. Filed Jan. 6.

■ Rudolph, WI (BPH880106MC)—GBB Broadcasting seeks 99.9 mhz; 3 kw H&V; HAAT: 100 m. Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is owned by Dale A. Ganske, who interest in WISM(AM) Eau Claire, WI and John Bortowski, who has interest in KRAL(AM)-KIQZ-FM Rawlins, WY. Filed Jan. 6.

#### TV's

■ Greenville, NC (BPCT880114KJ)—Coastal Plain Television, Inc. seeks ch. 14; 5000 kw-V; HAAT: 457 m. Address: 54 Hereford Rd., Bronxville, NY 10708. Principal is owned by Walter K. Flynn, Murray Rosenblum, E. Craig Coats, Jr., and Ronald M. Stuart, who have no other broadcast interests. Filed Jan. 28.

■ Eugene, OR (BPET880120KJ)—State Of Oregon, Acting By and Through the Oregon Commission On Public Broadcasting seeks ch. 28; 391 kw-V; HAAT: 911 m. Address: 2828 SW Front Ave., Portland, OR 97201. Principal is nonprofit corporation with no other broadcast interests. It is headed by H. Gerald Bidwell, chairman. Filed Jan. 20.

■ Aguada, PR (BPCT880113KF)—Carlos R. Soto and Maria V. Villarubia seek ch. 50; 1000 kw-V; HAAT: 326 m. Address: Calle Estacion Numero 108, Aguada, PR 00602. Principal have no other broadcast interests. Filed Jan. 28.

■ Aguada, PR (BPCT880114KH)—Aguada Television Co. seeks ch. 50; 1598 kw-V; HAAT: 120 m. Address: San Cristobal B-7, Aguada, PR 00602. Principal is owned by Manuel Prats. Filed Jan. 28.

■ Front Royal, VA (BPET880120)—The Shenandoah Valley Educational TV Corp. seeks ch. 42; 142 kw-V; HAAT: 398 m. Address: 298 Port Republic Rd., Harrisonburg, VA 22801. Principal is nonprofit corporation headed by Ronald E. Carrier, chairman, and has no other broadcast interests. Filed Jan. 20.

#### Actions

■ Sparta, GA (BPH870313NP)—Granted app. of Hope FM Partnership for 102.7 mhz; 3 kw H&V; HAAT: 328 m.. Address: P.O. Box 219, Sparta, GA 31087. Principal is

headed by Betty W. Warren, general partner and has no other broadcast interests. Action Jan. 21.

■ Sparta, GA (BPH870313MH)—Dismissed app. of Larry Rogers Scott for 102.7 mhz; 3 kw H&V; HAAT: 300 m. Address: 1605 Carlisle Dr. E., Mobile, AL 36618. Principal has no other broadcast interests. Action Jan. 21.

■ Sparta, GA (BPH870313MV)—Dismissed app. of Clarence T. Barinowski for 102.7 mhz; 3 kw H&V; 328 m. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal is president of noncommercial WLPE(FM) Augusta, GA. Action Jan. 21.

■ Oxford, MS (BPH85071101)—Granted app. of Lafayette County Broadcasting Corp. for 95.5 mhz; 3 kw H&V; 328 m. Address: 2897 Old Taylor Rd., Oxford, MS 38655. Principal is owned by LEONA STARKS and MELVIN E. CHRESTMAN and his wife, Virginia. Action Jan. 22.

■ Eden Prairie, MN (BPH871203NU)—Returned app. of Eden Prairie FM for 105.7 mhz; 3 kw H&V; HAAT: 100 m. Address: 5001 W 80th St., Ste 901, Bloomington, MN 55437. Principal is owned by Sheldon A. Johnson and Steven C. Frichman, who have no other broadcast interests. Action Jan. 22.

■ Ocean Acres, NJ (870430NP)—Returned app. of Press Broadcasting Co. for 98.5 mhz; 3 kw H&V; HAAT: 100 m. Address: Press Plaza, 605 Mattison, Asbury Park, NJ 07712. Principal is owned by Jules L. Pangere and E. Donald Lass, who also own WJLK-AM-FM Asbury Park, NJ. Action Jan. 20.

■ Lahoma, OK (BPH861104MD)—Granted app. of Great Plains Broadcasting of Oklahoma for 95.7 mhz; 3 kw H&V; HAAT: 328 m. Address: 110-C Sunset Plaza, #275, Enid, OK 73703. Principal is owned by Scott Clark, James Smyrle, Rex Gotcher, Deborah A. Grigsby and Robert G. Hardie, who have no other broadcast interests. Action Jan. 22.

■ Medford, OR (BPH841231MA)—Granted app. of Foundation for Human Understanding for 103.5 mhz; 100 kw H&V; 600 m. Address: 8780 Venice Blvd., Los Angeles, CA 90034. Principal is nonprofit corporation headed by Roy Masters, it has no other broadcast interests. Action Jan. 22.

■ Seguin, TX (BPED870706MM)—Dismissed app. of

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Maranatha Broadcasting for 88.3 mhz; 3 kw H&V; 175 m. Address: 8115 Pleasant Forest. San Antonio, TX 78239. Principal is owned by Mary E. Wade, and has no other broadcast interests. Action Jan. 22.

■ Franklin, VA (BPH870629NA)—Granted app. of Franklin Broadcasting Corp. for 101.7 mhz. Address: 103 South St., P.O. Box 735, Franklin, VA 23851. Principal is owned by Thomas F. Clark and family. It also owns WYSR(AM) Franklin, VA. Action Jan. 22.

■ Franklin, VA (BPH870630NI)—Dismissed app. of Radio Franklin L.P. for 101.7 mhz; 3 kw H&V; HAAT: 100 m. Address: 2506 Vinyard St., Durham, NC 27707. Principal is headed by Jeffery E. Hester, and has no other broadcast interests. Action Jan. 22.

#### TV's

■ Duncan, OK (BPC871223KH)—Dismissed app. of Calvin Ross for ch. 40: 1000 kw-V 100 kw-A; HAAT: 200 m. Address: 955 Sylvan Placc, SW, Atlanta, GA 30303. Principal has no other broadcast interests. Action Jan. 20.

## Facilities Changes

#### Applications

##### AM's

■ Barrow, AK, KBRW, 680 khz—880107-Application for CP to correct coordinates to: 71 18 38.729N 156 42 19.544W

■ Seminole, FL, WGNB, 1520 khz—880113-Application

for CP to make changes in ant sys; change from DA to N-DA & change TL to: 9700 82nd Ave H, Pinellas Park, FL 27 50 45N 82 46 21W

■ Honolulu, HI, KSSK, 590 khz—880107-Application for CP to increase power to 7.5 kw.

■ Ocean City/Somers, WIBG, NJ, 1520 khz—880115-Application for CP to change freq to: 1020 khz; reduce power to 500 watts; make changes in ant sys; change from DA to N-DA operation; & change TL to: 0.8 mi. S of Palermo on US Hwy 9, Palermo, NJ 39 13 40N 74 40 57W

■ State College, PA, WRSC, 1390 khz—880115-Application for CP to make changes in ant sys; change TL to: 4.3 mi. NE of State College, 0.8 mi. S of US 322 near State College, PA; reduce day power 2 kw: 40 48 30N 77 56 32W

■ Moab, UT, KCMY, 1450 khz—880111-Application for CP to make changes in TL & correct coordinates: 635 1/2 North 5th West, Moab, UT 38 35 06.9N 109 33 44.16W

■ Ogden, UT, KSVN, 730 khz—880107-Application for CP to change TL to: 4201 W 4000, South Kanecsville, UT 41 11 17N 112 04 52W

##### FM's

■ Blythe, CA, KERU-FM, 88.5 mhz—880120-Application for CP to make changes; change ERP: 3 kw H&V; change HAAT: -17.2 m. H&V; & correct coordinates: 33 36 40N 114 35 48W

■ Paonia, CO, KVNE, 90.9 mhz—880120-Application for CP to change ERP: 3 kw H&V.

■ Charlton, MA, WBPV, 90.1 mhz—880119-Mod of CP (BPED840702AE) to correct site elevation & height of antenna radiation center AGL.

■ Worcester, MA, WICN, 90.5 mhz—880112-Applica-

tion for CP to make changes TL: New England Science Center at Harrington Way, Worcester, MA; change ERP: 12.6 kw H&V; change HAAT: 89 m. H&V; make changes in directional antenna type; 42 15 51N 71 46 02W

■ Cincinnati, WCNE, 90.1 mhz—880107-Mod of CP to make changes TL: 600 ft. N of Bond Rd & 1200 ft. E of Brooks Rd, Harrison, OH; change ERP: 4.47 kw H&V; change HAAT: 78 m. H&V; 39 12 37N 84 48 52W

■ Dallas, KCBI-FM, 89.3 mhz—880120-Application for CP to make changes; change ERP: 55 kw H&V; change HAAT: 259 m. H&V; change TL: 1450 West Belt Line Rd. Applicant name will change to Agape Bcg Foundation Inc. per consummation letter.

■ Farwell, TX, KLZK, 98.3 mhz—871223-Application for CP to change TL: KICA Transmitter site, Rt 60 Truck Bypass, Clovis, Curry Co, NM 34 23 22.17N 103 10 27.27W

#### TV's

■ Fort Wayne, IN, WFWA, ch. 39—880120-Application for CP to change ERP vis.: 1,370 kw.

■ New Bedford, MA, WLNE, ch. 6—880114-Application for CP to change the antenna supporting-structure height: 41 51 50N 71 14 02; HAAT: 304.8 meters; TL: 2.7 km W of the intersec. of Anawan St & Perryville Rd, Rehoboth, MA; ANT: Allen Dick Spearhead.

■ Greenville, NC, WGTJ, ch. 38—880114-Mod fo CP to change the frequency from Chan. 38 to Chan. 14.

■ Hardeeville, SC, WTGS, ch. 28—880120-Application for CP to change the antenna supporting-structure height: 32 02 48N 81 20 27W; HAAT: 457.3 m.; TL: 2.5 mi. NNW of the intersec. of I-95 & SC 204 of Bloomingdale, GA; ANT: Harris/TWS-30C.

■ Roanoke, VA, WVFT, ch. 27—880115-Mod of CP (BPC870612KE) to change the antenna supporting-structure height: 37 11 46N 80 09 16W; HAAT: 609.6 meters; ANT: Dielectric TFU-25IDAS.

■ Windsor, VT, WVTA, ch. 41—880120-Application for CP to change ERP vis.: 1053 kw; HAAT: 2245 ft. (684.4 m.); ANT: Harris TWS-30D (DA); TL: Windsor Mt Ascuney, VT 43 26 15N 72 27 09W

#### Actions

##### AM's

■ Lake Placid, FL, WLPE, 730 khz—880125-Application (BMP870331CF) granted for Mod of CP to increase pwr to 0.5 kw; install DA-D; change TL to: 1.5 km W of US Hwy 27 & 1.8 km S of Hwy 66, approx 7.2 km S of Sebring, near Lake Placid, FL; make changes in ant sys. 27 24 25N 81 25 56W

■ Titusville, FL, WGOR, 650 khz—880127-Application (BMP870713AF) returned Pet for Recon (nunc pro tunc) Mod of CP (BP830930AK) to change city of license to Winter Park, FL; change Hrs of Oper to unl by adding night service with 1 kw; install DA-N; change freq to: 660khz & make changes in ant sys.

■ Zephyrhills, FL, WPAS, 1400 khz—880115-Application (BP870507AI) granted for CP to make changes in ant sys (incl. incr. in hght. of twr) & change TL to: 6 km N of city center, Zephyrhills, FL 28 16 54N 82 12 30W

■ Williamsburg, KY, WEKC, 710 khz—880125-Application (BP870330AN) granted for CP to increase pwr to 4.2 kw.

■ Trumansburg, NY, 1160 khz—880121-Application (BMP870331AW) granted for Mod of CP to change TL to: Town Line Rd, WPIE, 0.55 mi. E of Lewis Rd, Hector Township, NY 42 32 42N 76 42 39W

■ Lumberton, NC, WTSB, 580 khz—880122-Application (BP870331AZ) dismissed for CP to construct new ant. & change TL to: Chestnut Street Ext., Lumberton, NC 34 36 16N 79 00 41W

■ Bismarck, ND, KBMR, 1130 khz—880127-Application (BP870904AB) returned Pet for Recon (nunc pro tunc) CP to change freq to: 710khz; change night pwr to 4KW & change TL to: Hwy 1806, 13.5 mi. SSE of Mandan, ND, near Schmidt, ND 46 40 08N 100 46 33W

■ Guthrie, OK, KOKC, 1490 khz—880126-Application (BP870821AF) dismissed for CP for an experimental synchronous AM station at Oklahoma City, OK to operate simultaneously with primary KOKC facility at Guthrie, OK on same freq. 1490 khz. both with .15KW Day & Night.

■ Humble, TX, KGOL, 1180 khz—880125-Application (BMP870331BR) granted for Mod of CP (BP860414AB) to increase day pwr to 50 kw.

#### FM's

■ Dixons Mills, AL, WMBV, 91.9 mhz—880122-Application (BMPED870622IA) granted for Mod of CP

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(BPED850429MF) to make changes TL: 5.8 mi. N-NE of Dixons Mills & 0.1 mi. NW of Shilon, AL; change ERP: 62K m. H&V; change HAAT: 187 m. H&V 32.07 44.7N 87 44 15.5W

■ Eufaula, AL. WULA-FM, 92.7 mhz—880121-Application (BPH870330IB) granted for CP to make changes: TL: Brownen Road, Eufaula, AL; change HAAT: 328 ft. H&V: 31 54 30N 85 09 51W

■ College Park, MD. WMUC-FM, 88.1 mhz—880121-Application (BPED860310MH) dismissed for CP to change freq: 87.9 mhz (Chan. 200) Request nunc pro tunc.

■ Liberty, MO. KLTU, 106.5 mhz—880122-Application (BMPH870107IA) dismissed for Mod of CP (BPH810417AC, as mod) to change TL: Wallace Ave. S of 27th St. Kansas City, MO 39 04 23N 94 29 06W

■ Los Alamos, NM. KBOM, 107.1 mhz—880122-Application (BMPH861209IF) granted for Mod of CP to change HAAT: -5 m. H&V.

■ Bowling Green, OH. WBGU, 88.1 mhz—880121-Application (BPED870220IH) granted for CP to make changes: TL: Thurston Ave at E Court, Bowling Green Univ. Administration Bldg., Bowling Green, OH; change ERP: 0.454 kw H&V; change HAAT: 54.3 m. H&V 41 22 33N 83 38 34W

■ Aiken, SC. WRXR-FM, 95.9 mhz—880121-Application (BPH870731IX) granted for CP to make changes: freq: 96.3 mhz (Per Docket #85-254); change TL: 6 mi. SW of Trenton, SC; change ERP: 25.2 kw H&V; change HAAT: 213 m. H&V; change to Class C2 33 41 08N 81 55 33W

■ Ogden, UT. KJQN-FM, 95.5 mhz—880122-Application (BPH831201AS) granted for CP to make changes: change TL: 3.67 mi. at 353 True from Promontory Point Unincorporated Box Elder, UT; change ERP: 75 kw H&V; change HAAT: 2292' H&V: 41 15 27N 112 26 24W Amended 6-29-84/Engr data

■ Northfield, VT. WNUB-FM, 93.9 mhz—880127-Application (BPED870330NF) granted for CP to make changes: change ERP: 0.285 kw H&V; change HAAT: -118.2 m. H&V; change freq: 88.3 mhz; mutually exclusive with other stations of renewal of license.

## TV's

■ Marianna, FL. WJOE, ch. 51—880125-Application (BMPCT870331KO) dismissed for Mod of CP to change ERP vis.: 12 kw; AUR: 1.2 kw; HAAT: 367' (112 m.); ANT: Bogner B8UA (DA); TL: 5 km W of Marianna, Jackson, FL 30 46 48N 85 16 44W \*Amended 10-30-87 to change ERP vis.: 17.78 kw; HAAT: 86 m.; ANT: Scala Electronic SL-8; TL: on Florida State Hwy 73, 3.7 mi. N of the intersec. of US Hwy 90, 30 48 48N 85 18 33W

■ Washington, DC. WFTY, ch. 50—880127-Application (BMPCT871109KG) granted for Mod of CP to change ERP vis.: 2438 kw; HAAT: 247 METERS; ANT: Dielectric/25G.

## Actions

### FCC Actions

■ Legal Activities—Responding to FCC's request for clarification of United States Court of Appeals for District of Columbia Circuit's, Dec. 11, 1987, decision, court clarified that decision by stating that it had invalidated only FCC's interim "must carry" rules. "Must carry" rules required cable systems to carry certain broadcast signals and became effective June 10, 1987. (Century Communications Corporation, et al., v. FCC, Case No. 86-1683)

■ FCC affirms assignment of WNIK(AM) and WNIK-FM Arecibo, PR, to Kelly Broadcasting (Report MM-290, Mass Media Action)—Affirmed Mass Media Bureau's action granting assignment of licenses of WNIK-AM-FM from Hato Abajo Development Corp., to Kelly Broadcasting System Corp. Action by the Commission January 27 by Order (FCC 88-28.)

■ Commission conditions consent to assignment of license of WPDZ(FM) at Cheraw, SC. (Report MM-291, Mass Media Action)—Consented to assignment of license of WPDZ(FM) Cheraw, SC, from Cheraw Broadcasting Co., Inc., to Atlantic Broadcasting Co., Inc., provided Atlantic divests its interest in WJMN-FM Florence, SC, within 12 months. Action by the Commission January 29 by Letter (FCC 88-34.)

### Review Board Actions

■ Novato, CA—Denied petition for reconsideration and motion for stay by Marin TV Services Partners, Ltd. of ALJ

decision awarding it a 10 percent ownership/management integration credit in the proceeding for a TV station at Novato. (MM Docket 85-328 by MO&O [FCC 87R-70] adopted December 21 by the Review Board.)

### Staff Actions

■ Boston, MA—Granted request by Southern Center for International Studies and WGBH Educational Foundation, licensee of WGBX-TV at Boston, for a declaratory ruling that WGBX-TV's proposed broadcast of "The Fifth Annual Report of the Secretaries of State" on January 26 is exempt from equal opportunities as "on-the-spot coverage of a bona fide news event." (By Staff Ruling [DA 88-54] adopted January 22 by the Chief, Fairness/Political Programming Branch, Mass Media Bureau.)

■ Eldon, MO—Denied Columbia FM, Inc. reconsideration of action allotting FM Channel 270A (101.9 Mhz) to Eldon. Columbia FM asked for a stay until its petition for reconsideration of the dismissal of its request for allocation of Channel 270C2 to Columbia, MO, is acted upon. (MM Docket 85-260 by MO&O [DA 88-63] adopted January 11 by the Chief, Policy and Rules Division, Mass Media Bureau.)

■ Lawrenceville, VA—Designated for hearing applications of William Carlton Link and Thurman Louis Hardgrove, Sr. for an FM station on Channel 255A (98.9 MHz) at Lawrenceville. (MM Docket 88-5 by Order [DA 88-59] adopted January 14 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Sturtevant, WI—Designated for hearing applications of Sheboygan County Broadcasting Co., Inc., Mar-Kap Broadcasting and R.A.D. Broadcasting Corp. for an FM station on Channel 284A (104.7 MHz) at Sturtevant. (MM Docket 88-6 by Order [DA 88-58] adopted January 14 by the Chief, Audio Services Division.)

■ Tomah, WI—Designated for hearing applications of General Broadcasting Corp., Greater Tomah Area Broadcasting Co., Jamie Lee Westpfahl, Midwest Broadcast Associates, Ltd., and Lancer Broadcasting Co. for an FM station on Channel 233A (94.5 MHz) at Tomah. (MM Docket 88-7 by Order [DA 88-61] adopted January 14 by the Chief, Audio Services Division.)

### ALJ Action

■ Rapid City, SD—Granted application of Tom-Tom Communications for an FM station on Channel 282C (104.3 MHz) at Rapid City. (MM Docket 87-420 by Summary Decision [FCC 88D-2] issued January 26 by ALJ Walter C. Miller.)

## Summary of broadcasting as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
KSDJ	Caney Mountain Communications, Gainesville, MO
KOPE	Medford Judeo-Christian Outreach, Inc., Medford, OR
<b>New TV</b>	
KJRR	Red River Broadcast Corp., Jamestown, ND
<b>Existing AM's</b>	
WNIV	WKLS Genesis I Communications, Inc., Atlanta, GA
KFXE	KADE Lake Bcg, Inc., Camdenton, MO
WBXT	WTOF Midwest General Telecommunications, Inc., Canton, OH
WNOZ	WUNA Nos, Inc., Aguadilla, PR
<b>Existing FM</b>	
WNTX	WXJY Quality Bcg, Inc., Nantucket, MA

### Grants

Call	Sought by
<b>New FM's</b>	
WAAI	Apex Associates, Inc., Hurluck, MD
WZOO-FM	John Anthony Bulmer, Edgewood, OH
WYND-FM	Richard J. Hayes & Associates, Inc., Spotsylvania, VA
<b>New TV</b>	
KWHD	Le Sea Bcg Corp., Castle Rock, CO (TV)
<b>Existing AM's</b>	
WLRQ	WEZY EZY Comm, Inc., Cocoa, FL
KRRV	KDBS KDBS, Inc., Alexandria, LA
KCLD	KNSI Leighton Enterprises, Inc., St. Cloud, MN
WFRG	WKAL Target Communications of Utica/Rome, Inc., Rome, NY
WJLT	WKZN Elting Enterprises, Inc., Crozet, VA

### Existing FM's

KRCK	KCHV Coachella Valley Bcg Co., Coachella, CA
KCLM	KFMP Prunedale Educational Assn., Prunedale, CA
KHIT-FM	KKCY City Bcg Corp., San Francisco, CA
KJTH	KHIA Hiawatha Educational Bcg Foundation, Hiawatha, KS
KRRV-FM	KRRV KDBS, Inc., Alexandria, LA
KCLD-FM	KCLD Leighton Enterprises, Inc., St. Cloud, MN
WFRG-FM	WKAL-FM Target Communications of Utica/Rome, Inc., Rome, NY
WRHP	WRRB Roy H. Park Bcg of Syracuse, N.Y.
WYYS	WZLD Universal Communications Corp., Cayce, SC
WMWG	WDAR-FM Meg Associates Ltd. Partnership, Darlington, SC
WJLT-FM	WJLT Elting Enterprises, Inc., Crozet, VA
KBSG	KNBQ KNBQ, Inc., Tacoma, WA
<b>New TV's</b>	
KADY-TV	KTIE PZ Entertainment Partnership, L.P., Oxnard, CA

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Hunt, fish, ski and sell radio advertising** in the Black Hills. General manager Equity available. Send resume, references and salary requirements to Roger O'Dea, KBFS, Box 787, Belle Fourche, SD 57717

**Established radio group operation** seeks successful bottom-line oriented general manager for major market west coast property. Must have proven experience in budget management, expense control, sales and programing. Submit a letter giving complete career, salary history and current references to Box C-94.

**General manager** for New England AM. Only station in pleasant small market. Salary plus bonus negotiable. Box C-85

**Director of development, Miami University.** Experienced director of development needed at WMUB-FM, Miami University, Oxford, Ohio, to plan and implement membership campaigns, secure underwriting, produce the monthly program guide and provide public information. Experience necessary in public broadcasting and non-profit fundraising techniques. Strong communication and management skills are required. BA preferred. Salary in mid to upper twenties with an outstanding benefit package. Review of applications will begin February 8, 1988 and continue until position is filled. Send resume and 3 references to General Manager, WMUB, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

**Sales manager:** Southwest group owner requires sales manager with strong administrative and motivational skills for coastal market. Compensation package includes base salary, commission override and incentive plan. Growing company with excellent potential. A strong sales record of proven success a must along with ability to make your plan work. Send detailed resume, salary history to Box D-30.

**If you can sell Christian radio** and build a sales force, we need you. We are a fulltime midwestern radio station in a market of 600,000 and we are the only Christian station. Market does 10 million with 9 stations. Box D-26.

**Unique executive position.** Need young, experienced sales manager. Must be imaginative and able to handle volume sales. Excellent opportunities for "on-going" career. 813-597-3990

**We have everything but acceptable sales.** If you can give us those sales either at a G.M. or S.M. level you will be very well rewarded. Our sales potential is an honest \$2 million per year! We need a manager who can train, motivate and manage people to high sales levels. If you can provide results instead of promises and excuses at our very highly rated northwestern radio property send us your resume at once. EEO employer. Box D-22

**General sales manager.** Investigate this opportunity to join a growing group as General Sales Manager of start up FM in one of California's most desirable cities. Candidate must have a proven track record in all phases of sales management. Prior experience in small or medium market a must! We offer career advancement, excellent working environment and benefit package commensurate with experience. Send resume, references and salary requirements to Great Electric Communications Inc., P.O. Box 41030, Santa Barbara, CA 93104-1030. EEO/M-F.

**Aggressive sales manager** who can move into management. Owner an older man looking to retirement. Dynamic radio station in ideal location to raise family. Here is a career for an ambitious man or woman. No calls. Write or visit station KVBR-AM, Brainerd, Minn. 56401

**Corporate administrative director:** Rapidly growing, major market broadcast group (committed to quality Christian programming format) with 25 year record of successful service, looking for experienced Administrative Director to oversee all day-to-day operations of 5 station group, plus significant additional expansion. Must be strong advance planner and non-nonsense organizer, with well established management and administrative background. Must be ready for long-term commitment, with ability to create own income out of short-term and long-term growth of the company. This person will be a key member of the corporate management team. Must be ready to take responsibility and know what to do with it. This person will report directly to the President of the company. Must have excellent character and broadcast references and must be interested in maintaining our record of integrity and quality in commercial Christian broadcasting. Send complete information to Richard Bolt, Sr., Bolt Broadcasting Company, 10841 East 28th St., Independence, MO 64052.

### HELP WANTED SALES

**Local sales manager:** K95FM-Tulsa's number one adult station. K95FM...Tulsa's number one contemporary country class C FM...is looking for a "get it done" local sales manager. The person we select will possess a mixture of skills that include: 1. Setting and achieving goals. 2. Developing sales people through coaching, training, and example. 3. Operating within systems that put the customer first, while working effectively with the support departments of a radio station. 4. Understanding the industry, and a willingness to innovate and be proactive in managing accounts. Most importantly, the person we select will be a leader, who can transpose skills, experience, and positive energy to others. If you are this person, we are an equal opportunity employer committed to a policy of affirmative action; minorities and women are encouraged to apply. This may be the challenge and rewards that match your desires for 1988. K95FM is a NewCity Communications radio station. Contact Wayne Blackmon, General Sales Manager, K95FM, 7136 So. Yale - Suite 500, Tulsa, OK 74136. 918-494-9500

**WRUF AM/FM,** the University of Florida's commercial radio station has an opening for an account executive. This is a career position with established accounts and tremendous earning potential. If you are interested in the stability offered by Gainesville's top rated stations, the amenities of an academic environment and college community send resume today James A. Geason, Director WRUF, P.O. Box 14444, Gainesville, FL 32604.

**Wanted: Experienced radio professional** to sell our product to radio stations. Management and/or sales background preferred. Excellent compensation package. Call Todd Allen 712-277-2930.

**Corporation expanding sales staff** in three states. Reply to Bruce Cox, Withers Broadcasting, P.O. Box 1508, Mt. Vernon, IL 62864.

**Pittsburgh area.** Looking for a sales rep. to sell, and help GM lead staff. Ideal for small market winner ready to move up. Send resume including sales history to Box D-46.

**Broadcast sales executives:** KZYR FM is looking for motivated, energetic, experienced professionals to live and work in the Vail/Breckenridge area of Colorado. If you have a minimum of two years sales experience and want an exciting and rewarding job, send resume: Sales Manager, KZYR, Box 5559, Avon, Colorado 81620. Agency experience a plus. Health insurance, monthly guarantee plus commission. EOE.

**General sales manager:** Strong, experienced person to head seasoned sales team. California Central Coast growth market. Excellent opportunity. Compensation commensurate with experience. EOE. Resume to Box D-49.

**Sales star wanted.** You will report to the general sales manager. Excellent compensation program as belits a star salesperson. Good list and career opportunity with a growing broadcast group. You must be superb at radio sales. Resume to WKRS-WXLC Radio, 3250 Belvidere Road, Waukegan, IL 60085. EOE/MF.

### HELP WANTED ANNOUNCERS

**Morning person.** "Funny", "bright", "creative". At least 5 years experience. Fast growth market. A top rated resort FM. Eastern seaboard. Good pay. E.O.E. Reply Box D-5.

**Sportscasters needed** for national radio network. Sports talk necessary. Minimum 3 years experience. Personalities preferred. Contact Judy Sherlock. 617-477-5888.

**Good salary, good benefits,** excellent working conditions, for good afternoon jock. Room for advancement. Three years minimum experience. Excellent place to live. Phone 301-689-8871 regular business hours

**Morning personality:** New Hampshire AM/FM. On-air experience, strong production and communications skills a must. Very competitive salary, A/C format. Call WPNH 603-536-2500. EOE.

**Future openings/announcers and news.** Good adult communicators needed for full service AC format. Tape and resume to Dan, WGMD, PO Box 530, Rehoboth Beach, DE 19971.

### HELP WANTED TECHNICAL

**Chief engineer** for Texas gulf. Successful AM & FM facilities and good people to work with. Send resume to Box C-86.

**Chief engineer.** KRPS, Pittsburg State University's new 100 kw public radio station, is accepting applications for chief engineer. Here's your chance to build a new public radio station from the ground up, with all-new equipment, a new 1,000' tower, and extensively-remodeled facilities. Duties include installation and maintenance of all studio and transmitter equipment, FCC-required technical and maintenance logs, and maintaining the quality of the KRPS sound and signal. Also, training staff in the use of equipment, supervision of technical staff, and program production as it relates to maintenance and operation of equipment. May include assisting with production of live and taped performances. Required qualifications include two or four year degree in electronics or related field, at least two years' experience in broadcast tech and maintenance, knowledge and experience with FCC regs, SCA, STL, FM stereo, satellite downlink, and other tech areas. Salary from a base of \$20,000, excellent benefits. Applications close February 19, 1988. Send cover letter, resume, and names, addresses and phone numbers of three references to: Frank Baker, KRPS, Wilkinson Alumni Center, Pittsburg State University, Pittsburg, KS 66762. Pittsburg State University is an affirmative action, equal opportunity employer. Women and minorities are encouraged to apply.

**Engineer needed** for southern Illinois AM/FM station. Reply to Bruce Cox, Withers Broadcasting, P.O. Box 1508, Mt. Vernon, IL 62864.

**Chief engineer** for mass AM/FM stations. Require General Class license or certification. Experience required in AM, FM, automation, remotes. Must be a professional and a team player. Send resume-salary needs to: Edd Monskie, VP-Engineering, Hall Communications, Inc., 24 South Queen Street, Lancaster, PA 17603. EOE

### HELP WANTED NEWS

**News director trainee wanted.** Experience necessary. Send resume and references to WSLB, Box 239, Ogdensburg, NY 13669. Attn: Pat Tocattian.

**Number one station** in Alabama's high tech Huntsville market needs mid-day news anchor/reporter with authoritative sound and strong news gathering skills. Good benefits. Send resume and tape to Robert Dunnivant, News Director, 4530B Bonnell Drive NW, Huntsville, AL 35816. An EOE.

**SSN is accepting air-checks** and resumes for the post of Sports Director. Do not include play-by-play. Minimum 5 years experience in sports and marketing. M/F EOE. No calls please. Dave Prince, P.O. Box 496, Baton Rouge, LA 70821-0496.

**Long Island...** Experienced news anchor/reporter. Excellent opportunity for the right person. Tape and resume to George Drake, WLIM, Woodside Ave., Patchogue, NY 11772. EOE.

**Midwest, medium-market,** news/talk station seeks top-notch reporter with excellent delivery and aggressive news gathering skills. Send resume and salary requirements to Box D-54.

**Anchor/reporter** for state network. Tape, resume, writing samples to Jack Jones, S.C. Network, 1825 St. Julian Place, Columbia, SC 29204.

### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**PD Florida FM:** Mature-sounding person with MOR experience. Immediate opening. Join our winning team. Complete resumes to Box D-28. EOE/MF.

**Orange County, California, production engineer:** Aggressive compensation package for a production manager/engineer with a minimum 5 years experience. Please submit resume and cover letter with salary requirements. Box D-40.

**Production director** for medium-market, east coast station. Creative production values, writing ability, technical expertise, ability to anchor news. Opportunity to coordinate remotes. Must be able to handle equipment. Two years commercial experience or outstanding college radio experience required. Send resume to Box D-47.

### SITUATIONS WANTED MANAGEMENT

**Career broadcaster, available now** with strong sales, promotion and management background. 21 years experience. 41, GM, GSM position desired. start-up/turnarounds. Bob 219-744-0466

**17 year pro,** 10 years management, with success in all facets of radio seeks new GM challenges in medium market. Great track record in sales, programing, people and profits. Family man, under 40 with lots of experience, energy and positive results. Box D-8.



**OM/PD/MD:** Motivational leader with 19 years experience; 15 in management. AOR/NAC/CHR/AC experience. If you need a strong professional nuts and bolts leader and team player call Fred Leemhuis. 307—237-3288

**Small/medium market GM:** Broadcast degree and 24 years experience. Buy-in funds available. Florida preferred. Strengths include professionalism, street selling, community involvement, cost control, hard work. Box D-43.

**Young and dedicated AOR PD** seeking to bury your competition. Currently spending time in ratings business. West coast market preferred. Eric 206—524-4320

**Twenty years experience** in radio, five years G.M., three years S.M. Experience in start up and turnaround situation. Stable family man, three jobs in last twenty years. Proven ability to increase sales. Call 308—532-9019

**Pro with public and commercial experience** seeks dual position with station that plays all or some jazz. Must include air shift of currently running unique jazz program. Box D-42

#### SITUATIONS WANTED SALES

**Who wants young, energetic person** with solid track record in sales and management. Call 702—435-8062

**Experienced salesman/announcer** prefers small to medium market, morning or afternoon drive plus list. Adult style for community oriented operation. Affordable, versatile! Box D-9

#### SITUATIONS WANTED ANNOUNCERS

**Good now, great later.** Bright, ambitious D-J, recent broadcasting grad, needs chance...Contact Anthony 319—322-6323. This could be the best move of our careers!

**Ex-country jock** suffering automation burn-out. About 10 yrs exp. Ex-military, some college. Fred 216—755-6749

#### SITUATIONS WANTED TECHNICAL

**Aggressive, experienced engineering manager.** Good with people, planning, budgets, unions; a leader. Strong hands-on technical background. Experienced in major-to-small markets. Box C-80.

**Looking for chief engineer's position** at a medium or major market radio station(s). Have experience with high powered (50 K.W./100 K.W.) major market combo stations, and with automation systems. I am computer literate! Telephone: 815—933-7090. Please, call after 6:00 P.M. C.S.T.

**25 years experience,** 10 years chief engineer, all phases of FM and AM directional, stereo. Desire to locate OK, north TX, or KS. Clarence Cooper, 113 Bradford, Carencro, LA 70520. 318—232-2632

**CE, with big production voice.** Over 10 years hands-on engineering experience. Seeks CE position with production in a competitive top 100 market. Call 704—563-8676.

#### SITUATIONS WANTED NEWS

**News director/anchor.** Seasoned pro with major market background seeks new challenge and locale. All markets considered. 801—268-3405.

**Seasoned pro** seeks challenging position in news or public affairs. Experienced in all phases. Work history ranges from Asheville to Asia. Network references. Currently independent. Box D-50.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Major market P.D.** Group programmer and consultant will program and consult your station. CHR/AC/oldies/country/talk and urban. Cost efficient and ratings and revenue builder. 415—381-8753.

#### MISCELLANEOUS

**Radio audience surveys** for smaller markets. Affordable, accurate, usable, fast. Designed for your radio market. A & A Research, 406—752-7857.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Operations manager:** Bilingual Spanish/English, familiar with union contracts. Responsibilities include scheduling and overseeing the production, and on-air operations of a major market Spanish language T.V. station. Prime time shift. Leadership skills a must. We are an EOE. Send resume to Box C-75.

**National sales manager:** Established independent is seeking a dynamic, aggressive national sales manager. Should have extensive experience in national marketing, preferably independent, or national rep firm experience. Salary/commission commensurate with experience. Please send resume. EOE. Box D-4.

**Assistant general manager.** Opportunity available with top station in market (100). Sunbelt. Successful candidate should have experience in all phases of station operation with good track record. Send resume and information to Box D-3. Salary commensurate with qualifications.

**General sales manager, local sales manager & national sales manager.** The Gillett Group seeks aggressive, innovative leaders to become part of our team. If you have exceptional people skills, a superior track record and are motivated by a challenge, send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**General sales manager:** Dynamic south Texas network affiliate looking for an aggressive, innovative person with management skills. National sales experience absolutely necessary. Send resume to Ray Alexander, P.O. Box 5, Weslaco, TX 78596. EOE.

**Director of membership & special projects,** University of Florida public broadcasting position. WUFT-TV/FM: Experienced individual sought to plan, organize and direct fundraising activities. Included are: on-air fund drives, special event planning, membership department supervision, maintenance of computerized donor information, volunteer coordination. The director develops goals and objectives for acquisition of community financial support for both stations, analyzes membership data and implements policies in accordance with statistical trends. Minimum qualifications: Master's degree in marketing, communications, business administration, or related field, plus two years directly related professional work experience; or a bachelor's degree plus four years experience as above. Prefer public broadcasting experience in fundraising and donor based computer systems. Salary range \$19,440 - \$35,000. Anticipated hiring range: \$19,440 - \$27,000. Send cover letter referencing position #970280 and resume to Mr. Steven Wing, Central Employment Center, 446 Stadium West, University of Florida, Gainesville, FL 32611. The application deadline date is February 18, 1988. It is university policy to conduct all searches in the open subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

**Director of communications,** University of Florida Public broadcasting position. WUFT-TV/FM: Experienced individual sought to manage department which promotes programs, activities and special events. Specific responsibilities: conceptualizing, planning and implementing advertising campaigns; writing copy; creating basic designs for promotion; supervising two monthly program magazines; providing direction for television on-air promotion; administering budgets; planning and implementing departmental objectives. Minimum qualifications: Master's degree in marketing, public relations, communications, or related field of specialization, plus two years directly related professional work experience; or a bachelor's degree plus four years experience as above. Prefer experience in public broadcasting advertising and promotion with strong writing skills. Salary range \$19,440 - \$35,000. Anticipated hiring range: \$19,440 - \$25,000. Send cover letter referencing position #893500 and resume to Mr. Steven Wing, Central Employment Center, 446 Stadium West, University of Florida, Gainesville, FL 32611. The application deadline date is February 18, 1988. It is university policy to conduct all searches in the open subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

**General sales manager:** Fox indy in 98th market is looking for a GSM with heavy coop/vendor support and sales promotion experience. A proven track record in developing retail dollars combined with thorough knowledge of ratings/research a must. Will consider a strong LSM ready to move up. Send resume and salary requirements to: Chris Andrews, WFTX-TV, 621 Pine Island Rd., Ft. Myers, FL 33991. EOE.

**Executive director** for highly successful community access TV station in Washington, DC, area. Responsible for general operations management and external relations, including outreach to community groups and promotion of facility and channel. Management and supervisory experience as well as strong communications skills necessary. Send resume and cover letter to Search Committee, Suite 300, 3401 N. Fairfax Dr., Arlington, VA 22201.

**Local sales manager:** ABC affiliate in northern lower Michigan resort town. Candidate should have sales management experience and be a proven leader. EOE. Box D-44.

**Station manager.** Work with WLJT-TV general manager in all phases of station management and manage day-to-day operations of station in absence of general manager. Competitive salary. Qualifications: Bachelor's degree in telecommunications or related field—Master's degree preferred. Extensive knowledge of national public television and demonstrated leadership ability. Letter of application, resume and names of three professional references should be sent to: A.J. Roberts, Vice President, West Tennessee Public Television Council Inc., P.O. Box 14, Martin, TN 38237. Deadline: March 1, 1988 or until filled. WTPC is an equal opportunity employer.

**Planet 3 Television** is seeking a vice president, operations, to handle business start-up of weekly series. Responsible for overseeing financial operations and contractual relationships. Minimum 5 years business management experience; broadcast experience a plus. Salary negotiable. Send resume to: Kim Spencer, President, P3TV, 1776 Broadway, Suite 1810, NY, NY 10019.

**General manager:** Start and operate new low power TV station in Tallahassee, salary negotiable. Send resume Box 1388, Tallahassee, FL 32302.

**Chief engineer** for leading Southeastern independent. No news RCA 55kw transmitter, BVU 800, TCR 100. Transmitter/studio same location. Well maintained. Supervise excellent small staff. Hands-on maintenance. Requires chief engineer or assistant chief experience in top 100 market. Must have strong technical skills. Insurance including dental for entire family. Send resume, references to Gary Gardner, GM, WTTQ-TV, Box C2100, Birmingham, AL 35283. EOE, M/F.

#### HELP WANTED SALES

**WAGM-TV** is accepting applications for local/regional sales manager. Requires good communication skills, account development, sales abilities and be strong motivator. Excellent pay and fringes and position will grow into general sales manager. Please send resume to Norman Johnson, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE.

**The Gillett Group** is seeking aggressive, highly motivated, experienced account executive with an exceptional track record. Also seeking trainees for a challenging career opportunity. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Vendor support consultant.** The Gillett Group is seeking a highly motivated individual for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Television sales:** Strong group affiliate station located in the Sunbelt is looking for an experienced sales person who is innovative and aggressive. Must be comfortable dealing with local and regional accounts. Exciting growth market plus a great place to live. Send resume in confidence to Box D-45. EOE.

**Sales management opportunity** at rapidly growing indy in the sunny South. Extensive local experience and leadership ability required. Reply in writing to Gary Hlavacek, GM, WXTX-TV, P.O. Box 12188, Columbus, GA 31907. Equal opportunity employer.

**Account executive:** WAPT-TV is seeking an aggressive, highly motivated A.E. with a good track record. Send resume or call Karen Phillips, Local Sales Manager, WAPT, P.O. Box 10297, Jackson, MS 39209. 601—922-1607. M-F/EOE.

#### HELP WANTED TECHNICAL

**Assistant chief engineer.** Position requires strong TV broadcast maintenance background. Experience on Sony one-inch, Beta, RCA G Line transmitters, and state-of-the-art microprocessor based equipment desirable. Qualified applicants write Chief Engineer, 613 Woodis Ave., Norfolk, VA 23510. An equal opportunity employer

**Enjoy the great Gulf Coast.** WPML-TV 15, the number one independent, is looking for a maintenance technician. Experience in all tape formats is desired. Others will be considered depending on background. Transmitter knowledge is a plus. Come to the sun! Call Harold Johnson, C.E. at 205—433-1500 or send resume to Box 2766, Mobile, AL 36652. EOE.

**Broadcast engineer** responsible for master control operation and transmitter. Minimum 2 years education in electronics, general class FCC license or certification preferable and 4 years experience in electronic equipment maintenance. Salary range \$18,500 to \$28,700. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Closing date 2/15/88. EOE.

**EIC for television mobile unit** based in Texas. Strong maintenance background necessary. Send resume and salary requirements to: Tel-Fax, Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

**Television engineer.** The European Broadcasting Union wishes to recruit a television engineer for its New York News Coordination Bureau. A wide range of skills is required including: planning and installation of equipment; maintenance of equipment; planning and coordination of international television transmissions; editing of news material (U-Matic and Betacam formats). A knowledge of European languages, especially French, is an advantage. Send complete resume and salary requirements to: Brian Flowers, European Broadcasting Union (EBU), Room 4390, CBS Broadcast Center, 524 West 57th St., New York, NY 10019. No phone calls, please. EOE, M/F.

**Television maintenance engineer** for broadcast station in St. Thomas, Virgin Islands. Minimum three (3) years experience required with general radio telephone operator's license. Call 809--774-0300 E O C

#### HELP WANTED NEWS

**ABC affiliate in Midwest** 100+ market needs weekend anchor/reporter. Strong anchoring, reporting, and producing skills required. Send resume, references, and salary requirements to Box D-2 EOE

**News producer.** Midwest station needs aggressive, experienced producer for 5 p.m. hour newscast. Minimum 3 years experience, excellent news judgement, writing skills, ability to motivate veteran staff, creative, self-starter. Send tape, resume, and statement of newscast philosophy to News Director, WRTV, 1330 N. Meridian, Indianapolis, IN 46202

**News director:** Needed by top 40 CBS affiliate. Tell me about your news philosophy, what it takes to win, how you set a standard of excellence, your successes and how they were accomplished and your management style. Send letter and resume to John Hayes, Station Manager, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207

**6 & 11 anchor** to complement our male co-anchor. If you have a strong journalistic background, excellent writing skills and would like to co-anchor the highest rated newscasts in the state of Florida, send tape, resume and salary requirements to Steve Hunsicker, News Director, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. All applications must be received by February 26th. If you're not a news junkie, or if your cover letter says "recent college graduate" don't bother to apply EOE

**Photo-journalist.** Experienced photo-journalist wanted for leading news station in Pacific Northwest. Must have experience shooting and editing. Degree preferred. Two openings, one fulltime and one parttime. Resume and salary requirements to Box D-27 EOE.

**Are you a good reporter** who doesn't need the assignment desk for story ideas? We offer extensive live and backup anchor work. Must have two years experience. Send tape with first letter to Jon Janes, News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308. No phone calls.

**News TD/director.** Experienced news TD/director for 6 & 11 shows and special projects. Looking for polished pro to enhance our strong position and be an integral part of the news team. Send resumes/tapes to Director of Production, Box 34665, Charlotte, NC 28234

**News producer.** Creative, knowledge of ENG and SNG. Three years experience in medium or large market. College degree preferred. Tapes and resumes to Janet Mason, KARE-TV, 8811 Olson Highway, Minneapolis, MN 55427.

**News director.** Strong, experienced leader to keep us the #1 news station in Syracuse. Send letter and resume to, General Manager, WTVH, 980 James St., Syracuse, NY 13203 EOE.

**Weekend co-anchor:** Top NBC affiliate is seeking weekend co-anchor. Should have one year experience reporting and anchoring. Producing skills a plus. Send tape and resume to Cindy Bradford, News Director, KFDX-TV, Box 4000, Wichita Falls, TX 76308 EOE.

**Weather anchor:** Top NBC affiliate seeking weekend weather person, will also do early morning and noon weather. Should have one year experience. Send tape and resume to Cindy Bradford, News Director, KFDX-TV, Box 4000, Wichita Falls, TX 76308 EOE.

**Reporter/anchor:** Applicants must be creative and possess solid journalism skills. Send resume and tape to Dave Tillery, Operations Manager/News Director, KQTV, P.O. Box 247, St. Joseph, MO 64506 EOE.

**Reporter.** Individual who can cover beat and break stories. Minorities encouraged. Two years experience. Non-returnable tape to Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555 EOE

**Reporter:** We are looking for an aggressive and energetic news professional with a minimum of two years experience in reporting. Live reporting experience a plus. Send resume and tape to Kurt Davis, Executive Producer, KATV Television, Inc., 401 Main Street, Little Rock, AR 72203. No phone calls please

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Editor/shooter.** Hands on 1" post prod. & shooting skills required. Writing and/or technical skills a plus. Superb, no pressure environment. Excellent salary/benefits. Position immed. available. Resume/reel to 2361 S. Fillmore St., Denver, CO 80210.

**Southeastern, network affiliate,** VHF, middle market wants to add a good photographer/editor. One year experience. Resume only to Box D-1.

**Production manager:** ABC affiliate looking for hands-on individual, experienced all phases of television production, self-starter with strong leadership and organizational skills. Must have an understanding of budgets, set personnel and facilities schedules. Send resume to, Clifford S. Pine, Program Manager, WLOS-TV, Box 2150, Asheville, NC 28802 EOE

**Director/producer:** Versatile, quality-minded person needed to direct all phases of studio and location television productions for a Midwest commercial station/production house. Facilities include GVG 300, Kaleidoscope, and CMX 3600. Demonstrated creativity, strong news skills, and minimum two years experience a must. Send resume and salary requirements to Box D-18 EOE.

**Promotion producer.** Minimum two years experience in television promotion. Primary concentration will be news promotion, working closely with news producers and reporters. Strong background in production and on-air graphics, writing skills essential. Resume and tape (no calls) to Art Moore, WPVI-TV, 4100 City Line Ave., Phila., PA 19131. A Capital Cities/ABC owned station. EOE

**Operations director** wanted for small non-profit religious owner of two stations in top fifty markets. Position requires experience producing-directing, programming and managing limited resources. Familiarity with religious television market required. Job located in beautiful midwestern city adjacent to Dayton, OH. Send letter and resume telling me why you're the person to join our dedicated staff. Mr. Sparks, President, 2675 Dayton Rd., Springfield, OH 45506 EOE

**Production supervisor:** Two west coast edit rooms, studio and dedicated staff await experienced leadership. Supervise production, post-production, scheduling. Experience as writer, producer, director or computer editor helpful. Previous supervisory experience a must. Send resume, references, and salary history to Box D-41.

**Senior writer:** An award-winning, national, weekly television documentary magazine show seeks senior writer in Washington, DC. Applicants must have over eight years experience in documentary film-making as producer/writer. The position entails scriptwriting and supervision of other writers. Send resume and brief writing samples only. Box D-39

**Medical reporter/producer** for syndicated television news service MED'SOURCE. Minimum 2 years experience, preferably in area of health and medicine. Extensive travel required. Competitive salary and excellent benefits. Must be willing to relocate. Tape and resume to, Personnel Assistant, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106

**WSMV Nashville** seeks highly motivated, creative, people-person for unique promotion position. Must have excellent writing/editing skills. Prefer television promotion and/or news background. Send writing samples and tape to: Carolyn Lawrence, WSMV, P.O. Box 4, Nashville, TN 37202.

**Production manager.** Immediate need for a production manager to assist the director of production and local origination. Ideal candidate will be an experienced producer/director with management or supervisory experience. Emphasis will be placed on maintenance of superior production standards in our rapidly growing production facility. Send resume, with salary requirements, by 2-12-88 to: Media General Cable, 14650 Lee Road, Chantilly, VA 22021. Attn: Human Resources. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Are you looking for a winner?** I am a well experienced manager of engineering and air-operations (major market). Prefer Northeast corridor. Box D-12.

**Program manager** seeks increased earning opportunity/advancement. Versed in sales/promotion. Program excellence. Quality news. Tight operation. Box D-37.

#### SITUATIONS WANTED TECHNICAL

**Chief with right experience** wants to move. If you are a TV station or production company, let's talk. Box D-13.

#### SITUATIONS WANTED NEWS

**Creative and personable TV meteorologist**, 5 yrs. experience, AMS seal, MS degree, seeking medium or large market. Box C-78.

**Top-notch reporter!** Experienced female reporter, seeking a position in television news. I want to help your station go to the top! Prefer Midwest station, but will consider relocating for the right offer. I have a BA in broadcasting, and a lot of talent and enthusiasm to go along with it! Call Terri 513--829-8776

**Election 88 ENG:** Award winning crew for assignments D.C./Baltimore or wherever. References, dependable, experienced. Fred Tutman 301--657-4312.

**I'm a news reporter** and talk show host eager to move. Attractive, creative, personable & hardworking. Call Debbie 412--378-3520.

**General assignment reporter.** Female writer/producer. Two years experience CNN. Excellent writer. Good interview skills. Good on-camera presence. Tape available. Box D-6

**Energetic black male** seeks challenging opportunity with news organization. Reporting, anchoring, media management experience. Aggressive and dependable too. 513--871-0867.

**Photographer/editor** now leaving Middle East assignment. 17 years experience video/film, news, news documentaries, magazine features, industrial documentaries. Will relocate anywhere. Box C-83

**Sports anchor** for radio and TV 6 yrs. Looking for move up will relocate anywhere. Excellent references. MM 201--654-0372.

**I love weather!** Meteorologist, AMS, Penn State, 10 years TV Award winner. Seeks final destination. Size not important - prefer 4 seasons and cold winters. Dedicated, personable, expert forecaster. Plenty of positive energy. 415--381-4320.

**Unique sports personality** available to those who dare to be different. Anchoring, reporting and producing experience. Call 302--453-1857

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Experienced team of journalists** with crew available on freelance basis for reporting assignments. Based in Detroit; will travel. P.O. Box 21786, Detroit, MI 48221. 313--342-2821.

**Talk show producer/host/interviewer** seeks challenging position on daily show. Degree/experience will relocate. Attractive, energetic, enthusiastic female. For tape, resume, references write Box D-53.

#### MISCELLANEOUS

**Primo People** is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203--637-3653

**Job-hunting?** We're an innovative company who's been assisting broadcast professionals for 4 years. Listings for hundreds of exciting opportunities every week--plus timely advice on potential openings. All areas, all levels. Our popular CareerLine/The Hot Sheet put your goals on target! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813--786-3603

**Career videos.** Make an impact on employers with your personalized audio or video resume tape prepared by our major market broadcast team. 312--272-2917.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Tenure-track broadcasting faculty position** at rank of assistant or associate professor. Begins August 18, 1988. Teach broadcasting courses in professionally-oriented curriculum. Ph.D. required. Professional on-camera TV experience strongly desired. Ability to teach broadcast news writing important. Rank and salary commensurate with experience. Send application, transcripts, resume and 3 letters of recommendation to Edgar R. Loessin, Chairman, Theatre Arts Dept., East Carolina University, Greenville, NC 27858, by March 15, 1988. Proper documentation of employability required. ECU encourages applications from minority Americans and women. AA/EEO.

**Three graduate assistantships** will be available September 1, 1988 at Pepperdine University. A television station manager (oversee operation of student TV station), a radio station manager (assist faculty advisor in overseeing operation of FM cablecast station), and a broadcast news director (coordinate news operations for student TV and radio). Each assistant will work approximately 20 hours per week and will receive \$400 per month plus a partial-to-full tuition waiver. To request an application, write the Graduate Committee Chairman, Communication Division, Pepperdine University, Mailbu, CA 90265. 213--456-4211. Application deadline: April 1, 1988

**Broadcasting and mass communication;** Tenure track position to begin September 1, 1988. Rank negotiable. Ph.D. preferred, M.A. required plus teaching and professional experience desirable. Duties include teaching courses in Introduction to Broadcasting, Radio or TV Production and 1 or more of the following areas: Public Relations, Broadcast Journalism, Media Copywriting. Additional responsibilities include committee work and student advisement. Women and minorities are encouraged to apply. Send letter, vita, transcripts, three letters of recommendation and tapes exemplifying personal production techniques by February 29, 1988 to Marcia C. Moore, Communication Studies, State University of New York College at Oswego, Oswego, NY 13126. An equal opportunity employer.



**Broadcasting/cinema**—The University of North Carolina at Greensboro. Tenure track nine month position, effective August 1, 1988. Assistant professor of Communication and Theatre (Broadcasting/Cinema Division). Teach primarily in the areas of Broadcast Performance (announcing, news production, etc.) and radio production. Additional responsibilities include: research/creative activity grant writing, supervision of graduate student research and creative activity. Qualifications: Ph.D. or MFA in Broadcasting required. Prior university teaching experience helpful. Professional broadcasting experience preferred. Evidence of scholarly research or creative activity a must. Applications must be received by January 31, 1988, and include (1) letter of application, (2) curriculum vita, and (3) names, addresses, and phone numbers of at least three references. Finalists will be required to submit examples of creative works. Apply to: Dr. Elliott Pood, Director, Broadcasting/Cinema Division, Department of Communication and Theatre, UNC-Greensboro, Greensboro, NC 27412. The University of North Carolina at Greensboro is an affirmative action/equal opportunity employer.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Computer editor:** Sunbelt production facility in search of computer editor. Looking for highly motivated, technically oriented editor for Ampex suite. ACE editor, ADO, AVC switcher, VPR 6s. Franklin Video, Inc. 1300 St. Mary's Street, Suite 205, Raleigh, NC 27605

**Cable copyright analyst.** Requirements: Ability to analyze cable system royalty payments and Statement of Account filings at the Copyright Office. Working knowledge of FCC and Copyright Office rules and regulations regarding cable system carriage of and payment for distant signals. Superior oral and writing skills. Familiarity with Copyright Office (Licensing Division) public files desirable but not essential. Please send resume, salary requirements, etc. to: M. Kessler, MPAA, 1600 Eye Street, NW, Washington, DC 20006

#### SITUATIONS WANTED MANAGEMENT

**Lawyer.** Legal education plus 6 years radio on-air & management experience. Seeking new challenge. Box D-29

#### PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288

#### EMPLOYMENT SERVICES

**Government jobs.** \$16,040 - \$59,230/yr. Now hiring. Your area. 805—687-60000 ext. R-7833 for current federal list.

**Be on T.V.** Many needed for commercials. Details. (1) 805—687-6000 ext. TV-7833

#### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish anchoring, standups, interviewing, writing. Practice with Teleprompter. Learn from former ABC network news correspondent and New York local reporter. Make demo tape. Private coaching. Also group workshops Mar. 26 and Apr. 23. Call 212—921-0774. Eckhart Special Productions, Inc. (ESP)

#### MISCELLANEOUS

**Rent/Lease** 1-4 small offices/crashpads with parking two blocks from Supreme Court. Rooftop standups a vague possibility. Fireworks vantages too. 202—546-0866

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512—723-3331

**Instant cash**—highest prices. We buy TV transmitters and tower. \$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.

**Sony VP5000, VO5600, VO5800, VO5850s.** Best price paid for best condition. Instaplay Video 212—355-7540.

**Altec Lansing 250 SU console** in good condition or for parts. 916—233-3570.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215—8840888. Telex 910—240-3856.

**FM transmitters** \*\*Harris FM 25K (1983), AEL 25KG (1977)\*\* Harris FM-20H3 (1976) RCA BTF20E1S (1983)\*\* Harris FM10HK (1974), RCA BTF10D9 (1968)\*\* Collins 830E (1965)\*\* Sintronics/SF35 (1986) CCA 30000DS (1968) Transcom Corp. 215—884-0888, Telex 910—240-3856.

**AM transmitters** \*\*Continental 315F (1975), Collins 820E (1978)\*\* Gates BC-50C (1966)\*\* Harris MW1A (1983), Harris BC-1H1, CSI T1A, Gates BC-1T, Gates BC-J\*\* Transcom Corp. 215—884-0888, Telex 910—240-3856

**50KW AM** \*\*Gates BC-50C (1966) on air w/many spares, in STEREO.\* Transcom Corp. 215—884-0888, Telex 910—240-3856.

**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, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

**FM antennas.** CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916—383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916—383-1177.

**980' zone A tower** with Guy's, on ground, 12 bay antenna 93.1 MHZ KQID/Alexandria, LA 318-445-1234.

**3M D6000 character generator.** \$11,995. FOR-A FA-450 TBC. \$7,995. FOR-A CCS-4300 color corrector \$3,995. FOR-A FA-430 TBC \$7,895. Gentner VRC-1000 remote control. \$2,495. Conrac 6242 color monitor \$2,495. Ikegami TM14-9 color monitor, \$2,695. Ikegami PM9-5 B&W monitor \$150. NEC PM-1971 color monitor \$420. Most items new, in factory boxes, with warranty. 512—251-1292.

**Equipment financing:** New or used. 36-60 months. no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214—423-6562.

**Radio remote showtrailers** (2) Asking \$8,500.00 & \$12,500.00. Call Jim Thornton 1—804—399-8819.

**64 FM - 46 AM transmitters-** in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—226-8967/214—630-3600. Telex 510—1011-588.

**3/4" and 1" blank videotape.** Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1—800—238-4300; in Maryland, call 301—845-8888.

**Used broadcast & video equipment.** We have over 1,200 units in stock. Sell, consign, service, buy. We can save you time and money. BCS=The BroadCast Store 818—845-1999.

**New RCA stereo kits:** UHF TTUE 44 Exciters \$5000, "G" line Exciters \$5000: Landau Radio Company 615—886-4575.

**Crystals:** Save a bundle on guaranteed T12A or BH8 types in stock, with trade-ins taken. Also new or replacement crystals for oven type holders for AM, FM and TV transmitters. 53 years in business! Eidson Electronic Co. 817—773-3901.

**RCA TT-50AH channel 10 transmitter.** Best offer. FOB Indiana. Maze Broadcast 205—956-2227.

**Macom MA-2B** 2Ghz portable microwave system. Includes transmitter/receiver heads, plus 10 watt amplifier. Dual frequency. \$8500.00. Maze Broadcast 205—956-2227.

**Adda ESP-200C** frame store system. 400 frame. Ready for pickup. FOB Alabama. Best offer. Maze Broadcast. 205—956-2227.

**RCA TCR-100s,** TR-600s, Ampex A/R-2s, VPR-2s, VPR-2Bs, Sony BVH-1000s, 1100s, 1100As. RCA TK-46s, TK-45s, TK-28s, Grass 100, 1600-7Ks. Many more items, call for a complete listing. Media Concepts. 919—977-3600, ext 45.

## RADIO

### Help Wanted Management

**Are you a great Sales Manager seeking the right opportunity to grow into General Management? An inspiration to your staff? Strong in sales analysis, forecasting, inventory control and pricing? Adept at marketing a targeted format to mass appeal advertisers? Come grow with our rapidly expanding broadcasting company. A fabulous opportunity for the right individual. EOE. Reply in strict confidence. Box C-91.**

## Help Wanted Management Continued

### CORPORATE ADMINISTRATIVE DIRECTOR:

Rapidly growing, major market broadcast group (committed to quality Christian programing format) with 25 year record of successful service, looking for experienced Administrative Director to oversee all day-to-day operations of 5 station group, plus significant additional expansion. Must be strong advance planner and no-nonsense organizer, with well established management and administrative background. Must be ready for long-term commitment, with ability to create own income out of short-term and long-term growth of the company. This person will be a key member of the corporate management team. Must be ready to take responsibility and know what to do with it. This person will report directly to the President of the company. Must have excellent character and broadcast references and must be interested in maintaining our record of integrity and quality in commercial Christian broadcasting. Send complete information to Richard Bott, Sr., Bott Broadcasting Company, 10841 East 28th St., Independence, MO 64052.  
EOE

## RADIO MANAGEMENT

GROWING GROUP OF STATIONS in Florida seeking an aggressive and organized, people-oriented leader for sales management. Necessary to understand importance of training, discipline, control and accountability. If you are a leader, a teacher, and know marketing, creative packaging, co-op and vendor development, send resume to Joe Vincent, Vice President-General Manager, WCOA/WJLQ, P.O. Box 12487, Pensacola, FL 32573. Top competitive base and override. EOE.

## Help Wanted Technical

### KLIF - DALLAS

Susquehanna Broadcasting Company seeks a qualified chief engineer for this 50KW directional. Applicants should possess good management skills and engineering experience with directionals. Send resume to Norman Philips, Regional Engineering Manager, KLIF/KPLX, 3500 Maple, Suite 1600, Dallas, TX 75219. M/F and EEO.

## For Fast Action Use BROADCASTING'S Classified Advertising

## Help Wanted Sales

### SALES MANAGER

to take charge of 7 person FM sales staff in medium Midwest market. Need aggressive leader, highly motivated with desire to go into upper management. This rapidly growing group is looking for experienced fast starter. Replies strictly confidential. Box D-56

## Help Wanted News

Fun-loving entertainer who loves people needed to host live Breakfast Club in beautiful northern Wisconsin. News background, interviewing, announcing experience essential. If you're versatile and worth more than you make, apply with cassette and resume. Roger Utneher, PO Box 309, Eagle River, WI 54521. Minimum salary \$250 to \$300/week.

## Situations Wanted Management

### OPERATIONS/STATION MANAGER

Has major market experience as VP/GM and Operations Manager. Strong programming, promotion, sales and people skills. Seeks opportunity as GM or group position with outstanding company. Currently employed. Box D-51.

## Situations Wanted Programing Production and Others

### BOB BOLTON

WHEN YOU "BEAT THE BUSHES" A LOT OF THINGS FLY OUT! IT'S BEEN AN AMAZING MONTH. THANKS TO THOSE WHO RESPONDED! I'M STILL LOOKING FOR ANOTHER CHALLENGE. OUR INDUSTRY IS IN SOME TURMOIL. I'D LIKE TO BRING SOME SENSIBILITY TO YOUR SITUATION AS YOUR MANAGER OR PROGRAMMER. CALL ME: (205) 626-7875

## Consultants

### YOUR RADIO STATION SHOULD BE A PROFITABLE INVESTMENT

**RULE #1: "Always make a profit."**  
**RULE #2: "Never forget RULE #1."**

But it's getting tougher. Especially for some independents and non-broadcast investors. Tax-changes, depressed revenues, increased expenses, increased competition.

We can probably help.

We are a select group of successful radio-broadcasters who have teamed to help other broadcasters. Like you, we are radio station owners.

You will be pleased with our credentials and our track-records. But more than anything, you will be pleased with our results for your station.

If you are not satisfied with your station's progress, it costs nothing to talk.

### PDM & Partners

Business Development/Broadcasting  
5232 Via Nautia, Arlington, Texas 76017  
(817) 467-6444

## TELEVISION Help Wanted News

# WLNE 6 NEWS

## PROVIDENCE/NEW BEDFORD

Channel 6 News is expanding its news coverage to include a 6:30 a.m. and noon newscast. We are also implementing a regularly scheduled hard-hitting news magazine. The following positions are available:

### — EXECUTIVE PRODUCER

This person will be the number two person in the department. Applicant should have five (5) years of news experience, good administrative, budget and creative abilities.

### — ANCHOR/REPORTER (2)

Both anchor/reporters will write, edit and anchor cut-ins and newscasts. They will also do general assignment reporting. Previous anchor experience preferred.

### — 11:00 PM ANCHOR/REPORTER

Will anchor the 11:00 p.m. news, cover late afternoon and evening stories, appearing frequently as a live reporter on the 6:00 p.m. news. Previous anchor/reporter experience and degree preferred.

### — PRODUCER

This person will write and produce all morning newscasts. Should have at least two (2) years experience. Degree preferred.

### — PRODUCER

This person will write and produce the noon newscast and should have at least two (2) years experience. Degree preferred.

### — ASSOCIATE PRODUCERS (2)

These people will write, edit, operate Chyron and do preliminary pre-programming for newscasts.

### — ASSISTANT ASSIGNMENT EDITOR

A lot of telephone work, generating enterprise stories, some editing involved.

### — DIRECTOR

This person will direct all cut-ins, as well as the 6:30 a.m. and noon newscasts. Will also handle pre-production for these shows.

### — PHOTOGRAPHER/EDITOR

Overnight shooter and editor for morning and noon newscasts.

### — GENERAL ASSIGNMENT REPORTER

Will work mostly on segments for 6:30 a.m. and noon newscasts. Should have some background in investigative reporting.

### — PRODUCER/NEWS SPECIALS

Will produce monthly half-hour news magazine, utilizing Investigative Reporter and other General Assignment Reporters.

### — PRODUCER/SPECIAL SEGMENTS (2)

Will work on segments that will be timely news and information segments for the 6:30 a.m. and noon news.

### — CHYRON/ARTIST

In charge of Chyron and pre-production for noon and 6:00 p.m. newscasts.

### — WEEKEND CHYRON OPERATOR

This person will handle Chyron and limited Graphic Artist duties on the weekend.

### — NIGHT TIME CHYRON OPERATOR (PART-TIME)

This person will handle Chyron and limited graphic artist duties five (5) nights a week, approximately five (5) hours per night.

### — ARCHIVIST

This person will design and implement a comprehensive news video tape archiving system. Will also assist reporters and photographers in locating and filing video tape for cataloging and retrieval.

### — PART TIME WEEKEND REPORTER

This person to work twelve (12) hours a day on both Saturday and Sunday.

### — PART TIME WEEKEND PHOTOGRAPHER

This person will work twelve (12) hours a day on both Saturday and Sunday.

All persons applying for the above positions, should be able to work well with people within the organization and have good television background experience. Please send resumes (no phone calls) and tapes to:

Dave Layman  
News Director  
WLNE-TV Inc.  
10 Orms Street  
Providence, RI 02904

WLNE-TV Inc. is an Equal Opportunity Employer.



## - Help Wanted News Continued

### CO-ANCHOR

Longtime dominant news operation has an opportunity for co-anchor-producer with five years experience to compliment current female anchor. We are a group-owned station which is well equipped and committed to news. Applicant must possess strong people relation skills and be willing to work diligently both in the newsroom and the community. Five years experience preferred in reporting, producing and anchoring.

Send tape and resume to:

David Lowell, News Director  
KFDM-TV  
P.O. Box 7128  
Beaumont, TX 77706

Equal Opportunity Employer

**WSBT-TV**, the CBS affiliate in South Bend, Indiana, will employ an experienced television news director. If you feel you qualify, send resume, video tape, salary requirement to General Manager, WSBT Stations, 300 West Jefferson Boulevard, South Bend, Indiana 46601, an Equal Opportunity Employer.

## Help Wanted Programing Production and Others

### SENIOR WRITER/PRODUCER

Ability to write/produce TV news & entertainment promotion, commercials, programs. Strong creative ability. Prefer 3 - 5 years station, agency or related experience -- NO BEGINNERS. Tape/resume/salary requirements to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No calls. EOE.

## Help Wanted Programing Production, Others Continued

### DIRECTOR, FIELD OPERATIONS

Washington, DC area cable system has an exciting opportunity for a talented, well-organized professional to manage a multi-million dollar operations budget in a fast-growing, state-of-the-art system. This newly created position will be accountable for the installation, dispatch, WIP and service/line departments. The Director, Field Operations will be a self-starter and a strong manager who will be able to instill in his staff a sensitivity to their customers and an effective, results-oriented style.

The successful candidate should have a minimum of 3-5 years of experience in operations management in a cable system or a related business which relies heavily on deploying trained technicians to install and service electronic/wire equipment.

Send resume and salary history in confidence to:

BHA BOX 2689  
555 Madison Avenue  
Suite 1600  
New York, NY 10022  
Equal Opportunity Employer

**WHAS-TV IS LOOKING FOR A CREATIVE INDIVIDUAL TO JOIN OUR PROMOTION TEAM AS A PRODUCER/DIRECTOR. MUST HAVE PREVIOUS PROMOTION EXPERIENCE IN WRITING, EDITING, PRODUCING, AND DIRECTING. IF YOU ARE SOMEONE WHO WANTS TO WORK AT A NUMBER ONE STATION SEND YOUR RESUME TO:**

**WHAS-TV**  
520 W. CHESTNUT STREET  
LOUISVILLE, KY 40202  
EQUAL OPPORTUNITY EMPLOYER

### ON-AIR PROMOTION Writer/Producer

"The World's Most Important Network" is looking for America's most talented Writer/Producers. This position offers an individual the opportunity to grow with a network that spans more than 42 million homes in America and 54 countries around the globe.

requirements:

Minimum 2 years On-Air Promotion experience, must be organized, energetic and ready for the challenge!

resumes and reels to:

David V. Lawrence  
Turner Broadcasting System, Inc.  
One CNN CENTER  
7th Fl., North Tower  
Atlanta, Ga. 30348-5366 EOE



### WJKS-TV

The NBC affiliate in Jacksonville, Florida, is looking for two creative, talented, motivated, self-starters for our art department.

**ART DIRECTOR** - Ideal candidate will possess skills in all areas of TV art and graphics including: photography, paste-up, design, illust., operation of stat camera and hands-on exp. in electronic graphics, from character generator to animation and 3-D rendering. Degree & 2-3 years exp. preferred.

**GRAPHIC ARTIST** - Exp. necessary in the majority of areas listed above, plus an eagerness to learn and excel in all areas. Knowledge of electronic graphics helpful. Degree & min. 2 yrs. prof. experience preferred.

Send resume and tape to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F.

## Play By Play Announcer Announcer for Promotional Interviews WORLD WRESTLING FEDERATION

Leading sports entertainment syndicator seeks experienced Play By Play Announcer for its wrestling broadcasts. We also seek an experienced Announcer to conduct promotional interviews. Send resume and tape which cannot be returned to Personnel Dept., W.W.F., P.O. Box 3857, Stamford, Conn. 06905.

Equal Opportunity Employer

Medium market, Midwest affiliate station needs creative promotions manager with strong emphasis on graphics, conceptals, planning, and organization. Strong, growing station offers an unusual opportunity for an experienced small market promotions executive who is ready to move up, or a strong #2 promotions executive ready to take charge. Box D-36.

### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## QUALITY CONTROL MANAGER

Washington, DC area cable system has an exciting opportunity for a seasoned technical manager to establish and develop a quality control department at a fast-growing, state-of-the-art system. The successful candidate will deal with outside contractors and recruit a technical staff to operate a systematic inspection program for installations and service work. The individual will also be responsible for code compliance and safety assurance.

Having had cable industry experience, the Manager, Quality Control should be personal computer literate, have good people skills and be able to serve as a coach and counselor to the system's technical people to improve their results and accountability.

Send resume and salary history in confidence to:

**BHA BOX 2690**  
555 Madison Avenue  
Suite 1600  
New York, NY 10022  
Equal Opportunity Employer

## THIS PUBLICATION AVAILABLE IN MICROFORM

**University Microfilms International**  
300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## Help Wanted Sales

### NATIONAL SALES MANAGER

Top 30 market independent looking for an experienced National Sales Manager, a National Rep, or a solid Local Salesperson looking for a move into management. Must be willing to travel and get results through creative selling/marketing/promoting of the Station. Interested, highly motivated individuals should contact Mitch Nye, GSM., 414--527-5525. Salary Commensurate with experience & talent. WCGV-TV is an Equal Opportunity Employer.

### BUSINESS MANAGER

Top 30 market independent looking for an experienced Business Manager. Must have college degree, 2 years General Ledger experience through trial balance. Strong supervisory or management experience, good communication skills, personnel & benefit processing a must. Salary commensurate with experience & talent. Send resumes to: Robert Furlong/General Manager WCGV-TV, 5445 North 27th St., Milwaukee, WI 53209. Equal Opportunity Employer.

## DIRECTOR OF MARKETING FOR COMSAT VIDEO ENTERPRISES SATELLITE TELEVISION NETWORK

A highly-talented Consumer Packaged Goods marketing professional is needed to direct continued development of the nation's largest fully-integrated satellite TV entertainment service. This business provides 7 channels of entertainment programming (both free-to-guest and guest-paid) to hotel guests throughout the U.S. You will:

- Conceptualize and develop business plans
- Produce all advertising and promotional materials
- Oversee the creation of commercials and videos
- Analyze market data
- Identify and cultivate marketing opportunities
- Make programming and scheduling decisions vital to meeting revenue and profit objectives

You must have an MBA and strong analytical/business skills. At least 5-7 years of diversified brand management experience in marketing goods or services to consumers is required. A combination of packaged goods and cable industry marketing experience or knowledge of the movie business would be ideal. You should have a high energy level and a desire to be part of a ground-floor opportunity in the entertainment business.

COMSAT Video Enterprises is located in suburban Washington, D.C. and is part of a large, NYSE telecommunications service corporation with excellent benefits and opportunity for growth. Please send your resume along with salary history/requirements to Nancy Roblin, Dept B.

# COMSAT<sup>®</sup>

## Video Enterprises

22300 Comsat Drive, Clarksburg, MD 20871  
An Equal Opportunity Employer

## Help Wanted Technical

### ENGINEER-ELECTRICAL

## STAFF ENGINEER, PLANT ACCEPTANCE

Fast-growing, state-of-the-art cable TV system in Washington, DC area seeks an electrical engineer with 3-4 years of experience in cable engineering (systems, supplier or hardware manufacturer) to work with the systems construction contractor to assure equipment performs according to specifications prior to signing off on acceptance. Excellent opportunity for growth. Send resume and salary history in confidence to:

**BHA BOX 2692**  
555 Madison Ave.  
Suite 1600  
New York, NY 10022

Equal Opportunity Employer

### ENGINEER-ELECTRICAL

## STAFF ENGINEER HEAD END GROUP

Fast-growing, state-of-the-art cable TV system in Washington, DC area seeks an electrical engineer with 3-4 years of experience to manage the system's Head End Group. Engineering experience in video, audio, microwave, would be ideal. Fibre or RF experience are desirable. Excellent opportunity for growth. Send resume and salary history in confidence to:

**BHA BOX 2692**  
555 Madison Ave.  
Suite 1600  
New York, NY 10022

Equal Opportunity Employer

### System Design Engineer

Teleproduction system integrator requires additional experienced, motivated individual with a background in television broadcast/post-production engineering and a positive problem-solving attitude. Excellent salary, benefits, tremendous growth position with an aggressive young company. EOE/AA. Box D-48.

**For fast  
Action Use  
BROADCASTING'S  
Classified Advertising**



## Help Wanted Technical Continued

### PROJECT ENGINEERS

Immediate openings for several engineers to design studio, editing, and master control facilities. Minimum 5 years of broadcast television facility design experience a must. BSEE and a working knowledge of CAD techniques a plus. Please call for an appointment:

**Chief Engineer**  
212-535-1000, Ext 2131  
**FOX TV, WNYW**  
205 E. 67 St., NY, NY 10021  
Equal Opportunity Employer

## ALLIED FIELDS Help Wanted Instruction

### TRENTON STATE COLLEGE COMMUNICATION & THEATRE

Asst. Professor-tenure track position beginning September 1, 1988. Responsibilities include: teaching courses in mass communication, video production, writing for the media, broadcast journalism, and related areas; directing video production; providing leadership in developing and enhancing existing liberal arts based program in broadcasting and mass communication; and advising regarding plans for new theatre/video facility to be constructed over next five years. Well integrated theoretical and applied background in video, with substantial college teaching experience req'd. Ph.D is pref'd.; appropriate alternative qualifications will be considered. Professional experience and experience relating theatre and video are desirable. Salary: \$27,000-31,000. Apply by March 31, 1988 to: Dr. Jack McCullough, Chair, Communication & Theatre, Trenton State College, CN4700 Hillwood Lakes, Trenton, New Jersey 08650-4700. To enrich education through diversity, TSC is an AA/EOE

## Help Wanted Sales

### Broadcast Marketing Rep

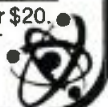
Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box D-38.

## Employment Services

### 10,000 RADIO-TV JOBS

#### American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back Guarantee-** One week \$7.00 **Special:** Six weeks \$1595. You save over \$20. **AMERICAN RADIO TV JOB MARKET**  
1553 N. EASTERN Dept F  
LAS VEGAS, NEVADA 89101



## Employment Services Continued

### JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call

1-800-237-8073



## Programing

- Israel - U.S. Relations
- The Israel - Arab Conflict
- Inside the West Bank and Gaza
- Israel and the United Nations
- Inside the American Jewish Community

Starting in early February your own correspondents will file daily reports from Jerusalem and New York to use in your Daily News broadcasts. All free to the next 50 stations to call 718-339-1743. Listen for demo tape:

Jan. 24-28  
Jan 31-Feb. 4  
5 to 6 PM E.S.T.  
on  
Satcom 3R (F3)  
Transponder 16 6.2 MeHz

### ATTENTION TV STATION P.D.s & SALES MGR'S

"THE FASTEST HALF-HOUR  
IN TV IS READY"  
**SUPER - SUPER**  
FAMILY SPORTS SHOW  
AVAILABLE  
BY BARTER OR WE'LL PAY  
CASH & MINUTES  
CALL NOW 415-878-0716

Shopping Network client will buy last minute T.V. air time, 15 minutes to 24 hours. Please call with R.O.S. close out prices. 12 minutes of T.V. time on small stations is available anytime at \$75.00 per segment. Contact: FCM Corporation, P.O. Box 2527, Sarasota, FL 34230, 1-800-752-6668.

## CLASSIFIED ADVERTISING IS YOUR BEST BUY

## Miscellaneous

### CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS

**AFs**

**ALLEN FINANCIAL SERVICES**  
7100 Hayvenhurst Ave.  
Van Nuys, CA 91406.  
818-785-5500

## Consultants

### CLOSING A STATION SALE?

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 CHOICE

## Wanted to Buy Stations

New broadcasting group seeks to purchase its first property. Prefer small market FM or FM/AM combination in New England Region with a good retail base. Please respond to: Profile Publications, Box 43, Dunkirk, New York 14048. Attention: Radio Division.

Communications company seeks first acquisition in broadcasting, FM, or AM/FM combo, in Southeast U.S.A. with a proven track record and a positive cash flow. Please respond to: Suite #122, 7507 South Tamiami Trail, Sarasota, Florida 34231.

## NOW BUYING

Troubled or dark AMs and/or FMs with owner financing. Send complete details. Box D-35.

## For Sale Stations

### NORTH CAROLINA COMBOS

Turn-around situations

**Barry Sherman**  
& Associates, Inc.

1828 L Street, NW Suite 300  
Washington, DC 20036 (202) 429-0658

### SOUTHCENTRAL NEBRASKA RADIO STATIONS FOR SALE—URGENT

Health and age force immediate sale of KUVB-AM and KKTY-FM located in Holdrege, Nebraska (Phelps County). 1380 AM is 500 watts. 97.7 FM is 3,000 ERP. Classic equipment. Capable engineer willing to work for new owner. Assumable leasehold through February, 1990, for 5 1/2 acres where 300' tower and transmitters are located (\$1,000 per year). All other real property and personal property is owned by seller. Stations started by us in 1956 with continuous broadcasting by us, WW Broadcasting Company, Inc.

You can acquire KUVB-KKTY from WW Broadco for \$225,000, less than 1 1/2 times gross sales. Sales were \$292,000 in 1983. Sales declined each year after major owner/operator's health problems in November, 1984. Sales in 1987 were \$168,000.

Call or write: Rex Ragan, Vice President, WW Broadco, 613 4th Avenue, Holdrege, Nebraska 68949 308—995-4020

### KANSAS CLASS "A"

New station in 40,000+ market with room for additional format. Great first station for owner/operator. \$500,000.

### MIDWEST CLASS "C"

Fully covers state capital with major university. Positive cash flow and loyal audience. Great technical facilities, new studios and offices. Super upside revenue potential. \$2,000,000.

### OKLAHOMA AM/FM COMBO

Great technical facilities, fulltime operation. Only stations in town of 30,000. Real billing potential.

Principals only, inquiries to  
**Box D-55**



### WARM AIR SPECIALS

All Located in Deep South

- + AM NewsTalk, small market near large metro \$100,000 down
- + AM Nostalgia in university town, healthy economy \$100,000 down
- + FM Class C tall tower, potential. Asking \$6,500,000 cash. Highly motivated seller
- + Profitable Hispanic AM, cash or terms. 8 x CF \$2,500,000
- + AM in market with little competition. Profitable, billed \$275. \$585,000 Owner must sell
- + Only station in growth market. Profitable. Suburban \$150,000 down

**Donald K. Clark, Inc.**

Media Broker

**813-949-9311**

P. O. Box 340617, Tampa, FL 33694

Nationwide Media Brokers  
**Chapman**  
Associates

### SW COMBO

Class C w/daytime AM, serving multi-county, regional market. \$1 million; \$150K down + note.

**BILL WHITLEY**  
**214/788-2525**

### NORTHWEST

**Group opportunity.** 2 AM/FM combos. Profitable. \$1.5 million w/good terms.

**Profitable FM.** Model facility. Owner retiring. \$150,000 down.

**William A. Exline, Inc.**  
**4340 Redwood Hwy.,**  
**Suite F-230**  
**San Rafael, California 94903**  
**415-479-3484**

### KANSAS

AM-FM Small Mkt Excellent  
Has done well in Ag. Mkt  
Nice Cash Flow  
Priced \$600,000

*P.E. Meador & Assoc*  
MEDIA BROKERS

P.O. BOX 36  
LEXINGTON, MO 64067 KANSAS CITY, MO.  
816-259-2544 816-455-0001

### COASTAL CAROLINA

Fulltime 1kw AM. All new facilities. Limited competition. Profitable and growing. Ideal Owner/Operator situation. Asking \$195,000. Some terms. Valuable real estate.

**SNOWDEN** Associates

919-355-0327

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

### MAINE

Choose from 2 AMs in important southern Maine Cities and one FM in very nice south-central Maine. All at excellent prices

8 DRISCOLL DR., ST. ALBANS, VT. 05478  
802-524-5963

**BROADCAST  
MEDIA  
ASSOCIATES**  
RENO • 702-789-2700 • SEATTLE • 206-643-2116

**FM'S & COMBOS**  
**CALIFORNIA - TEXAS**  
**\$1,000,000 - \$5,000,000**  
**CLIFF HUNTER**  
**800-237-3777**

### FOR SALE

Carolinas Class C (100,000 watts) FM in highly desirable, rapid growth market. Booming cash flow demands price of \$5.5 million cash. Principals only. Reply to: Box D-52.

### \$ Opportunity

Texas AM - Great signal - Unique format 200,000+ market - Hurry - Under \$200,000. P.O. Box 64865, Lubbock, Texas 79464.

### PALM SPRINGS, CALIFORNIA AM STATION

\$600,000 cash firm  
Reply RADIO, P.O. Box 67561  
Los Angeles, CA 90067

### CLASS "A" FM C.P.

Sell or Joint Venture  
Excellent market.

Call Mike McKee  
918-682-1331 day  
918-683-6081 night

### CLIENTS WELCOME!



James Martin & Associates  
Suite 1000, 65 E. State St.  
Columbus, Ohio 43215  
Call Jim Martin (614) 889-9747



## For Sale Stations Continued

### Hired Gun—Straight Shooter



**BARRY SKIDELSKY**

**Attorney**

132 East 45th Street  
New York, NY 10017  
(212) 370-0130

At last! An attorney who's been there  
15 years' experience as radio PD, GSM & GM.

At CRS '88 Friday morning legal workshop  
Stop by for free initial consultation.

Or leave message c/o Opryland Hotel  
to arrange confidential conference.

### AVAILABLE CALIFORNIA COAST COMBO

*Hogan - Feldmann, Inc.*

MEDIA BROKERS • CONSULTANTS  
P.O. Box 146  
Encino, California 91426  
Area Code (818) 986-3201

### PACIFIC NORTHWEST METRO FM/AM

Market revenues up 16%. Asking \$2.3 million with  
good terms.

THE MONTCALM CORPORATION  
801 Second Avenue Suite 1410  
Seattle, WA 98104  
(206) 622-6236

### MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV  
A Confidential & Personal Service

BURT

**SHERWOOD** INC

3125 Maple Leaf Dr. • Glenview, IL 60025

**312-272-4970**



- Full-time. Big city South Carolina. \$325,000.
- AM/FM Southcentral OH. Powerful AM. \$440,000. Terms.
- Cable systems and TV stations.

Broadcast Communications Division  
**BUSINESS BROKER ASSOCIATES**  
615-756-7635 — 24 Hours

### MICHIGAN FM/AM COMBO

Cash flow exceeds \$200,000 last 3 years. Excellent real estate. Asking \$1,850,000 on terms.

THE MONTCALM CORPORATION  
801 Second Avenue Suite 1410  
Seattle, WA 98104  
(206) 622-6236

### FULLTIME AM Washington, DC Metro Area

Valuable Real Estate...10 1/2 acres. Owner retiring...Owner Financing. Great opportunity...\$1,260,000

#### 4 Station Group or Single includes:

AM-FM Combo..Ark. Resort Area. Profitable Fulltime AM in New Mexico Culture Center. Fulltime-Profitable-AM in Mid-Size Kansas Market.

A.O. Healan, Broker  
311 Green St., Suite 200  
Gainesville, GA 30501  
1-404-536-2242

**SOUTH FLORIDA AM/FM COMBO.  
GULF COAST CLASS A. UP-  
GRADE MAY BE POSSIBLE.  
GROWTH AREA. NEGOTIABLE  
PRICE. WILL CONSIDER SOME  
TERMS. 813-993-2886.**

Nationwide Media Brokers  
**Chapman**  
Associates

**FLORIDA FULLTIME AM**  
Local leader in growing coastal market. Good cash flow. Asking \$1,450,000. Call:

**GEORGE REED**  
904/353-2522

### BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### ATTENTION: EARLY DEADLINE NOTICE

Due to the Washington's Birthday holiday, all classified advertising for the February 22 issue is due at noon Friday, February 12.

## 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. All orders must be in writing.

**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, and 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.

When placing an ad, indicate the EXACT category desired: Television, Radio 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. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**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.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

# Fates & Fortunes

## Media

**Barret (Barry) Geoghagen**, president, WAND(TV) Decatur, Ill., retires.



Geoghagen



Griffen



Ozmon

Appointments at WROR(FM) Boston: **Dan Griffen**, VP and general manager, WRKO(AM), adds duties in same capacity; **Lorna Ozmon**, program director, to station manager.

Appointments at Time Inc., New York: **Kevin Senie**, VP and controller, to treasurer.

He is succeeded as controller by **Tommy Harris**, assistant controller. Senie succeeds **Glenn Britt**, who became VP, finance ("Fates & Fortunes," Dec. 14).

**Jeffrey Klein**, senior staff counsel, Times Mirror, Los Angeles, named assistant to president.

Appointments at WPHL-TV Philadelphia: **Randall Smith**, VP and general manager, WTAJ-TV Philadelphia, to executive VP, Taft Broadcasting Co. and WPHL-TV; **Stephen Mosko**, general sales manager, WTAJ-TV, to VP-station manager; **Bruce Wietlisbach**, VP of finance, WNYW-TV New York, to same position.

Appointments at Landmark Communications, Norfolk, Va.-based group owner of one AM, one FM and two TV stations: **H. Michael Walker**, director of acquisitions and syndications, S.L. Nusbaum Realty Co., Norfolk, to VP; **Peter III**, lieutenant, U.S. Navy, to new ventures development executive.

**David Pearlman**, VP and general manager, KODA(FM) Houston, named head of Group W Radio's transition team planning conversion of WMAQ(AM) Chicago to all-news format. He is succeeded by **Michael (Dusty) Black**, VP and general manager, KKNZ(FM) Oklahoma City.

**Tom Williams**, station manager, KRMD-AM-FM Shreveport, La., named VP and general manager.

**Miles Knuteson**, VP, general manager,

KIOA(AM)-KDZ(FM) Des Moines, Iowa, named VP, sales and marketing of parent, Midwest Communications Inc., Minneapolis-based group owner of four AM and four FM stations.

**Joe Varholj**, general manager, WSPA-TV Spartanburg, S.C., resigns. **Nick Evans Jr.**, executive VP, will serve as interim general manager until a successor is named.

**Chuck Morgan**, VP, operations manager KMGZ(FM) Lawton, Okla., and VP and secretary for parent company, Broadco of Texas, Lawton, joins Broadco-owned KDOK(AM)-KEYP-FM Whitehouse, Tex., as VP, general manager.

**Marilyn Geffer**, director of customer service, Manhattan Cable TV, New York, named VP of customer service.

**Michael Walenta**, operations manager and acting general manager, KPEJ(TV) Odessa, Tex., joins noncommercial WGVU-TV Grand Rapids, WGVK(TV) Kalamazoo and WGVU-FM Allendale, all Mich., as general manager.

**Bill Hurley**, general sales manager, KKNZ(FM) Oklahoma City, adds duties as general manager.

**Michael Tenzer**, VP, business affairs, dick clark productions, Burbank, Calif., joins NBC Inc., New York, as director, business affairs.

**Ronald Simmons**, operations and program manager, KAPP(TV) Yakima and KVEW(TV) Kennewick, both Washington, named assistant general manager of licensee, Apple Valley Broadcasting, Yakima.

**Duane Kell**, director of sales-operations, WKBD-TV Detroit, named station manager.

**George Hulcher**, VP, Louisville Productions, adds duties as TV operations director, WHAS-TV Louisville, Ky.

## Marketing

**Donald Mitchum**, president and chief executive officer, BBDO Los Angeles, named president-chief operating officer at BDA-BBDO, Atlanta. He is succeeded by **Gene Cameron**, executive VP and director of corporate marketing, Chiat-Day, Los Angeles; **Steve Hayden**, executive VP, to chief creative officer, BBDO Los Angeles.

**Tom Patty**, management representative, Chiat-Day Inc. Advertising, Los Angeles, named executive VP.

Appointments to board of directors at FCB-Leber Katz Partners, New York: **Stanley Katz**, chairman, CEO; **Charlie Taney**, president, COO; **Laurel Cutler**, vice chairman-director marketing planning; **Paul Lucy**, senior executive VP-CAO, general manager and secretary of board; **Jon Adams**, senior executive VP-president, Targeted Commu-

nications Group; **Bob Hirsch**, senior executive VP-director client services; **Ted Littleford**, executive VP-executive creative director; **Joe Ostrow**, corporate executive VP-worldwide media director.

Appointments at Earle Palmer Brown, Bethesda, Md.: **Joe Carri**, senior VP-creative director, named Philadelphia-based executive VP-executive creative director; **Susan Daugherty**, associate creative director, to creative director; **Cindy Cole**, creative group supervisor, to associate creative director; **Liz Fitzgerald**, creative group supervisor, to associate creative director; **William Mitchell**, senior art director, to associate creative director.

**Mark Hughes**, senior VP, Doyle Dane Bernbach, New York, joins HDM New York, as senior VP, associate creative director.



Hughes



Callahan

**Edward Callahan**, VP, senior associate research director, FCB-Leber Katz Partners, New York, named senior VP, senior associate research director.

Appointments at Lintas: New York: **Loretta Volpe**, senior VP, group director, media planning and operations, to director of media and operations; **Frank Ryder**, president, Frank Ryder & Associates, Morristown, N.J.-based human resources consulting firm, to VP, director of personnel.

Appointments at United Stations Programming Network, New York: **Dick Kelley**, VP sales, to senior VP-sales; **Cristina Wilson**, account executive, United Stations Radio Networks, Chicago, to VP, Midwest sales there. She replaces **Vance Harrison**, retired. Harrison will remain with United as consultant; **Ted Jakubiak**, account executive, to manager, Chicago sales.

Appointments at Griffin Bacal Inc., New York: **Marsha Badanes**, senior VP, management representative, McCann-Erickson, New York, to senior VP; **Janice Figueroa**, account supervisor, to VP, management supervisor; **Ellis Verdi**, VP, management supervisor, Grey Advertising Inc., New York, to VP, management supervisor.

**Susan Heffner**, VP-director regional spot broadcasting, DDB Needham Worldwide, Chicago, joins Advertising to Women Inc., New York, as senior VP-director of media and marketing service.

Appointments at McGavren Guild Radio,



New York: **Vince Perez**, Minneapolis-based regional manager, to VP-regional manager based in Detroit; **Daniel Dougherty**, account executive, Sealed Air Corp., New York, to same capacity in New York; **Thomas Perry**, buyer-creative director, Ferguson & Associates Advertising, Saginaw, N.Y., to account executive.

Appointments at MTV Networks, New York: **Bruce Steinberg**, manager, affiliate sales and marketing, to VP, sales planning; **Harvey Ganot**, director of advertising sales, Nickelodeon and Nick at Night, to VP, advertising sales, MTV; **Russ Naiman**, VP and national sales manager, Nickelodeon and Nick at Night, to VP, advertising sales, MTV;

**Dan Lusk**, Chicago-based affiliate marketing manager, Playboy Cable Network, Los Angeles, joins NMC (Network Media Corp.) of Illinois, Chicago-based cable advertising firm, as VP, sales manager.

Appointments at Gregory & Clyburne Inc., Stamford, Conn.: **Margaret Pitts**, account supervisor, to VP-senior account supervisor; **Michael DeBrito**, general manager, to VP, operations.

**John Seaton**, director of broadcast production, Tracy-Locke Advertising, Dallas, joins D'Arcy Masius Benton & Bowles, St. Louis, as VP-broadcast producer.

**Gary Zupancic**, affiliate relations manager, NMC (Network Media Corp.) of Illinois, Chicago-based cable advertising agency, named VP-operations manager.

**Michael Whalen**, account supervisor, Ensslin & Hall Advertising, Tampa, Fla., named VP-account supervisor.

**David Smith**, regional sales manager, KLDD(AM) and KZEW(FM) Dallas, joins KBTS-FM Killeen, Tex., as general sales manager.

**John Jackson**, senior copywriter, W.B. Doner & Co., Detroit, named creative group supervisor.

**Joanne Cunha**, account executive, KNX(AM) Los Angeles, joins KFWB(AM) Los Angeles as local sales manager. She succeeds **Paula Bradway**, resigned.

## Programing



Paul

**Greg Paul**, senior VP, Feldman-Meeker, Los Angeles-based film production company, joins Castle Rock Entertainment, Los Angeles, as senior VP of business affairs and general counsel.

**Matthew Blank**, senior VP, consumer marketing, HBO, New York, joins

Showtime/The Movie Channel Inc., as executive VP, marketing there. Blank succeeds **Josh Sapan**, who left Showtime/TMC to join Rainbow PRograming Services, New York, last summer.

**Ray Warren**, VP, director of Eastern sales,

ABC-TV, New York, joins Raycom Inc., Charlotte, N.C.-based independent sports programmer, as senior VP of sales and marketing.

Appointments at NBC, New York: **Jonathan Miller**, account executive, NBC Sports Sales unit, to VP, program planning and development, NBC Sports; **Dana Persky**, director, development, motion pictures and television, Larry Thompson Organization, Los Angeles, to manager, creative affairs; **Jamie Tarses**, casting director, Lorimar Productions, Culver City, Calif., to manager, current comedy programs; **R. Mindy Green**, director, entertainment advertising, print advertising, to manager, mini-series and novels for television; **Danelle Black**, assistant to Ron Howard and Neil Braun, Imagine Films Entertainment, New York, to manager, current comedy program.

**Leslee Perlstein**, VP-employment manager, South Pacific National Bank, Los Angeles, joins 20th Century Fox Film Corp., Los Angeles, as VP, personnel.

Appointments at MTV Networks, New York: **James Shaw**, VP of financial planning and business administration, to VP, chief financial officer; **Vicki Harris**, manager of music programming, to director, music programming.

Appointments at Lorimar Syndication, Culver City, Calif.: **Rod Cartier**, director, perennial Southern sales, to VP, perennial Southern sales; **Bruce Rosenblum**, and **Nancy Reiss Tellem**, directors, business affairs, to VP's, business affairs; **Roni Mueller**, associate director, business affairs, to director, business affairs; **Karen Cease**, director business affairs and administration, Reeves Entertainment Group, Burbank, Calif., to director, business affairs.

**Tim Overmyer**, VP, Southeast region, Coca-Cola Telecommunications, New York, joins Orion Television Syndication, Los Angeles, as VP, Southern division.

Appointments at Buena Vista Television, Burbank, Calif.: **Rick North**, VP, advertising sales, resigns; **Robin Silverman**, manager of distribution services, to director of distribution.

**Peter Brickman**, VP, production and operations, Lifetime Cablevision Network, New York, named VP in charge of production.

**Ron Reeger**, co-host, morning show, WNOR-FM Norfolk, Va., named VP of programing. He is succeeded by **Jimmy Ray Dunn**, production director.

**Thom Greenwald**, production assistant and studio coordinator, MTV Network's VH-1, named associate producer.

**Beverly Surowiec**, account manager, Showtime/The Movie Channel, New York, named manager, national accounts.

**Alan Sledge**, morning news anchor, KHOW(AM)-KSYY(FM) Denver, joins WFOX(FM) Gainesville, Ga., as assistant program director and midday on-air personality.

**Larry Scott**, news anchor, WNBC(AM) New York, joins WFAS(AM) White Plains, N.Y., as host-anchor of *The Morning Show* and assistant program director.

**Paul Ellis**, midday air personality, WOWO(AM) Fort Wayne, Ind., joins WSPD(AM) Toledo, Ohio, as afternoon drive time personality.

**Dave Sniff**, production director, KFMB-AM-FM San Diego, named assistant program director.

**Dan Miller**, coordinator of sales research and cable coverage, WHAS-TV Louisville, Ky., adds duties as assistant program director.

Appointments at Madison Square Garden Network, New York: **Julie Mariash**, associate producer, to associate director; **Greg Spring**, postproduction coordinator, Lifetime, New York-based cable network, to broadcast operations control coordinator; **Thomas Weston**, network operations coordinator, Lifetime, to broadcast operations control coordinator.

**Ira Raider**, field director/editor, *Evening-PM Magazine*, Group W Productions, Philadelphia, joins E.J. Stewart Film and Video, Philadelphia, as director/editor.

## News and Public Affairs

**Carol Olwert**, director of news and information, ABC News, New York, resigns to resume writing career.

**Steve Butler**, news director, KYW(AM) Philadelphia, named executive editor.

**Joel Cheatwood**, assistant news director, WEWS(TV) Cleveland, joins WSVN(TV) Miami as news director.

**Bill Polish**, network news anchor, Satellite News Network, Chicago, joins WCCO(AM) Minneapolis as news director.

**Norman Weil III**, director, news and talk programing, WFAS-AM-FM White Plains, N.Y., named director of news and AM programing.

**Mike Peters**, newsbeat anchor, KOLR(TV) Springfield, Mo., named managing editor of newsbeat newscasts.

Appointments at WFLA(TV) Tampa, Fla.: **Dan Bradley**, assignments manager, to managing editor; **Debbie Goodwin**, special projects producer, to planner; **Jim Adams**, general manager-Florida Satellite Network, to special coverage producer.

**Monique Butler**, public affairs producer, WSET-TV Lynchburg, Va., named public affairs director.

Appointments at KOIN-TV Portland, Ore.:

**More Albert**. NBC Sports has signed Marv Albert to a new three-year contract. Albert will continue to team with color commentator Joe Namath as the network's primary NFL play-by-play announcer and will broadcast boxing events during the 1988 summer Olympics in Seoul, South Korea. He will also continue working professional boxing, college basketball and host of NBC's pre-game baseball program, *Major League Baseball: An Inside Look*.

**John Ray**, 5 p.m. producer, to executive producer; **Mary Jane Call**, 11 p.m. producer, to 5 p.m. producer; **Sid Leader**, weekend producer, to 11 p.m. producer; **Jim Byrne**, sports reporter-producer, to weekend producer.

Appointments at WITN-TV Washington, N.C.: **Joe Corcoran**, assignment editor, to executive producer; **Marshall Crumpler**, chief photographer, to assignment editor; **Glenn Austin**, reporter, WJHG-TV Panama City, Fla., to nightbeat reporter; **David Waters**, sales representative, Royal Plans, Greenville, N.C.-based educational fundraising organization, to local account executive.



Brown

**Lyn Brown**, New York-based anchor, CNN, Atlanta, joins CBS News, New York, as assignment reporter.

**Michael Guillen**, instructor, Harvard University, Cambridge, Mass., joins ABC's *Good Morning America*, New York, as science editor.

**Don Criqui**, sportscaster, NBC Sports' *NFL Play by Play*, New York adds duties as sportscaster, *NBC News at Sunrise*.

Appointments at Associated Press, New York: **Karen Ball**, newswoman, Jefferson City, Mo., bureau, to correspondent in charge of that bureau; **Lisa Perlman**, newswoman, Indianapolis bureau, to Grand Rapids, Mich.-based correspondent.

**Leon Bibb**, anchor, 7 p.m. weekday newscast, WKYC-TV Cleveland, named weekday co-anchor, 11 p.m. newscast.

**Albert (Cal) Callaway**, assignment editor, WSAF-TV Montgomery, Ala., named assistant news director.

Appointments at WOWT-TV Omaha: **Bill Kelly**, political reporter, and **Mike Gleason**, news director, KTPX-TV Odessa, Tex., named reporters for new "Cover Story" unit; **Shellie Tackett**, noon anchor and **Steve Walker**, weekend anchor, named co-anchors of *Action News Daybreak*; **Byron Wood**, 5 and 10 p.m. news co-anchor, named weekend anchor; **Mike Roberts**, weathercaster, and **Rich Thiesfeld**, sportscaster, move from weekday to weekend newscasts; **Dale Munson**, noon weathercaster, named 5, 6 and 10 p.m. weathercaster; **Merlyn Klaus**, weekend sports anchor, named sports reporter-photographer; **Dave Hamer**, photographer, to field producer.

## Technology

**Robert Reuss**, chairman and director, Centel Corp., Chicago, retires April 1. He will be succeeded by **John Frazee Jr.**, president and chief executive officer.

**Joseph Boone**, chairman and chief executive officer, Regency Electronics Inc., Indianapolis, resigns. He is succeeded by

**John Fox**, VP of marketing, Western Union Corp., and executive VP, Western Union Telegraph, both of Upper Saddle River, N.J.; **Steven Wilkening**, chief operating officer, adds duties as executive VP.

**Thomas Purcell**, president and chief executive officer, US West Financial Services, Englewood, Colo.-based subsidiary of US West Inc., telecommunications holding company, named chairman of board.

Appointments at Tektronix, Beaverton, Ore.: **David Friedley**, communications group VP, to president. He is succeeded by **Dan Wright**, VP, Grass Valley Group, subsidiary of Tektronix; **Lawrence Kaplan**, television division general manager, to VP of information display group.

**Robert Ringer**, president, RTS Systems, Burbank, Calif., joins AME Inc., Los Angeles-based video post-production firm, as VP of development.

**Frank Davis**, VP of engineering, A.H. Belo, Dallas-based group owner, joins Belo's KHOU-TV Houston as chief engineer.

**Tom Mikkelsen**, manager of technical operations, WGN-TV Chicago, joins WTMJ-TV Milwaukee, as director of engineering.

**Erich Steinnagel**, chief engineer, WCAO(AM)-WXYV(FM) Baltimore, adds duties as director of engineering for Summit Broadcasting, Atlanta-based group owner of eight AM's and eight FM's, including WCAO and WXYV.

**David Smith**, chief engineer, WTAJ-TV Philadelphia, joins WPHL-TV Philadelphia as engineering manager.

Appointments at Microband, Co., New York: **Raymond Joseph Lacroix**, senior VP and chief financial officer, GAF Corp., Wayne, N.J.-based roofing and chemical products company, to senior VP and chief financial officer; **Rick Lawrence**, systems manager, Comcast Cable Communications, Sterling Heights, Mich., to senior VP and general manager; **William Hoffman**, counsel, Viacom International, New Britain, Conn.-based cable company, to VP and general counsel; **Frank Webb**, president, Warner Amex Cable Communications, St. Louis, to VP and general manager of Washington-based subsidiary, Microband Wireless Cable of Washington Inc.

**Norman Dobyns**, public affairs VP, Northern Telecom Inc., Washington-based manufacturer of digital telecommunications and switching equipment, retires. He will continue with company as executive consultant.

Appointments due to management restructuring at Gentner Electronics Corp., Salt Lake City: **Elaine Jones**, marketing manager, to director of marketing and sales, sound and teleconferencing; **Gary Crowder**, sales manager, to director of marketing and sales, broadcast audio; **John Leonard Jr.**, president of Gentner RF products division, continues management of marketing and sales to broadcast RF market; **Kelli Maag**, marketing assistant, to marketing coordinator; **Jennifer Jones**, secretary-receptionist,

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to marketing assistant.

**Joe Cirincione**, district sales manager, Sony Magnetic Products Co., New York, named Western regional sales manager for Professional Tape Division.

Appointments at Switchcraft Inc., Chicago-based manufacturer of electronic equipment for telecommunications industry: **Ken Kline**, manager, Chicago district sales territory, to sales manager, North America. He is succeeded by **James Verrilli**, sales engineer.

## Promotion and PR

**Morton Slakoff**, VP, creative services, MCA TV, New York, named senior VP, creative services.



Slakoff

**Donn Bernstein**, director of college sports, ABC Sports, New York, joins Cohn & Wolfe, Atlanta-based public relations firm, as VP based in New York.

**Joe Boyle**, director of business development, Showtime/The Movie channel Inc., New York, named di-

rector, industry public relations.

**Julie Quattro**, public relations account executive, HWH Enterprises, New York, joins William J. Kircher & Associates, Washington-based marketing communications firm, as director of public relations.

**Janie Cottrell**, assistant program director, WCMS-AM-FM Virginia Beach, Va., named promotion director.

**Mariann Matarese**, graduate, Syracuse University, Syracuse, N.Y., joins WBUD(AM)-WKXW(FM) Trenton, N.J., as promotion-public relations director.

**Dean Whitlow**, on-air promotion manager, WNYW-FM New York, forms Dean Whitlow Creative Services, San Francisco-based firm specializing in broadcast promotion development and commercial advertising.

**Caroline Wilson**, writer-producer, creative services department, WFSB(TV) Hartford, Conn., joins KOLD-TV Tucson, Ariz., as promotion manager.

**Regrouping.** Six former partners and associates of now-dissolved Fly, Shuebruk, Gaguine, Boros & Braun have joined New-York based Rosenman & Colin. Jerry Boros becomes partner in firm's New York office, where he is being joined by Jerry Silber as associate. Howard Braun becomes managing partner of Rosenman & Colin's Washington office. Joining him there are Jerold Jacobs, former member of FCC's review board, and Heidi Sanchez as special counsel. Diane Mooney joins Washington office as associate.

**Jenny Jones**, promotion assistant, WCTI(TV) Greenville, N.C., named promotion director.

**Irineo Marquez**, production billing administrator, McAdams, Richman & Ong, Bala Cynwyd, Pa.-based public relations firm, named manager of accounting.

**Kelly Sullivan**, director, South Dakota Public Television, Vermillion, S.D., joins South Dakota Public Broadcasting, Brookings, S.D., as fund-raising producer.

## Allied Fields

**Hylton Philipson**, managing director, Henry Ansbacher Inc., New York-based media mergers and acquisitions investment banking firm, named president and chief operating officer.

Appointments at Motion Picture Association of America and Motion Picture Export Association of America (MPAA/MPEAA), New York: **Norman Alterman**, VP, to senior VP for international legal affairs; **William Nix**, VP, to senior VP and director for MPAA's antipiracy program; **John Bohnet**, consultant to MPAA on security and technical matters, to London-based associate director for preventive security and technology, Europe-Middle East-Africa.



Alterman



Nix



Hawley

**Thomas Hawley**, VP of marketing, Leigh Stowell & Co., Seattle-based broadcast research and consulting firm, named senior VP.

**Beverly Baker**, legal assistant to chief, Private Radio Bureau, Federal Communications Commission (FCC), named deputy

chief of Private Radio Bureau.

Appointments at United Video's EPG Preview, Tulsa, Okla.-based satellite-delivered electronic program promotion and listings guide: **Chris Bourne**, general manager, text marketing-sales, to VP, marketing operations; **Virgle Smith**, manager, corporate relations group, to VP, sales.

**Ann Ford**, **Larry Blosser**, **Bruce Jacobs** and **Eliot Greenwald**, associates, Washington-based law firm of Fisher, Wayland, Cooper & Leader, named partners.

**Anthony Kern**, assistant VP, financial services, Malarkey-Taylor Associates, Wash-

ington-based telecommunications, financial management and engineering consultant, named VP, financial services.

Appointments at Electronic Industries Association's Consumer Electronics Group (EIA-CEG), Washington: **Tom Lauterback**, manager of communications, Quasar Co., Elk Grove Village, Ill., to VP of communications; **Ronald Senne**, senior sales rep, Digital Analysis Corp., Reston, Va., to director of member services.

**Pam Edwards**, Detroit-based account executive, Katz Television, New York, joins Television Bureau of Advertising, New York, as Chicago-based marketing consultant.

**Ernesto Betancourt**, director, Radio Marti, U.S. Spanish-language radio program to Cuba, and **Jorge Mas Cananova**, chairman of Presidential Advisory Board on Radio Broadcasting to Cuba, awarded Director's Award for Superior Achievement by United States Information Agency, Washington.

## Deaths

**Guy Spitsberg**, 50, president and general manager of WEAU-TV Eau Claire, Wis., died Jan. 10 of complications following asthma attack, at his home in Marquette, Mich. Spitsberg began his broadcasting career at WEAU-TV in 1973 as account executive. He later became general sales manager before moving to WLUC-TV Marquette, where he served as general manager. He returned to WEAU-TV in December of 1987 as president and general manager. Spitsberg was president of Michigan Association of Broadcasters and was active in National Association of Broadcasters Legislative Liaison Committee. He is survived by his wife, Verla, two daughters and two sons.

**Douglas R. Clements**, 47, radio broadcaster, died Jan. 10 of congestive heart failure at Peninsula General Hospital in Salisbury, Md. Clements obtained his first position as air personality, using on-air name of Doug Randall, with WTMA(AM) Charleston, S.C., in early 1960's. He was later associated with other stations in area and several in Midwest including KSYZ-FM Grand Island, Neb., and KFMD(FM) Pella, Iowa. Clements was most recently general manager of WETT(AM) Ocean City, Md. and WWTR-FM Bethany Beach, Del. Survivors include his wife, Martha, one daughter and one son.

**William (Bill) Wyler**, 56, owner of Adco Productions, Miami, died Jan. 21 of heart attack while on business in Quito, Ecuador. Wyler began his broadcasting career in 1954 as announcer for WLRN-TV Miami. He also hosted *Saturday Hop*, teen-age dance show which preceded *American Bandstand* by three years. The program eventually switched to WPLG(TV) Miami where it ran for eight years. In 1963 Miami viewers voted Wyler most popular television personality. He began Adco in mid-1960's handling many local and national television commercials. Agency eventually evolved into producer of Latin American commercials and sports shows with additional office opened in Ecuador. Wyler is survived by his wife, Becky, and two sons.

## CPT's Barry Thurston: Supplying the demand

As a teen-age ham radio enthusiast, Barry Thurston was invited by a fellow ham operator, Vic Grenier, then technical director at WPIX(TV) New York, to visit the station's control room. "I was absolutely fascinated with what I saw, and from that day on I've remained fascinated by the business," Thurston said.

Today, the 45-year-old Thurston is president, syndication, of the newly formed Columbia Pictures Television, formerly Columbia/Embassy Television and Tri-Star Television. CPT emerged from the recent merger of Tri-Star Pictures and Coca-Cola's Entertainment business into Columbia Pictures Entertainment.

Thurston, who converted from program buyer to program seller when he joined Embassy in May 1983 as vice president, domestic syndication, believes the syndication business is changing rapidly. "This is a much more difficult business than it's ever been before, both for the station operator and the syndicator," he says.

"We've seen a lot of consolidation in the station side of the business in the last couple of years, and I think we're going to see the same thing in the distribution business and the syndication business over the next few years," he says.

"The syndication business is really the lifeblood of the independent, and independent television is somewhat the lifeblood of syndication," he says. "That's not to say that syndication would not exist if there were not independent stations, but it's really the heart and soul of it."

Thurston also predicts that the syndication business will return to being a product-driven business. "It's easy for us to sit down among ourselves or with the stations and talk about deals," says the amiable, soft-spoken executive. "But ultimately, if a show is going to work, it will be because the viewers like the show and want it to stay on the air."

Thurston's career has taken him through a variety of jobs. Among the earliest was a high-school summer job sweeping floors and doing odd jobs at Sports Network Inc., a small New York company that produced sporting events for television stations and networks. On his fourth day on the job, he was asked to drive a remote truck to New Haven, Conn. On his arrival, he found that one of the cameramen was sick. "They gave me a quickie course on how to be a cameraman, and I became a cameraman," he recalls. As a result, he spent "the most fascinating summer of my life driving television remote trucks all over the country from ball game to ball game. I was a cameraman, then an audio man, then a videotape operator," he says, "depending on where we went."



BARRY THURSTON—President, syndication, Columbia Pictures Television, Burbank, Calif.; b. August 25, 1942, Hackensack, N.J.; BS, economics, Lehigh University, Bethlehem, Pa., 1962; various positions, Sports Network Inc., New York, 1962-65; program manager, WKBS-TV Philadelphia, 1965-66; program manager, WKBD-TV Detroit, 1966-68; station manager, WKBD-TV, 1968-70; director of programming for Field Communications Corp. stations, 1970-71; VP, programming, Field stations, 1971-83; VP, domestic syndication, Embassy, 1983, president, syndication, 1986. m. Jeni Trunk, June 18, 1966; children: Barry Jr., 20; Jim, 18; Megan 15.

Thurston entered Lehigh University, in Bethlehem, Pa., intending to be an electrical engineer, but decided after a year to switch to business, concentrating on economics and advertising. He continued to work summers and weekends for Sports Network, and moved from the technical side to the production side as an associate producer and director. "By the time I had graduated from college, I had already been in this business for four years."

Upon graduation in 1962, Thurston joined Sports Network full time. "I loved the business so I stayed," he says. He also moved into station clearance, selling programming through the company's own ad hoc networks. "Then I would go out and produce it," he adds.

At age 22, Thurston directed his first network telecast—the East-West College All-Star basketball game from Lexington, Ky. He ran the Cleveland Browns Football Network, a radio and television network in the Midwest that broadcast the team's games, and helped set up the initial NCAA basketball telecasts. "We put the NCAA on television for the first time through these ad hoc networks."

In 1965, several people including James T. Lynagh, now president of Multimedia Broadcasting Co.; John A. Serrao, now general manager of WATL-TV Atlanta, and Dick Block, now an industry consultant but then

head of the Kaiser (later Field) group of UHF independents, persuaded Thurston to join them to put together an all-sports network for a group of seven UHF television stations.

He joined Kaiser in 1965 as the first program manager for WKBS-TV, Philadelphia. A year later, he became program manager for Kaiser's WKBD-TV Detroit and in 1968 was named station manager. At the time, the company was programming WKBD-TV as the country's first all-sports television station. "It probably looked very much like ESPN today," he says. But the advertiser and audience base for the all-sports programming was too narrow, and after about a year and a half, WKBD-TV was converted to a more traditionally programmed independent. Looking back at the all-sports format, Thurston says, "it was narrowcasting...It was cable."

In 1970, Thurston was named director of programming for all five Field stations and became vice president, programming, for the group in 1971—moves that also took him and his family to San Francisco, the Field broadcast headquarters.

In addition to buying programming, the company also got involved in co-productions, including an animated syndicated children's series, *Inspector Gadget*. "It was really the first time the industry saw these consortiums develop," Thurston recalls. He believes one of the company's strengths was its dedication to children's television.

When Field Communications went out of business, one of Thurston's last duties was to sell off the stations and oversee the transition of each to its new owners. "It was very difficult," he recalls.

It was at that point, in 1983, that Thurston shifted gears and moved to Embassy. In his 12 years at Field, the challenge of developing programming helped to convince him that "what the industry needed most was more cooperation between the program supplier end of the business and the television side of the business."

As it happened, at a breakfast in New York, Gary Lieberthal, now head of Columbia Pictures Television, asked Thurston for recommendations for the syndication post at Embassy. Later, Lieberthal called back to ask whether Thurston himself would be interested. He was.

Although CPT is headquartered in Burbank, Thurston and his family live in San Francisco. He is on an airplane an average of three times a week, but tries to return home for the weekend. "If I ask someone what day it is, and they say, 'Friday,' I say, 'Oh good, I can go home.'"

An active man who likes to play tennis and ski, Thurston still finds time for his ham radio hobby. He even keeps his call sign, W6MTV, on the license plate of his car, which causes comment. Everyone wants to know if he works for MTV.



**More changes in CBS-TV prime time lineup were announced last week**, affecting five nights. All changes are effective week of March 14. Four midseason comedies will join schedule in March, replacing canceled *Law and Harry McGraw*, and *Houston Knights*, which network said was being put on hiatus. In addition, five existing shows, including CBS News's *48 Hours* move to new time periods. On Monday, *Eisenhower & Lutz*, comedy about one-man law firm (MTM), joins schedule at 9:30. *Frank's Place* moves to 9:30 Tuesday. Three new comedies proceed *Frank's Place* on Tuesday starting at 8: *Trial and Error*, about roommates, one lawyer, other T-shirt salesman (Columbia); *The Dictator*, about deposed dictator now living in Queens (Touchstone), and *Coming of Age*, about reluctantly retired airline pilot (Universal). On Wednesday, *Magnum, P.I.* moves to 8 and *Jake and Fatman* moves to 9 (from Tuesday at 9). On Thursday, *48 Hours* joins night at 8 (from same time Tuesday). *Tour of Duty* shifts to Saturday at 9, pushing *Knight* into hiatus. Announcements came Friday (Feb. 5), several days after ABC-TV announced its prime time revamping (see page 104). NBC is also planning number of prime time changes, with announcements possibly as early as this week. Source there said changes would also take affect in March.

On Feb. 8, Viacom Enterprises will notify those who have expressed interest in purchasing block of advertising in **The Cosby Show** that "reserve price" for 30-second spot for one-year block will be "in the area" of \$50,000 per spot for one-year plan (\$13 million) and "just under" \$50,000 for three-and-a-half-year plan. Viacom is selling two 30-second barter spots it kept in show on same "auction" basis it sold cash portion of *Cosby* (BROADCASTING, Feb. 1). Price Waterhouse will accept bids for spots through Feb. 18. Winners will be notified by March 9.

**Gannett Co. has completed \$155-million purchase of WFMV-TV Greensboro, N.C. (ch. 2), and WTLV-TV Jacksonville, Fla. (ch. 12), from Harte-Hanks Communications.** Transaction brings number of Gannett television stations to 10, increases group's nationwide TV penetration to 9.91% and makes it country's 9th largest group owner (up from 10th). **Linda Rios Brooks** will continue as president/GM of WTLV, while **Henry Price** has been appointed VP/GM of WFMV-TV. Price was formerly VP, programing and marketing, at Gannett's WUSA-TV Washington.

**ABC-TV back in the black.** ABC Television turned profitable again in 1987, following an unusually strong fourth quarter advertising demand and continued cost controls, according to a Capital Cities/ABC earnings statement released last Thursday.

The gains came despite what Capcities/ABC said were "dissappointing" ratings, particularly in prime time, and lower revenue for the first nine months of the year.

According to analysts, most of whom said the results were better than expected, the network had a 1987 operating profit between \$50 million-\$60 million (before accounting for upward adjustments to network income from the company's reevaluation of its existing program library). ABC-TV had suffered a \$70 million operating loss in 1986.

The network results, plus strong local advertising at several of the company's owned-and-operated TV stations and at its cable sports channel, ESPN, contributed to a 9% annual increase in overall broadcasting revenue, Capcities/ABC said. Broadcasting operations also reported a 31% gain in operating income for the year, with both the TV stations and ESPN "well ahead" of 1986.

Capcities/ABC's fourth-quarter results had company-wide net income up 46% over the same period in 1986 to \$117 million, or \$6.91 per share. The annual earnings were \$279 million, or \$16.46 per share, up 53% before extraordinary items from 1986. Annual revenue was up 8% to \$4.44 billion, and operating income was \$746 million, up 24%.



**Honored.** The trustees award of the National Academy of Television Arts and Sciences was presented last Wednesday (Feb. 3) to William F. Baker, president of WNET-TV New York, at a dinner in New York's Marriott Marquis hotel. Before taking over management of that public broadcasting facility he was president of Westinghouse Broadcasting's television group.

**Warner Communications** tripled fourth-quarter and annual earnings for its cable and broadcasting divisions. Company reported overall fourth-quarter net income of \$92 million, with cable contributing \$16 million for quarter and \$46 million for year. In other earnings news, **Gannett**, which reported quarterly net income 20% above year-ago quarter at \$107 million on operating revenue of \$835 million, said broadcasting revenue declined for fourth quarter.

**Heritage Communications**, TCI-held cable system company, will acquire remaining 49% it does not own of Gill Industries, operator of 130,000-subscriber GillCable system in San Jose, Calif. Financial details of stock transaction were not disclosed. Heritage spokesman, David Oman, said Heritage had agreed to complete stock acquisition when it first purchased 51% of privately held Gill two years ago, but is moving ahead of scheduled five-year buyout agreement. Oman said Heritage will assume operational control of GillCable within 30 to 60 days. System serves San Jose, as well as Campbell and Cupertino, both California, and parts of Santa Clara county.

**National Black Media Coalition called FCC's current abuse-of-process rulemaking "star-chamber" proceeding.** "It is aimed specially at NBMC without naming NBMC. No evidence of abuse of any processes exists, nor...have there been any such abuses. This is a thinly disguised, ideologically grounded and not very clever effort to smear the [NBMC]." Rulemaking, initiated last August, would prohibit citizen groups from collecting any payments from broadcasters in excess of legal fees for withdrawing petitions to deny station sales or renewals or for promising not to file such petitions in first place (BROADCASTING, Aug. 10, 1987). NBMC has struck agreements with dozens of broadcasters in which broadcasters pay NBMC to help them find minority employees in exchange for NBMC's promise not to challenge broadcasters' transfer or renewal for failure to meet EEO guidelines. Commission rules permitting settlement of comparative hearings for "enormous sums of money" constitute much greater abuse of FCC processes, NBMC said. "Unfortunately, the commission's ideological blinders allow it only to smear black institutions rather than go after much larger game."

Producer-writer **Terry Louise Fisher** and **20th Century Fox** last week announced they have reached "amicable resolution of all disputes" that were subject of litigation filed by Fisher, who had falling out with studio and her *L.A. Law* and *Hooperman* partner, Steven Bochco. Under agreement, Fisher will no longer be involved in production of either series. Neither party would provide



her details of settlement. Fisher said she is "very excited about various career opportunities being offered to me" and that she expects to have an announcement soon. Word circulated last week that Walt Disney Studios is among interested parties. Her departure raised speculation about who will take over as executive producer of *L.A. Law* since Bochco will leave post next season to meet his exclusive series agreement with ABC. Fox officials said no decision has been made yet on successor.

□  
**The Broadcast Group has reached agreement in principle to purchase Fairfax, Va.-based EZ Communications for about \$100 million.** Spokeswoman for Noble CEO John Lynch said they would have no comment until after the deal is signed, but indicated agreement could come as early as next week. EZ was scheduled to go public week of Oct. 19, 1987, but stock market crash dashed offering. It had bought Affiliated Communications stations two years ago for \$65.5 million and still has outstanding public debt bonds from purchase. Paine-Webber represents both parties. EZ group contains KAMJ-AM-FM Phoenix; KRAK-AM-FM Sacramento, Calif.; WHOT(FM) Coral Gables and WOKV(AM)-WAIV-FM Jacksonville, both Florida; WEZB(FM) New Orleans; KYKY(FM) St. Louis; WEZC(FM) Charlotte, N.C.; WBZZ(FM) Pittsburgh, and KMPX-FM Seattle. Two insiders who asked not to be identified felt price was lower than expected and speculated that not all EZ stations would go to Noble, with EZ Chairman Art Kellar, president Al Box, and other EZ management keeping some stations, most likely WEZB(FM) New Orleans; WBZZ(FM) Pittsburgh and one other, possibly WEZC(FM) Charlotte, N.C. EZ president, Alan Box, denied rumor saying that details were not correct, although he would not say that scenario is untrue. If speculation is true, Noble, which carries its own substantial debt, would issue initial public offering, they said, and help relieve its debt, and EZ would continue to exist, in smaller form. Spokesmen for Paine-Webber declined to comment.

□  
**Group W Radio closed acquisition of NBC Chicago AM station WMAQ** last Monday (Feb. 1) following FCC approval of estimated \$130-million sale. Station will keep WMAQ call letters, while NBC

**Libel warning.** A unanimous three-judge panel of the U.S. Court of Appeals in Washington, in an opinion that denounced the use of the libel complaint "as a weapon to harass," affirmed a district court decision throwing out a \$50-million libel suit the right-wing Liberty Lobby had filed against Dow Jones & Co., publisher of *The Wall Street Journal*. The opinion was written by Judge Robert Bork, whose resignation from the court was effective last Friday.

At issue were two pieces that appeared in *The Journal*. The Liberty Lobby said one, published on Sept. 28, 1984, was false and defamatory in describing it as anti-Semitic and as publishing a magazine that had printed the writings of an author who favors genetic selection, Roger Pearson. The article also said Liberty Lobby had published books written by Pearson. The other piece was a column which appeared on Oct. 11, 1985, and expressed the author's opinions about libel suits and their place in democratic society. The Liberty Lobby said the column was actionable in restating the allegedly defamatory material in the first piece.

Bork, writing for himself and Judges Harry Edwards and Stephen Williams, said the suit "epitomizes one of the most troubling aspects of modern libel litigation: the use of the libel complaint as a weapon to harass. Despite the patent insufficiency of a number of appellant's claims, it has managed to embroil a media defendant in over three years of costly and contentious litigation. The message to this defendant and the press at large is clear: discussion of Liberty Lobby is expensive. However well documented a story, however unimpeachable a reporter's source, he or she will have to think twice about publishing where litigation, even to a successful motion for summary judgment, can be very expensive if not crippling."

**ATS working groups proving popular.** The number of participants that have signed up for working groups in the FCC's Advanced Television Systems (ATS) advisory committee's planning subcommittee has reached 235, revealing "either a lot of interest or a lot of people who like to travel to Washington," according to the subcommittee's chairman, Joseph Flaherty, CBS vice president of engineering and development. Flaherty met with his two vice chairmen and six working group chairmen last Tuesday (Feb. 2) in Washington where updates on the progress of the groups were given.

The six working groups had all met at least once since the subcommittee's first meeting last December. Members of the planning subcommittee are now under a tight deadline to present the first set of recommendations dealing with spectrum allocations to the advisory committee's "blue ribbon" panel, which must approve and send them to the FCC by May 17.

A key part of the recommendations will be submitted by the planning subcommittee's working party studying spectrum issues. Consultant Mark Hatfield, chairman of the working party, announced that computer arrangements for the group to begin testing should be ready in mid-February, two months earlier than originally estimated. That "shows the progress we are making," Hatfield said. He told BROADCASTING: "I was scared to death," following a Jan. 12 working party meeting where it was estimated that the computer arrangements would take no less than three months. That was one reason given in comments to the FCC last month by the National Association of Broadcasters for postponing the May 17 deadline (BROADCASTING, Jan. 25). "Unless something blows up...I think we're in pretty good shape" to complete the working party's task on time, Hatfield said.

Flaherty said it was not necessary for the group to come to a single recommendation before May and that minority views would also be sent to the blue ribbon panel. But he urged the working parties to "find as much unanimity as possible." Flaherty asked the working group chairmen to have ready by the next meeting (March 9 in Washington) a schedule for the completion of their work. "It's time now to begin assigning drafting parties," he said, for the writing of each working party's contribution to the recommendations. At the next subcommittee meeting, he said, the group should begin a framework for the draft of the recommendations.

continues to own and operate WMAQ-TV, first time stations not commonly owned will share same call, according to Group W. Group W said it plans to convert WMAQ to all-news format within next 60 days under new vice president and general manager, David Pearlman. NBC agreed to sell station last November as part of radio group reorganization that now has it looking to sell remaining six radio stations for reported \$130 million or more.

□  
Long-time CBS Inc. executive **Haskell P. (Paul) MacCawatt**, senior VP of administration, resigned last week and reportedly will be replaced by **Edward Grebow**, who recently resigned as executive VP of Bowery Savings Bank, New York. CBS President Laurence Tisch has stake in bank. MacCawatt, according to network spokeswoman, resigned because his position had changed following CBS Records sale and on-going restructuring efforts.

□  
**Barney Rosenzweig** will leave his post as executive producer of CBS series, *Cagney & Lacey*, next season to assume full-time duties as chairman of Weintraub Entertainment Group's television division. Rosenzweig, who will also serve as VP of production company, will assume new post immediately and continue to serve as executive producer of *Cagney & Lacey* for remainder of season. He will act as consultant to series if 39th-ranked show is renewed for another season.



# Editorials

## Sure bets

We should all have had as bad an economic year as did the sellers of broadcast stations and cable systems in 1987. Both categories set new records, broadcasting with \$7.5 billion, cable with \$6 billion. The Fifth Estate never looked better in terms of asset values.

Collectively, compared with the record-making 1986, fewer radio and television stations were sold for more money in 1987, not only establishing a new record in terms of overall volume but also topping old marks in terms of average sales (television at \$23,406,094, FM radio at \$2,737,469, AM radio at \$594,782—down from its glory days but up from the recent past). All that in a year whose fourth quarter was confounded by a massive break in the stock market and a subsequent reshuffling of financing patterns.

Better still, most of the observers quoted in this week's special report on that subject believe 1988 will perform at an even greater pace, and that radio and television properties will continue to merit their reputations as, generally speaking, depression proof—that is, operating outside the cyclical ups and downs of the economy at large.

Cable's \$6 billion changed hands at the rate of some \$2,200 per subscriber—still another record. Most systems were selling around the \$1,500 level as the year began (and before a deregulated industry was freed to raise its rates) but before the year was out the norm had become \$2,000, and one bidder we know lost out at over \$2,700.

Have things peaked? Some observers feel the balance could shift from a seller's to a buyer's market sometime this year, but we've heard that one before. Wherever one invests in the Fifth Estate, it's likely to beat whatever might have been the second choice.

## Not necessarily the news

The President did some last-minute stumping for contra aid last week in a speech on the eve of the congressional rejection of that proposal. Three television networks independently chose not to be enlisted in that effort, judging the topic sufficiently covered in earlier speeches to justify turning down the opportunity to carry it verbatim. (A fourth television network, CNN, did opt for live carriage.) That did not prevent ABC, CBS and NBC from covering it as a news event, as they did on their newscasts; ABC also devoted its *Nightline* program to the topic. Even so, the networks' decisions raised some dander at the White House and on Capitol Hill, where tempers over the issue were already short.

The networks also made live feeds available to their affiliates, so that they, too, could make the independent (there's that word again) decision on whether to carry the speech. The networks did not have figures on how many chose to carry it, but a Conus feed of the speech, which went out to 70 affiliates, was aired in its entirety by two, with others using excerpts in their newscasts. The networks were apparently not alone in their appraisal.

Among those who took issue with the networks was the President's chief of staff, Howard Baker, who said that the decision not to carry the speech in full "represents an attempt to substitute their judgment for that of the President on what the country should have the opportunity to hear." Baker's own judgment needs a little help. Broadcasters are no more required

to hang on every presidential word than are newspapers to reprint full texts of utterances emanating from the Oval Office. As a former chief justice once noted, "Editing is what editors are for."

## Exit a bad law

The First Amendment has won another round against the effort by the state of Washington to keep news media from interviewing voters as they leave polling places. A federal appellate court has declared unconstitutional a state law prohibiting exit polling within 300 feet of the polls. Similar restrictions imposed by other states will presumably fall.

The court opinion refocuses attention on legislation now pending in the U.S. Congress to achieve by other means the purpose of the Washington state law: to prevent radio and television from projecting results of elections before polls are closed. The legislation, introduced by Representative Al Swift (D-Wash.) and passed by the House, would establish simultaneous closing of all polling places, Swift's cure for the early projections of national returns that he sees as a deterrent or influence in Western voting. The television networks have agreed that if Congress decrees a common closing hour, they will withhold projections of presidential elections until the closing. If that kind of agreement in itself raises First Amendment questions, it has been swallowed here as perhaps the least objectionable way to settle a long confrontation between broadcast journalists and Western politicians.

It is now the Senate's turn to act on Al Swift's bill. It should do so in time for application in next November's elections. Meanwhile, a round of applause for ABC, CBS, NBC, the *New York Times* and the *Everett (Wash.) Herald* for carrying the case for the Fourth and Fifth Estates through two federal district court trials and the appellate hearing.

**Following the leaders.** For an industry that was accused of not paying enough attention to things presidential in Washington last week, the industry was certainly paying a lot of attention to things presidential in Iowa. The former was a reference to the Reagan speech on contra aid (see above), the latter to the "zone" coverage of the Iowa presidential caucuses that saw some 2,500 members of the Fourth and Fifth Estates and their support staffs assembled for the first official report card on the 1988 campaign (see story, "Top of the Week"). The first mark given is an "A" for the media's all-out effort to inform the electorate.



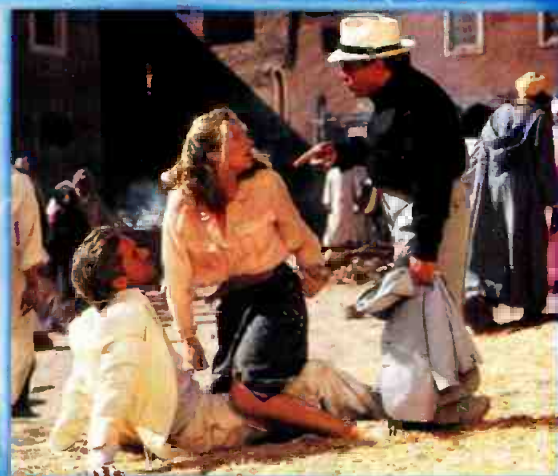
Drawn for BROADCASTING by Jack Schmidt

"It's a note from your old boss at the station. He says things have improved so much since you quit that he's nominating you for an award for outstanding contributions to the industry"



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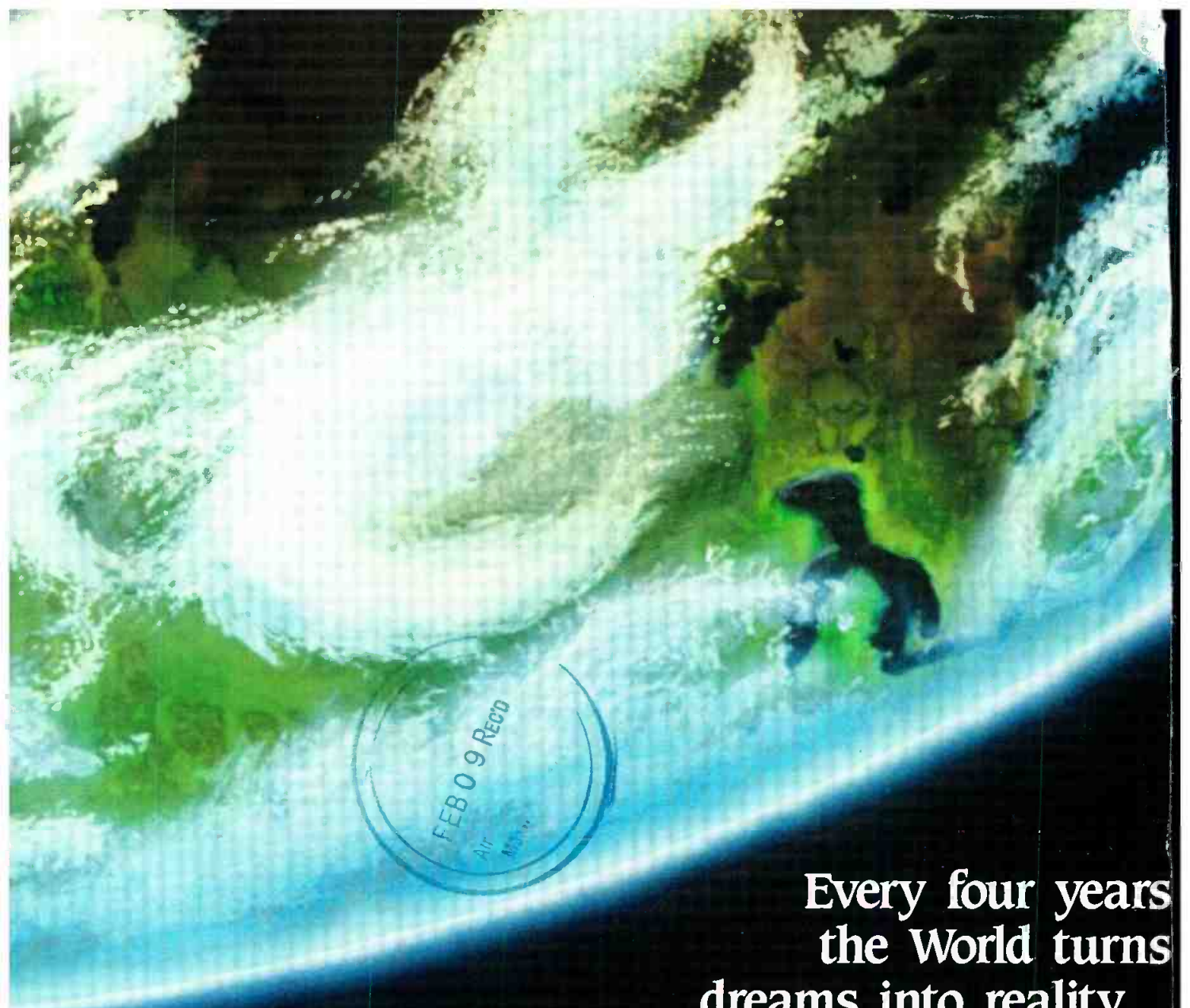
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