

# Broadcasting Mar 10

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DALLAS,  
WASHINGTON  
AND HOUSTON.**



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55th Year 1985

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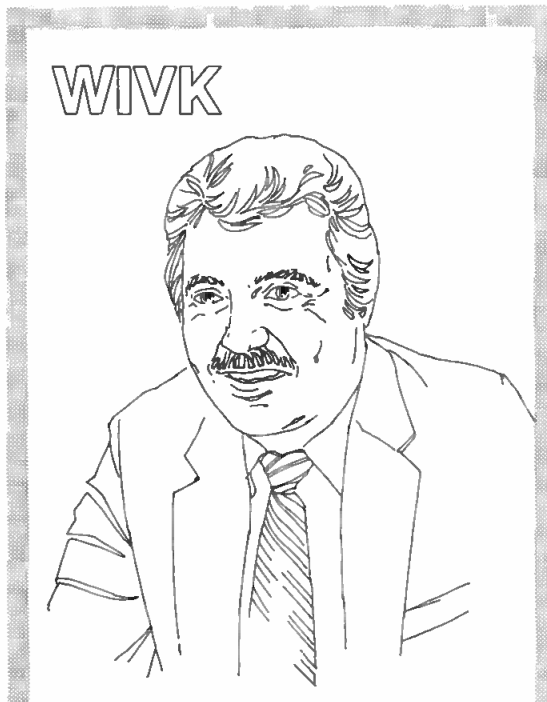
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# DIVORCE COURT

## THE PROOF IS IN THE PERFORMANCE

No matter what your market size or where your market is, "Divorce Court" works wonders in early fringe.

Market	Station	Time	NOV '84 Program	NOV '84 Share	NOV '85 Share	DIVORCE COURT'S Increase
Ada-Ardmore	KTEN	3:00PM	Let's Make-Deal	14	28	+ 100%
Albuquerque	KOAT	3:30PM	Love Boat	16	20	+ 25%
Atlanta	WAGA	5:00PM	Divorce Court	24	30	+ 25%
Augusta	WJBF	5:30PM	Little House	23	49	+ 113%
Cedar Rapids	KCRG	3:00PM	Edge of Night	22	30	+ 36%
Chico-Redding	KHSL	4:00PM	Little House	11	16	+ 45%
Cleveland	WJW	4:30PM	Divorce Court	14	16	+ 14%
Columbus, GA	WLTZ	4:00PM	Andy Griffith	7	19	+ 171%
Columbus, OH	WBNS	4:00PM	Taxi	18	30	+ 67%
Dayton	WDTN	4:30PM	He-Man	13	21	+ 62%
Detroit	WJBK	4:00PM	Love Connection	13	24	+ 85%
Greenville-Spa	WSPA	5:00PM	Hour Magazine	21	32	+ 52%
Harrisburg	WHTM	4:30PM	Dukes-Hazzard	10	20	+ 100%
Honolulu	KITV	3:00PM	Divorce Court	15	18	+ 20%
Houston	KHOU	3:00PM	Hour Magazine	20	23	+ 15%
Idaho Falls	KPVI	3:00PM	Eight is Enough	9	11	+ 22%
Indianapolis	WRTV	4:00PM	Dukes-Hazzard	15	24	+ 60%
Knoxville	WATE	4:00PM	Love Boat	18	23	+ 28%
Las Vegas	KTNV	4:00PM	Let's Make-Deal	17	22	+ 29%
Los Angeles	KHJ	3:30PM	Dating Game	11	12	+ 9%
Macon	WMGT	5:30PM	Soap	9	20	+ 122%
Mason City	KIMT	4:00PM	Eight is Enough	12	18	+ 50%
Memphis	WMC	4:00PM	Hart to Hart	18	24	+ 33%
Milwaukee	WITI	3:30PM	Divorce Court	12	16	+ 33%
Mobile-Pens	WALA	3:00PM	What's Happening	13	23	+ 77%
Montgomery	WKAB	3:00PM	Rituals	2	9	+ 350%
New Orleans	WVUE	4:00PM	Benson	15	23	+ 53%
Norfolk	WVEC	5:00PM	Name That Tune	18	26	+ 44%
Panama City	WJHG	4:00PM	Love Connection	29	44	+ 52%
Phoenix	KTSP	3:00PM	Divorce Court	15	24	+ 60%
Richmond	WTVR	4:00PM	Rituals	17	30	+ 76%
Springfield, MO	KDEB	4:30PM	Three's Company	7	8	+ 14%
St. Louis	KTVI	3:00PM	Alice	18	28	+ 56%
Toledo	WTVG	5:00PM	Taxi	10	15	+ 50%
West Palm Beach	WPEC	4:00PM	Rituals	5	16	+ 220%
Wichita Falls	KSWO	4:00PM	Super Friends	11	16	+ 45%

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**LOS ANGELES · Versus Prior Year · KCBS-TV · M-F 3:00PM**

**UP 133% in Women 18-34!  
UP 53% in Women 18-49!  
UP 17% in Women 25-54!**

**CHICAGO · Versus November 1985 · WPWR-TV · M-F 6:00PM**

**UP 108% in Women 18-34!  
UP 100% in Women 18-49!  
UP 63% in Women 25-54!**

**DALLAS · Versus Closest Competitor · WFAA-TV · M-F 3:00PM**

**UP 336% in Women 18-34!  
UP 252% in Women 18-49!  
UP 205% in Women 25-54!**

**SEATTLE · Versus Prior Year · KING-TV · M-F 3:00PM**

**UP 120% in Women 18-34!  
UP 86% in Women 18-49!  
UP 86% in Women 25-54!**

**CINCINNATI · Versus Prior Year · WKRC-TV · M-F 10:00AM**

**UP 400% in Women 18-34!  
UP 275% in Women 18-49!  
UP 225% in Women 25-54!**



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## Advancing on the NCTA convention Scrambled voices get Hill hearing The deal is off between MPAA and NCTA

**EMOTIONAL ISSUE** □ Highly charged atmosphere at House hearing on scrambling of broadcast and cable signals. **PAGE 35.**

**MINORITY VIEW** □ Committee of dissident broadcasters forms to fight must-carry compromise. Survey of cable camp finds approval of new pact. **PAGE 37.**

**DEAL APPROVAL** □ Boards of Turner Broadcasting and MGM/UA agree to merger as Turner makes final pitches for investor financing. **PAGE 39.**

**HOLLYWOOD DISPUTE** □ Producers and networks disagreeing on license fees for fall pilots. **PAGE 41.**

**FAIRNESS COMPLAINT** □ RTNDA leads list of petitioners claiming that fairness doctrine is at odds with First Amendment. **PAGE 42.**

**NCTA 86** □ National Cable Television Association convention convenes next week in Dallas with must carry, compulsory license, PPV and scrambling topping the agenda. **PAGE 46.** A complete listing of firms exhibiting their products begins on **PAGE 54.**

**YEAR FIVE** □ Dan Rather celebrates his fifth anniversary anchoring *The CBS Evening News* with the program's 200th consecutive weekly ratings win over NBC and ABC. **PAGE 72.**

**OPENING COURTS** □ New York judge is leading drive to get cameras into New York state's trial courts. **PAGE 73.**

**CBS LITIGATION** □ Network is being sued by German national for *Evening News* piece on international arms dealing. **PAGE 73.**

**FINAL WORD** □ Supreme Court refuses to review appeals court decision in Christine Craft case. **PAGE 74.**

**SMOOTH SAILING** □ Alfred Sikes gets warm reception at Senate Commerce Committee confirmation hearing for nomination to top National Telecommunications and Information Administration post. **PAGE 75.**

**STV SPLIT** □ Commenters divided at FCC on reclassification of subscription television service. **PAGE 78.**

**TECHNICAL TALK** □ This year's NAB convention will boast the most extensive look at engineering concerns in the association's history. **PAGE 87.**

**BROADCAST TABOO** □ Hartford UHF independent airs theatricals with profanity and frontal nudity intact. **PAGE 90.**

**RADAR REPORT** □ ABC takes the top three spots in the fall RADAR survey. **PAGE 91.**

**CUTTING BACK** □ Some record companies curb use of independent promoters in wake of payola story on NBC News. **PAGE 92.**

**ALL THE WAY TO THE BANK** □ Station broker Frank Kalil gave up comedy for the business of trading broadcast stations. But he's still smiling. **PAGE 111.**

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<b>PUTTIN' ON THE HITS</b>	<b>6.5</b>
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IT'S A LIVING	4.9

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## Part two

Broadcasting and cable organizations that have signed off on must-carry compromise began briefing congressional members on deal. One call was made on House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who urged parties last year to seek compromise on must carry. Group asked chairman about altering copyright law to accommodate compromise. At issue is status of local stations classified as distant signals under old must-carry rules but qualifying as local stations under compromise. Cable and broadcasting would like law changed to insure that cable operator would not have to pay distant signal fee for carrying must-carry station. Agreement says cable operator does not have to carry signals "where copyright obligations continue to require treatment as distant signals," but group feels legislative solution is necessary. Kastenmeier was said to have been receptive.

## Toned-down swaps

FCC won't adopt its controversial proposal to permit noncommercial broadcasters to swap their VHF's for commercial UHF's. But at meeting Thursday (March 13), agency is expected to approve concept of permitting noncommercial and commercial TV operators in same band to swap channels (noncommercial U's for commercial U's and noncommercial V's for commercial V's), without having to expose themselves to competing applications for facilities at issue. Case law and FCC practice have been interpreted to call for new channels to be opened to competing interests. Argument here, however, would be that swaps in same band, involving comparable channels, don't constitute applications for new channels while swaps involving UHF's and VHF's, latter clearly better than U's, would. Affirmation of concept would apparently pave way for Metrowest, licensee of commercial WPR-TV Aurora, Ill. (ch. 60), to engineer UHF swap it has in mind with noncommercial operator (BROADCASTING, Jan. 7, 1985).

## Pirates overboard

Even though Motion Picture Association of America pulled plug on flat-fee agreement with National Cable Television Association, two powerful trade groups are still prepared to work together on problem of common concern. They are

planning to form new organization to launch concerted campaign to stop cable signal piracy. Organization would presumably supersede Coalition Opposing Signal Theft, consortium of cable programers and operators that has so far failed to make much impact on chronic problem.

## Compromise on compromise

FCC Commissioner James Quello may have hit way to win support of public broadcasters for broadcasting-cable must-carry compromise (see story, page 37). Quello is reportedly suggesting that compromise be modified so public and religious broadcasters would be eligible for carriage without having to achieve 2% share of audience required of all other broadcasters. Quello is also reportedly suggesting that public and religious broadcasters not carried with other off-air signals be able, with assistance of municipalities, to get carried on systems' public, educational and governmental access channels.

## Personal privilege

Of all briefs filed in *Preferred* case in Supreme Court (BROADCASTING, March 3), none was awaited with more interest than government's. FCC, given its predilections, wanted Solicitor General Charles Fried, who was responsible for government filing, to produce tough, pro-First Amendment brief ("lots of red meat," as one government lawyer put it). But Fried had his own problems; he had won case or two in Supreme Court arguing against kind of public-forums position lower court had taken in arguing that cable systems had First Amendment right to use utility's poles and conduits. So Fried, lawyers say, walked fine line. His endorsement of cable as First Amendment speaker was unequivocal. But he made savage attack on lower court's public-forums argument and recommended case be sent back to district court to develop record.

All of which may be why Sol Schildhouse, one of Preferred Communications Inc.'s counsel, remarked, "With amici like the solicitor general, who needs enemies?" National Cable Television Association, however, was more comfortable with brief. NCTA's Brenda Fox said brief was "not as strong" as cable might have liked, but, she said, "legal theory" regarding cable's First Amendment rights "should be helpful to us down the line."

## Warner custodian

With closing Friday Feb. 28 of \$450-million deal whereby Warner Communications Inc. acquired other half of cable venture from American Express, there was still no word on who would run Warner Cable subsidiary after departure of Drew Lewis at end of March. Some Warner sources say WCI Chairman Steve Ross will appoint executive from parent company to oversee cable operation on interim basis until WCI and Chris-Craft untangle holdings. Ross and Chris-Craft chairman, Herb Siegel, have agreed to put off proxy battle for rest of 1986 and to try to settle differences behind scenes. When Lewis's departure was announced several months ago, two executives underneath him, John Fowler and Jim Gray, were said to be front runners to succeed him. Now, insiders suggest, neither will get nod.

## Hard times

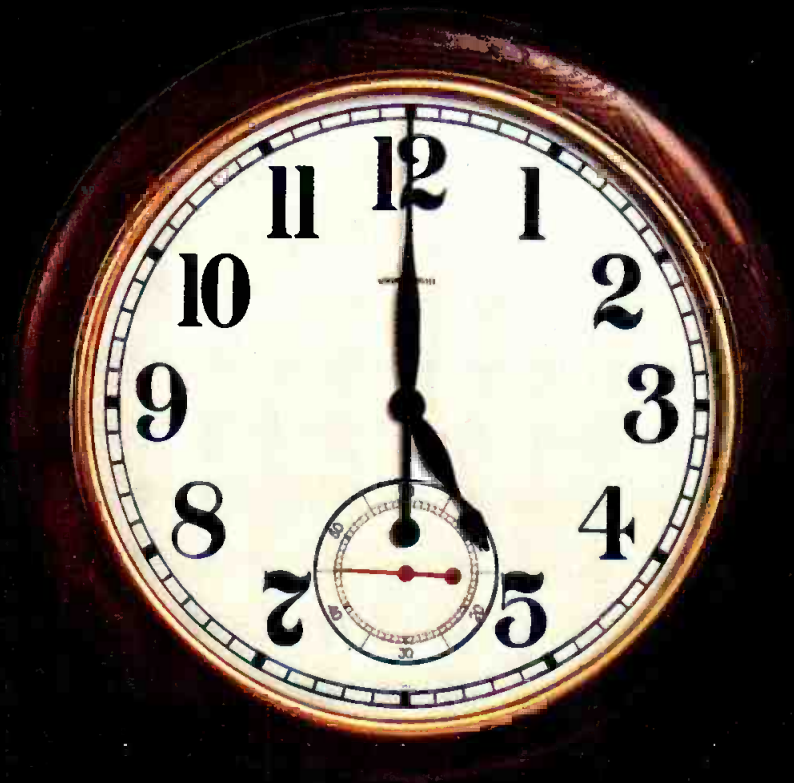
Seltel Inc. has resigned its representation of WQTV(TV) Boston, effective Feb. 28, and is considering "further action." Station, independent on channel 68, is behind in paying rep commissions, has been having financial difficulties and is operating with "skeleton crew." Three buyers, including Emerson College, are said to be considering purchase of troubled station. At least four other stations represented by rep firm are in position similar to WQTV, although rep has not dropped accounts yet.

## High price

Spanish International Communications Corp., whose license renewals were denied in initial decision by FCC administrative law judge (BROADCASTING, Jan. 13), is seeking "less drastic" alternative. Judge had suggested that "corporate restructuring" might do trick. And SICC, through negotiations with Mass Media Bureau, appears to be trying to work something out. In filing with FCC Review Board last week, SICC requested extension to April 9 of deadline to file appeal to "permit the orderly completion of pending settlement negotiations."

Word had it, however, that bureau is driving hard bargain: It's reportedly seeking settlement under which Rene Anselmo, SICC president and 24% owner, and Azcarraga family, Mexican media moguls who also own 20% of SICC, would divest their interests in licensee.

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## TMC promotes VCR's

The Movie Channel last week announced major programming and marketing changes to be introduced in June, including a new late night segment, *VCR Theater*, designed to encourage VCR owners to tape movies off the channel. The film industry was highly critical of TMC's plan to promote VCR taping, but declined to say what action, if any, it would take to block the move.

Peter Chernin, executive vice president, programming and marketing, Showtime/The Movie Channel Inc., detailed other planned moves for reporters in New York last week, including shifting the network from a monthly program schedule to a weekly one to reduce the number of movie repeats, often cited as a major complaint in viewer surveys. Under the new plan, 15 to 20 new movies (a mix of theatricals and made-fors) will be scheduled each week. The network will also introduce four to six on-air "hosts" to help establish an identity for TMC, much the way so-called VJ's or "video jockeys" have at MTV, said Chernin.

Movie start times will also be shifted one hour later, to 7, 9 and 11 p.m., from the current 6, 8 and 10 p.m., said Chernin, to coincide with the times that other pay services typically air their movies. That move is designed to enhance the appeal of TMC to multipay subscribers, who would have the option to "see a new movie every hour. It's more consumer friendly," he said.

Chernin also said TMC would increase the number of film festivals and movie marathons it offers and will also have a different movie every night of the week at 9 p.m. The network will also do more movie packaging, he said. For example, the *Hollywood Classics* segment seen one night each week will also be added as a strip during the day.

The new *VCR Theater* segment will air at 3 a.m. and will consist of one or more of "the day's best movies," said Chernin, or perhaps two movies that fit well together as part of a video collection. "It's television's first VCR programming event," said Chernin and the network will run marketing campaigns to encourage viewers to set their VCR's for 3 a.m. and tape the films while they sleep. "It will add value and utility for VCR owners" who account for 40% of TMC's subscriber homes, said Chernin. (The network estimates that's between 10% and 20% higher than most other pay services.) In August, TMC will launch a campaign (already test marketed) offering either one free month of TMC or two blank videocassettes to new VCR purchasers.

Chernin said last week that TMC had discussed its plans to target VCR users with the movie studios. "They squawked a little at first," he said. "But I think they understand they have a stake in our growth."

A spokesman for the Motion Picture Association of America took issue with Chernin's assessment. "We find it ironic," said MPAA's Jim Bouras, "that they have been complaining about people who are stealing their signals and then they turn around and

urge people to steal our programs." HBO unveiled a campaign in December that also urges cable subscribers to tape programs. According to Bouras, both HBO and TMC seem to be saying that "pay TV has stalled and the only way to revive it is to urge subscribers to appropriate programs belonging to other people."

Paramount, which has a long-term, exclusive licensing agreement with Showtime/TMC, also criticized TMC's proposed marketing plan. Promoting VCR taping not only hurts Paramount's home video market, said Michael Dragotto, the company's director, pay television sales and administration, "but also the aftermarket for network television and domestic syndication."

## More PPV

The single biggest problem facing the pay-per-view industry today is uncertainty over the ability of PPV providers to cope with billing and ordering by subscribers. That was the message of United Cable Television of Los Angeles President Bill Cullen during a panel session last Tuesday (March 4) on the technology's future.

"Cable operators are doubting Thomases about the bottom-line revenue potential of this business," contended Cullen, who is also president of the Southern California Cable Television Association, sponsor of the event. He also expressed the commonly felt concern that any increase in revenues via PPV might be offset by losses in pay cable income caused by cancellations.

"Amen!" shouted Falcon Communications President Marc Nathanson, a reactor on the panel and chief of the largest independent cable company in California. "It is naive to think that the [billing and ordering] problem will be solved within the next 12 months," as some panelists had suggested. "Operators have enough problems as it is keeping up with subscriber servicing."

Panel member Jeffrey Reiss, president and chief executive officer of Request Television, responded that PPV ventures like his will not place cable companies "in an either/or situation. You will keep both PPV and pay cable customers with our service." He compared operator resistance to a reluctance that prevailed 15 years ago during the early introduction of pay program services.

Lee Chaden, chairman and chief executive officer of The People's Choice Network, agreed with Reiss, terming PPV "a way to get and retain subscribers, not lose them."

A third panelist, World Video Library Senior Vice President Gerry Jordan, talked of his company's development of an "impulser" that lets subscribers place PPV orders with the push of a button. When the device is more widely available, he predicted, PPV will find easy acceptance by consumers and operators alike.

Flexibility and choice will play major roles in PPV's development, according to Telstar Channels President Steve Roberts, whose company will launch a four-channel PPV service later this year. He disclosed that one of the channels, an unscrambled promotion-

al channel, will be available beginning March 15 via satellite. Telstar, he said, will promote the top four to six theatrical films it will schedule each month on the three scrambled transponders through its "barker" channel. He estimated up to 80% of PPV revenues will be drawn from major films and special events.

Sid Amira, executive director of Event Television, predicted his PPV service will launch "in July or August" and said it has contracts clearing slightly more than one million addressable homes. "We're after the revenue lost to the home video business," said Amira.

The executive vice president and general manager of Showtime's PPV venture, Scott Kurnit, outlined the pay service's two-channel PPV strategy (see separate story). "Top titles with lots of frequency keep people out of the video store," he said, summarizing the Viewers Choice strategy. He cited early research suggesting video stores may lose 25% of their business to PPV, forcing release windows to move up.

## More Choices

Viewer's Choice, the national pay-per-view service of Showtime/The Movie Channel, will launch a second PPV channel in June via RCA's Satcom 3-R satellite, according to Scott Kurnit, executive director and general manager of the PPV venture. The new service, dubbed Viewers Choice 2, replaces limited videocassette distribution of "second channel" programming to some Showtime/TMC systems.

"More than half of the Viewer's Choice subscribers already receive the second channel via cassette," Kurnit explained at a Beverly Hills, Calif., news conference last Monday (March 3).

The new service will present a greater variety of theatrical titles plus "encore weeks" for blockbuster films. Cable systems with only one channel available will have the option of selecting titles from the new feed for their Viewers Choice 1 channel. Both channels will operate 24 hours a day, seven days a week, and will feature films from such major studios as Warner Bros., Paramount, 20th Century Fox, Columbia and MGM/UA.

Kurnit said the original service, launched last Nov. 26, currently has the capacity to reach just over 500,000 addressable homes and is contracted for systems serving an additional 300,000 homes. He pegged buy-rates at from 15% to 30% of available addressable homes. Kurnit declined to estimate how many systems would be able to add the second channel at present, conceding "it's definitely a futures business." Prices per movie, he said, would range from \$3.95 to \$4.95.

## Scrambled information

A consortium of California cable groups has formed the Scrambling Information Bureau to disseminate information about "the issues and economics involved in the scam-

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Boston, Ma	WLVI-TV	Jacksonville, Fl	WAWS-TV
Detroit, Mi	WXON-TV	Fresno, Ca	KMPH-TV
Dallas-Ft. Worth, Tx	KRLD-TV	Albuquerque, NM	KNMZ-TV
Washington, DC	WTTC	Des Moines, Ia	KDSM-TV
Houston, Tx	KRIV-TV	Green Bay, Wi	WGBA-TV
Cleveland, Oh	WUAB-TV	Rochester, NY	WUHF-TV
Pittsburgh, Pa	WPGH-TV	Omaha, Ne	KPTM
Seattle, Wa	KSTW-TV	Champaign, Il	WRSP-TV
Miami, Fl	WCIX	Spokane, Wa	KSKN
Minneapolis, Mn	KMSP-TV	Lexington, Ky	WLKT-TV
Atlanta, Ga	WGNX-TV	Chattanooga, Tn	WDSI-TV
Tampa, Fl	WFTS-TV	Johnstown, Pa	WTHX
St. Louis, Mo	KPLR-TV	Tucson, Az	KMSB-TV
Denver, Co	KWGN-TV	Columbia, SC	WOLO-TV
Sacramento, Ca	KRBK-TV	Huntsville, Al	WAAY-TV
Indianapolis, In	WXIN	Las Vegas, Nv	KVVU-TV
Portland, Or	KPTV	Burlington, Vt	WVNY-TV
Hartford, Ct	WTIC-TV	Fargo, ND	KVVR-TV
Phoenix, Az	KPHO-TV	Augusta, Ga	WAGT
Kansas City, Mo	KSHB-TV	Charleston, SC	WTAT-TV
Orlando, Fl	WOFL	Fort Myers, Fl	WFTX-TV
Cincinnati, Oh	WXIX-TV	Rockford, Il	WQRF-TV
Milwaukee, Wi	WVTV	Corpus Christi, Tx	KIII
Nashville, Tn	WCAY	Wichita Falls, Tx	KJTL
Charlotte, NC	WCCB	Montgomery, Al	WAKA
New Orleans, La	WNOL-TV	Beaumont, Tx	KBMT-TV
Buffalo, NY	WNYB-TV	La Crosse, Wi	WLAX
Salt Lake City, Ut	KSTU	Terre Haute, In	WBAK-TV
Greenville-Spart., SC-Ash., NC	WHNS-TV	Macon, Ga	WMGT-TV
Raleigh, NC	WLFL-TV	Greenwood-Grnv., Ms	WABG-TV
Memphis, Tn	WMKW	Laredo, Tx	KLDO-TV
San Antonio, Tx	KRRT	Jackson, Tn	WBBJ-TV
Norfolk, Va	WTVZ-TV	Wenatchee, Wa	KCWT

AVAILABLE FOR SYNDICATION FALL 1987.



# STIBUSTERS

bling of satellite television signals."

California Cable Television Association President Spencer Kaitz said the bureau's efforts will be directed at "cable subscribers and nonsubscribers, satellite dish owners and those who are planning to buy dishes." Its purpose, he added, is to explain why scrambling is occurring, clarify misconceptions about the practice and provide accurate information on costs involved. CCTA is a founding member of the new organization.

"A major impetus to this program has been the widespread misinformation we've seen disseminated about scrambling," added Margaret Durborow, chairman of the Southern California Cable Television Marketing Council, a bureau member. "Consumers are left awfully confused, especially if they are contemplating buying a dish."

Other founders of the Scrambling Information Bureau are the BayCable Group and San Diego Cable Television Cooperative, plus 360 cable operators and 20 program networks throughout the state.

### Choice viewing

The People's Choice pay-per-view firm says its service is now available to a nationwide network of hotels via Dynavision, a provider of satellite-fed TV programs to the lodging industry. The People's Choice offers movies shortly after their theatrical runs, before they become available on traditional pay cable. In participating hotels, guests electing to see a People's Choice movie pay for their selection at check-out.

Lee Chaden, chief executive of People's Choice, said the move should benefit all

sides. In addition to generating "significant revenues for our network and our motion-picture suppliers," Chaden said, "we believe that our affiliated cable systems will also benefit because hundreds of thousands of travelers [who] are being exposed, many for the first time, to the PPV concept. When these people return home, they can be expected to become PPV customers of their local cable systems."

Dynavision President Harry Perlow said his company "selected The People's Choice above other PPV networks because of the strength of its programming and because of its management's many years of cable TV experience." Among other services offered by Dynavision are CNN, ESPN and the Playboy Channel.

### Funny money

*Comic Relief*, an entertainment special featuring more than 50 stars, will be presented at the Universal Amphitheater in Los Angeles and live on HBO, Saturday, March 29, at 9 p.m.-midnight. Hosted by comedians Billy Crystal, Whoopi Goldberg and Robin Williams, the event will raise money for Comic Relief, a nonprofit organization dedicated to helping America's homeless. A 24-hour national toll-free telephone number for donations, 1-800-528-1000, will be flashed during the show. Murray Schisgal, co-writer of "Tootsie," will be among the writers contributing original material to the program, and comics participating will range from veterans Sid Caesar and Jerry Lewis to newcomers Pee-wee Herman, Michael J. Fox and the cast of HBO's *Not Necessarily the News*.



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## The Fifth Estate Broadcasting

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Scott Barrett, staff writer.

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

**The Franchise Gets Better All The Time!**

# HOUR MAGAZINE

**NO. 1 IN ALL THESE MARKETS!**

# 1 Abilene-Sweetwater	KRBC-TV	3:30 pm	# 1 Minneapolis	WCCO-TV	9:00 am
# 1 Albany, GA	WALB-TV	9:00 am	# 1 Mobile-Pensacola	WKRG-TV	9:00 am
# 1 Amarillo	KVII-TV	9:00 am	# 1 Nashville	WSMV	9:00 am
# 1 Bakersfield	KBAK-TV	9:00 am	# 1 Norfolk-Portsmouth	WTKR-TV	10:00 am
# 1 Billings	KULR-TV	4:00 pm	# 1 North Platte-Hayes	KNOP-TV	4:30 pm
# 1 Birmingham	WVTM-TV	8:00 am	# 1 Omaha	WOWT	3:00 pm
# 1 Burlington-Plattsburgh	WCAX-TV	9:00 am	# 1 Orlando	WCPX-TV	10:00 am
# 1 Cedar Rapids	KCRG-TV	9:00 am	# 1 Peoria	WMBD-TV	3:00 pm
# 1 Champaign-Springfield	WAND	3:00 pm	# 1 Pittsburgh	KDKA-TV	4:00 pm
# 1 Charlotte	WBTV	9:00 am	# 1 Providence	WJAR-TV	9:00 am
# 1 Chattanooga	WTVG	9:00 am	# 1 Quincy-Hannibal	WGEM-TV	4:00 pm
# 1 Dallas-Ft. Worth	WFAA-TV	9:00 am	# 1 Roanoke-Lynchburg	WDBJ-TV	9:00 am
# 1 Des Moines-Ames	KCCI-TV	4:00 pm	# 1 Rochester	WHEC-TV	5:00 pm
# 1 Evansville	WEHT-TV	4:00 pm	# 1 Rockford	WIFR-TV	3:00 pm
# 1 Flint-Saginaw	WNEM-TV	11:00 am	# 1 Sacramento	KCRA-TV	9:00 am
# 1 Ft. Myers	WINK-TV	9:00 am	# 1 Salt Lake City	KUTV	11:00 am
# 1 Greensboro-High Point	WFMY-TV	9:00 am	# 1 San Francisco	KPIX	3:00 pm
# 1 Greenville-Spartanburg	WSPA-TV	4:00 pm	# 1 Shreveport	KTBS-TV	3:00 pm
# 1 Harrisburg-Lancaster	WGAL-TV	10:00 am	# 1 Sioux City	KTIV	4:00 pm
# 1 Harrisonburg	WHSV-TV	10:00 am	# 1 South Bend	WSJV-TV	4:00 pm
# 1 Hartford	WFSB-TV	10:00 am	# 1 Spokane	KHQ-TV	3:00 pm
# 1 Idaho Falls-Pocatello	KIDK-TV	2:00 pm	# 1 St. Louis	KSDK	3:00 pm
# 1 Jackson, MS	WJTV	8:00 am	# 1 Syracuse	WTVH	9:00 am
# 1 Joplin-Pittsburg	KSNF-TV	9:00 am	# 1 Tampa-St. Petersburg	WTVT	4:00 pm
# 1 Lima	WLIO	5:00 pm	# 1 Terre Haute	WTHI-TV	9:00 am
# 1 Lincoln-Hastings	KHGI-TV	9:00 am	# 1 Tucson	KOLD-TV	3:00 pm
# 1 Louisville	WHAS-TV	12:30 pm	# 1 Tyler	KLTV	9:00 am
# 1 Madison	WKOW-TV	9:00 am	# 1 Washington	WDVM-TV	4:00 pm
# 1 Medford-Klamath Falls	KTVL	12:00 N	# 1 Wichita-Hutchinson	KSNW-TV	9:00 am
# 1 Milwaukee	WISN-TV	3:00 pm	# 1 Youngstown	WKBN-TV	9:00 am

Source: NSI November 1985

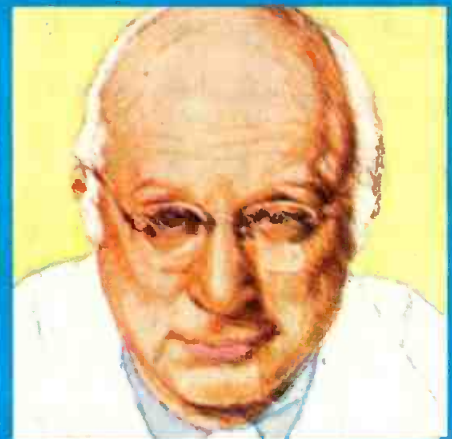
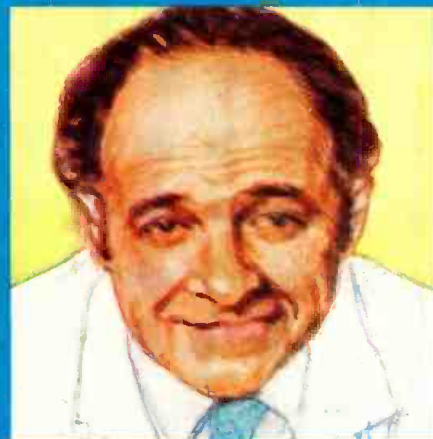
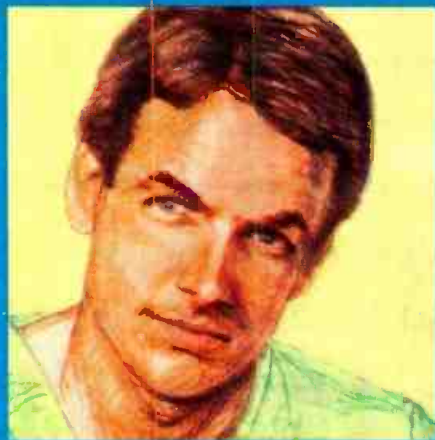
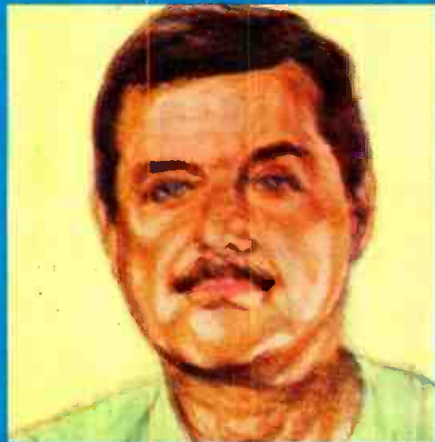
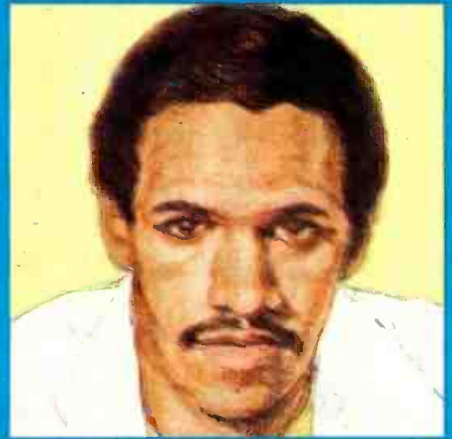


Host: Gary Collins

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MAGAZINE**

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**GROUP W  
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WESTINGHOUSE BROADCASTING AND CABLE, INC.





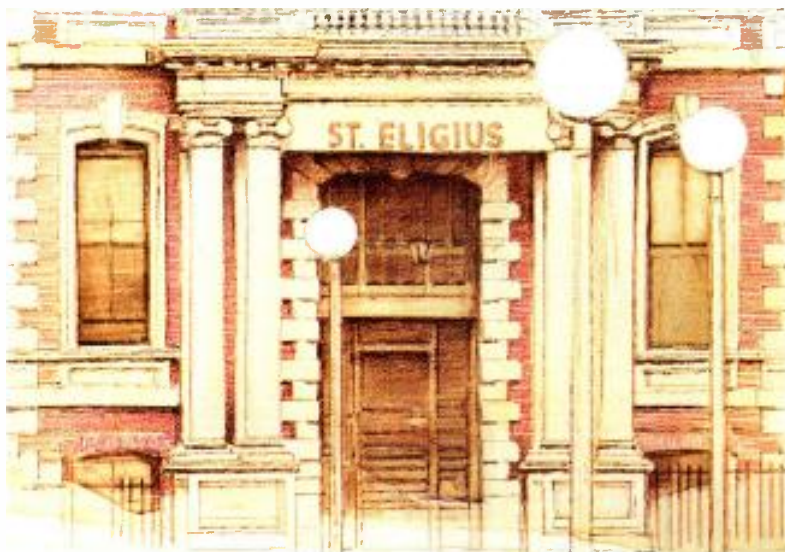
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Check your local books for the “St. Elsewhere” numbers that spot buyers check.

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TV ONLY

**Chrysler-Plymouth Dealer**

**Associations** □ TV campaign thanks public for its support by buying its automobiles. Flight began last week and will continue for up to six weeks in markets throughout country. Commercials will run in all time periods. Target: adults, 21-54. Agency: Bozell, Jacobs, Kenyon & Eckhardt, New York.

**DHL Worldwide Express** □ Advertiser will inaugurate campaign this week in 13 markets for four weeks as part of \$4.5-million effort during year. Commercials highlight firm's overseas document delivery service and will be presented in all dayparts. Target: men, 25-54. Agency: Ted Bates & Co., New York.

**Cancer Career Colleges** □ One-week push is set to begin in mid-March in 10 markets to attract students interested in learning medical and dental technology. Commercials will be slotted in daytime and fringe periods. Target: women, 18-

34. Agency: Bradmark Inc., Kansas City, Kan.

**Parts Industries Inc.** □ In its first major use of spot television, distributor of automobile parts will launch campaign in April for four weeks in about 25 markets, primarily in Southeast. Commercials will run in fringe, news and sports periods. Target: men, 18-34. Agency: direct by Parts Industries, Memphis.

**Lee Jeans** □ After three-month hiatus, advertiser will kick off four-week flight March 17 in 23 markets. Commercials will be presented in daytime, late-night and prime periods. Target: adults, 12-24. Agency: Bozell & Jacobs, Kenyon & Eckhardt, New York.

**Armour Frozen Foods** □ Five new menus in Armour Dinner Classics line are being promoted in five-week flight that began last week. Flight will air in 34 markets, including several in California and Florida, in early morning, early fringe, early news and late fringe

dayparts. Target: women, 25-54. Agency: Falon McEligot Rice, Minneapolis.

**Burlington Industries** □ Lee's Carpet launches campaign in mid-March in 15 major markets. Campaign will have four-week flight, two-week hiatus, and second two-week flight. Ads will run in all dayparts. Target: adults, 25-54. Agency: Warwick Advertising, New York.

RADIO ONLY

**Republic Express** □ Commuter airline will begin four-week flight in 17 markets in mid-April. Commercials will run in morning and evening drive times and in midafternoons. Target: adults, 25-54. Agency: Kolesar & Hartwell, Minneapolis.

**Tartan Corner** □ Men's and women's clothing and accessories chain will launch four-week campaign in mid-March in St. Louis and Memphis. Television flight is planned for late summer and early fall. Commercials will be carried in all dayparts. Target: adults, 25 and older. Agency: Batz Hodson Neuwoehner, St. Louis.

**Sea-First Bank** □ Advertiser launched month-long campaign on March 6. Campaign is using morning and evening drive times, as well as midday dayparts.

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Since starting this brokerage firm, I've had face-to-face conversations with many of the top radio group heads. Here's what I found out.

There are at least 20 times as many interested and qualified buyers than sellers.

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We'll present your secret to qualified buyers only. They'll meet you face-to-face, and do the deal in 36 hours or less. We guarantee it.

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**Frank Boyle & Co.**

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## Rep Report

WKFT-TV Raleigh-Durham, N.C.: To Independent Television Sales (no previous rep).

□

KEDS(AM)-KEZO(FM) Lincoln, Neb.: To Hillier, Newmark, Wechsler & Howard from Blair Radio.

□

KFKF-AM-FM Kansas City, Kan.: To Hillier, Newmark, Wechsler & Howard from Selcom Radio.

□

WTAX(AM)-WDBR(FM) Springfield, Ill.: To Christal Radio from Eastman Radio.

□

WJAX-FM Jacksonville, Fla.: To Christal Radio from Weiss & Powell.

□

WSTV(AM)-WRKY(FM) Steubenville, Ohio: To Regional Reps Corp. (no previous regional rep).

□

**Moving in Minneapolis.** Hillier, Newmark, Wechsler & Howard has moved its Minneapolis office to 1111 Third Avenue South, 55415. Phone remains same: (612)-339-2626.



**For the past 14 years, this has been the symbol of one of America's best TV stations. And now WCVB-TV, Channel 5 in Boston, has become a part of one of the best communications companies in the world---**

## **The Hearst Corporation.**

**With the two of us working together, we believe the best is yet to come.**

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• WISN-TV Milwaukee, WI • WTAE-TV Pittsburgh, PA • *Radio Stations* • WBAL-AM Baltimore, MD • WIYY-FM Baltimore, MD • WISN-AM Milwaukee, WI  
• WLTO-FM Milwaukee, WI • WHTX-FM Pittsburgh, PA • WTAE-AM Pittsburgh, PA • WAPA-AM San Juan, Puerto Rico.

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**Activities** Guide • Home Magazine • National Auto Research Publications • Today's Office **CABLE COMMUNICATIONS** Hearst Cablevision of California • Los Angeles, CA • Mapas, CA • Newark, CA • Santa Clara, CA • San Jose, CA • Cable Programming Network • Arts & Entertainment (a joint venture between Hearst/ABC Video Services and RCTV) • Lifetime (a joint venture between Hearst/ABC Video Services and Viacom International) **OTHER** ACTIVITIES Cal Graphics • Hearst Advertising Service • Hearst Feature Service • Hearst Metroline News • King Features Syndicate • King Features Entertainment • Reader Mail Inc.

**Bullish on Bozell.** Estimated \$45 million in billings of Merrill Lynch Pierce Fenner & Smith has moved to Bozell, Jacobs, Kenyon & Eckhardt from Young & Rubicam. Merrill Lynch spends heavily in television and, according to Television Bureau of Advertising, stock brokerage firm allotted more than \$40 million to TV in 1985. Other agencies in contention for account: N W Ayer, Dancer Fitzgerald Sample and Grey Advertising.

**Signing up.** Nielsen said more than 40 advertising agencies, including 16 of top 20, have signed new three-year agreements for continued subscription to its National Television Index rating service. Nielsen called renewals "significant vote of confidence" for major revisions and expansions planned for NTI service, which plans to incorporate sample of 1,000 people meters by next fall. Meanwhile, AGB Television Research, Nielsen's major competitor in race to launch full-scale national people meter service, said it had signed two more agencies—Ted Bates and Grey Advertising—in addition to Young & Rubicam and BBDO, which it signed earlier.

**Beaucoup spending.** Restaurant and fast-food chains spent more than \$1 billion on TV advertising in 1985 (\$1,087,743,400, to be exact), according to Television Bureau of Advertising. Expenditures rose by 17% over 1984 figures of \$929,754,700. Based on estimates supplied by Broadcast Advertisers Reports, figures show that advertisers spent \$415,772,900 on network TV and \$671,970,500 on spot. Top five advertisers are: McDonald's, \$392.8 million; Burger King, \$155.0 million; Wendy's, \$83.7 million; Kentucky Fried Chicken, \$75.3 million, and Pizza Hut, \$63.3 million.

**Interep's 1985 report card.** Analysis by Interep of contracts for 1985 at its owned radio representative companies shows that 38% of all spot avails requested were 25-54 age group on volume basis and 41% on dollar basis. However, 25-54 group was only 17% of network availabilities. Other performances on spot basis were 18-49/18-44, 20%; 25-49/25-44, 11%, and 18-34, 8%. On network basis, according to Interep, leader was teen-age group, 22%, followed by 18-49/18-44, 20%; 25-54, 17%, and 18-34, 17%. On selection of dayparts, AM drive led on spot basis with 30% while ROS (run of schedule) was most requested daypart category on network basis with 23%.

Ads are airing in Spokane, Takoma and Yakima, all Washington, and will continue until April 4. Target: adults, 25-54. Agency: Mogelgard & Associates, Seattle.

## RADIO AND TV

**Mid-America Chevrolet Dealers Association** □ Second-quarter campaign is scheduled to break in mid-



March in markets in Missouri and Illinois stressing theme, "You and me and my Chevy." Commercials will be placed in all dayparts. Target: adults, 21-49. Agency: Batz Hodgson Neuwboehner, St. Louis.

**MCI Telecommunications** □ Advertiser launches campaigns for various lengths for its long-distance service. Ads running in top 80 markets will be mainly first-quarter flights; some will be two quarters, some will run year-round. All day parts will be used. Three to four radio markets will be used. Target: women, 25-54. Agency: Ally & Gargano, Inc., New York.

# CONGRATULATIONS TO THE TV TIME-SALES INDUSTRY FOR 62 BRILLIANT DECISIONS.

Smart, successful companies are incredibly selective in their hiring. Before a decision is made, candidates are interviewed and re-interviewed, scrutinized, probed and evaluated.

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They knew how to package effectively and how to close. In short, it was obvious they could produce immediately.

If our pride seems excessive, remember that these 62 hiring decisions were not made by us. Demanding, competitive firms and stations like Katz, Seltel, MMT, Storer, WBAY-TV, WTXN-TV and KWGN-TV voted for our people in the most meaningful way possible, with their pocketbooks.

If you have a career that needs improving or a staff you want made more productive call about our various programs. Because the message is clear. Antonelli training pays. And we've got the references to prove it.



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# FORMAT 41\* REPORT CARD



The Arbitron\* Report cards are in and Transtar's Format 41<sup>SM</sup> is America's hottest format, focusing right on the money demographics.

Here are just a few examples. All stations listed carry Format 41<sup>SM</sup> via satellite at least 20 hours a day and all weekend.

**LOS ANGELES:**

KIQQ-FM From #30 adult 25-54 women to #3 after just 5 months on air.

**PROVIDENCE:**

WWLI-FM From 3.2 12+ share to 7.2. #1 adults 25-54.

**MIAMI-FT. LAUDERDALE:**

WJQY-FM #1 adult 25-54 women for 3rd book in a row-12+ from 4.0 to 4.2.

**GREENSBORO-HIGH POINT:**

WOJY-FM 5.6 to 9.3 12+, #2 women 25-54.

**DETROIT:**

WLTI-FM Just started on the satellite and up from 1.8 to 2.9 12+ ... all in adults.

**MILWAUKEE:**

WLTQ-FM 12+ share: 1.9 to 4.1 adults 25-49: 2.7 to 7.1 share (13th to 4th place).

**RALEIGH-DURHAM:**

WYLT-FM 2.7 to 6.5 12+ share-women 25-54 from 3.5 to 9.9.

**SALT LAKE CITY:**

KMGR-FM Debuts at 2.7 12+ share (jumps 11 rank positions). Up 24th to 7th adults 25-54.

Transtar formats include Format 41<sup>SM</sup>, Adult Contemporary, Country, and now "The Oldies Channel.<sup>SM</sup>"  
Format 41<sup>SM</sup> is already gone or reserved in many markets, but it may still be available in yours.

To find out, write or call today. 1-800-654-3904 (California 1-800-962-4653)

Please send me a Format 41<sup>SM</sup> air-check & brochure.

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Station: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Send To: Transtar Radio Network, Inc. 6430 Sunset Blvd., Suite 401 Los Angeles, California 90028

# TRANSTAR

**The Quality Satellite Network**

\*Fall 1985 Arbitron. AQH Share, 6A-12M, Mon-Sun, MSA.

\*Service mark of Transtar Radio Network, Inc.

## This week

**March 9-11**—West Virginia Broadcasters Association spring meeting. Holiday Inn, Parkersburg, W. Va.

**March 11**—International Radio and Television Society "Second Tuesday" seminar. Topic: daytime network television. Panelists: Michael Brockman, CBS Entertainment; Giraud Chester, Goodson-Todman Productions; Jo Ann Emmerich, ABC Entertainment; Joseph Hardy, *Ryan's Hope*, and Diane Seaman, NBC-TV. Moderator: Warren Boorum, ABC-TV, Viacom Conference Center, New York.

■ **March 11**—Society of Satellite Professionals monthly meeting on topic of international satellite television programming. Speaker: Gary Worth, president, Brightstar Communications. Sheraton Miramar hotel, Santa Monica, Calif. Information: (213) 470-9245.

**March 11**—Ohio Association of Broadcasters Akron/Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

**March 11**—National Academy of Television Arts and Sciences, New York chapter, luncheon, featuring J. William Grimes, president and chief executive officer, ESPN. Copacabana, New York.

**March 11**—Women in Cable, New York chapter, meeting. Topic: Investing in cable stocks. HBO Media Center, New York. Information: Rita Elix, (212) 661-4500.

**March 11**—Society of Satellite Professionals, Southern California chapter, meeting. Speaker: Gary Worth, president, BrightStar Communications. Sheraton Miramar, Santa Monica, Calif. Information: Ruth Macy, (213) 451-9851.

**March 11**—Media Research Club of Chicago monthly meeting. Speaker: Karen Dixon-Ware, media manager,

■ Indicates new entry

McDonald's restaurants. Lawry's on Ontario, Chicago.

**March 12**—American Women in Radio and Television Commendation Awards luncheon. Honorary chairpersons: Barbara Walters, ABC, and Helen Hayes, actress. Waldorf Astoria, New York. Information: (212) 664-2003.

**March 12**—"Lobbying," panel sponsored by American Women in Radio and Television, Washington chapter. National Association of Broadcasters, Washington.

**March 12-15**—National Association of Broadcasters and Radio-Television News Directors Association seminar-retreat, "News and Team Management," for general managers and news directors. Innisbrook Resort and Conference Center, Tarpon Springs, Fla.

**March 13**—"Fiber Optics vs. Satellites," seminar in "Communications Forum" sponsored by Massachusetts Institute of Technology. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

■ **March 13**—Northern California Broadcasters Association agency day luncheon, honoring Young & Rubicam. Trader Vic's restaurant, San Francisco.

**March 13-15**—"Television as a Social Issue: Realities and Visions," conference sponsored by Society for Psychological Study of Social Issues, underwritten by CBS. Sheraton Center, New York. Information: SPSSI, P.O. Box 1248, Ann Arbor, Mich., 48106.

**March 14**—National Association of Telecommunications Officers and Advisors regional conference. Grenlefe hotel, Dallas. Information: (202) 626-3250.

**March 14**—Ohio Association of Broadcasters Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

**March 15**—Texas Cable TV Association annual meeting. Convention Center, Dallas.

**March 15-18**—National Cable Television Association

and Texas Cable Television Association combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

## Also in March

**March 17**—National Academy of Cable Program System ACE awards ceremony, during National Cable Television Association convention (see above). Dallas Convention Center theater. Information: Susan Detwiler, NCTA, (202) 775-3611.

**March 17**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by Michigan State University. Information: Kay Ingram, WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

**March 17-19**—Advertising Research Foundation annual conference. Speakers include Roger Smith, chairman of General Motors, and David Oglivy, founder of Oglivy & Mather Advertising. New York Hilton. Information: (212) 751-5656.

**March 18**—Television Bureau of Advertising regional sales conference. Red Lion Sea Tac, Seattle.

**March 18**—Presentation of 26th annual International Broadcasting Awards, sponsored by Hollywood Radio and Television Society. Century Plaza, Los Angeles.

**March 19**—Seminar (eight sessions) on setting up and managing video department, with or without in-house studio, sponsored by Global Village, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

**March 19**—National Academy of Television Arts and Sciences, New York chapter, luncheon, featuring Pat Robertson, president, Christian Broadcasting Network and CBN Cable Network. Copacabana, New York.

■ **March 19**—American Women in Radio and Television, Western New York chapter, meeting, "Marketing

**March 15-18**—National Cable Television Association and Texas Cable Television Association combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

**April 12-16**—National Association of Broadcasters 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

**April 13-17**—National Public Radio annual convention. Town and Country hotel, San Diego.

**April 24-29**—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

**April 27-29**—Cabletelevision Advertising Bureau fifth annual conference. Sheraton Center, New York.

**April 27-30**—Public Broadcasting Service/National Association of Public Television Stations annual meeting. Loew's L'Enfant Plaza hotel, Washington.

**April 27-30**—Broadcast Financial Management Association/Broadcast Credit Association 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

**May 14-17**—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 18-21**—CBS-TV annual affiliates meeting. Century Plaza hotel, Los Angeles.

**May 21-25**—American Women in Radio and Television 35th annual convention. Westin Hotel Galleria, Dallas.

**June 2-5**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

**June 8-11**—NBC-TV annual affiliates meeting. Hy-

## Major Meetings

att Regency, Maui, Hawaii.

**June 11-15**—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

**June 14-18**—American Advertising Federation national convention. Grand Hyatt, Chicago.

**June 19-22**—NATPE International second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

**June 22-25**—Cable Television Administration and Marketing Society annual convention. Westin Copley Plaza, Boston.

**July 20-22**—Eastern Cable Show, sponsored by Southern Cable Television Association. Atlanta Market Center, Atlanta.

**Aug. 26-29**—Radio-Television News Directors Association international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

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

**Sept. 19-23**—11th International Broadcasting Convention, sponsored by Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers and Royal Television Society. Metropole conference and exhibition center, Brighton, England.

**Oct. 2-5**—Association of National Advertisers annual convention. Homestead, Hot Springs, Va.

**Oct. 14-16**—Society of Broadcast Engineers national convention. St. Louis Convention Center, St. Louis.

**Oct. 24-29**—Society of Motion Picture and Television Engineers 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center, Oct. 14-19, 1988, Jacob Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

**Nov. 17-19**—Television Bureau of Advertising 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

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

**Jan. 23-27, 1987**—NATPE International 24th annual convention. New Orleans Convention Center, New Orleans.

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

**Feb. 6-7, 1987**—Society of Motion Picture and Television Engineers 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Feb. 7-10, 1987**—Seventh annual Managing Sales Conference, sponsored by Radio Advertising Bureau. Hyatt Regency, Atlanta.

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

# Quick! What do all these great shows have in common?



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for Broadcasters: The Scales Aren't Tipped in Your Favor." Hyatt Regency hotel, Buffalo, N.Y.

**March 20**—*Television Bureau of Advertising* regional sales conference. Sheraton Palace, San Francisco.

**March 20**—"Engineering for Producers," seminar sponsored by *International Television Association, Philadelphia chapter*. Bell of Pennsylvania, Philadelphia. Information: (215) 546-1448.

**March 20**—*International Radio and Television Society* newsmaker luncheon. Speaker: New York Governor Mario Cuomo. Waldorf-Astoria, New York.

**March 21**—Deadline for entries in eighth annual Windy Awards, for excellence in creative use of radio as advertising medium, sponsored by *Radio Broadcasters of Chicago*. Information: Megan Bueschel, (312) 263-2500.

■ **March 21-22**—*Oklahoma AP Broadcasters* annual convention and awards banquet. Marriott, Oklahoma City.

**March 23**—*Academy of Television Arts and Sciences* installation ceremony for Television Academy Hall of Fame. Santa Monica Civic Auditorium, Santa Monica, Calif.

**March 25**—29th annual New York area Emmy awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Grand Hyatt New York. Information: (212) 765-2450.

**March 25**—*Television Bureau of Advertising* regional sales conference. Amfac East-Airport, Dallas.

**March 26**—*Illinois Broadcasters Association* seminar at Illinois State University. Normal, Ill.

**March 26**—Time buying and selling seminar, co-sponsored by *International Radio and Television Society and Station Representatives Association*. Bankers Trust, New York.

**March 26**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael J. Fuchs, chairman and chief executive officer, HBO. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

**March 27**—*Television Bureau of Advertising* regional sales conference. Denver Marriott City Center, Denver.

**March 27**—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Sheraton Washington hotel, Washington.

**March 27**—*National Academy of Television Arts and Sciences, New York chapter*, dinner meeting, "Stunt People." Copacabana, New York.

**March 28-29**—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**March 31**—Deadline for entries in fifth annual *International Radio Festival of New York*, competition for radio advertising and programming. Information: (914) 238-4481.

**March 31**—Deadline for entries to "Summer '86 Student Internship Program" sponsored by *Academy of Television Arts and Sciences*. Information: (818) 506-7880.

## April

**April 1**—*Television Bureau of Advertising* regional sales conference. Westin, Cincinnati.

**April 1**—*Pennsylvania Association of Broadcasters* 21st annual Gold Medal dinner, featuring presentation of Gold Medal Award to entertainer Dick Clark. Adams Mark hotel, Philadelphia.

**April 2**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Thomas Burchill, president and chief executive officer, Lifetime. Copacabana, New York.

**April 2**—Eighth annual Windy Awards dinner, sponsored by *Radio Broadcasters of Chicago*. Hyatt Regency, Chicago. Information: (312) 263-2500.

**April 2**—"Shooting for the Edit," seminar sponsored by *International Television Association, Philadelphia chapter*. Pennwalt Corp., Philadelphia. Information: (215) 546-1448.

**April 2**—Time buying and selling seminar, co-sponsored by *International Radio and Television Society and Station Representatives Association*. Bankers Trust, New York.

**April 2-3**—*Illinois Broadcasters Association* spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

**April 2-3**—*National Alliance for Women in Communications Industries* first conference. Capitol Hill Hyatt, Washington. Information: (202) 293-1927.

**April 2-4**—*Indiana Broadcasters Association* spring conference. Fourwinds Clarion Resort, Bloomington, Ind.

**April 2-5**—*Television Bureau of Advertising* board of directors meeting. Virgin Grand, Virgin Islands.

**April 3**—*Television Bureau of Advertising* regional sales conference. Hyatt Regency, Atlanta.

■ **April 4**—"Media Freedom and Accountability," public conference sponsored by *Gannett Center for Media Studies and University of Minnesota's Silha Center for Media Law and Ethics*. Kellogg Conference Center, Columbia University's School of International Affairs, New York. Information: (212) 280-8392.

**April 4-5**—*Radio-Television News Directors Association* region eight meeting with West Virginia UPI. West Virginia University, Morgantown, W. Va. Information: Bob Brunner, (304) 697-4780.

**April 4-5**—*Radio-Television News Directors Association* region 11 conference/awards luncheon. Holiday Inn-Downtown, Portland, Me. Information: Jeff Marks, (207) 772-0181.

**April 5**—*Radio-Television News Directors Association* region six state meeting/awards luncheon. Columbia, Mo.

■ **April 5**—*Radio-Television News Directors Association* region nine meeting with Alabama AP. Gulf Shores convention center, Gulf Shores, Ala. Information: (504) 529-4444.

**April 7-10**—Infocom '86, sponsored by *Institute of Electrical and Electronics Engineers*. Sheraton Bal Harbour hotel, Miami.

■ **April 8**—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "Women in Electronic Communications—A Progress Report." Panelists include Jacqueline Smith, Capcities/ABC; Geraldine Laybourne, Nickelodeon; Ellen Hulleberg, McGavren-Guild Radio; Joan Lunden, ABC's *Good Morning*,

*America*, abd Joan Hamburg, WOR(AM) New York. Viacom Conference Center, New York.

**April 8**—*Television Bureau of Advertising* regional sales conference. Sheraton New Orleans.

**April 8**—*Women in Cable, New York chapter*, meeting. HBO Media Center, New York. Information: (212) 661-4500.

**April 9**—"Radio: In Search of Excellence," session in "Women at the Top" series sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 347-5412.

**April 9**—*National Academy of Television and Sciences, New York*, luncheon, featuring Terrence Elkes, president and chief executive officer, Viacom International. New York.

**April 9**—Time buying and selling seminar, co-sponsored by *International Radio and Television Society and Station Representatives Association*. Bankers Trust, New York.

**April 9**—50th anniversary presentation of *Ohio State Awards*. National Press Club, Washington. Information: (614) 422-0185.

**April 9-13**—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Speakers include Eddie Fritts, president, National Association of Broadcasters, and William Banowsky, president, Gaylord Broadcasting Co. Sheraton Park Central hotel and towers, Dallas.

**April 10**—*Television Bureau of Advertising* regional sales conference. Ramada hotel, O'Hare Airport, Chicago.

**April 10**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Grant Tinker, chairman, NBC. Beverly Wilshire, Los Angeles. Information: (818) 769-4313.

**April 11**—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

**April 11-13**—*National Association of Black Owned Broadcasters* 10th annual spring broadcast management conference, "Getting On Top and Staying There." Loews Anatole hotel, Dallas. Information: (202) 463-8970.

■ **April 12**—*Radio-Television News Directors Association* region one conference/awards luncheon. Spokane, Wash. Information: (503) 222-9921.

**April 12-16**—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center.

**April 13-17**—*National Public Radio* annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

**April 15**—*Broadcast Pioneers* annual breakfast, during NAB convention, Dallas.

**April 15**—*Television Bureau of Advertising* regional sales conference. Americana Inn, Albany, N.Y.

**April 15**—Deadline for entries for National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association and American Psychological Foundation*. Information: (202) 955-7710.

■ **April 15**—*Pennsylvania Cable Television Association* third annual state legislative conference. Marriott Inn, Harrisburg, Pa.

**April 16-20**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference for journalists and student journalists from California, Arizona, Nevada and Hawaii. Sheraton Princess Kaiulani hotel, Honolulu. Information: (808) 536-5510.

**April 17-18**—35th annual Broadcast Industry Conference, sponsored by *San Francisco State University's Broadcast Communication Arts department*. University campus, San Francisco. Information: (415) 469-1148.

**April 17-19**—*Pratt Center for Computer Graphics in Design* seminar. Mark Hopkins, San Francisco.

**April 18**—*National Association of Telecommunications Officers and Advisors* regional conference. American hotel, Atlanta. Information: (202) 626-3250.

**April 18**—*Television Bureau of Advertising* regional sales conference. Crystal City Marriott, (Arlington, Va.) Washington.

**April 18-20**—*Kentucky Cable Television Association*.

# Answers. Contacts. Background.

Have a question about Phillips Petroleum? Or the energy industry? These public relations specialists can get answers for you:

Bill Adams (918) 661-5224  
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**"THE BEACHCOMBERS"**  
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general membership meeting. Ramada Inn, Maysville, Ky.

**April 18-20**—*Society of Professional Journalists, Sigma Delta Chi*, region two spring conference. Quality Inn Commonwealth, Richmond, Va.

**April 18-21**—Presentation of fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Awards ceremony to be held during *National Council on Alcoholism* convention. St. Francis hotel, San Francisco. Information: (206) 282-1234.

**April 18-20, 22-27**—*Global Village* 12th annual documentary festival. Grants are made by *New York State Council on the Arts* and *National Endowment for the Arts*. Global Village is nonprofit video resource center.

Public Theater, New York. Information: (212) 966-7526.

**April 21**—Telecast of Academy of Television Arts & Sciences "Television Hall of Fame." NBC-TV.

**April 22**—"Audio Location Recording Techniques," seminar sponsored by *International Television Association, Philadelphia chapter*. Philadelphia Electric Co., Philadelphia. Information: (215) 546-1448.

**April 22**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**April 22-24**—*Television Bureau of Advertising* management seminar, "Marketing Your Station for Success." TVB headquarters, New York.

**April 22-25**—"Videographics" seminar, sponsored by *Poynter Institute*, nonprofit educational institution. In-

stitute building, 801 Third Street South, St. Petersburg, Fla. Information: (813) 821-9494.

**April 23**—Presentation of fourth annual Lowell Thomas Award for excellence in broadcast journalism, sponsored by *Marist College*. Poughkeepsie, N.Y. Heimsley Palace. New York. Information: (914) 471-3240.

**April 23-27**—Fourth annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Omni International hotel, Miami.

**April 24**—*Illinois Broadcasters Association* seminar at Southern Illinois University, Carbondale, Ill.

**April 24-29**—22nd annual *MIP-TV*, international television program market, Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

**April 25-27**—*National Federation of Local Cable Programmers* Southwest regional conference. Sheraton Crest hotel, Austin, Tex.

■ **April 25-27**—*Texas AP* 25th annual awards banquet and convention. Marriott, Corpus Christi, Tex.

■ **April 26**—*National Hispanic Media Conference*, sponsored by Hispanic Academy of Media Arts and Sciences, National Association of Hispanic Journalists,

## Stay Tuned

A professional's guide to the intermedia week (March 10-16)

**Network television** □ **ABC:** *Between Two Women* (drama), Monday 9-11 p.m.; *The Barbour Report\** (weekday comedy/variety series), Monday midnight-12:35 a.m.; "Blue Thunder" (action), Sunday 9-11 p.m. **CBS:** *The Twelfth Annual People's Choice Awards* (live), Tuesday 9-11 p.m.; *Kraft Salutes the Magic of David Copperfield... In China* (entertainment special), Friday 8-9 p.m.; *If Tomorrow Comes* (three-part mini-series), Sunday 8-11 p.m., continuing next Monday and Tuesday, 9-11 p.m. **NBC:** *Dress Gray* (two-part mini-series), concluding Monday 9-11 p.m.; *Talk Back to NBC* (viewer feedback special), Sunday 7-8 p.m. **PBS** (check local times): *The Spencer Tracy Legacy: A Tribute By Katharine Hepburn* (profile), Monday 9-10:50 p.m.; *Al Jarreau: Live in London* (concert), Tuesday 9-9:50 p.m.; *Jerusalem: Within these Walls* (culture), Wednesday 8-9 p.m.; *W.C. Fields Straight Up* (profile), Wednesday 9-10:50 p.m.; *Sands of Time* (nature special), Thursday 8-8:50 p.m.; *Follies in Concert* (musical), Thursday 9-11 p.m.; *An Evening with Barbara Cook* (music special), Friday 10:30-11:23 p.m.; *Benny Goodman—Let's Dance—A Musical Tribute*, Saturday 9-10:50 p.m.; *Gala of Stars 1986* (entertainment special), Sunday 8-11 p.m.

**Cable** □ **Arts & Entertainment:** "The Woman in White" (five-part mystery), beginning Tuesday 8-9 p.m.; *Keystone* (musical comedy), Tuesday 9 p.m.-midnight; "Lucky Jim" (comedy), Friday 8-9:40 p.m.; "Against the Wind" (thriller), Saturday 10 p.m.-midnight. **Bravo:** "The Competition" (romance), Monday 8-10:05 p.m.; *Miles Davis* (musical performance), Monday 10:30-11:30 p.m.; *Divine Sarah* (profile), Wednesday 9-10:27 p.m.; "Fanny & Alexander" (foreign film), Friday 8-11:11 p.m. **CNN:** *The End of Eden* (documentary), Thursday 8:05-10:05 p.m. **HBO:** "Desperately Seeking Susan" (comedy), Saturday 8-10 p.m. **Lifetime:** *Against the Wind* (five-part drama), Monday, Wednesday and Friday 4-7 p.m., Tuesday and Thursday 4-6 p.m. **The Movie Channel:** "Around the World in 80 Days" (adventure), Monday 8-11 p.m.; "Amarcord" (Italian film), Tuesday 10 p.m.-12:15 a.m.; "The Goodbye Girl" (romance), Friday 8-10 p.m.; "The Third Man" (drama), Saturday 7-9 p.m. **The Playboy Channel:** *Who Dares Wins* (British comedy), Friday 8-8:30 p.m. **Showtime:** *Stand By Me: A Portrait of Julian Lennon* (concert/interview), Friday 8-9 p.m.; *John Lennon Live in New York* (concert), Friday 9-10 p.m. **WTBS(TV) Atlanta:** *Under the Baobab Tree: A Discussion of Africa Today* (panel discussion), Thursday 10:05-11:05 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *James Dean: The Television Work*, screenings of 25 live television performances, through April 29. *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. Information: (212) 752-4690, ext. 33.

**The National Jewish Archive of Broadcasting** (1109 Fifth Avenue, New York) □ *Music in March*, hour-long virtuoso performances from the Jerusalem Music Centre, continuing with "Arthur Rubenstein in Rehearsal," Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

Note: All times are NYT. Asterisk denotes series premiere.



"Jerusalem: Within These Walls" on PBS

## Errata

March 3 "Closed Circuit" on the high-definition television activities of French and Dutch governments inadvertently omitted phrase from final sentence. Sentence should have read: "**Two nations are thought to be organizing continental campaign to fight standard prior to its final consideration at meeting of international standards body, CCIR, next May.**"

□  
Caption for Coke story in March 3 issue should have read "**Merv Griffin's Wheel of Fortune.**" Merv Griffin Enterprises produces *Wheel of Fortune*, which is distributed by King World.

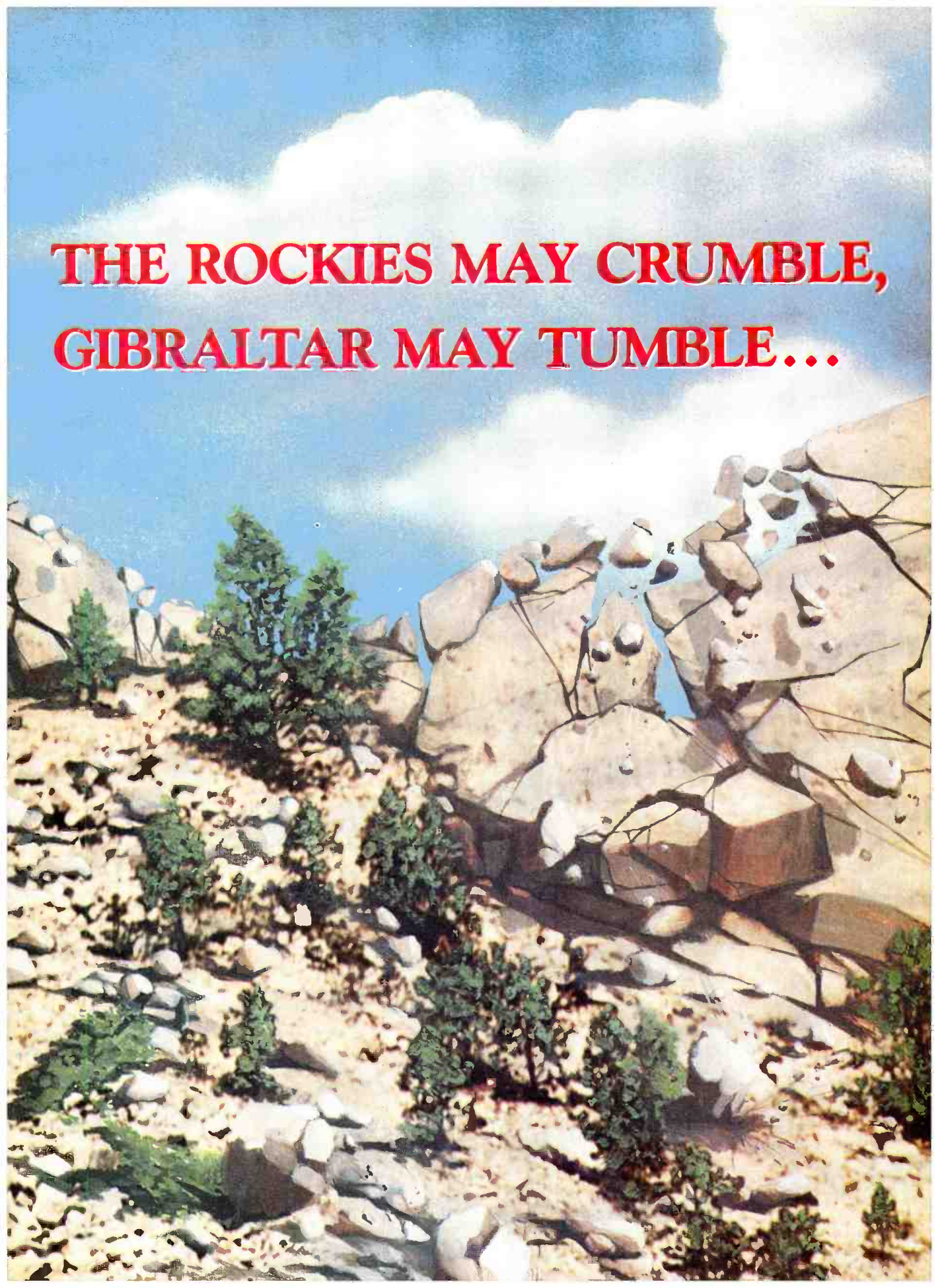
□  
Disk jockey **Don Cox works for WINZ-FM Miami**, not WHY(FM) Miami, as reported in March 3 "Riding Gain" item on *NBC Nightly News* report alleging current widespread use of payola.

□  
In "Syndication Marketplace" item on Television Program Enterprises' *You Write the Songs* in Feb. 24 issue, **largest market cleared is kcbs-TV Los Angeles**, not wcbs-TV New York.

□  
"In Brief" box in March 3 issue concerning **February sweeps** contained two errors. ABC and CBS did not tie for sweep win as mentioned in first and third paragraphs; **NBC and CBS tied**. Arbitron ratings are not based on national Nielsen ratings, as mentioned in third paragraph. Arbitron sweep averages given at end of sweeps are running average of Nielsen sweep rating for Arbitron sweep period (Jan. 29-Feb. 25), which differs from Nielsen period by one day.

□  
In New York Mets baseball capsule in March 3 issue, last name of **vice president and general manager of WOR-TV New York** was misspelled. It should have read **Peter Leone**.

**THE ROCKIES MAY CRUMBLE,  
GIBRALTAR MAY TUMBLE...**





**BUT OUR  
ARE**

**THE JEFFERSONS**

**STILL STANDING THE TEST OF TIME PERIODS.**

**LAUGHS  
HERE TO STAY!**



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National Association of Hispanic Publications and Florida Association of Hispanic Journalists. Omni International hotel, Miami. Information: (818) 509-1066.

**April 27-29**—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Centre, New York.

**April 27-30**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

**April 27-30**—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles.

**April 27-30**—*Telecommunications Policy Research Conference* 14th annual meeting. Airlie House, Airlie, Va. Information: (212) 431-2160.

**April 27-30**—*Washington State Association of Broadcasters* annual conference. Pan Pacific Vancouver hotel, at Canadian Pavilion, Vancouver hotel, Vancouver, B.C.

## May

**May 1**—*Illinois Broadcasters Association* sales managers seminar. Pere Marquette, Peoria, Ill.

**May 1**—*Connecticut Broadcasters Association* spring sales and management seminar. Sheraton Waterbury, Waterbury, Conn. Information: (203) 775-1212.

**May 1-2**—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconferencing Network*. George Washington University, Washington. Information: (405) 624-5191.

**May 1-3**—*National Translator Association* convention. Capri Hotel Plaza, Denver. Information: Fern Bi-beau, (505) 243-4411.

**May 4-5**—*Minnesota Broadcasters Association* spring convention and sales seminar. Thunderbird motel, Bloomington, Minn.

**May 4-7**—*Central Educational Network* annual conference. Presentation by FCC Commissioner James Quello. Amway Grand Plaza hotel, Grand Rapids, Mich.

**May 7**—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York.

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

**May 7-8**—*Ohio Association of Broadcasters* spring convention. Stouffer Inn on the Square, Cleveland.

**May 7-10**—First International Music & Media Conference with music video festival and marketplace, sponsored by *Golden Rose of Montreux* and *European Music Report*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

**May 7-14**—26th *Golden Rose of Montreux Festival*, competition "open to light entertainment programs (music, comedy, variety)," which may be submitted by independent producers and national broadcasting organizations. Organized by *Swiss Broadcasting Corp.* and *City of Montreux*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

**May 11-14**—*Advertising Checking Bureau* meeting. Scottsdale Conference Resort, Scottsdale, Ariz. Information: (212) 685-7300.

**May 11-15**—*National Computer Graphics Association* seventh annual conference and exposition. Anaheim Convention and Exposition Center, Anaheim, Calif. Information: (703) 698-9600.

**May 12-15**—*Canadian Cable Television Association* annual convention. Vancouver hotel and Hyatt Regency, Vancouver, British Columbia. Information: (613) 232-2631.

**May 13**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

**May 14**—Session on engineering, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington.

**May 14**—"Producing on a Shoestring," seminar sponsored by *International Television Association, Phila-*

*delphia chapter*. Hospital of the University of Pennsylvania, Philadelphia. Information: (215) 546-1448.

**May 14**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**May 14-17**—*American Association of Advertising Agencies* 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 16-18**—*NBC* promotion executives conference. Sheraton Premiere hotel, Los Angeles.

**May 17-21**—*Fifth International Conference on Television Drama*, featuring presentations on drama, advertising, children's programming and international television, and presentation of Frederick I. Kaplan Prize. Michigan State University, East Lansing, Mich. Information: (517) 355-4666.

**May 18-20**—*Concert Music Broadcasters Association* conference. Westin hotel, Washington.

**May 18-21**—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

**May 19**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Frank G. Wells, president and chief operating officer, Walt Disney Co. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

**May 21-25**—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

**May 25-27**—High-definition TV conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif.

**May 25-31**—*Seventh Banff Television Festival*. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

**May 29-31**—*Television Bureau of Advertising* sales staff meeting. Stouffer hotel, White Plains, N.Y.

## June

**June 1-4**—International summer consumer electronics show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

**June 2-3**—*Pratt Center for Computer Graphics in Design* seminar. Grand Hyatt, New York.

**June 2-5**—*ABC-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

**June 4-5**—*Illinois Broadcasters Association* trip to Washington.

**June 4-12**—*Prix Jeunesse International*, children's and youth programing competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

**June 8-11**—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

**June 10**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

**June 10-12**—Fifth annual *International Radio Festival of New York*. Sheraton Center, New York. Information: 246 West 38th Street, New York, N.Y., 10018; (914) 238-4481.

**June 11**—Session on sales and marketing, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

**June 11**—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

**June 11-15**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas.

**June 12-15**—*Society of Cable Television Engineers* annual engineering conference and Cable-Tec Exposition. Phoenix Convention Center, Phoenix. Information: (215) 363-6888.

**June 12-15**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

**June 13-14**—Third annual *BROADCASTING-Taishoff* seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation* with grant from *BROADCASTING-Taishoff Foundation*, honoring memory of Sol Taishoff, founder of *BROADCASTING* magazine. ABC News building and Mayflower hotel, Washington.

### ADMIRALTY COURT SALE By Order of the Admiralty Marshal

Pursuant to a Commission of Appraisalment and Sale from the Admiralty Court of the High Court of Justice

#### m.v. "COMMUNICATOR" (Panamanian flag) — Floating Radio Station ("LASER 558") —

**BUILT:** 1955 by Abeking & Rasmussen, Lemwerder.  
**CLASS:** Germanischer Lloyds + 100A4E + MC - Special Survey 1/1982.  
**TONNAGE:** About 489 tons gross. About 218 tons nett.  
**DIMENSIONS:** About 56.95 m. OA X 8.95 m. X 5.34 mld; about 3.167 m. draft.  
**HOLDS:** 2 holds.  
**MACHINERY:** Vee Oil 4 SCSA 8 cyl. 320 mm X 450 mm stroke, K-H-Deutz diesel - 600 BHP at 345 RPM.  
**REMARKS:** Converted from General Cargo/Survey Research vessel. Two broadcasting antennae 1 - 39.65 m., 1 - 33.55 m. height. 5 cabinets containing 2 transmitters. One TV room. One derrick 6T. Bridge and machinery aft. Two fully equipped production studios.  
Transmission equipment includes:  
2 CSI T2 5A 25KW AM super modulation transmitters.  
1 Combiner changeover unit (tuned to 729 KHZ).  
1 CSI 37KW dummy load.  
1 Aerial tuning unit coil.  
2 Power supply units.  
3 CRL audio processor units.  
1 Bel-Air AM modulation monitor.  
1 Audio distribution amplifier.  
2 20 row jackfield.  
1 4.5KHZ audio filter.

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All offers for the vessel must be made on the Admiralty Marshal's Conditions of Sale and should be in our hands by latest noon, 8th April, 1986.

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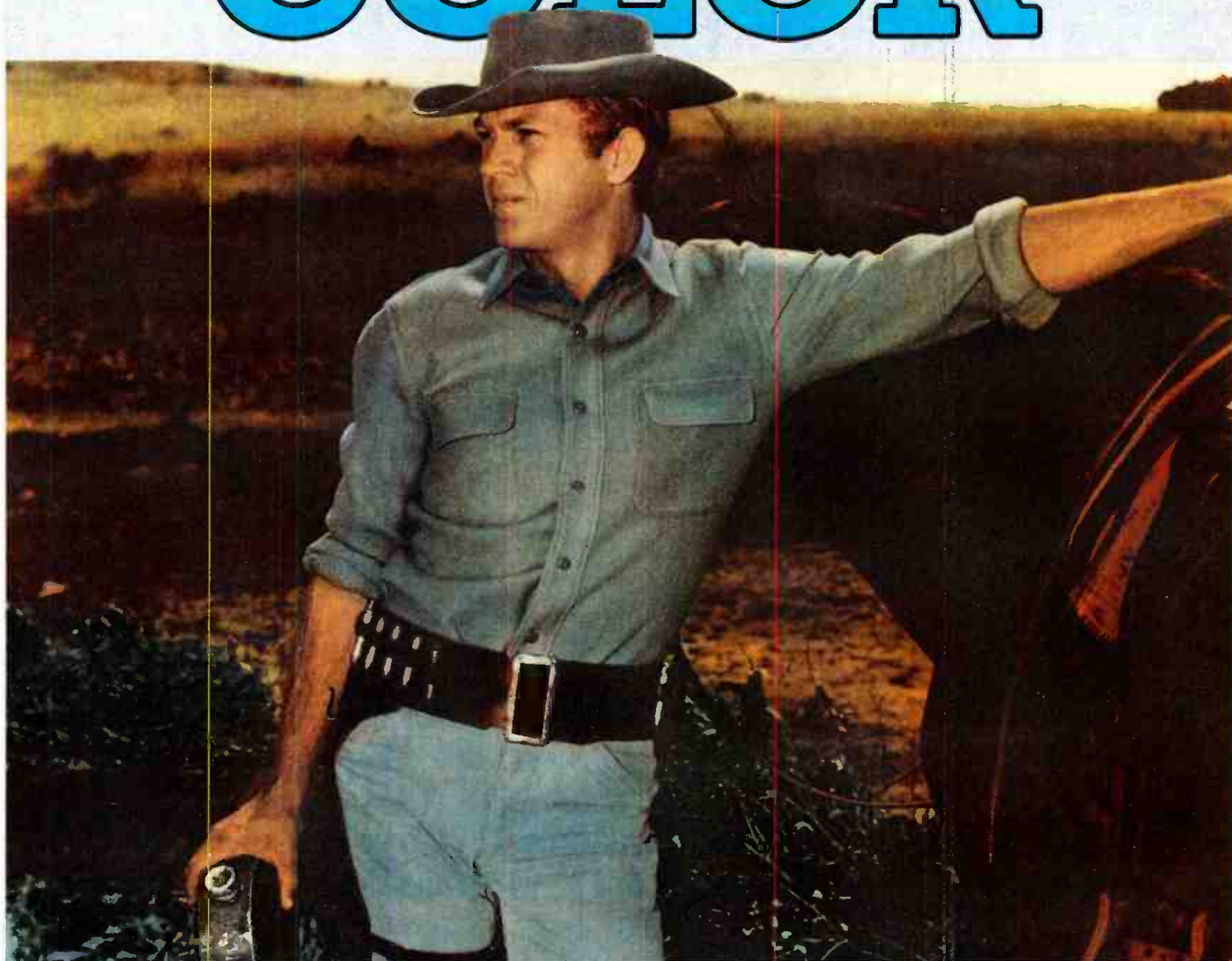
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# Broadcasting Mar 10

Vol. 110 No. 10

TOP OF THE WEEK



While the House Telecommunications Subcommittee prepared to open hearings on scrambling and its effect on the home satellite industry inside the Rayburn House Office Building last Thursday morning, home satellite dealers and dish owners protested scrambling outside by circling the building in their cars and service vehicles

## Earth station battle goes to the Hill

### House Telcomsubcom hears heated back-and-forth between broadcasters and members of home dish industry

For six and a half hours last Thursday, members of the House Telecommunications Subcommittee scrutinized the plans of the broadcast and cable networks to scramble their satellite signals and make them available—or not make them available—to the more than 1.5 million owners of backyard earth stations. And as the hearing progressed before the standing-room-only crowd and a bank of television cameras (including C-Span's), it became increasingly clear that most of the members had serious concerns about the plans. However, the possibility that those concerns will lead to congressional action is seen as remote.

In their testimony, representatives of the home satellite industry again urged Congress to take some kind of action to insure that dish owners have access to scrambled television programming—broadcast and cable—distributed via satellite at "fair and reasonable" prices. Without government intervention, they said, competition in the distribution of cable programming in the home satellite market will fail to develop and, as a result, subscription fees will be unreasonably high. What's more, they said, access to the programming of the three broadcast networks will be denied to uncounted hundreds of thousands or, perhaps, millions of rural homes

beyond the reach of network affiliates.

Through its friends on Capitol Hill, the home satellite industry has introduced four bills: One would impose a two-year moratorium on scrambling; the others meet the industry's demand of access at "fair and reasonable" prices. The Cable Communications Policy Act of 1984 made it legal for dish owners to receive unscrambled cable programming for free, but prohibited them from receiving scrambled programming without authorization.

Cable representatives, who were on the defensive most of the day, argued against government interference, saying that the marketplace was working. Programmers, directly and indirectly through cable operators, have shown a willingness to sell their programming to dish owners at reasonable prices—that is, rates comparable to what cable subscribers pay. John Summers, senior executive vice president of the National Association of Broadcasters, who was put in the position of defending the broadcast networks, said the networks had no plans to make their scrambled feeds available to dish owners. Those feeds, he said, are "private transmissions."

Subcommittee Chairman Timothy Wirth (D-Colo.), unlike some of the subcommittee members, has been reluctant to support any legislation that would tamper with the evolving home satellite marketplace. But, during the hearing, he asked pointed questions about pricing of services that are already

scrambled and, toward the end, indicated concern about the cable industry's apparent attempt to lock outsiders out of the home satellite marketplace. "We want to make sure people have access at a competitive price," he said. "If there is no competition, how can there be competitive prices?"

Following the hearing, Tom Rogers, senior counsel of the subcommittee, said it is unlikely the home satellite legislation would move out of the subcommittee. Although the bills have attracted a "fair number" of co-sponsors in Congress, they have only a handful of co-sponsors among the subcommittee members. Wirth's strategy is to encourage competition and lower prices in the home satellite marketplace not by passing regulatory laws, but by exerting political pressure on the cable and broadcast industries to keep the marketplace open. Hearings are part of that pressure, he said. The subcommittee plans a second round of hearings, possibly next month, he said.

In opening comments, the subcommittee members said they have come under intense pressure from constituents who make, sell or own home dishes and who are concerned about the continued availability of broadcasting and cable programming on the birds. Scrambling is "one of the most emotional issues I've dealt with since coming to Congress," said subcommittee member Howard Nielson (R-Utah.)

That the scrambling issue has generated

grass-roots interest was seconded by two representatives who testified on behalf of the legislation supported by the home satellite industry. While the hot issue in Washington may be whether to aid the contras in Nicaragua, said Carroll Hubbard (D-Ky.), it's scrambling in his western Kentucky district. "I would be nervous about going home if I missed this hearing," he said. Satellite television has become a way of life in rural America, said Charles Rose (D-N.C.): "You've got to have a pickup truck, a gun rack and a satellite dish on the side of your house."

The home satellite industry representatives charged that the cable industry was foreclosing real competition by excluding anyone outside the industry from distributing programming to the dish owners. Viewers First National, a start-up company owned by several home satellite industry executives, has tried to establish itself as an independent distributor, but has been unable to acquire the necessary home satellite distribution rights from cable programmers. The reason, according to Stephen Roberts, a consultant and part-owner of Viewers First National, is "fear."

It has "become clear to me that most, if not all, the satellite networks, are refusing to license any entity other than cable operators to sell programming to home earth station users because of fear—fear that they will be dropped or boycotted by major cable operators, or suffer a host of other less visible reprisals, but nonetheless sanctions as economically effective in the long run as a boycott," Roberts said.

"The cable industry has made it clear... that it wanted control—exclusive control if possible—of the distribution of programming to home earth stations," Roberts said. "Intimations have been made to me in my negotiations that the programmers feel they are at the mercy of the cable operators, particularly the large cable operators."

Viewers First National has the rights to SelecTV, Roberts said, but only because it doesn't have cable affiliates and thus is not subject to pressure from them. He said he would be "happy" to compete head-to-head with cable operators in the home satellite marketplace if he could secure the rights to additional cable programming services. "I can't compete if I only have one service and

[Tele-Communications Inc.] has 14 or 15." TCI has proposed selling in and around its franchise area a package of around 15 basic cable services for \$12 a month. It would also offer add-on pay services—\$10 for the first one, \$6.50 for the second.

According to Roberts, cable operators are not trying to "develop the earth station market," but to kill it. Cable operators are paying far more for the home satellite rights of services than they do for the cable rights—about 500% more—because their purpose is not to sell programming to dish owners, but to price it out of their reach. "If one had to pay \$15 to rent a videocassette, the sale of VCR's would go down. The same applies to earth station sales."

Taylor Howard, chairman of the Satellite Television Industry Association (SPACE) and an executive of Chaparral Communications, a leading manufacturer of home satellite equipment, said: "The pressure put on programmers to deal only with cable must be relieved. Programmers are, understandably, interested in being cable friendly, but they are now being forced not only to be cable friendly, but to be TVRO hostile."

"The challenge for Congress will be to insure that the newly unleashed cable industry is not permitted to unfairly control its newest, and, in many cases, its only competition," added Rick Brown, an attorney for SPACE. "For without meaningful competition in the provision of satellite communications services to the home, the consumer will suffer through inflated costs and reduced service."

Brown said that the home satellite industry doesn't necessarily need legislation. A serious threat of legislation this year, he said, may be enough to cause cable operators to ease up on cable programmers and allow them to deal with independent distributors.

Robert Redmond, representing the Associated Satellite Television Receivers Owners, a group of home dish owners based in Aurora, Colo., said ASTRO questions "the ill thought out, monopolistic, noncompetitive methods of program distribution." Congress should side with dish owners in the scrambling controversy, he said, and "insure that we have several choices to obtain our programming, as we do our food."

Some of the proponents of government

intervention charged that the cable industry has launched a public relations campaign aimed at discouraging people from buying dishes. SPACE's Brown exhibited a blowup of a newspaper advertisement as an example of cable's "vicious" antiearth-station campaign. The ad, he said, was produced and distributed to cable operators by the Community Antenna Television Association. Joe Boyle, a SPACE spokesman, showed a reporter after the hearing photocopies of other ads placed in newspapers by operators. Several of them warned of the illegality of receiving cable programming that is offered for sale the same way cigarette packs warn of cancer and other diseases.

By all accounts, the advent of scrambling and the attendant publicity has had a devastating impact on the home satellite industry. Mary Lou Heinz, who along with her husband owns H&H Electrical Systems Inc., a small satellite dealership in New Albany, Ind., testified that sales, which had been totaling eight or nine a month, plummeted after HBO scrambled on Jan. 15. "The telephones did not ring and we sold no satellite systems the rest of January and only one system in the month of February," she said.

Summers defended the right of the broadcast networks to scramble their satellite feeds and cut off home satellite viewers. Such feeds, he said, are "private transmissions," lacking local commercials and often containing intranetwork communications and "sensitive" programming for pre-screening by affiliates. The feeds were never meant to be seen by the general public, he said.

Broadcasters share the subcommittee's concern that all Americans should be able to receive network programming, Summers said. To that end, he said, a task force of CBS affiliates is exploring the possibility of using TV translators to extend to reach of affiliates to the estimated 400,000 television homes that do not now receive their programming. CBS was the target of much ire during the hearing because it is the only broadcast network to have begun scrambling its feeds and because it has said it will not bypass affiliates and make the feeds available directly to dish owners.

Summers was a replacement for Donald D. Wear, vice president of policies, CBS/Broadcast Group, and Philip Jones, chairman of the CBS affiliates group, who



Spokesmen of the broadcasting, cable and home satellite industries mixed it up during the House Telecommunications Subcommittee's hearing on scrambling. On the hearing's second panel (l-r): Redmond, Taylor, Brown, Mooney, Summers, Velters and Heinz.

dropped out at the 11th hour. Wirth took time to criticize CBS for its absence, saying it showed a "lack of sensitivity" toward viewers in rural America. He said CBS begged off by saying it didn't want to be on the same panel with representatives from SPACE as long as SPACE's petition challenging the transfer of its KMOX-TV St. Louis to Viacom was pending at the FCC. He said the subcommittee's promise not to put CBS and SPACE officials on the same panel failed to change CBS's mind.

Bob McConnell, vice president of CBS's Washington office, told BROADCASTING following the hearing that the subcommittee's accommodation included putting Wear and Jones on separate panels. "That was unacceptable," McConnell said. "For weeks before the hearing, CBS representatives had emphasized... that the network and affiliates felt strongly that we must appear together." The interdependence of the networks and its affiliates, he said, "requires combined testimony."

The danger of allowing home earth stations to continue receiving broadcast networks' satellite feeds is not to the networks, but to their affiliates, said Cyril E. Vetter, president and general manager of WRBT-TV, an NBC affiliate in Baton Rouge. "If my network is not allowed to protect the private transmission of its feed and protect its established distribution system, I believe that local stations like mine will be materially damaged," he said. "I don't believe that someone in my service area who is induced into paying \$2,000 or \$2,500 for a dish should have the right—because of that mistake—to disrupt my contractual relationship with my network and undermine my station's ability to serve our community."

In his testimony, John Sie, TCI senior vice president, denied that TCI has leaned on programmers not to deal with Viewers First National and other independent distributors. "Although TCI would have preferred exclusive distribution rights from programmers within our operating areas, all the resultant agreements from our individual negotiations

with various programmers are nonexclusive," he said. "Moreover, all programmers except superstations have told us they will sell directly to the dish owners."

HBO is the only cable programmer to have scrambled and to have articulated a home satellite policy. Under the policy, HBO will make its services available directly to dish owners for \$12.95 per month each or \$19.95 a month for the set. It will also make them available to dish owners within cabled areas through the local operators at prices set by the operators.

The marketing scheme came under attack by several congressmen led by Billy Tauzin (D-La.), a strong supporter of the home satellite industry and a sponsor of one of its bills. They objected to the direct-to-home prices, which they felt were too high, and to HBO's refusal to deal with independent distributors. Tauzin pointed out that under the plan HBO rebates \$5 from each direct sale to the local cable operator. As a result, he said, dish owners end up paying local cable operators regardless of whom they deal with.

Michael Fuchs, HBO chairman and chief executive officer, defended the policy, saying that HBO has the right to choose its distributors and that it has chosen to deal only with cable operators because of HBO's long-standing relationship with them. He acknowledged that HBO gives rebates to cable operators on direct-to-home sales, but said the monthly fee for each service—\$12.95—was comparable to what HBO's cable subscribers pay. It's possibly \$1 higher than the national average, he said.

As far as National Cable Television Association President Jim Mooney is concerned, the marketplace has functioned well so far. The cable industry has adopted a common descrambling system—M/A-Com's Videocipher II—and it has established marketing mechanisms allowing dish owners to subscribe to scrambled programming at "reasonable" prices. The cable industry felt a "political and ethical obligation" to create those mechanisms, he said.

Mooney said he has seen no proof a cable

operators have pressured programmers not to deal with independent distributors. If would-be independent distributors are not able to deal with programmers, he said, it may be due to factors that have nothing to do with cable operators. Asked by Tauzin if NCTA is in favor of independent distributors, Mooney said, "Well, in the abstract, we certainly have nothing against that."

Mooney also said, in response to the pointed question from Nielson, that he did not know whether cable operators had pressured programmers to scramble. That prompted SPACE's Brown to quote three prominent cable operators, including two officers of the NCTA, threatening reprisals against programmers that didn't scramble. The quotes, drawn from trade magazines, were included in Howard's written testimony.

Anyone who doesn't like HBO's rates and marketing plan is not likely to like those of HBO's principal competitor, Showtime/The Movie Channel. Ronald Lightstone, senior vice president, corporate and legal affairs, Viacom International, the parent company of Showtime/TMC, said Showtime/TMC would follow HBO's lead, distributing its services to dish owners either directly or, in cabled areas, through the cable operator. "We will not be licensing to anybody else," he said. Lightstone would not say what the la carte prices would be, but said Showtime/TMC would reveal them early this week when it formally announces its home satellite policy.

Ed Taylor, chairman and president, Tempo Enterprises Inc., which distributes superstation WTBS(TV) Atlanta to thousands of cable systems via satellite, said Tempo hopes to scramble the WTBS feed by Sept. 1 and make it available to dish owners. To offer the signal to dish owners, he said, the Copyright Act of 1976 has to be amended to permit it. He said Tempo has been working on an amendment with Mike Synar (D-Okla.), a member of the Telecommunications Subcommittee and the House Copyright Subcommittee, which would have principal jurisdiction over the bill. □

## Must carry: island of dissidence in a sea of assent

**Some independent, religious, public broadcasters express discontent with newly proposed accord; view from cable is that it's A-OK**

The must-carry compromise reached by representatives of the Washington-based cable and broadcasting trade associations two weeks ago is receiving mixed reviews, with staunch opposition coming from some broadcasters. Some of the small-market independent stations and public and religious broadcasters are up in arms. Cable operators, on the other hand, appear satisfied.

The National Association of Broadcasters, the Association of Independent Television Stations, the Television Operators Caucus, the National Cable Television Association and the Community Antenna

Television Association agreed to a must-carry package that, if adopted by the FCC, would require cable systems with 20 activated channels to carry all qualified local television stations (BROADCASTING, March 3). There would be a two-part test defining eligibility for must carry. The first would be geographical; stations must be located within 50 miles of the systems, as measured from the principal cable headend to the broadcast station's reference point. The second part of the test requires a broadcasting station to deliver a viewing share of 2% and a 5% net weekly circulation in noncable homes, by county.

Under the agreement, cable systems with 20 or fewer activated channels would be exempt from any must-carry obligation. Systems with 21 to 26 activated channels would not be required to carry more than

seven local stations. Systems with more than 26 activated channels would not be required to devote more than 25% of their channels to local carriage. Also, there would be no preferences for one type of broadcast station over another. If the number of qualified local stations exceeded the proposed caps, the cable system could select the stations to be carried. And cable systems would not be required to carry duplicated network signals, no matter how many qualified.

Objecting to the compromise, a group representing about 30 small-market independent commercial stations announced the formation of the National Independent Television Committee to fight the accord in Congress and at the commission. The NITC was created after members learned of the compromise during a Chicago meeting with their national representative, Independent Televi-

sion Sales on Feb. 28. The group criticized the NAB and INTV for ignoring smaller independents' interests.

NITC spokesman Bob McAllan of Press Broadcasting, Asbury Park, N.J., said the committee is also seeking support from religious and public broadcasters who are troubled by the compromise. (Last week public broadcasters complained about this exclusion from negotiations and said the compromise, if adopted, would be a "disaster for public television.") And the New Jersey Broadcasters Association voted last week to support NITC in its efforts to defeat the accord, McAllan reported. He said NITC plans to ask the FCC to extend its deadline for reply comments in its must-carry proceeding, to give it more time to present its views.

In a statement released last week by the NITC, the NAB and INTV were blasted. "It seems incomprehensible that either organization would be willing to use any licensee's First Amendment rights as a bargaining chip in negotiations, especially when many of the affected broadcasters were never polled or their opinions solicited prior to adoption," the statement quoted Jerry K. Moore of WRSP-TV Springfield, Mo., as saying. The group suggested that independent, religious and educational broadcasters should form a new organization to represent them. "Then they should hire [NCTA President] Jim Mooney from NCTA as their executive director."

The group charged that the settlement favors the older, more established broadcasters and protects them from competition from new independents. Furthermore, the NITC said, the compromise "might signal to other NAB members, such as Class A FM's and smaller AM's, that they too could, or may,

have been used as 'pawns' in other NAB negotiations."

INTV President Preston Padden responded to the criticism by saying: "They were not sold down the river; we tried to get the best deal that we could." INTV has scheduled a day-long meeting on April 12 in Dallas, on the first day of the NAB convention there, to discuss the specifics of the deal. Padden emphasized that the agreement should not be viewed in isolation. In light of the alternatives available to INTV, he said, the compromise will be the best over the long haul.

Also, the Spanish International Communications Corp., Bahia de San Francisco Television Co. and the Seven Hills Television Co. registered their opposition to the compromise last week. In a letter to the NAB, INTV, TOC and NCTA, the companies' attorney, Raul Rodriguez, expressed the groups' concern about the proposed viewing standard contained in the agreement.

"The companies have made every effort to have their views on new mandatory carriage rules heard by those who proclaim to represent the broadcast and cable industries," the letter said. (Rodriguez said he sent a letter to NAB on Feb. 6 asking to be a part of the negotiations.) "Their views, unfortunately, were not heard or taken into account in framing an 'industry compromise.' The result is a proposed mandatory carriage rule which would establish carriage entitlement thresholds based on unfair sampling and ratings services which historically have undercounted Spanish-language television viewers."

Among some of the other critics were ATV Broadcast Consulting Inc. of Indianapolis. "An initial analysis of five of our client television stations, all independents ranging

from 'unborn' to three years of age, shows insignificant relief would come from the proposed rules," ATV said. Moreover, it argued that in some cases, "our efforts to obtain carriage for the client within his own ADI would actually be hampered by obligating operators to reserve prime channel space for stations in neighboring markets. The 50-mile rule without appropriate revision to copyright laws would, in some instances, take us backwards in carriage efforts."

NAB and INTV can also expect to hear further complaints about the agreement from religious broadcasters. The proposed rule "would turn the public interest upside down," said Ben Armstrong, executive director of the National Religious Broadcasters. "It provides government assistance for the rich and powerful and wholly ignores the needs of the only stations that have a legitimate claim to such assistance—struggling UHF independents and public television stations."

One opponent "standing in line" to appeal should the FCC adopt the industry compromise will be former FCC Commissioner Stephen Sharp. Sharp, now an attorney with the law firm of Skadden, Arps, Slate, Meagher & Flom, said the industry compromise wouldn't pass court muster on First Amendment grounds. He also alleged that the compromise would protect major independents and affiliated stations, which he said would be carried without any rules, from new broadcast competition.

In the FCC proceeding, Sharp is representing Grace Cathedral, which is in the process of buying a newly constructed UHF in Akron, Ohio. It is now proposing a limited rule that would require cable operators to carry start-up stations for five years but grant waivers to those systems that elected not to use the compulsory copyright license.

For starters, Sharp said the compromise would protect established stations with its requirement that newcomers show a 2% market share to qualify for carriage. But even new stations that attained a 2% share might not be carried if a system had already filled its limited allotment of must-carry channels with existing stations, Sharp said. Moreover, Sharp said the exemption of all systems with 20 or fewer channels meant that new stations would be excluded from more than 23% of the systems in the country, which serve about 21% of cable subscribers, while established stations would continue to be carried. "It's a great racket," Sharp said of the compromise. "It's a conspiracy in restraint of trade."

Despite resistance from those quarters of the broadcasting industry there were some who felt the deal, although not perfect, was good for the industry. During an NAB teleconference last week on the agreement, little criticism was expressed by the broadcasters who called. And an informal survey by BROADCASTING of independent and affiliate operators, on a whole, showed that they were satisfied with the agreement.

"It's all I need," said John C. Bailie of WTSG(TV) Hardeeville, S.C. Bailie, whose station went on the air Sept. 1, 1985, as an independent serving the Savannah, Ga., television market, was one of several broadcasters who made the rounds on Capitol Hill



**Peacock proud.** NBC Chairman and Chief Executive Officer Grant Tinker (r) was cited for his "life-long commitment to honoring audiences with quality" as he was presented with the 23rd annual International Radio and Television Society's Gold Medal Award at a dinner ceremony on Wednesday, March 6. (Presenting the award was IRTS President Edward Bleier.) In accepting the award, Tinker credited his love for his work, and his good fortune in inheriting a talented staff of workers, as key to reversing NBC's fortunes since he became chairman in 1981. As for his reputed talent for delegating authority, Tinker said he merely has "a talent for letting people help you."

last year citing the harm that would be caused by elimination of the must-carry rules (BROADCASTING, Sept. 16, 1985). Bailie thinks the agreement is fair. He was particularly pleased about the 50-mile standard for must carry because his station is between many markets. He also felt the minimum viewing standard was a "good idea." It makes broadcasters, he added, "do a better job."

A broadcaster who was at first troubled by reports on the compromise was William Varecha of independent WSCI-TV Melbourne, Fla., who after another look at the agreement, felt it would give his station "some kind of relief" from having to compete with established stations in the Orlando and Daytona markets. Varecha's station is scheduled to go on the air in several weeks.

Donald Snyder of CBS affiliate WBNG-TV Binghamton, N.Y., said: "I don't like elimination of the nonduplication protection, but it's a compromise." Independent operator James Lavenstein of KOKI-TV Tulsa, Okla., hoped that any new must-carry rule would be extended to cover the entire ADI not just a 50-mile zone. Nonetheless, Lavenstein said, "there had to be a compromise."

But one network seemed to have some reservations. Capacities/ABC released a statement: "We favor some form of must-carry rules that satisfy the First Amendment test laid down by the Court of Appeals in the *Quincy* case, and we are studying the recently announced compromise carefully. As a general proposition, we believe there ought to be ways to insure that local television stations are able fully to reach their audiences." It went on to express concern "that all local network affiliates be assured access to the communities they are licensed to serve and that stations are not penalized for affiliating with a national network."

The agreement does not appear to pose any serious problems to cable. "This proposal would not materially change the way we behave. We wouldn't behave much differently even if there weren't a rule," said John C. Malone, president of Tele-Communications Inc. Malone said cable's concern about carrying duplicated network signals is resolved in the compromise and doesn't violate "our First Amendment rights to pick and choose among signals." Malone said TCI would operate as if the compromise were already adopted by the FCC.

The agreement, said ATC spokesperson Cheryl Barnes, codifies what ATC would do anyway. Barnes also said the compromise enables cable to "get on to other issues important to the industry such as pole attachments, copyright and scrambling."

NCTA Board Chairman Ed Allen of Western Communications, Walnut Creek, Calif., called the proposed must-carry rule "the least-carry rule," saying it represents the "least amount of carriage acceptable to broadcasters and the least amount of intrusion on the First Amendment acceptable to cable."

Still another perspective on the issue was presented by Roy Bliss, executive vice president for United Video. Without an agreement on copyright with Hollywood (Bliss

was referring to negotiations between NCTA and the Motion Picture Association of America on a flat fee for calculating cable's compulsory license fees that fell apart last week, see story, p. 40), there's "no compelling reason for cable to agree to a must-carry rule." Part of the must-carry agreement, Bliss said, was predicated on the under-

standing that broadcasters would not oppose any agreement MPAA and NCTA might reach on the compulsory license. "With the flat fee deal out, it takes out the major impetus for any must-carry deal," Bliss said, adding that he'd like to see broadcasters help cable get the flat fee compromise "back on track." □

## Turner closing in on MGM/UA

**Deal scheduled for next week as entrepreneur seeks to nail down last financing; debt will amount to some \$1.5 billion**

Ted Turner's "road show" closed last Tuesday in London, where he and other Turner Broadcasting System officials made a final sales pitch to investors interested in buying some of the \$1.2 billion in debt securities that are to help TBS purchase certain assets of MGM/UA. While there was no word on how sales of the debt securities were going late last week, the company was "confident" the MGM purchase would close on March 18 or 19, said Arthur Sando, TBS vice president of corporate communications.

The twice-revised terms now have Turner Broadcasting System paying \$20 cash for each of 53,306,895 shares of MGM/UA for a total of \$1.066 billion. In addition TBS is issuing a share of preferred stock for each MGM/UA share. The preferred stock will pay no dividends for the first year, and roughly \$1.45 per year thereafter. TBS's ability to pay the dividends in cash will be restricted by the covenants of debt it is issuing. If it cannot pay cash, it would instead pay the dividends in additional shares of series A stock, or in shares of TBS common stock, depending on the circumstances.

Including the more than \$400 million in notes it will inherit from MGM, the merged companies will start out with roughly \$1.5 billion of long-term indebtedness (not including TBS's own debt or the \$285 million in MGM/UA bank loans that Turner plans to immediately repay).

According to Richard MacDonald, a securities analyst for First Boston, what Turner really has to worry about is the \$600 million in "extendable notes" debt that theoretically is repayable next Sept. 1. Turner can extend repayment of the notes but only at the cost of a half-percentage point greater interest for every additional quarter the debt is outstanding. "If he gets it [extendable notes] paid off, then this deal works," said MacDonald, who thinks that the cash generated by CNN and superstation WTBS(TV) Atlanta alone will be able to carry the rest of the interest burden from the MGM purchase. "The studio can't bleed the way it was bleeding, but it doesn't need a massive turnaround."

Turner's need to repay those extendable loans is the reason the company itself said it "plans to pursue the sale of all or part of MGM's motion picture and television production, distribution and laboratory businesses, including the film studio and the home video operations, but excluding the

MGM/UA film library (other than the United Artists Library, as hereinafter defined), which TBS will retain."

When Turner was structuring the deal's financing late last year he tried to reduce the amount of money he would have to borrow by "pre-selling" some MGM assets and by selling a share of CNN. Despite discussions with several interested parties, Turner came away without a deal, backing away at the last moment from arrangements with both Viacom and NBC. It was speculated at the time that Turner felt both potential partners were using his financing difficulties—the MGM financing had to be restructured twice—to drive too hard a bargain. Whether Turner's planned completion of the purchase will in any way change the dynamics of subsequent negotiations remains to be seen.

Other ways Turner will likely try to raise money for making interest payments and paying down debt include paring costs where he can at MGM and taking advantage of whatever synergy there is between the two companies. An instance of the latter suggested by MacDonald is that both CNN and WTBS have excess commercial inventory that could be used to promote MGM's videocassettes.

Turning MGM's movie and television business around would not hurt matters either. In the latest MGM/UA quarterly report, the company noted that revenue from television programs had dropped 61%, attributing the decline "mainly to a reduction in program licensing to network television."

Until now Turner's impact on the movie and television operations of MGM may have been limited because of the time he has spent

**MGM suit.** Shareholder of MGM/UA last week sued company, its directors and Kirk Kerkorian, 50.1% shareholder, in Delaware State Court, saying that full value of subsidiary being spun off as new United Artists was not disclosed at time shareholders were offered chance to buy company at \$9 per share. Offering, made in prospectus dated Nov. 15, was accepted by roughly 15% of MGM/UA shareholders. Remainder will be owned by Kerkorian. Principal assets of "New UA" will be United Artists library of films and television programming (including all receipts from film "Rocky IV") \$50 million in cash to be contributed by current MGM/UA and half of film distribution venture being established with MGM.

selling the debt securities to investors and arranging the details of the closing. One source said he is mostly on the road and visits the studios for two or three days at a time.

But David Gerber, president of MGM/UA's Broadcast Group, said the TBS chairman has already given some direction: "Turner had earlier predicted the rebellion against hour series. He told us that if you have to do pilots, at least make sure they are hour-and-a-half. Other long-form shows he is encouraging are movies of the week and mini-series. A lot of studios are cynical about long-forms, but we are one studio that will make them. ... WTBS can play them over and over again."

Turner's main stated objective in purchasing MGM was to have its 2,200-film library as a programming resource for WTBS. Whether such a strategy makes economic sense remains to be seen. The legal right to do so was challenged last year by Rainbow Programming Enterprises, which claimed it had already negotiated cable rights to much of the library. That suit was settled out of court by TBS and MGM/UA, at a cost to the two defendants of \$50 million. Two months ago a similar suit was filed regarding a portion of the MGM library by Marion B. Pictures. TBS's Sando said the company has until today (March 10) to file a reply.

MGM/UA's Gerber said that Turner has indicated he will not sell all of the television production studio, although he might take on a partner. The broadcast group president said recently he has been "trying to keep us credible" and noted as a good sign that a number of producers were recently signed up by the studio, "... despite the Turner situation going up and down in the press." Most of the producers hired, Gerber said, were drama-oriented and he would work on getting more comedy-oriented producers next. □

## MPAA-NCTA flat-fee talks fall through

**Motion picture demand to eliminate compulsory license ends negotiations which began in early 1985**

A tentative agreement between the National Cable Television Association and the Motion Picture Association of America on a simplified flat-fee formula for calculating cable operators' compulsory license royalties collapsed last Monday when the MPAA board demanded elimination of the compulsory license for distant signals by the start of 1991. At week's end, there was little, if any, hope that a flat-fee deal would be resurrected any time soon.

"It's a great shame that all of this work intended to create peace between our two industries has foundered in the face of Hollywood's insistence that the compulsory license they themselves helped put in place in 1976 now be repealed," said NCTA President Jim Mooney. "I thought we had gotten

over that stumbling block, but apparently not."

When MPAA President Jack Valenti told Mooney MPAA needed a sunset to make the deal go, Mooney said, "I told him as I had so many times before there was no way we could agree to that. He looked at me and I looked at him and nobody blinked and that was it."

Given the increasing size of the cable industry, the compulsory license has to go, Valenti said. It "allows cable to use programming at an artificially low cost without negotiating for price or use," he said. "But, more important, the compulsory license gives cable a frightening power to force program suppliers to do their will."

MPAA and NCTA will now square off on Capitol Hill. MPAA said it will lobby for the elimination of the compulsory license, which would force cable systems to deal directly with MPAA members and other program suppliers for the right to carry distant broadcast signals that carry their programming. NCTA, meanwhile, will lobby to reform the Copyright Royalty Tribunal, which sets the rates for cable's compulsory license payments, and to repeal the CRT's 3.75% rate for new distant signals.

"We are going to tell Congress that cable

## Slow going for Goodwill

Ted Turner's struggle to put together the MGM deal isn't the only monumental task he has set for himself. The Goodwill Games, slated for July 5-20 in Moscow, represent Turner's professed desire to bring the superpowers closer together through competition on the playing field in the hope of reducing the risk of conflict on the battlefield. The project has received favorable press notices, but with only four months to go before the games' scheduled start, only one advertiser, Pepsi, has signed an agreement to sponsor the games.

Turner Broadcasting still has to clear more than 20% of the U.S. television base, perhaps one reason why the company has sold Pepsi only \$10 million of the estimated \$100 million in advertising time available. Agency sources cited the general softness of the sports advertising marketplace and the fact that Turner is still clearing stations. Also, they noted, the games have never been done before and thus there is no history on which advertisers may estimate the likely ratings. "In other words," said one agency source, "it is simply not an event that demands an early commitment." Farrell Reynolds, vice president of advertising sales for Turner Program Services, acknowledged that because the Goodwill Games are a first-time event they are harder to sell, but more important, he said, "the scope of the event is really big. It involves a lot of international promotion [and] the mechanism to act on this kind of thing isn't in place."

The games are being sold primarily in the form of sponsorship packages, combining spot time, billboards and other displays at the stadiums where the events will be held, and merchandising tie-ins (although some scatter time is also available). Advertisers usually need 18 months to put together that kind of package, so the pressure of time has been "a big problem for us," Reynolds said. (The agreement to put the games on came just last August.) But, he added, "I feel confident that we will be signing five or six name advertisers in the next three weeks." Robert Wussler, TBS executive vice president, was quoted recently as saying the company needed to sell \$50 million in advertising time to break even. On the cost side is a \$35-million payment to help the Soviets put on the games, another \$6 million to sponsor the U.S. team's participation, as well as the costs of producing television coverage of the games.

TPS is offering two \$10-million sponsorships, one of which was taken by Pepsi; four \$5-million packages; four packages worth \$3,625,000 apiece; eight valued at \$2,450,000; 15 valued at \$1,450,000, and a host of others for as little as \$500,000. Stations are being offered the games on a straight barter basis (and must agree to carry all 129 hours of the event). Stations get five minutes of advertising time to sell per hour. Turner is selling seven minutes per hour nationally.

wants it all," said Valenti, "and that's not fair to the subscribers, who are going to get higher rates, and it's not fair to the television stations, who are victims of a skewed competitive marketplace, and it's not fair to program suppliers. We are going to tell Congress that at some point in the future cable doesn't need a compulsory license. It's the only communications business I know that is as powerful as it is that has this special privilege.

Mooney was not too worried about MPAA's promised assault on the compulsory license. "It will be a pain in the butt for us, but the likelihood of their succeeding is almost nil," he said.

Mooney expressed some hope that cable and the programmers would sit down again. "After a year or so of this controversy, Congress will get sick of it and the subcommittee chairman will call everybody in and say, 'Go work this thing out,'" he said.

Despite their differences, MPAA and NCTA were both enamored of the relative simplicity of the flat-fee approach. Under the scheme, cable systems would pay a flat monthly per-subscriber fee for each distant broadcast signal they imported and carried. The flat fee would replace a complex fee formula, in which royalties are based on per-

centages of the cable systems' gross basic revenues.

The flat-fee method was supposed to be revenue neutral for 1985—that is, the new system would generate the same total revenues that the old system did in 1985. After MPAA and NCTA ran all the numbers through the computers, one cable source said, they settled on a "revenue-neutral" flat fee of 12 cents.

The origin of the flat-fee negotiations can be traced to the Western Cable Show in 1984 where Valenti proposed that the motion picture and cable industries try to put their long-standing copyright differences behind them. According to Mooney, a few months later MPAA proposed the flat fee to NCTA, opening the negotiations that culminated in an agreement between the staffs last month.

According to Valenti, cable achieved all the goals it set out to in its flat-fee negotiations: removal of the CRT from the rate-setting process, elimination of the 3.75% rate for new distant signals and a precise method of determining compulsory license costs. But the program suppliers came up short, he said. They received neither a prohibition against "cherry picking"—the practice of some cable systems of combining parts of two or more broadcast signals on a single channel—nor a sunset of the compulsory license for distant signal, he said. "We would be willing to grant a compulsory license for local signals so that they could be carried on a cable system at no cost to the cable system," he said.

Would MPAA, for the sake of compromise, be willing to accept a sunset on the compulsory license in 10 years? No, said Valenti. "That's crazy," he said. "That's a foolish number because you can be killed in 10 years."

To support his claim that cable was becoming too powerful, Valenti cited a Feb. 21 *Wall Street Journal* article which said Tele-Communications Inc. was prepared to pressure affiliations with the planned Murdoch-Fox television network by threatening to put the network's flagship station on a satellite and distribute it to cable systems as a superstation. TCI's power to do that, Valenti said, stems from the compulsory license.

According to Mooney, MPAA nixed the deal not because it wanted a sunset provision, but because it had dawned on some members that the flat fee would "reduce the disincentive to carry additional distant signals" created by the CRT's current requirement that cable systems pay 3.75% of gross revenues for any new distant signal they pick up. "They wanted that disincentive to remain."

Using the sunset demand to kill the deal was a public-relations ploy, he said. "Having originated the flat-fee negotiation and having gotten that deep into the negotiations," Mooney said, "they couldn't very well turn around now and say that a flat fee per se is inimical to their interests."

Although NCTA pointed the finger at MPAA for the collapse of the deal, it was far from certain that NCTA's own board would have adopted the flat-fee proposals. Accord-

ing to industry sources, many cable operators felt that the flat fee was anything but "revenue neutral," believing that the new approach would have ended up costing them money. □

## License fee dispute surfaces in Hollywood

### Producers and networks not seeing eye-to-eye on prices of fall pilots

Squabbling between Hollywood producers and the television networks over increases in license fees has increased in intensity as both sides sit down to negotiate fees for returning series and pilots for the 1986-87 season. All three networks are in the process of ordering pilots for April delivery, a prelude to the early May programming meetings when the networks pick the shows for their fall schedules.

"The inflation rate has slowed to 3% to 5% and it is therefore our feeling that increases in license fees should be in sync with the inflation rate of the country," said B. Donald Grant, president of CBS Entertainment. "The producers are well aware that costs have to be controlled. They recognize they have a problem."

Grant said that some producers came to CBS seeking a 15% to 20% increase in license fees for returning series. He said CBS was able to negotiate renewals for between 5% and 5.5%.

Hollywood producers said the difficult problem this season was negotiating license fees on heavy action-oriented, one-hour dramas, which typically cost more than other series because of the extra costs involved in special effects, car crashes and elaborate stunts. "We do have problems on license fees, but we are trying to work them out," said Harris Katleman, president of 20th Century Fox Television. Fox has five hour-long pilots and three half-hour pilots in the hopper at the networks, he said, and one way Fox is trying to cut costs on the hour series is by proposing that two of the pilots, if they get picked up as series, will be shot in Canada. The biggest factor in cost increases is below-the-line crew costs, Katleman pointed out. "It's less expensive to shoot away from Los Angeles."

But the unwillingness of the networks to pay what the producers claim are sufficient license fees to cover their deficits has prevented some pilots from going forward into series. Executives at Fox, Warner Bros. Television and Columbia Pictures all said that they walked away from some projects because they were unwilling to sustain the deficits in producing hour-long series under the license fees proposed by the networks. In some cases, studio executives said, the networks have come back with higher fees.

Network sources said the average license fee for two runs of a new half-hour series for

this season fell in the \$350,000-\$360,000 range, excluding costs for "talent breakage"—the cost of guest stars—which can run up to an additional \$20,000 per episode. Double runs of new one-hour film series cost between \$875,000 and \$880,000 per episode, sources said.

Those license fees, of course, do not cover the cost of producing the series, with the deficit/license fee ratio highest among hour-long series. It is not unusual for one-hour shows to cost \$1 million per episode, with the cost soaring as high as \$1.5 million with heavy action and special effects. Therefore it is not unusual for producers and suppliers to face deficits of a quarter million dollars per episode, which they recoup—if the series stays on the air long enough—in domestic and international syndication.

At least one studio has scrubbed a project because it did not get a license fee it considered adequate. Universal Television had a deal at NBC from producer Don Bellisario (*Magnum, P.I.* and *Airwolf*) to produce a new hour-long series, *The Ultimate Adventure Co.* Bellisario has been working on the project for more than six months, occasionally flying his private helicopter to scout locations. But the series, which was to take place all around the world with heavy second-unit shooting in foreign locations, was too costly for NBC to come to terms on a license fee.

Adding to the expensive costs associated with action-adventure, one-hour dramas is their debated value in off-network syndication. One-hour series have flooded the off-network syndication marketplace in the past couple of years, with several more waiting in the wings. In addition, some programmers feel that hard action series that were produced to play on the networks at 9 p.m. or later do not perform as well in the late afternoon and early evening on independent stations. "The problem you have is that the more adult a show is the less potential it will have with a younger audience in the early time periods," explained John Pike, vice president of network television at Paramount. Pike said it is getting harder for a studio to justify making investments of millions of dollars upfront when it is uncertain that the studio can recoup that investment five or more years down the road.

One reason for the heated negotiations on license fees this season may be the new network economy of lower prime time shares and increased debt loads associated with the mergers and acquisitions, suggested Mel Blumenthal, vice president of MTM Enterprises. The networks can no longer pass programming cost increases on to the advertisers, he said, as they have done in the past. Since advertising rates are growing at a slower rate, "one of the ways to cut escalation is in programming costs," said Blumenthal. The new network owners are not as willing as the old guard to increase license fees, he explained, especially in the face of servicing their huge debts.

But CBS's Grant said the present squeeze on hour-long series is only temporary because of the cyclical nature of the business.

"Two years ago, the half-hour form was dead," he said. "Now [it] is the most desirable thing a producer wants. All it takes is a lone hit and the pendulum swings the other way."

The networks say they are in the final

stages of closing pilot deals and, despite producer protestations over license fees, one-hour shows appear to be well represented. An initial sampling shows that Fox has five one-hour pilots and three half-hour pilots; Warner Bros. has four one-hour pilots plus

two possible half-hours; Lorimar Telepictures has firm deals on three one-hour pilots and one half-hour pilot; MTM has two one-hour pilots and four half-hours; and Paramount has three one-hour pilots and seven half-hour pilots. □

## Case presented against fairness doctrine

### Broadcasters tell appellate court why they think doctrine and First Amendment don't mix

Broadcasters' challenge to the constitutionality of the FCC's fairness doctrine continued in the U.S. Court of Appeals in Washington last week. The Radio-Television News Directors Association, along with 10 other petitioners, contended that the doctrine must be considered in light of First Amendment principles that are applicable to broadcast and print journalists alike. And on that basis, the petition said, the doctrine must be judged a violation of the First Amendment.

The petition is for review of the FCC's "Fairness Doctrine Report," issued last August, in which the commission concluded that the doctrine is constitutionally "suspect" and "falls short of promoting those interests necessary to uphold its constitutionality." The report also concluded that the doctrine "disserves the public interest." Still, the commission—sensitive to support for the doctrine on Capitol Hill—said it would refer the matter to Congress for its review, and, in the meantime, would continue to enforce it.

The RTNDA petition follows by some six weeks the appeal by Meredith Corp. of the commission's holding that Meredith's WTVH(TV) Syracuse, N.Y., violated the doctrine in connection with a series of editorial advertisements the station ran in 1982 supporting continued construction of a nuclear power plant in upstate New York. Meredith's appeal is clearly directed primarily at securing a court decision holding the doctrine unconstitutional (BROADCASTING, Jan. 27).

RTNDA's brief was filed in the *Meredith* case as well as its own. Nor was that the only action on the antifairness-doctrine front on Thursday. NBC filed a brief as an intervenor in support of Meredith's petition for review. And it did more than argue the law: It recited the history of four fairness doctrine cases in which it had been involved over the years as examples of what it said was the manner in which the doctrine "involves the government in reviewing and reaching judgments concerning broadcasters' presentations of views and other informational matters."

Like Meredith, RTNDA borrowed heavily from the findings of the commission's report to make its case—and not only as to what it said was the unconstitutionality of the doctrine. RTNDA said that, apart from that issue, the commission cannot properly enforce a policy that it has found disserves the public interest. And in that connection, RTNDA maintains that the doctrine is not statutorily required—a point on which controversy has raged for years: legislation enacted in 1959 that referred to the doctrine

"merely preserved commission policy." RTNDA said; it did not codify the doctrine. Accordingly, RTNDA said, if the court does not rule the doctrine unconstitutional, it should prohibit its enforcement.

But RTNDA's main argument is the constitutional one. It notes that the Supreme Court has on several occasions—most recently, last month, in a case involving a public utility that was distributing a monthly newsletter along with its bills—held that government efforts to enforce fairness violate the First Amendment, except with respect to broadcasting. And RTNDA says the commission's findings in its report make it clear that the constitutional basis for treating broadcasting differently from the print press does not exist, "if it ever did."

The Supreme Court, in the 1969 *Red Lion* case, upheld the constitutionality of the doctrine. It had based its decision on the conclusion that the scarcity of broadcast frequencies limited the diversity of voices in the marketplace of ideas and on the assumption, drawn from the record, that the doctrine would not inhibit the broadcast press. Two years ago, in *FCC v. League of Women Voters*, the high court indicated it would be receptive to new challenges to the doctrine if those assumptions proved incorrect. The commission's report, RTNDA said, demonstrates those contentions are not valid:

■ The report, RTNDA notes, detailed the enormous growth in the information marketplace—not only in the mounting numbers of radio and television stations but in the explosion of electronic alternatives and supplements to broadcasting, including cable television, MDS, low-power television and VCR's, as well as the printed media.

■ Contrary to the court's finding as to the effect of the doctrine on broadcasters, the commission found that it inhibits rather than promotes robust speech. Broadcasters were said to be avoiding discussion of controversial issues out of fear of becoming embroiled in a fairness doctrine case—with all of the legal expense and danger to their licenses that would involve.

■ The commission also found that the doctrine raises the prospect of government involvement in broadcasters' editorial decisions. And the judgments the commission makes as to whether a broadcaster has complied with the doctrine, RTNDA said, are made "under vague and subjective standards concerning content, the very hallmark of impermissible prior restraint."

These findings, RTNDA said, "lead inevitably to the conclusion that the doctrine violates the First Amendment and can no longer be enforced."

Whether or not the findings point to such a

holding, RTNDA argued that they demonstrate clearly that the commission cannot continue to enforce the fairness doctrine.

Various authorities over the years have held that the reference to fairness that Congress wrote into Section 315 of the Communications Act in 1959 when it was exempting some news and public affairs programming from the equal-time law constituted a codification of the doctrine that could be changed only by Congress. But RTNDA does not agree. It said the legislative history of the amendment "demonstrates that the proviso was designed merely to preserve existing commission policy." And it cites in support the Supreme Court's *Red Lion* decision which concluded that Congress had approved the doctrine and "preserved" it. The decision did not say the 1959 amendment required it.

Under the circumstances, RTNDA said, the commission cannot continue to enforce the doctrine. The court, it said, "should bar its further enforcement."

(The brief is the first one on the merits of the RTNDA case—but not the first filed in the proceeding. A number of motions have been filed seeking dismissal, on the ground the commission's report does not constitute a "final action" subject to appeal. The court has yet to rule on those motions.)

As for NBC's brief, it recalled four fairness doctrine cases in which the network was involved between 1969 and 1977. The point was to illustrate the problems—financial and other—that broadcasters can encounter in tackling controversial subjects. Among the cases was the celebrated *Pensions: The Broken Promise*, produced in 1972 as part of a series of documentaries, which dealt with the abuses and failures of some private pension plans. The program won several awards, including a Peabody, but a complaint by Accuracy in Media led to a commission decision in December 1973 that NBC had violated the fairness doctrine. After two and a half years of litigation, the case was remanded to the commission, which eventually vacated its decision and dismissed the case—but not until AIM had filed unsuccessful appeals with the appeals court and the Supreme Court.

In attempting to draw lessons from the case, NBC quoted from the opinion of the late Judge Harold Leventhal, who concurred in the decision of the D.C. appeals court panel that reversed the commission's decision: "It is doubtless tempting not only to the judge but to counsel for a licensee—particularly if the problem should arise not for a network but as to a station owner—to say: 'See if you can't run something that will satisfy the government officials.'" □



**When we said  
that we were going  
to produce three  
network quality  
first-run comedies  
for syndication,  
the industry laughed...**

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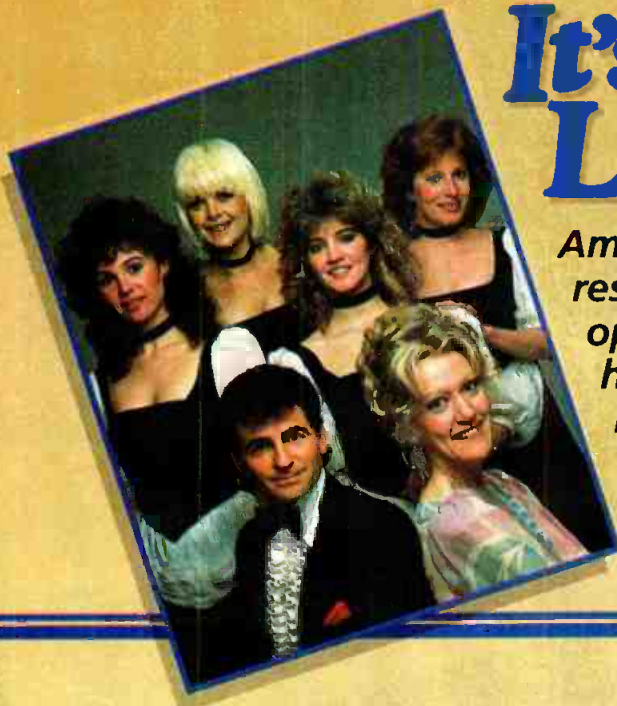
**And this fall, they  
be laughing all the**

**WPIX • KNBC • KTLA • WGN • WP  
KHTV • WTAE • WDZL • KMSP  
WTOG • KDNL • KWGN • KCRA  
XETV • WXIX • KSHB • WZTV •  
WHNS • KOCO • WDBB • WKFT  
WPMT • WTAT • WRGT • WXXA  
WAWS • KDSM • WUHF • KPTM  
WFFT • KVVU • WDAY • WTAT • W**

**And the list ke**

***It's a  
Living***

*America's craziest  
restaurant is  
open for its third  
hit season of  
hilarious adult  
comedy. A  
Witt/Thomas  
Production.*



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*Quality Advertiser Supported Programming For This Fall.*

These stations will  
go a long way to the bank!

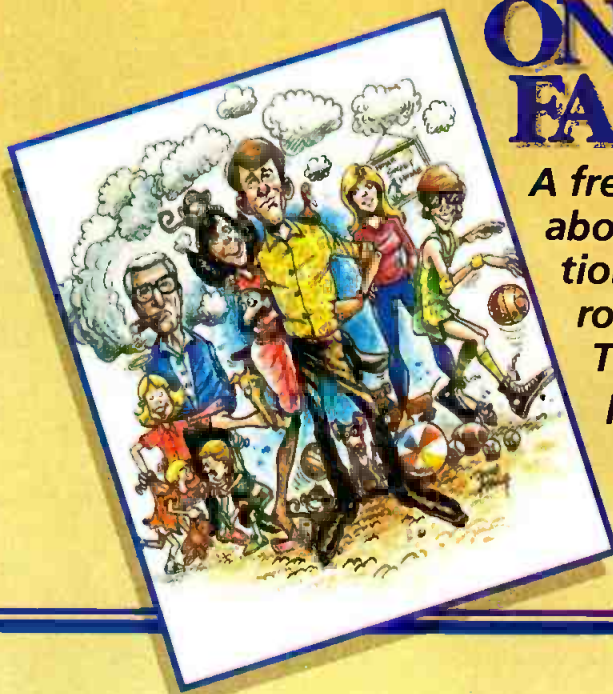
"ALL FIRM  
GO'S"

WJLA • KTVT • KTXA • WUAB  
WSB • WGNX • KSTW • KCPQ  
WTTV • WTXX • WTIC • KPHO  
WTVT • WGNO • WCCB • WUTV  
KSTU • WPTY • WSTG • KABB  
KLRT • WKRG • KGSW • KMPH  
WRSP • WDSI • KVOA • KHGI  
WAK • WTWC • KJTV • KVHP • KIDY

Numbers growing!

## MAMA'S FAMILY

Feisty "Mama" is  
back by popular  
demand, ready  
to take on every-  
one with her  
sharp-tongue.  
A Joe Hamilton  
Production.



## ONE BIG FAMILY

A fresh new comedy  
about three genera-  
tions living under one  
roof. From Witt/  
Thomas Productions,  
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Dallas, Texas March 15-18

NCTA

## CABLE 86

### NCTA 1986: Cable roundup in Texas

#### Full slate of topics, speakers and exhibitors will greet cablecasters meeting at 35th annual convention

The thousands of cable operators attending the National Cable Television Association's annual convention in Dallas next week (March 15-18) will have plenty to talk about, but not necessarily anything new.

The topics at this year's show, which opens at the Dallas Convention Center next Saturday (March 15), include must-carry, compulsory license, pay-per-view, competition from other television and video media, the threat of competition from telephone companies, rate deregulation, scrambling of satellite signals and financing cable rebuild and acquisitions. Leading the formal discussions during the convention's 47 sessions will be some 270 speakers and panelists.

The show is expected to be as big as last year's in Las Vegas. Organizers expect attendance to meet or, possibly, exceed last year's total of 13,261. They also expect the number of exhibitors to come close to matching last

year's 279. The size of the exhibit—160,000 square feet—is already 10,000 square feet above last year's.

Because the NCTA convention is in Dallas, the annual convention of the Texas Cable Television Association had to be bumped from cable's 1986 calendar. To accommodate the needs of TCTA, organizers have designated the first day of the convention Texas Day. On that day, the TCTA members will hold their annual meeting. That evening, they will present their John E. Mankin Award to a Texas operator during a welcoming barbeque.

The show's program formally opens Sunday morning (March 16) with the first of two general sessions. It will kick off with opening speeches by NCTA President Jim Mooney and Convention Chairman Bill Strange and a welcoming speech by House Majority Leader Jim Wright (D-Tex.), whose district includes nearby Fort Worth. The speeches will be followed by a panel of executives representing various elements of the Fifth Estate: Ed Allen, chairman of NCTA and

president, Western Communications Inc.; Bob Marbut, president and CEO, Harte-Hanks Communications Inc.; Francis T. Vincent, president and CEO, entertainment business sector, The Coca-Cola Co., and Nicholas J. Nicholas, executive vice president, video, Time Inc.

The only other general session is set for Tuesday morning. With Larry King, talk show host for CNN and Mutual Broadcasting System, moderating and asking the questions, a panel will discuss the "current allocation of programming among the different distribution mechanisms." Besides King, the panel includes Michael Fuchs, chairman and CEO, Home Box Office; Ted Turner, president and chairman, Turner Broadcasting System; John Malone, president and CEO, Tele-Communications Inc.; Austin Furst, chairman, Vestron Video, and Jonathan Dolgen, senior executive vice president, 20th Century Fox Films. The panel will be preceded by an address by FCC Chairman Mark Fowler. The complete agenda appears below. All sessions take place at the convention center.

#### Sunday, March 16

**Opening session.** 9-10:30 a.m. Convention center arena. Welcome by William Strange, Sammons Communications, and James Mooney, NCTA. Special address: Representative James Wright Jr. (D-Tex.). Roundtable: Moderator: Ed Allen, Western Communications. Panelists: Bob Marbut, Harte-Hanks Communications; Francis Vincent Jr., Coca-Cola Co.; Nicholas Nicholas Jr., Time Inc.

**Eleven concurrent sessions.** 3:30-5 p.m. *The Human Potential: How Can We Encourage Employee Excellence?* West Ballroom A. Moderator: Jerry Craft, Jacksboro Cable TV. Panelists: James Bracher, Dimension Five Consultants; John Dawson, ATC; Kevin Kidd, Cox Cable.

*Cross-Currents of Cable and Utilities—Competition or Collaboration.* West Ballroom B. Moderator: James Hirshfield Jr., Summit Communications. Panelists: Jay Ricks, Hogan & Hartson; John Rivenburgh, Rogers Cablesystems; A. Allan Kurtze, Centel Cable; Albert Halprin, FCC; Gina

Keeney, Senate Commerce Committee.

*Going to Town: How Will Cable Adapt to the Big City Market?* West Ballroom C. Moderator: John Billock, HBO. Panelists: Daniel Churchill, Comcast; J. Barry Washington, Connections Communications; Curt Robinson, Dimension Cable; Mark Greenburg, Prime Cable.

*Once You Sign on the Dotted Line: What Happens After Acquisition?* West Ballroom D. Moderator: James Murphy, Comcast. Panelists: Loreli Cohn, Centel Corp.; Edward McCarthy, ATC; James O'Brien, Jones Inter-cable; Kenneth Warner, United Cable.

*Scrambling Satellite-Delivered Programming.* Room W101. Moderator: Daniel Aaron, Comcast. Panelists: Representatives Howard Berman (D-Calif.), Thomas Bliley Jr. (R-Va.), Wayne Dowdy (D-Miss.), Michael Oxley (R-Ohio) and Billy Tauzin (D-La.).

*Scrambling: Next Step or False Step?* Room W102. Moderator: Clive Runnells, Mid-Coast Cable. Panelists: Representatives Michael DeWine (R-Ohio), Hamilton Fish Jr. (R-N.Y.), James Florio (D-N.J.), Thomas Luken (D-Ohio) and Matthew Rinaldo (R-N.J.).

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*How I Do It—Evaluating Effective Ad Sales.* Room W103. Moderator: Virginia Westphal, Viacom Cable. Panelists: Sue Ellen Jackson, Rogers U.S. Cablesystems; Walter Hailey, Cable Advertising System; Kevin Patrick Smith, NYT Cable; Richard McCaffery, Comcast.

*How I Do It—Production for Profit.* Room W104. Moderator: Michael Egan, Cablevision Industries. Panelists: Randy Watson, Mile Hi Cable; Paul Helford, Group W Cable; Missy Goerner, Rogers Cablesystems.

*Serving Dishes: TVRO Sales in Cable's Future?* Room W106. Moderator: Gary Bryson, ATC. Panelists: Larry Lewis, Cox Cable; Rod Thole, Heritage; William Laughinghouse Jr., Piedmont Cablevision; Paul Smith, House Telecommunications Subcommittee. Reactor: Judy Rudrud, Cable Television Business.

*Data Delivery Techniques.* Room W116. Moderator: Ed Milner, Arlington Cable Partners. Panelists: Victor Nowakowski, Oak Communications; Robert Dickinson, AM Cable TV Industries; Gregory Woodsum, Zenith Electronics; Emory McGinty, Scientific-Atlanta.

*Stereo Television: Delivering Its Full Potential.* Room W117. Moderator: Walter Ciciora, ATC. Panelists: George R.J. Green, Zenith Electronics; Thomas Martin, Tocom/General Instrument; Clyde Robbins, Jerrold/General Instrument; Chris Bowick, Scientific-Atlanta; Richard Sheuerer, ATC.

## Monday, March 17

**Eight concurrent sessions.** 9-10:30 a.m. *Fortune Foretelling: What's in Store for the Cable Economy?* West Ballroom G. Moderator: Phillip Houge, Daniels & Associates. Panelists: John Maher, Citicorp Economic Services; Dr. Kathleen Cooper, Security Pacific Corp.; Philip Wiesner, Peat, Marwick, Mitchell & Co.; John Alchin, Toronto Dominion Bank. Reactor: William Elsner, United Cable.

*Satisfaction Guaranteed: How Have Cable's Ratings Improved?* West Ballroom D. Moderator: Joseph King, Heritage Cablevision. Panelists: Joan Coyne, Showtime/The Movie Channel; Bill Lilly, Viacom Cablevision; Robert Russo, Daniels & Associates. Reactor: Fred Dawson, Cablevision.

*Copyright: What's Next?* Room W101. Moderator: Richard Loftus, Trident Communications. Panelists: Senator Patrick Leahy (D-Vt.) and Representatives Robert Kastenmeier (D-Wis.), Romano Mazzoli (D-Ky.), Carlos Moorhead (R-Calif.), Michael Synar (D-Okla.).

*Retaining the Compulsory License.* Room W102. Moderator: William Bresnan, Bresnan Communications. Panelists: Senators Howell Heflin (D-Ala.) and Ted Stevens (R-Alaska), and Representatives Dan Glickman (D-Kan.), Henry Hyde (R-Ill.), Patricia Schroeder (D-Colo.), Pat Swindall (R-Ga.).

*Implementing the Act: What Are the Answers?* Room W106. Moderator: James Robbins, Cox Cable. Panelists: Carl Rossetti, Public Cable Co.; Richard Berman, Warner Amex; Charles Walsh, Fleischman & Walsh; William Bradley, NATOA. Reactor: Tom Southwick, Multichannel News.

*Basic Values: What Price Basic Services?* Room W107. Moderator: John Charlton, Warner Amex. Panelists: John Sie, TCI; Roger Werner Jr., ESPN; Timothy Robertson, CBN Cable; Thomas Burchill, Lifetime; Lloyd Werner, Group W Satellite; Robert Alter, CAB.

*Cable Distribution Design—Variations of Standard Techniques.* Room W116. Moderator: Joseph Preschutti, AM Cable TV Industries. Panelists: Thomas Straus, Hughes Aircraft; James Chiddix, Oceanic Cablevision; Kevin Shergold and John Powter, British Telecom.

*Stereo Television: Search for the Optimum.* Room W117. Moderator: Joseph Van Loan, Viacom Cable. Panelists: Thomas Matty, W&S Systems; David Large, Gillcable; Catherine Moon Frost and Russell Skinner, ATC.

**General session.** 10:45-11:45 a.m. *FCC Commissioners View the Future of Telecommunications: Where is Cable?* Moderator: Marc Nathanson, Falcon Communications. Panelists: FCC Commissioners Mimi Dawson and Dennis Patrick; John Goddard, Viacom Cablevision.

**General session.** 11:45 a.m.-12:30 p.m. *Meet the FCC Staff: Open Meeting and Reception.* Moderator: Michael Schooler, NCTA. Panelists: FCC staffers Daniel Brenner, David Donovan, Brian Fontes, Bradley Holmes, John Kamp, Robert Pettit, Robert Ratcliffe, John Richards, Stephen Ross,

William Russell, Jack Smith, Glenn Wolfe, John Wong.

**Twelve concurrent sessions.** 3:30-5 p.m. *Carrying On: How Must We Resolve Must-Carry?* West Ballroom A. Moderator: Robert Miron, Newhouse. Panelists: Robert Johnson, Black Entertainment Television; Kenneth Bagwell, Storer Communications; Fred Vierra, United Cable; Thomas Herwitz, FCC. Reactor: Donald West, BROADCASTING.

*Rate Deregulation: How Will Cable Thrive on the Open Market?* West Ballroom B. Moderator: Robert Clasen, Comcast. Panelists: Thomas Rackeryby, ATC; Richard Roberts, Telecable; J.C. Sparkman, TCI; Mark MacCarthy, House Energy and Commerce Committee; Katherine Meier, Senate Commerce Committee.

*Techniques and Teasers: What Are the Answers in Audience Promotion?* West Ballroom C. Moderator: Douglas Wenger, Storer Cable. Panelists: Charles Kinsolving Jr., Newspaper Advertising Bureau; Sheri Herman, United Cable; James Shumake, CAB; Andrew Orgel, Arts & Entertainment.

*Renewing Interest: How Can Retention Marketing Work for You?* West Ballroom D. Moderator: Anne Janas, cable marketing consultant. Panelists: Henry Ferris, Cablevision; Mark Handler, Disney Channel; Steve Ste. Marie, ATC; Kathleen Canavan, Nashville Network.

*The Senate Looks at Cable.* Room W101. Moderator: Jerry Lindauer, Prime Cable Corp. Panelists: Senators J. James Exon (D-Neb.), Slade Gorton (R-Wash.), Larry Pressler (R-S.D.), Paul Simon (D-Ill.), Strom Thurmond (R-S.C.).

*Broadening the Reach of Cable Television.* Room W102. Panelists: Representatives Jack Fields (R-Tex.), Mickey Leland (D-Tex.), Norman Lent (R-N.Y.), Howard Nielson (R-Utah), Bill Richardson (D-N.M.).

*Recording New Revenues: Will Cable Profit from Home Video?* Room W103. Moderator: Kazie Metzger, Group W Cable. Panelists: Glenn Colvin, Comcast; Ronald Roe, Newport News Cablevision; Gregory Liptak, Jones Intercable; Stuart Gray, Showtime/The Movie Channel. Reactor: Ron Aldridge, Electronic Media.

*The Legislative Challenges to Cable Television.* Room W104. Moderator: John Evans, Arlington Cable Partners. Panelists: Representatives Edward Madigan (R-Ill.), Ron Ritter (R-Pa.), Al Swift (D-Wash.), Thomas Tauke (R-Iowa), Ron Wyden (D-Ore.).

*Teamwork: Are Sports Services Playing Ball with Cable?* Room W106. Moderator: Robert McRann, Cox Cable. Panelists: J. William Grimes, ESPN; Harlan Rosenzweig, Group W Satellite; Robert Wussler, Turner Broadcasting; Edward Bennett, Viacom Cable.

*Recapitalization: A New Wave for Cable?* Room W107. Moderator: Paul Kagan, Paul Kagan Associates. Panelists: Charles Kadlec, Frazier, Gross & Kadlec; Frederic Seegal, Shearson Lehman Brothers; Nancy Hawthorne, Continental Cablevision.

*Monitoring Systems Performance.* Room W116. Moderator: Brian James, NCTA. Panelists: Lee Dusbabek, Century III/General Instrument; Richard Merrell, Zenith; Rezin Pidgeon, Scientific-Atlanta; James Sullivan, Midwest Cable & Satellite.

*Impulse Pay-Per-View—The Technology Is Here.* Room W117. Moderator: Dave Archer, Viacom Cable. Panelists: Shellie Rosser, Pioneer Communications of America; Dennis Clark and Thomas O'Brien, Jerrold division/General Instrument; Vito Brugierra, Zenith Electronics; Lamar West, Scientific-Atlanta; Andrew Bulfer, AT&T Communications; William Frezza, General Instrument.

## Tuesday, March 18

**General session.** Arena. 9:30-9:45 a.m. Special address: FCC Chairman Mark Fowler. *Behind the Screens with Larry King.* 9:45-11 a.m. Moderator: Larry King, Cable News Network. Panelists: Michael Fuchs, HBO; Ted Turner, Turner Broadcasting; Austin Furst, Vestron Video; Dr. John Malone, TCI; Jonathan Dolgen, 20th Century Fox.

**Two concurrent sessions.** 9-10:30 a.m. Room W116. *Signal Leakage Monitoring—Airborne Techniques.* Moderator: Roy Ehman, Storer Communications. Panelists: Leslie Read, Sammons Communications; Jay

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It's the most exciting evergreen to spring up in years: an all-new animated program built on that loveable evergreen character—Dennis the Menace!

Kids have loved Dennis for years, and today he appears in 1,000 newspapers with 75 million circulation.

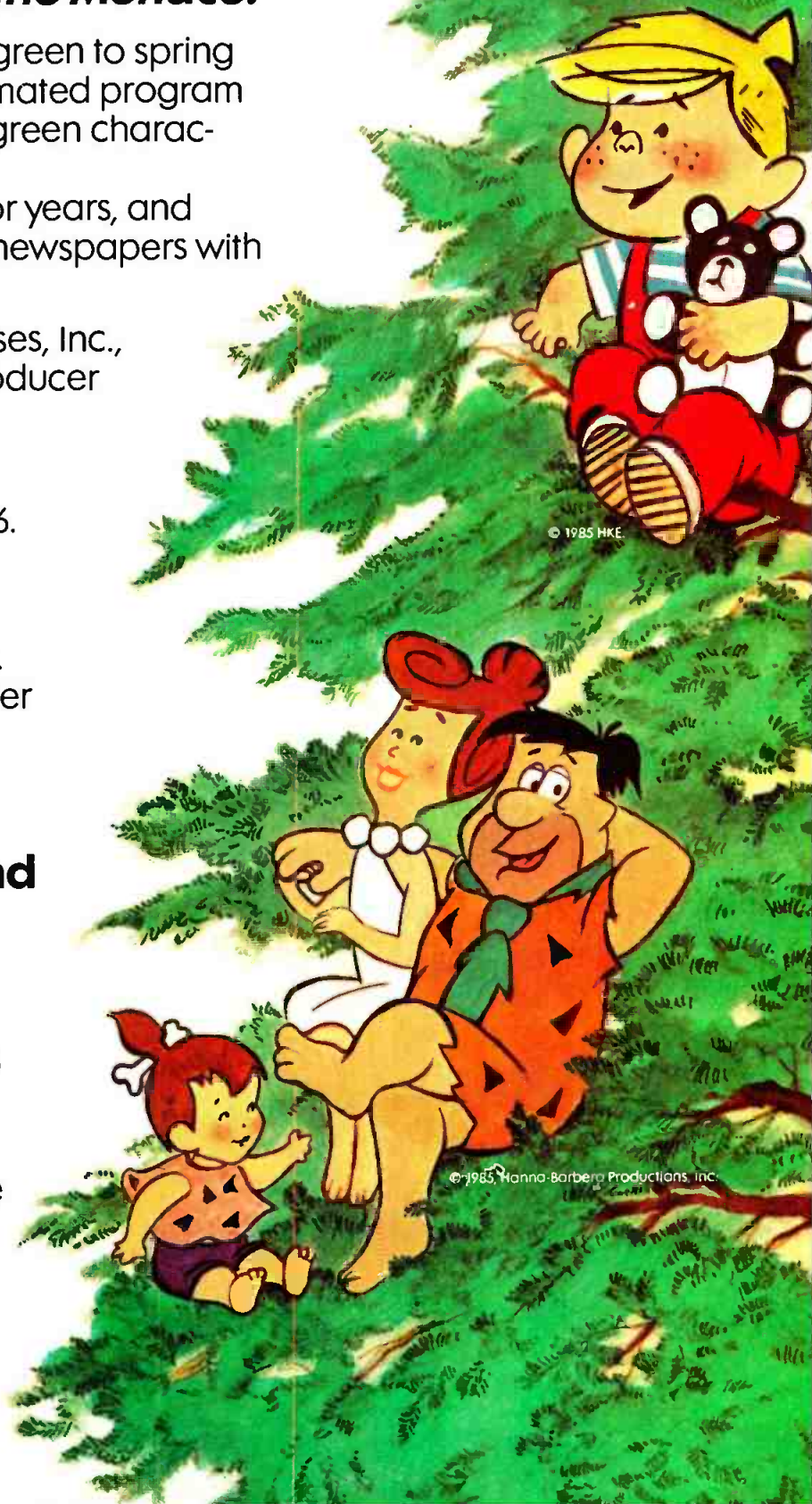
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## Plus *Scooby-Doo* and *The Flintstones*.

Two of the most consistently popular programs ever! Lots of kids' programs come and go, but these evergreens never fade.

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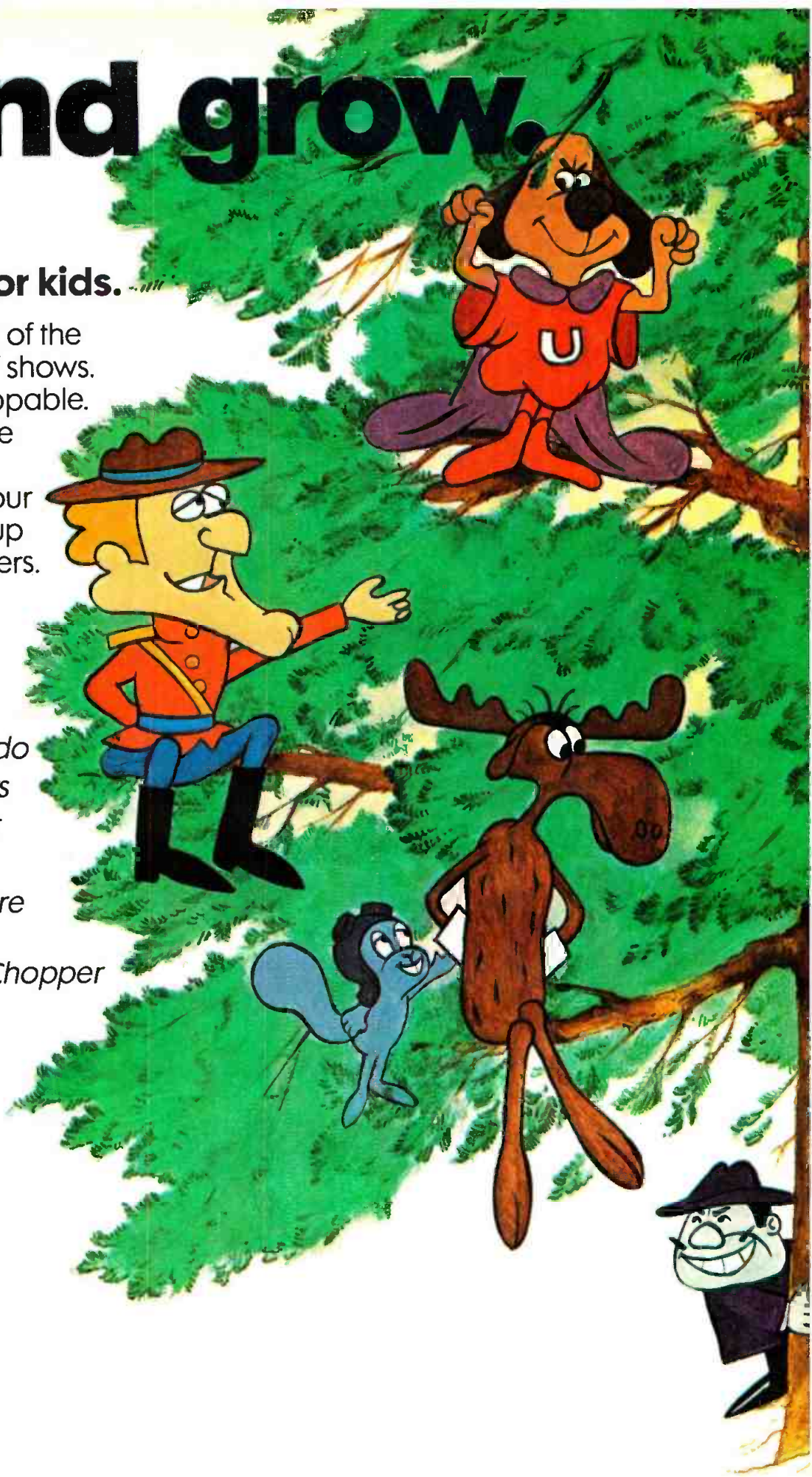


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Staiger, Magnavox CATV Systems; Brian James, NCTA; John Wong, FCC.

**Consumer Products—Making Them Work with Cable.** Room W117. Moderator: Eb Tingley, Electronic Industries Association. Panelists: Arthur Vigil, Graham Stubbs and James Strain, Oak Communications; Michael Long and Richard Merrell, Zenith Electronics.

**Ten concurrent sessions.** 3-4:30 p.m. **How I Do It—System-level Community Operations.** West Ballroom A. Moderator: Gayle Greer, ATC. Panelists: Richard Carlton, Southern Cable TV Association; Nancy Larkin, American Cablesystems; Jim McQueeney, press secretary to Senator Frank Lautenberg (D-N.J.); Paul Cianelli, New England Cable Television Association; Richard Alteri, New York Cable Television Association.

**How I Do It—Marketing Tips that Work.** West Ballroom B. Moderator: Ewan Mirylees, Warner Amex. Panelists: Ranier Matuszewski, Continental; Warren Zeller III, TCI; Dale Parker, Heritage; Jeff Jarrett, CBN Cable; W. Ellen Kaye, USA Network.

**View to a Payoff: Is Pay-Per-View the New Frontier?** West Ballroom C. Moderator: Larry Wangberg, Times Mirror. Panelists: Elizabeth Kennard, Mid-Hudson Cablevision; John Keaveney, Group W Cable; Nancy Anderson, Rogers Cablesystems; Ben Reichmuth, Gillcable; Nimrod Kovacs, United Cable. Reactor: Merrill Brown, *Channels of Communications*.

**Washington Insiders on Cable Copyright and Scrambling Legislation.** Room W101. Moderator: Edward Merlis, NCTA. Panelists: Ken Mannella, Steve Metalitz and John Podesta, Senate Subcommittee on Patents, Copyright and Trademarks.

**The Fight for Rights: Where Is Cable and the First Amendment?** Room W103. Moderator: Trygve Myhern, ATC. Panelists: Robert Pittman, MTV

Networks; Robert Rosencrans, Columbia International; John Cole, Cole, Raywid & Braverman; Dan Phythyan, Senate Commerce Committee.

**Coming of Age: How Do We Position Cable in a Mature Business Environment?** Room W104. Moderator: June Travis, Rifkin & Associates. Panelists: John Cooke, Disney Channel; Charles Townsend, Colony Communications; Philip Lind, Rogers U.S. Cablesystems. Reactor: Bill Harvey, Media Science Reports.

**Movers and Shakers: What's the Story Behind Acquisitions?** Room W106. Moderator: Kent Phillips, Communications Equity Associates. Panelists: James Hoak Jr., Heritage Communications; Patrick Lombardi, Jones Capital Markets; Charles Morris III, Rifkin & Associates; Stewart Blair, TCI.

**Decoding the Scrambling Options: Is the Consumer Receiving Mixed Signals?** Room W107. Moderator: James Cownie, Heritage Communications. Panelists: Larry Carlson, Cinemax; Dr. H. Taylor Howard, SPACE; Thomas Rogers, House Telecommunications Subcommittee; Steven Dodge, American Cablesystems Corp.; Dale Brown, Senate Commerce Committee.

**Operations Considerations.** Room W116. Moderator: Scott Tipton, Heritage Cablevision. Panelists: Kenneth Eichelman, Jerrold/General Instrument; Dan Pike, Prime Cable; Frank Little Jr., Scientific-Atlanta; Dana Eggert, United Artists Cablesystems.

**Improved Signal Security.** Room W117. Moderator: William Riker, Society of Cable Television Engineers. Panelists: Karl Poirier, Triple Crown Electronics; Mohammed Mesiya, Times Fiber; Michael Jeffers, Jerrold/General Instrument; Graham Stubbs and James Ackermann, Oak Communications.

## The hardware and software on display at NCTA

The following is a list of exhibitors for the NCTA convention at the Dallas Convention Center. An asterisk denotes a product new to the market.

**ACTS Satellite Network** 2447  
6350 West Freeway, Fort Worth, Tex. 76150

**Air and Army National Guard** 1347  
ANGSC/MPRA, Mail Stop 18, AAFB, Md. 20331

Radio and television public service announcements. **Staff:** Mike Haller, Vic Tellez, Steve Villapando, Randy Scholtz.

**Alpha Technologies** 2506  
1305 Fraser St., D-5, Bellingham, Wash. 98226

**AM Cable TV Industries** 1020  
I AM Drive, Quakertown, Pa. 18951

Construction services. **Staff:** Marty Moran, Phil Verruto, Steve Davidson, I.T. Saldi, Bob Dickenson, Joe Preschutti, Mac Qurashi, Steve Rosecrans, Ken Stouphille.

**American Movie Classics** 1538  
100 Crossways Park West, Woodbury, N.Y. 11797

**Amperex Electronic Corp.** 1495  
Providence Pike, Slatersville, R.I. 02876

Cable hybrids, MATV hybrids, low noise broadband transistors, industrial wide-band amplifiers. **Staff:** Howard Hench, Tom Perry, Pieter Lok, Jan Ramaekers, Bob Meyer, Kevin Stuart.

**Anixter Communications** 1730  
4711 Golf Rd., Skokie, Ill. 60076

**Antenna Technology Corp.** 2343  
1140 E. Greenway St., Suite 2, Mesa, Ariz. 85203

**Artrronics** 1138  
300 Corporate Ct., S. Plainfield, N.J. 07080

**Arts & Entertainment** 1755  
555 Fifth Ave., New York 10017

Basic cable programming network.

**Arvis div./Adams Russell** 1127  
1370 Main St., Waltham, Mass. 02154

7000 series automated advertising systems for traffic insertion and billing, 8000 series PPV or playback systems for movies and local origination programming. **Staff:** Roger Strawbridge, Trevor Lambert, Linda Stein, Sarah Potter, Linda Arnold, Susan Robinson.

**Associated Press** 1368  
1825 K St., N.W., Washington 20006

AP News Plus, AP NewsCable and AP NewsPower.

**AT&T Communications** 1979  
295 N. Maple Ave., Basking Ridge, N.J. 07920

**Augat LRC/Vitek** 2327  
Box 111, Horseheads, N.Y. 14845

Coaxial cable connectors, heat shrink, cable assemblies, FM kits\*, VCR kits\*, self-terminating connectors\*, wall

plates\*, traps and tracers. **Staff:** John McQuaid, Ed Eschliman, Ken Wood, Len DeRenzo, Paul Zauner, George Ornelas, Jack Radzik.

**Belden** 2045  
2200 U.S. Hwy. 27 South, Richmond, Ind. 47374

**Bell & Howell** 2500  
6800 McCormick Rd., Chicago 60645

**Matthew Bender** 2170  
235 E. 45th St., New York 10017

"Cable Television Law: A Video Communications Practice Guide." **Staff:** Kathi Raftery, Bob Connor, Lee Bongiolatti, Keith Ronck.

**Bethlehem Tower Works** 2258  
821 N. Vine, Harrison, Ark. 72601

**Biddle Instruments** 1497  
510 Township Line Rd., Blue Bell, Pa. 19422

Cable test instruments, fiber optic test instruments. **Staff:** Chuck Schmidt, Ben Gallo.

**Birdview Satellite** 2545  
315 N. Lindenwood, Olathe, Kan. 66062

**Black Entertainment Television** 1110  
1232 31st St., NW, Washington 20007

Black cable programming service.

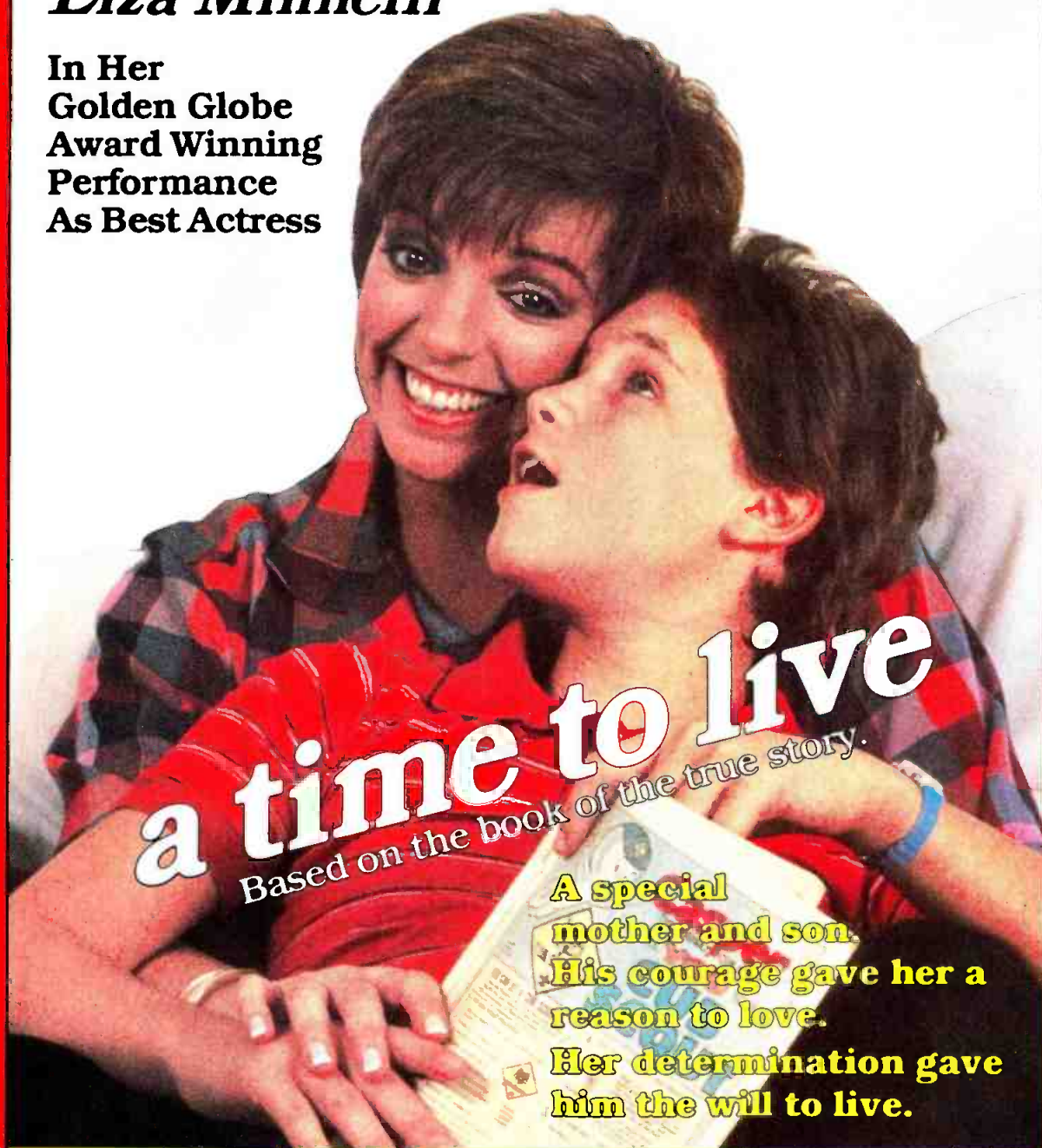
**Blonder-Tongue Laboratories** 1130  
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**Boman Industries** 1335  
12160 Woodruff Ave., Downey, Calif. 90241

**Brad Cable Electronics** 2332  
1023 State St., Box 739, Schenectady, N.Y. 12301

Converters, cable equipment sales and service, Jerrold JRX-A and JSX-A converters. **Staff:** Robert Price, Ben Price, Rich Koonz, Bruce Sykes, Chris Krehmeyer.

**W.H. Brady Co.** 2359  
2221 W. Camden Rd., Milwaukee, Wis. 53209

**Bravo** 1538  
100 Crossways Park West, Woodbury, N.Y. 11797

**Brink Security Boxes** 1333  
Box 1154, Port Neches, Tex. 77651

**Broadband Engineering** 2327  
211 Commerce Ln., Jupiter, Fla. 33458

**Broadcast Financial Management Association** 1252  
701 Lee St., Suite 1010, Des Plaines, Ill. 60016

**Budco** 1586  
Box 3065, Tulsa, Okla. 74101

Taplocks, single digit tags, panel tags, marking ID products, barrel locks; retrofitting devices, Lemco tools distributors. **Staff:** D. Nicholas Allen, David Allen, Barbara Allen.

**Burnup & Sims**  
**Cable Products Group** 2538  
Box 36, Halls Mill Rd., Adelphia, N.J. 07710

**Business Systems** 1948  
One Marcus Dr., Greenville, S.C. 29615

Computerized in-house subscriber management and billing system.

**Caballero Control Corp.** 2430  
21800 Burbank Blvd., Suite 200, Box 4061, Woodland Hills 91365

**Cable Communications Media** 1362  
203 E. Broad St., Bethlehem, Pa. 18018

Program guides.

**Cable Concepts** 1332  
12201 W. Burleigh St., Wauwatosa, Wis. 53222

**Cable Link** 1594  
280 Cozzins St., Suite 2A, Columbus, Ohio 43215

**Cable Marketing Services** 2168  
2105 Edgewood, Box 13676, Arlington, Tex. 76013

**Cable Publications** 2194  
322 Congress St., Boston, Mass. 02210

**Cable Security Systems** 1584  
621 Stage Rd., Box 2066, Auburn, Ala. 36830

**Cable Services Co.** 2509  
2113 Marydale Ave., Williamsport, Pa. 17701

**Cable Tonight** 1337, 1798, 2441  
10 Byington Pl., Norwalk, Conn. 06850

**Cable TV Installations** 1143  
6010 W. 34th St., Suite K, Houston 77092

**Cable TV Supply Co.** 1104  
5922 Bowcroft St., Los Angeles 90016

Headend electronics, house drop materials, poleline and underground construction materials. **Staff:** Mark Engler, Bill Krempasky, Paul Acker, John Hogue, Sam Elliott, Steve Brazil, Richard Hunt, Steve Harrison, Wayne Little, Sandy Cook.

**Cable Video Entertainment** 1576  
111 8th Ave., Suite 1500, New York 10011

**CableData** 1300  
11020 Sun Center Dr., Rancho Cordova, Calif. 95670

**Cableready** 1331  
1970 W. 12th Pl., Denver, Colo. 80204

**Cabletek** 1713  
Box 11908, Lexington, Ky. 40578

**Cabletek Center Products** 1230  
129 S. Abbe Rd., Elyria, Ohio 44035

**Cablevision/CED/Cablefile** 1477-78  
Box 5208, Denver, 80218

**Cableview Publications** 1575  
111 8th Ave., New York 10011

System-specific guide format.

**Cadco** 1375  
2706 National Cr., Garland, Tex. 75041

**Can-Am Service Corp.** 1341  
Box 1236, Mukilteo, Wash. 98275

**Capitol Satellite** 1330  
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

**Cardiff Publishing** 2145  
6530 S. Yosemite St., Englewood, Colo. 80111

**J.I. Case** 1784  
700 State St., Racine, Wis. 53404

**Catel Telecommunications** 2190  
4050 Technology Pl., Fremont, Calif. 94538

**CATV Subscribers Services** 1675  
108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping, engineering/design, construction, sales/

marketing, installation and support services, consulting and audits. **Staff:** Raymond Galtelli, G.F. Haisman, Fred Robertson, Tommy Butts, Jerry Curren.

**CBN Cable Network** 1790  
CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information and inspirational programming. **Staff:** Tim Robertson, Earl Weirich, John Roos, Tom Rogeberg, Susan Sturkie, Doug Greenlaw, Jim Reid, Bob Hughes, Jeff Jarrett, Harry Young.

**C-COR Electronics** 2513  
60 Decibel Rd., State College, Pa. 16801

Feedforward distribution amplifiers, status monitoring system, remote video camera control system, main line passives, standby, VPS and conventional power supplies. **Staff:** John Hastings, Fred Kummer, Bryon Brammer, Mike Crotts, Don Wadas, Mick McGuire, Dick Perry.

**Channel Master** 2309  
Box 1416, Industrial Park Dr., Smithfield, N.C. 27577

Broadband CARS microwave system, satellite, off-air and distribution equipment.

**Channell Commercial Corp.** 1578  
620 W. Foothill Blvd., Glendora, Calif. 91740

Underground products—plastic pedestals, low profile amplifier housing, air/water tight enclosures, coax cablecon, grade level vaults. **Staff:** Bill Channell Sr., Bill Channell Jr., Mike Loran, Carl De Simone, Bob Abrahams, Steve Roby, Bob Baxter, Norm Bennett, Bob Cook, Bob Featherstone.

**Channelmatic** 1927  
821 Tavern Rd., Alpine, Calif. 92001

Ad insertion traffic management software, ad insertion advanced remote and local control software, logmatic II data logger, stereo patchmaster. **Staff:** Bill Killion, Vern Bertrand, Roger Heidenreich, Dwain Keller, Mike Watson, Dick White, Wes Hanemayer, Tony Keator, Frank Steer, Mike Shofner.

**Christophers** 1029  
12 E. 48th St., New York 10017

Christopher Closeup. **Staff:** Mary Jane Hopkins, Rev. John Catoir.

**Cinemax** 1952  
1100 Avenue of the Americas, New York 10036

Pay programming service of movies, music and comedy programming.

**Coaxial Group** 2119  
333 Logan St., Denver 80203

Strand mapping, system design, direct sales, tap audits, aerial and underground construction, brokerage services and in-

# **THESE STATIONS HAVE ONLY ONE RECORD TO BEAT.**



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One quarter of all TV stations who were nominated or won Iris Awards this year are represented by Blair Television.

We salute these stations for their excellence in local programming. Their leadership is a tradition we're proud to be part of.

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WOWK-TV Huntington-Charleston, West Virginia

WMC-TV Memphis, Tennessee  
WISN-TV Milwaukee, Wisconsin  
WUSA Minneapolis-St. Paul, Minnesota  
\*KETV-TV Omaha, Nebraska

\*WPVI-TV Philadelphia, Pennsylvania  
\*KGW-TV Portland, Oregon  
\*KING-TV Seattle, Washington  
KWWL-TV Waterloo/Cedar Rapids, Iowa  
\*Winners

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Television



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After only 6 weeks on the air, "Perfect Match" has already been renewed for the 1986-'87 season in 7 of the top 10 markets.

That's an industry record!

If "Match" is still a secret to you, take a look at an episode. You'll discover what stations in 7 of the top 10 markets already know.

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LORIMAR-T



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Philadelphia . . . . .WCAU

San Francisco . . . . .KRON

Boston . . . . .WBZ

Washington, D.C. . . . .WRC

Dallas . . . . .KXAS

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IN PHILADELPHIA!**

vestment banking, equipment sales and installation and LAN construction, converter and equipment repair and computerized performance testing. **Staff:** Ross McPherson, Jeff Gutfreund, Steve Gower, Jim Mackenzie, John Campbell, Carolyn Hess, George Taylor, Stephen Barber, Bruce Falkenberg, Dena Barcome, Lou Edmondson, Jack Hooper, Dwayne Lipp.

**CommTek Publishing 1338**  
Box 53, Hailey, Idaho 83707

Cable publications. **Staff:** Sally Von Bergen, Frank Finn, Howard Shippey, David Uptmor, David Wolford, Kate Hampford, Vans Stevenson, Katherine Connelly, Barbara Ruger, Claire Smith.

**Communications Equity Assoc. 1120**  
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Brokerage, corporate finance, investment banking, management, appraisal and other services for the cable and communications industry. **Staff:** Rick Michaels, Jim Ackerman, Harold Ewen, Gene Gawthrop, Don Russell, Tom MacCrory, Diane Healey-Linen, Kent Phillips, Ed Frazier, Mark Sena, Jay Dugan, John Long, Don Bosson, Brian Sweeney, Pep Shappee.

**Communications Tech. Pub. 1345**  
12200 E. Briarwood Ave., Suite 250, Englewood, Colo. 80112

**CompuLink 2171**  
7200 E. Dry Creek Rd., Suite B-101, Englewood, Colo. 80112

**Computer Managers 1047**  
113 N. Church St., Nacogdoches, Tex. 75961

Subscriber billing, service order management, sales market analysis, inventory control, general ledger, payroll, accounts receivable, customer accounts receivable, production management, accounting. **Staff:** Jack Paschetag, Scott Birk, Bill Selman, Bob Jones, Michael Lucey.

**Computer Utilities of Ozarks 2552**  
103 Industrial Park Rd., Harrison, Ark. 72601

**ComSonics 2109**  
1350 Port Republic Rd., Box 1106, Harrisonburg, Va. 22801

Window field strength meter\*, Sniffer II and Sniffer Jr.\* leakage detection units, coaxial relays, repair services, proof-of-performance testing. **Staff:** Dennis Zimmerman, Wayne Bruffy, Cynthia Tasker, Jerry Cummings, Jim Junkins.

**Condux International 1395**  
Box 247, Kingswood Rd., Mankato, Minn. 56001

**Control Technology 2445**  
1881 State St., Garland, Tex. 75042

**Cosmo Graphics 2703**  
100 E. 15th St., Suite 201, Fort Worth 76102

Program guides. **Staff:** Chris Stark, Larry Rosenberg, Allen Turner.

**Creative Data Systems 1587**  
9300 W. 110th St., Suite 150, Overland Park, Kan. 66210

**Creative Management Services 1775**  
230 Main St., Box 10, Toms River, N.J. 08754

Subscriber management system. **Staff:** Alan E. Meyer, Richard Alfonso, Gil Jacobs, Boyd Womack, Doug Droese, George McGuire, Ray Maxwell, John Jonopolos, Jacqueline Briggs.

**Credit Protection Association 2148**  
Box 402068, Dallas 75240

**Staff:** Nate Levine, Ann Levine, Chris Ashworth, Robert Adonailo, Doc Guerrero, Bob McAllaster, Stewart Dann.

**C-SPAN 1596**  
400 N. Capitol St., NW, Suite 412, Washington 20001

Cable Satellite Public Affairs Network covering the House and Senate and other Washington events. **Staff:** Susan Aigner, Greg Barker, Brian Gruber, Brian Lamb, Paul Fitzpatrick, Jana Dabrowski, Brian Lochman, Susan Swain.

**CSE Technologies 1057**  
100 W. Central, Box 308, New London, Minn. 56273

Lashers and tools for aerial cable placement. **Staff:** John Innes, Harry Taute.

**C-2 Utility Contractors of Texas 1033**  
10404-B Cash Rd., Stafford, Tex. 77477

**CWY Electronics 1440**  
Box 4519, 405 N. Earl Ave., Lafayette, Ind. 47903

**Dallas Communications 1245**  
6301 N. O'Connor Rd., Irving, Tex. 75039

**Daniels & Associates 1727**  
2930 E. Third Ave., Denver 80206

**Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Bob Nagel, Jerry Maglio, Bill Kingery, Buzz Mitchell, Phil Hogue, Bob Russo, Bob Holman, Hugh McCulloh, Gerry Zimmerman, John Muraglia, Dan Forey, Chip James, Tim David, Jay Busch, Bruce Dickinson, Brad Busse, Jim Tritch, Bruce Godfrey, Brian Deevy, Ross Buford, Marc Weisberg.

**Data Broadcasting Corp. 1473**  
8027 Leesburg Pike, Suite 107, Vienna, Va. 22180

Stock quotations and related financial information sent to PC's through VBI of Financial News Network. **Staff:** Catherine Flynn, John Kathman, J. Scott Dinsdale, Tom Wolfsohn, Paula Korn.

**Data Communications Corp. 2335**  
3000 Directors Row, Memphis, Tenn. 38131

BIAS PC sales/traffic/billing computer system. **Staff:** Norfleet Turner, Dick Bruce, Susan Whalen, Michael Hunter, Jamie McMahon, Doug Rother.

**Data Log Systems 1340**  
Box 1561, Oshkosh, Wis. 54902

Hardware and software system providing verification and billing for ad sales. **Staff:** Bill Gaumont, Chas Bean, Scott Saunders.

**Data Transmission Devices 1476**  
65 Walnut St., Peabody, Mass. 01960

**Deloitte Haskins & Sells 2455**  
28 State St., Boston 02109

**Dialogic Communications 1141-42**  
Box 8, Franklin, Tenn. 37064

Teleclerk voice response system, telephone access to computer data base system. **Staff:** Gary Fitzhugh, Bob Chickey, Phil Suiter.

**Digital Products 1250**  
4021 N.E. Fifth Terrace, Fort Lauderdale, Fla. 33334

**Discovery Channel 2349**  
8201 Corporate Dr., Suite 1260, Landover, Md. 20785

Nature, human adventure, science, history and world exploration programming service. **Staff:** Steve Eldridge, Jody Haas, Mike duMonceau, Joe Maddox, Greg Mayer.

**Disney Channel 1720**  
4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programming service.

**Di-Tech 2158**  
48 Jefryn Blvd., Deer Park, N.Y. 11729

AFV routing switchers, audio/video/pulse distribution amplifiers, video presence detectors, audio monitor/amplifiers, commercial insertion system. **Staff:** Tony Bolletino.

**Ditch Witch 1945**  
Box 66, Perry, Okla. 73077

Trenching and vibratory plowing equipment for underground installation.

**The Drop Shop 2172-73**  
Box 284, Roselle, N.J. 07203

**Staff:** David Wank, Dan Parsont, Lewis Lubell, Dennis Sarantapoulas, Karen Skok.

**DX Communications 2516**  
10 Skyline, Hawthorne, N.Y. 10532

**Eagle Comtronics 2042**  
4562 Waterhouse Rd., Clay, N.Y. 13041

Super traps, multiple channel traps, decoding filters, encoders, directional taps, programmable and addressable descramblers and converters. **Staff:** Alan Devendorf, Joe Ostuni, Chet Syp, Bud Hippisley, Tom Malson, Cullen Davis, John Tekach.

**Eastern Microwave 1762**  
112 Northern Concourse, Syracuse, N.Y. 13221

WOR-TV New York superstation. **Staff:** Gil Korta, Ann Marie Russell, Laurie Prouty-Silverman, Susan Moliski, Ann Forsyth, Amy Sloane, Laurie Portzline.

# What could your station cover with News Express?



**Sports**



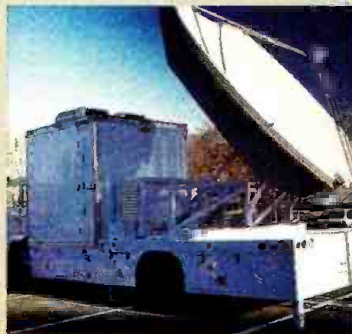
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News Express<sup>SM</sup>, the satellite news-gathering service from GTE Spacenet, gives your station maximum flexibility for live, on-the-spot news coverage and newsexchange networking. With your transportable uplink, you can move fast and maintain control of news coverage—and "scocp" the competition.

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**Marketing Department (703) 790-7700**

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**GTE Spacenet**

**Echosphere Corp. 2323**

2500 S. Raritan, Englewood, Colo. 80110

Satellite receiving equipment, antennas, construction, test and distribution equipment, towers. **Staff:** Kimberly Gordon, Charlie Ergen, Candy Ergen, Katie Ergen, Jim DeFranco, Joel Ballantyne, Steve Schaver, Tom Moore, Dan Bower, Lisa Davis, Walt Lewis, Elizabeth Martinez, Larry Lopez, Holly Griffin, Jeanette Edds, Jeanne Jensen, Marvel Morvath, Kelly Reid, Dave Thomas, John Bryant, John Robinson, Octavio Leal, Ira Jackson, James Furey, Charles Morris, Michael Taylor, Johnny Shepard.

**Electrohome Ltd. 1023**

809 Wellington St., Kitchener, Ont. N2G 4J6

**Electroline TV Equipment 1442**

Box 1149, Grapevine, Tex. 76051

**Encyclopaedia Britannica USA 1686**

310 S. Michigan Ave., Chicago, Ill. 60604

**ESPN 1759**

ESPN Pl., Bristol, Conn. 06010

Sports programming network. **Staff:** J. William Grimes, Roger Werner, William Ketcham, Roger Williams, Andrew Brilliant, Al Wieder, Bill Zaccaro, Donald Harwood, Joan Wilson, Curtis Symonds, David Ebers, Shirley Rohn-Saito, Mike Nickerson, Michael Fleming, George Bodenheimer.

**Eternal Word Television Network 1327**

5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable network offering religious and family entertainment programming (four hours nightly), other satellite services. **Staff:** Mother Angelica, Marynell Ford, Tracee Goin, Ed Morrow, Dick Stephen.

**EventTeleVision 1709**

7800 E. Union Ave., Suite 700, Denver, Colo. 80237

Pay-per-view programming service of movies, sports and specials. **Staff:** Sid Amira, Bennett Boyd, Richard Whitman.

**Falcone International 2532**

1355 Marietta Pkwy, Suite 104, Marietta, Ga. 30067

Commercial insertion equipment, automatic commercial compiler\*, premium movie machine\*, character generators\*, broadcast station break automation\*. **Staff:** Jimmy Orton, Walter Elliott, Allan Kirby, Arie Landrum, Bob Hall, Gerry Van Mondfrans, David Byars.

**Financial News Network 1562**

2525 Ocean Park Blvd., Santa Monica, Calif. 90405

**First Data Resources 1550**

7301 Pacific St., Omaha 68114

Micro delivery option billing and manage-

ment system, Profitrack. **Staff:** Margaret Ludemann, Jay Oxtan, Bob Hall, Roger Bottazzi, Barb Farrell, Andy Walsh, Mike Parks, Mike Carpino, Dennis Phillips.

**FM Systems 1031**

2877 S. Main St., Santa Ana, Calif. 92707

**Fort Worth Tower 1000**

Box 8597, Fort Worth 76124

Guyed and self-support towers, prefabricated equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Carl Moore.

**Gamco Industries 2360**

19 Walnut Ave., Clark, N.J. 07066

Cable hardware. **Staff:** Fred Whiting, Rubin Logo.

**Clifton Gardiner & Assoc. 2175**

25107 Genesee Trail Rd., Suite 200, Golden, Colo. 80401

Brokerage and financial services. **Staff:** Cliff Gardiner, B.J. Lipari, Charlie Mills, Rex Miller, Wally Briscoe, Jerry Proctor, Judie Carroll.

**General Electric 1913**

One College Blvd., Portsmouth, Va. 23705

**General Instrument/Jerrold 1900**

2200 Byberry Rd., Hatboro, Pa. 19040

Amplifiers, taps and passives, addressable systems, converters, modules, home security.

**Genesis Story Time 2525**

1036-167 Lombard Ave., Winnipeg, Man. R3B 0V3

**Gilbert Engineering 1377**

Box 23189, Phoenix 85063

**Gold Nugget 2429**

Box 13EE, San Antonio, Tex. 78201

Custom-made trademarks and logos. **Staff:** Bobby Watson, Martina Watson, Tina Watson, Sandra Watson, John Morgan.

**Gralan Distributors 2163**

Box 45134, Baton Rouge 70895

**Staff:** Don Jett, Mitch Stentiford, Greg Stentiford, Anne Stentiford.

**Green Equipment Co. 1054**

2351 Merrell Rd., Suite 102, Dallas, Tex. 75229

**Grumman Corp. 1135**

S. Oyster Bay Rd., Bethpage, N.Y. 11714

**Hall's Safety Equipment 2452**

Box 230, Grove City, Pa. 16127

Climbing boots and cable cutters. **Staff:** Jack Hall, Bonnie Hall.

**Hamlin International 2137**

13610 First Avenue South, Seattle, Wash. 98168

Addressable CR-7000A converter with channel allocation and lockout\*, addressable MLD-6400A add-on descrambler with dual RF sync suppression descrambling\*, CR-6600 wireless, remote control converter\*, SPC-4200 and SPC-4200-M set-top converters. **Staff:** Jim Forgey, Tom Minami, Ray Pastie, Bart McKay, John Vanderbeck, Bill Kirk, Gaylord Hart, Dave Nelson, Ken Maxwell, Mark Linford.

**Hit Video USA 1990**

1000 Louisiana, Suite 3500, Houston 77002

Contemporary hot video programming. **Staff:** Constance Wodlinger, Mark Wodlinger, Mike Opelka, Donna Gay.

**Home Box Office 1952**

1100 Avenue of the Americas, New York 10036

Pay programming services including movies, music, comedy, sports, series and documentaries.

**Home Satellite Systems 1003**

1610 W. Evans Ave., Unit H, Denver, Colo. 80110

TVRO supply and support materials. **Staff:** Terry Hill, Jack Joynt.

**Home Shopping Networks 1323**

1563 U.S. 19 South, Clearwater, Fla. 33546

Cable shop-at-home service. **Staff:** Lowell Paxson, Barbara Paxson, Roy Speer, Lynda Speer, Charles Bohart, Sandy Bohart, W. Alex Job, Gail McCulley, Karla Bender, Patti Windstrup, Sondra Jacobs, Ginger Smith.

**Home Sports Entertainment 1100**

2080 N. State Hwy. 360, Suite 260, Grand Prairie, Tex. 75050

Regional sports networks: Home Sports Entertainment, Madison Square Garden, Pro Am Sports Systems, Prime Ticket. **Staff:** Ed Frazier, Dick Barron, Jack Stanfield, Jay Finegold, Jane Cotropia, Kathy Banco, Mike Donaldson, Jim Wilson, Jack McLaughlin, Joe Gagliardi, Sherry Adams.

**Home Theater Network 2352**

465 Congress St., Portland, Me. 04101

Family programming service. **Staff:** Peter Newman, Pete Kendrick, Kathy Peterson, Jan Pearce, Milt Underwood, Corinne Coen, Tom Jenkins, Bill Hart.

**Ben Hughes Co. 1585**

304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Hex crimp tools, dielectric coring tools, stripping/coring tools, quantum reach coring tools, accessory items. **Staff:** David Morrow, Deborah Morrow.

**Hughes Aircraft Co. 2124**

Box 2940, Torrance, Calif. 90509

Multichannel microwave distribution

# Why KLIF & KPLX chose a rep instead of a conglomerate.



*By Dan Halyburton, General Manager, KLIF & KPLX.*

We chose Eastman to rep our stations because we've got something to sell down in Dallas.

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KPLX FM is now the number one country station in Dallas. We've worked hard to develop the personalities and services that have differentiated this station from others.

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A rep firm has the time to understand a radio station, analyze its research and bring that local story to life for a national advertiser or agency.

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If your station wants to be sold independently by a Rep firm instead of supermarket style by a Conglomerate, Eastman is not only your best choice, it's your only choice. Today, we're the only major independent radio Rep firm with the people and resources to represent you to the nation's largest agencies and companies.



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When it comes to choosing the video recorder that works best with our videotape, we're not biased. We prefer them all.

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Take our latest tape, for instance. The picture quality is higher and the background noise is lower than on the tape we were

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Southeast Region 1-800-241-6005  
(In GA 404-441-2222)  
Midwest Region 1-800-323-4826  
(In IL 312-569-3500)

Southwest Region 1-800-527-0804  
(In TX 214-243-2537)  
Western Region 1-800-241-7695  
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 **FUJI** PROFESSIONAL  
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equipment, microwave line extender, FM intertie equipment and enhancement products. **Staff:** C. Douglas Rasmussen, Steve King, Eric Pastell, Abe Sonnenschein, Tom Straus, Robert Stanton, William Margiotta, Arthur Heiny, Norman Woods, Cliff Gorby, Nancy Nicoll.

**Hughes Communications** 1958  
Box 92424, Los Angeles 90009

**IBM** 1390  
1133 Westchester Ave., White Plains, N.Y. 10604

**ICM Video** 1450  
10 N. Lee St., Oklahoma City 73102

Video enhancer/processors, audio and video distribution amplifiers, satellite receivers, downconverters and accessories. **Staff:** Mike Janko, Judy Dahlquist, David Broberg.

**ICON International** 1253  
501 Fifth Ave., New York, N.Y. 10017

**Information Systems** 1433  
3773 NW 126th Ave., Coral Springs, Fla. 33065

Customer management/billing in-house computer systems, software accounting system. **Staff:** Paul Barre, Peyton Lake, Bill Serencsa, Jim Cayo, Matt Brown.

**Intercept Corp.** 1352  
Box 1116, 220 Entin Rd., Clifton, N.J. 07014

**Interface Technology** 1452  
10500 Kahlmeyer Dr., St. Louis 63132

Touch tone/voice response system for PPVorders. **Staff:** H. Richard Grodsky, W. Gary Lowe, David Young.

**International Information Network** 1153  
30 Broad St., New York, N.Y. 10004

**International Satellite Systems** 1595  
1004 Del Norte, Menlo Park, Calif. 94025

**Staff:** Lydia Goessling, Norman Gillaspie, John Coiro.

**International Thomson** 1477  
Box 5208, Denver 80217

**Jackson Enterprises** 1939  
Box 6, Jacks Ln., Clayton, Ohio 45315

**JVC Company of America** 1365  
41 Slater Dr., Elmwood Park, N.J. 07407

Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories.

**Kanematsu-Gosho/Sprucer** 2127  
400 Cottontail Ln., Somerset, N.J. 08873

Sprucer 300\* two-way interactive addressable converter system, software programs. **Staff:** Neil de Costanza, Ken Ogiso.

**Kavouras** 1799  
6301 34th Ave., South, Minneapolis 55450

**Kennedy Cable Construction** 2522  
Box 760, Reidsville, Ga. 30453

**KMP Computer Services** 1550  
135 Longview Dr., Los Alamos, N.M. 87544

Computerized billing and management system, Cablestar. **Staff:** Eldon Pequette, Randy Provan, Rich Payne.

**Leaming Industries** 1437  
180 McCormick Ave., Costa Mesa, Calif. 92626

**Learning Channel** 1942  
1414 22d St., NW, Suite 200, Washington 20037

Informational programming service.

**Lemco Tool Corp.** 1056  
Box 330A, R.D. #2, Cogan Station, Pa. 17728

Designer and manufacturer of aerial and underground maintenance tools, coring and stripping tool\*. **Staff:** Glenn Miller, Bob Brantlinger.

**Lifetime** 1750  
1211 Avenue of the Americas, New York 10036

Entertainment and information programming for women, dramatic series and feature films. **Staff:** Thomas Burchill, Don Andersson, Larry Rebich, Chuck Gingold, Barry Kresch, Seymour Kaplan, Bill Padalino, Debra Lieberman, Bonnie Bussekus, Sydney McQuoid, Holly Penwell, Rose Lorenti, Ben Bellinson, Erin McGrath, Grace Chiu, Susan Bluttman, Jim Ganley.

**Lindsay Specialty Products** 1394  
50 Mary St. W., Lindsay, Ont. K9V 4S7

Commercial grade transmit and receive antennas, cable electronics, feedforward, trunks, bridges and line extenders, passives, multitaps, drop material and connectors. **Staff:** David Atman, Don Stirling.

**Lode Data Corp.** 2347  
6450 E. Hampton Ave., Denver 80222

Cable and LAN system design computer. **Staff:** Trygve Lode, Alan Grandbois.

**LRC Electronics** 2327  
901 South Ave., Horseheads, N.Y. 14845

**Luxor (North America) Corp.** 1766  
600-108th Ave. NE, Suite 539, Bellevue, Wash. 98004

Satellite receiving systems, 9900 block receiver system\*. **Staff:** Hans Giner, Tracie Ingersoll, Jan Oleksiak-Harakas, Chuck Watkins, Bill Lawson, Owe Tornqvist, Steve Montgomery, Al Williams, Steven Forbes.

**M/A-Com Cable Home Group** 2100  
1375 Lenoir Rhyne Blvd., Hickory, N.C. 28601

Corrosion resistant and multidrop bundled dropwires, jacket for P3 products\*.

**Staff:** Frank Drendel, Jearld Leonhardt, Jim Webb, Stan Lindsay, Randy Crenshaw, Jerry Smith, Tom McMinn, Ed Foust, Mark Manning.

**M/A-Com MAC** 2100  
63 Third Ave., Burlington, Mass. 01803

Terrestrial microwave equipment, block downconverter, transmitter. **Staff:** Don Sicard, Ed Misrahi, Bill Culbertson, Dave Erikson.

**Madison Square Garden Network** 1100  
2 Pennsylvania Pl., Suite 1800, New York, N.Y. 10210

**Magnavox CATV Systems** 2113  
100 Fairgrounds Dr., Manlius, N.Y. 13104

550 mhz subsplit amplifiers, LAN gear, integrated subscriber/institutional systems, advanced and 110v powered amplifiers, headend products, passives, taps, sub-passives, connectors, standby power supplies and converters, training, system design and rebuild analysis. **Staff:** R. Roscher, K. Weil, M. Senken, R. Finnerty, L. Richards, J. Staiger, R. Rowland, H. Longware, L. Corvo, C. Anderson, R. Stepp, S. Loose, S. Schoen, C. Buesking, J. Leininger, E. Himes, D. Walls, Z. Dragosz, T. Vaas, D. Colangelo, B. Mackin, L. Mancini, S. Yorks, R. Schultz.

**Malarkey-Taylor Associates** 1380  
1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Cable communications consultants for business, financial, regulatory and engineering applications.

**Mega Hertz Sales** 2527  
4001 Airport Freeway, Suite 590, Bedford, Tex. 76021

**Melita Electronic Labs** 2700  
3731 Northcrest Rd., Suite 29, Atlanta 30340

Telephone call processing computer/subservicer, smartlink, smart CSR station, 4000-digital voice and data. **Staff:** Aleksander Szlam, Dale LaPorte.

**Microdyne** 1599  
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

Complete C and Ku band satellite services, downconverters and receivers, earth stations, modulator, Microdyne automated terminal. **Staff:** Earl Currler, Doug McKay, Brett Swigert.

**Midwest Corp.** 1055  
One Speri Dr., Edgewood, Ky. 41017

Harris three-meter delta gain antenna.

**MPCS Video Industries** 2530  
514 W. 57th St., New York 10019

**Staff:** Max Meyerson, Jay Dorman.

**MTV Networks** 1700  
1775 Broadway, New York 10019

VH-1, Music Television and Nickelodeon.



**Staff:** Bob Pittman, John Reardon, Mark Booth, Chris Edwards, Harriet Seitler, Mark Rosenthal, John Shaker, Leslye Schaefer, Ruth Otte.

**Muscular Dystrophy Assoc.** 2706  
810 Seventh Ave., New York 10019

Subscriber acquisition program, 1986 cable/MDA program materials and information. **Staff:** Michael Havlicek, Molly Karnitz, Joleen Downey, Susan Simmons, Stephen Mills.

**Mycro-Tek** 1238  
9229 E. 37th North, Wichita, Kan. 67226

**Nacom Corp.** 1597  
1900 E. Dublin-Granville Rd., Suite 100A, Columbus, Ohio 43229

**Nashville Network** 2355  
Box 10210, Stamford, Conn. 06904  
Basic cable country music network.

**National Association of Minorities in Cable**  
1722 Lafayette St., Denver 80218

Association that promotes full participation of minorities in cable employment, business ownership and programming. **Staff:** Glenda Lyle, Pamela Phox, Gail Williams, Gayle Greer, L. Patrick Mellon, J. Barry Washington.

**National Federation of Local Cable Programers** 1697  
906 Pennsylvania Ave., SE, Washington 20003

**National Captioning Institute** 1343  
5203 Leesburg Pike, Falls Church, Va. 22041

**National Guard Bureau** 1347  
Mail Stop 18, Andrews AFB, Md. 20331

**National Museum of Cable Television Associations area**  
222 Special Services Bldg., University Park, Pa. 16802

**Neptune Information Systems** 1556  
3155 Northwoods Pkwy., Norcross, Ga. 30071

**Nexus Engineering** 1684  
4181 McConnell Dr., Burnaby, B.C. V5A 3J7  
SR-5 satellite receiver, SD-5 stereo demodulator. **Staff:** Lyle Horne, Jerry Clarke-Ames, Aitaf Alimohamed.

**A.C. Nielsen Co.** 1387  
1290 Avenue of the Americas, New York 10104

Nielsen cable audience profiles for cable systems, Nielsen C.O.D.E. (cable on-line data exchange), Nielsen on-line marketing information system, VCR usage study, telephone coincidentals, other special research for the home video market. **Staff:** David Harkness, Susan Whiting, Frank Henson, Daniel Fischer, Mary Lennon.

**Northeast Filter Co.** 2358  
101 Pickard Dr., Syracuse, N.Y. 13217

**Northern CATV Sales** 1397  
Box 6729, Syracuse, N.Y. 13217

**Nostalgia Channel** 2154  
2 Dallas Communications Complex, 6309 N. O'Conner Rd., Suite 225, Irving, Tex. 75039

Classic movies, television series. **Staff:** Peter Flint, Sergio Bosco, Clem Majerus, Bill Tauber, Larry Jennings, Gae Barron.

**Nyson** 1694  
101 Hwy. 123, Seneca, S.C. 29678

**Oak Communications** 1735  
16516 Via Esprillo, Rancho Bernardo, Calif. 92127

Sigma one, master/slave concept, EIA compatible version of Sigma, handheld VCR timer, TotalControl cordless remote control. **Staff:** John Donohue, Graham Stubbs, Tony Wechselberger, Rj Smith, Mary Lou Wright, Ron Ducceschi, Dave Barbour, Karen Dodrill, Loris Thacker.

**Panasonic Corp.** 1116  
One Panasonic Way, Secaucus, N.J. 07094

CATV converters, addressable CATV converter, video switcher, satellite receiver, videotex decoder, ENG/EFP studio

## Program Insurance

# STAR CLUSTER

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5. Entertains and involves the audience

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Four Star  
International, Inc.

931 North Cole Ave.  
Hollywood, CA 90038-2675  
(213) 469-2102

color cameras.

**Parallex** 1975  
437 Goldfloss St., Winston-Salem, N.C. 27107

On-line management and billing services, Paraneet office automation with electronic mail and targeted market tracking. **Staff:** Dale Kline, Bruce Odell, Winton Wilcox, Lee Mixson, Jerry Nelson.

**Payview Ltd.** 1350  
G.P.O. Box 3000, Hong Kong

**People's Choice** 1570  
274 Riverside Ave., Westport, Conn. 06880

**Phoenix Cable/Lease** 1049  
100 Colony Square, Atlanta 30361

**Pico Products** 1447  
103 Commerce Blvd., Liverpool, N.Y. 13088

CATV/SMATV/MATV system components and headends, traps and supertraps, encode/(indoor or outdoor) decode systems, parental control lock, home satellite systems. **Staff:** George Knapp, Jim Mead, Michael Holland, Michael Spratlin, Glenn O'Connell, Mike Black, Molly Coulter, Henry Cook.

**Pioneer Communications** 1930  
2200 Dividend Dr., Columbus, Ohio 43228

BA-5000 one-way addressable converter with VCR timer, VCS scrambling, two-way upgrade for IPPV, adapter for stereo sound, add-on device that gives standards converters addressable capacity, block and tunable converters. **Staff:** Thomas Calabro, Larry Shredl, Michael Hayashi, Pete Imamura, Larry Brown, Jim Williamson, Richard Annibaldi, Ed Kopakowski, Ivan Dieu, Alex Lushpinsky, Shelle Rosser, Alice Soltysiak, Ron Coppock, Bruce Thomas, Jim Lewis.

**Pirelli Optronic** 1113  
300 Research Pkwy., Meriden, Conn. 06450

FM modulation equipment\*, RP1301 transceiver\*. **Staff:** A.C. Deichmiller, Alan Kent, Bob Leroux, Dale Delancey

**Playboy Channel** 1538  
100 Crossways Park West, Woodbury, N.Y. 11797

**Portac** 1555  
108 Aero Camino, Goleta, Calif. 93117

**Powerguard div.** 1688  
Rt. 2, Box 550, Hwy. 29 N., Hull, Ga. 30646

Standby and nonstandby power supplies, power grounding products, gold and oxide standby power batteries, five amp 30/60 volt ferro resonant test bench power supply\*. **Staff:** Mason Hamilton, Dwayne Hamilton, Jerry Schultz.

**Precise Mfg.** 1150  
2143 E. Fifth St., Tempe, Ariz. 85281

**Prime Ticket Network** 110  
401 S. Prairie Ave., Inglewood, Calif. 90301

**Pro Am Sports System** 1100  
500 Stephenson Hwy., Suite 204, Troy, Mich. 48083

**Production Products Corp.** 2551  
133 W. Seneca St., Manlius, N.Y. 13104

**PTL** 1558  
PTL Network, Charlotte, N.C. 28279

Inspirational religious programing. **Staff:** John McEntee, Jackie Bradley, Lucas Jewett, Randy Greco, Dan Bolich, Leah Lyles.

**PTS Corp.** 1445  
5233 S. Hwy. 37, Bloomington, Ind. 47401

**Pyramid Industries** 1016  
Box 23169, Phoenix 85063

Cable coaxial connectors, fittings and accessories and metal enclosures. **Staff:** Earl Gilbert, Paul Rhodes, Willard Pequignot, Lanny Gilbert, John Weeks.

**Rainbow Programing Services** 1538  
100 Crossways Park West, Woodbury, N.Y. 11797

American Movie Classics, Bravo, Sports-channel Network, Playboy Channel. **Staff:** Katie McEnroe, Kathy Dore, No-reen O'Loughlin, Cathy Hetzel, Marc Lustgarten.

**Recoton Corp.** 1247  
46-23 Crane St., Long Island City, N.Y. 11101

**RCA Americom** 1513  
4 Research Way, Princeton, N.J. 08540

C- and Ku-band satellite distribution services for cable, direct-to-home and SMATV programing. **Staff:** Andrew Hopsodor, Eugene Murphy, Kurt Thoss, Bill Berman, Fred Horowitz, Gerry Kaplan, Andreas Georghiou, Don Reinert, Lou Donato, Harold Rice, John Williamson, John Christopher, Al Weinrich, Dick Pel-szynski.

**RCH Cable Marketing** 1348  
119 River Rd., Riverside, N.J. 08075

**Regency Cable Products** 1545  
4 Adler Dr., Box 116, E. Syracuse, N.Y. 13057

**Reliable Electric** 1371  
11333 Addison St., Franklin Park, Ill. 60131

Low profile CATV enclosures, apartment boxes and associated hardware. **Staff:** Rick Siemens, Pete Torres, Tim Ahrens, Roy Clingman, Doug Frassrand, Sue Gehrke, Bob Morita.

**Request Television** 1740  
150 E. 58th St., New York 10155

Pay-per-view television service. **Staff:** Jeffrey Reiss, Len Fertig, Bruce Karpas, Dick Stone, Mark Cutten, Bruce Allen, Sam Gelfman, Morgan Lambert, Jennifer Lambert, Colleen Cahill, Jay Rubin, Craig Wilson, Stu Jacob, Greg DePrez, Tina Clarke.

**Ripley Co.** 1354  
46 Nooks Hill Rd., Cromwell, Conn. 06416

**Riverside Manufacturing** 1241  
Box 460, Moultrie, Ga. 31776

Business uniforms. **Staff:** Jim Moriarty, Gene Sieffert, Ken Johnson, Wayne Kennedy.

**RMS Electronics** 1320  
50 Antin Pl., Bronx, N.Y. 10462

Standby and AC regulated power supplies, 600 mhz ultra-tap two- and four-way directional taps, 600 mhz power passing splitters, couplers and power inserter, nonpassing splitters and couplers, matching transformers and filters and hookup accessories. **Staff:** Arthur Fink, Ray Perez, Lee Heller, Michael Solomon, Bill Tielert.

**RMT Engineering** 2260  
625 E. Taylor Ave., Sunnyvale, Calif. 94085

SAM I and SAM Jr.\* meters modifications to 500 mhz, ICM video products, refurbished headend, trunk and distribution products, repairs, prices. **Staff:** Richard McLean, Pat McLean, Danny Priester, Linda Long.

**Sadelco** 2345  
75 W. Forest Ave., Englewood, N.J. 07631

Signal level meters, Super 600\* and 900. **Staff:** Harry Sadel, Gerald Goldman, Joe Sadel, Leo Fischer, Hans Mellinger.

**Satellite Bingo** 1132  
Box 1332, Albany, Ga. 31703

**Scientific-Atlanta** 1984  
3845 Pleasantdale Rd., Atlanta 30340

Earth stations, headend electronics, distribution equipment, coaxial cable, addressable set-top terminals, broadband data modems, CATV security and mini-cable systems.

**Winfield Scott & Associates** 1442  
Box 1149, Grapevine, Tex. 76051

**Secagraphics** 2166  
15000 West 6th Ave., Suite 106, Golden, Colo. 80401

Mapping and graphics integrated computer system. **Staff:** Donald Miller, Terry Hulseberg, Michael Shafts, Ken Perez, Lisa Halloran.

**Seeburg Music** 1330  
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

Music services—Lifestyle and Lifestyle AC. **Staff:** Sherrill Williams Sr., Bonnie Sullivan.

**Showtime/The Movie Channel** 1920  
1633 Broadway, New York 10019

Showtime and Movie Channel pay programing services comprising mix of movies, specials and mini-series.

**Siecor Corp. 1399**

489 Siecor Park, Hickory, N.C. 28603

Fiber optic cable, outside plant hardware, headend and hub termination hardware, installation and test equipment, engineering services and turnkey contracting services. **Staff:** Sandie Perry, R. Scott Stevens, Tommy Liggett, Billy Pyatt, Ann Helms.

**Signal Vision 2503**

3 Wrigley, Irvine, Calif. 92713

**Staff:** Neil Phillips, Brian Dickey, Skip Aduddell, Paul Rhodes, W. Peck Peginaw.

**SIN/Galavision 1107**

460 W. 42d St., New York 10036

Galavision and Spanish-language programming network.

**Society of Cable TV Engineers 1475**

Box 2389, West Chester, Pa. 19380

Technical training services—publications, videotapes, seminars, convention information. **Staff:** William Riker.

**Sportschannel Network 1538**

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

**Standard Communications 2132**

Box 92151, Los Angeles 90009

Agile Omni receiver\*, 24S, 24M, 24PC receivers, outdoor downconverters. **Staff:** Mason Truluck, Diane Hinte, Warren Davis.

**Studioline Cable Stereo 1745**

11490 Commerce Park Dr., Reston, Va. 22091

Studioline Cable Stereo, nine-channel pay music service. **Staff:** John Humphreys, Jason Taylor, Stuart Segal, Ann Stookey, Ed Burakowski, James Britain, Daniel Mulvenon, Norma Young.

**The Success Network 1155**

607 W. Broadway, Fairfield, Iowa 52556

**Success N Life Satellite Network 2519**

Box 819000, Dallas 75381

Family programming focusing on life style success, achievement and development. **Staff:** Jack Hightower, Tim Flynn, Rose Ann Smathers, Susan Stein.

**Synchronous Communications 1316**

1701 Fortune Dr., Suite O, San Jose, Calif. 95131

**Syrcoits International 2192**

829 E. Molloy Rd., Syracuse, N.Y. 13211

Addressable scrambler/descrambler with impulse PPV, SPS scrambler, security traps and filters, multitaps, key lock parental control traps, passive equipment. **Staff:** John Eichstaedt, John Weller, David Barany, Mario D'Arrigo.

**TCS Cable 1494**

7218 McNeil Dr., Suite 306, Austin, Tex. 78729

**Staff:** Roger Little, Peggy Little, Bobby Payne, Florence Payne.

**Telecommunications Prods. 1442**

2917 Oak Forest Dr., Grapevine, Tex. 76051

**Telecrafter Corp. 2164**

Box 21475, Billings, Mont. 59104

Fastac clip gun\*, RB-2 cable clips\*, audit and drop control box, cable markers, tele-theft locks and seals, converter seals. **Staff:** Peter Mangone, Dorit Herman, Pamela Burns.

**Tele-Engineering 1025**

2 Central St., Framingham, Mass. 01701

**Tele-Wire Supply Corp. 2039**

7 Michael Ave., East Farmingdale, N.Y. 11735

**Telemarketing Corp. 1554**

350 Fifth Ave., Suite 7220, New York, N.Y. 10118

**Television Digest 1006**

1836 Jefferson Pl., NW, Washington, D.C. 20036

**Telpar 1442**

2917 Oak Forest Dr., Grapevine, Tex. 76051

**Telstar Corp. 2179**

1900 Avenue of the Stars, Suite 2500, Los Angeles 90067

Telstar Channels PPV service. **Staff:** Tom Hunt, Peter Gilbert, Dennis Garcher, Seth Kittay, Anne Droste, Ruth Gilbert, Jane Bartell, Joe Corazzi, Ed Michalove, Steve Roberts, Jim LeVitus, Nancy Held.

**Tempo Enterprises 1590**

8252 S. Harvard, Tulsa, Okla. 74137

**Texscan Corp. 1909**

3102 N. 29th Ave., Phoenix 85017

Pathmaker and T-series distribution equipment, status monitoring equipment, cable test equipment, spectrum analyzers, detection systems, set-top converters, TRACS, off-premises addressable converter system, character generators, ad insertion equipment. **Staff:** Jim Bonfiglio, Bob Daniels, Charles Auer, Bill Dawson, Bick Remmey, Bob Shannon, Dick Taylor, Gary Adams, Bert Henschel, Dave Keller, Jan Pappas, Tom Gingrich, Carl Rodney, Larry Gay, Nick Meko.

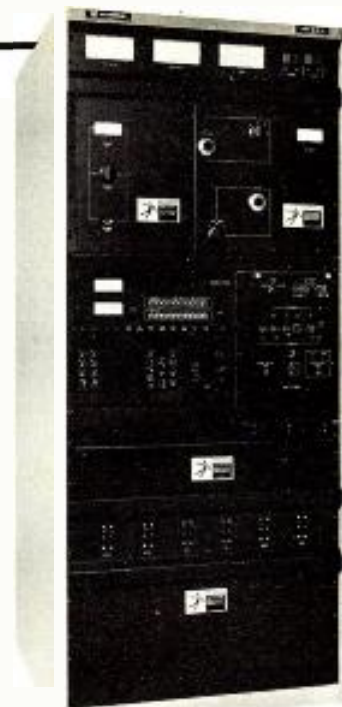
**Time Manufacturing 2141**

7601 Imperial Dr., Waco, Tex. 76702

**Times Fiber Communications 1779**

358 Hall Ave., Wallingford, Conn. 06492

T4 plus trunk and feeder cable, drop cable, low loss semiflex cable, fiber optic transmission systems. **Staff:** Jack Forde, Rex Porter, John Patterson, Ralph Hillburn, Frank Hamilton, Jerry Stovall, George Bell, Don Keene, Carroll Oxford, Fred Brown, Steve Byrd, John Hall, Jim Danielson, Jaye Kasmin, Jeanne Murphy.



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- Automatic Power Control
- Automatic VSWR foldback
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**For your information, our name is Harris.**

**Toner Cable Equipment 1532**

969 Horsham Rd., Horsham, Pa. 19044

Distributors of CATV equipment, including headend, earth stations, antennas and computer billing/management information. **Staff:** Bob Toner, Shawn Toner, Steve Deasey, B.J. Toner, Mike Greninger, Karen Toner, Phil Young, Lou Aurely.

**Toyota Motor Sales 1123**

19001 S. Western Ave., Torrance, Calif. 90509

**Trilogy Communications 1384**

2910 Hwy. 80E, Pearl, Miss. 39208

Coaxial cable. **Staff:** Rick Jubeck, Bill Kloss, John Kaye, Steve Hallock, Shinn Lee.

**Trinity Broadcasting Network 1313**

Box A, Santa Ana, Calif. 92711

**Triple Crown Electronics 2427**

4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

**Turner Broadcasting System 1966**

1050 Techwood Dr., NW, Atlanta 30318

Cable News Network, CNN Headline News, superstation WTBS. **Staff:** Terry McGuirk, Arthur Sando, Bob Ross, Julia Sprunt, Marty Lafferty, Ted Turner, Burt Reinhardt, Mark Henderson, Steve Chamberlain, Ray Coleman, Bob Wussler, Don Lachowski, Doug McGinnis, Andy Harrison, Cathy Burrell.

**TV Decisions 1430**

200 Park Ave., New York 10166

**TV Guide 1356**

4 Radnor Corporate Ct., Radnor, Pa. 19088

TV Guide magazine. **Staff:** Eric Larson, Merrill Panitt, Herb Zucker, Lawrence Moore, Debra Roberts, William Hammack, Kathleen Klag, Jean Fuller, Patricia Baughman.

**TV Host 2151**

3935 Jonestown Rd., Harrisburg, Pa. 17109

**Staff:** Frank Dillahey, Terry Harmon, Dave Stefanic, Curt Jantz, Lori Camp.

**TVSM 1527**

201 Gibraltar Rd., Horsham, Pa. 19044

**UEC Manufacturing Co. 1231**

100 N.E. 53d, Oklahoma City 73105

Skyvan, telescopic boom unit, van-mounted aerial device. **Staff:** Leroy Hatfield, Bill Barrett, Ron Rowland.

**United Video 1523**

3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN Chicago, WPIX New York, KTVT Fort Worth, WFMT Chicago and KKGO Los Angeles, electronic program guide, EPG Jr., Cable SportsTracker. **Staff:** Roy Bliss, Jeff Treeman, Chris Bourne, Jamie Witmer, Virgle Smith, Terri Sontag, Sandy Neuzil, Bill Sullivan, Rhonda Olsen, Carol Harper, Leisha

Haworth, Susan Stewart, Reuben Gant, Anne Wilkerson, Jack Riley.

**U.S. Air Force Advertising 2729**

Randolph AFB, Tex. 78150

Public service materials. **Staff:** Lt. E. William Stephenson.

**U.S. Army Reserve 1058**

2461 Eisenhower Ave., Alexandria, Va. 22331

PSAs and documentaries on the reserve. **Staff:** Major Arthur House.

**U.S. Cable**

Box 1611, Appleton, Wis., 54913

Aerial and burial construction, splicing, activation and proof-of-performance, networking installation. **Staff:** Bill Mullen, Marion Coulson.

**USA Cable Network 1935**

1230 Avenue of the Americas, New York 10020

Variety programming network.

**Vermeer Manufacturing 2338**

Box 200, New Sharon Rd., Pella, Iowa 50219

Trenchers and cable plows.

**Vertex Communications 2609**

2600 Longview St., Kilgore, Tex. 75662

3.1 meter Ku-band antenna. **Staff:** Rex Vardeman, Don Branum, Helmut Schwarz, Dub White.

**Video Data Systems 2162**

205 Oser Ave., Hauppauge, N.Y. 11787

**Video Token Network 2184**

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

**Viewsonics 1435**

170 Eileen Way, Syosset, N.Y. 11791

Amplifiers, diplex filters, locking terminators, ultra security locking systems, apartment boxes, passives, FM splitters, oscillators\*, crimp tools, surge protected devices. **Staff:** Abram Ackerman, Cynthia Brown, John Cooke, Tony Passanesi.

**Vitek Electronics 2327**

901 South Ave., Horseheads, N.Y. 14845

**W&S Systems 1307**

11 Stanvix St., Pittsburgh 15222

Terminals including stereo modules in FM and BTSC\* formats, VCR-cable interfaces\*, self-amplified speakers\*, audio amplifiers\* and converters\*. **Staff:** Romano Salvatori, Tom Matty, Matthew Hart, Elizabeth Olenbush, Jeff Gardner, Dennis Hibdon, John McDonough, Lilli Harshman, Bob Etienne, Yogi Ogawa, T. Hirohara, T. Tsuji, I. Nishimura, N. Hayatsu, Y. Takahashi.

**Warner Amex Cable Communications 1471**

1201 Olentangy River Rd., Columbus, Ohio 43212

**Wavetek 1654**

5808 Churchman, Beech Grove, Ind. 46107

Cable TV test equipment, system analyzer, system sweep, signal level meters. **Staff:** Jack Webb, Larry Dolan, Tony Shortt, Greg Marx, Phyllis Thompson.

**Weather Channel 1962**

2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information.

**Wegener Communications 1581**

150 Technology Park, Norcross, Ga. 30092

Stereo processors, digital audio head-end equipment, stereo synthesizers, audio and data subcarrier equipment for microwave and satellite. **Staff:** Bob Placek, Heinz Wegener, Ned Mountain, Peggy Placek, Jon Thrasher, Roger Doering, Harry Matthews, Steve Fox, Neil Kohrn, Louie Livaditis, Steve Lafferty, Ron Wallace.

**Western Entertainment Satellite/DH Satellite 1037**

Box 70, Round Mountain, Calif. 96084

Satellite systems, electronics and antennas. **Staff:** Larry Woodruff Sr., Timothy Woodruff, Franklin Weeks, Robert Ernster, Michael Doll, Richmond Fish.

**Westinghouse Electric**

4300 Coral Ridge Dr., Coral Springs, Fla. 33065

Relay and telecommunications division showing single channel communications system\*, frequency division analog carrier system. **Staff:** Dan Ross, Jim Santilli, Doug Funkhouser, Tom Blet, Jerry Brown, Scott Wizner.

**Winegard Co. 2535**

3000 Kirkwood St., Burlington, Iowa 52601

**Staff:** Rick Coursey, Jim Riffel, H.E. Rheinschmidt, Hans Rabong, Ernie Voigt, D.E. (Ben) Hedges.

**Women In Cable 1696**

2033 M St., NW, Suite 703, Washington 20036

Membership recruitment, organization visibility and networking for women in cable. **Staff:** Elisa Marshall.

**World Video Library 1970**

2747 Airport Freeway, Fort Worth 76111

**X-Press Information Services 1566**

1536 Cole Blvd., Bldg. 4, Suite 250, Golden, Colo. 80401

One-way data broadcast of news, stocks and information delivered through PC. **Staff:** Paul Maxwell, John Sudmeier, Pat Gushman, Jack Klinge, Guy Larson, Dottie Roberts, Chery Grund, Rosetta Rogers, Dave Hansen, Claire Griffin, Sue Cobb.

**Zenith Electronics Corp. 1518**

1000 N. Milwaukee Ave., Glenview, Ill. 60025

# Stock Index

	Closing Mar 5	Closing Wed Feb 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N Capital Cities/ABC	248 1/4	238 3/4	9 1/2	3.97	23	3,226
N CBS	134 1/2	123 1/2	11	8.90	30	3,152
O Clear Channel	18 3/4	17 3/4	1	5.63	28	54
O Gulf Broadcasting	1 3/4	11/16	1 1/16	154.5	78	38
O Jacor Commun.	613/16	7	- 3/16	- 2.67		78
O LIN	43 7/8	40 1/4	3 5/8	9.00	30	1,158
O Malrite	15 1/4	14 1/4	1	7.01	18	127
O Malrite 'A'	15	14 1/8	7/8	6.19	18	63
A Price Commun.	9 1/8	9 1/8				67
O Scripps Howard	50	48	2	4.16	16	516
O SunGroup Inc.	4 3/16	4 1/4	- 1/16	- 1.47		6
N Taft	91 3/8	90 1/4	1 1/8	1.24	20	825
O TVX Broadcast Group	11	11 1/8	- 1/8	- 1.12	45	64
O United Television	27 3/8	26 3/4	5/8	2.33	82	299

	Closing Mar 5	Closing Wed Feb 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N A.H. Belo	51 1/4	48 7/8	2 3/8	4.85	25	592
A Adams Russell	32 1/2	33 1/4	- 3/4	- 2.25	20	200
A Affiliated Pubs	44 1/2	40 3/4	3 3/4	9.20	27	818
N American Family	29 7/8	38 7/8	- 9	- 23.15	14	895
O Assoc. Commun.	39 1/4	37	2 1/4	6.08		187
N Chris-Craft	58 1/8	55	3 1/8	5.68	41	371
N Gannett Co.	68 7/8	68 3/4	1/8	.18	22	5,527
N GenCorp	73 3/4	74 1/4	- 1/2	- 0.67	21	1,614
O Gray Commun.	116	116			20	57
N Jefferson-Pilot	50 7/8	50	7/8	1.75	7	1,452
N John Blair	27	25 3/4	1 1/4	4.85		218
O Josephson Intl.	8 1/2	8 1/2				40
N Knight-Ridder	49 1/8	47	2 1/8	4.52	22	2,751
N Lee Enterprises	23 3/8	43 3/4	- 20 3/8	- 46.57	9	296
N Liberty	36 3/4	35 1/2	1 1/4	3.52	15	370
N McGraw-Hill	54 1/4	55	- 3/4	- 1.36	18	2,734
A Media General	84 3/4	82	2 3/4	3.35	18	596
N Meredith Corp.	76 7/8	74	2 7/8	3.88	14	728
O Multimedia	32 3/4	33 7/8	- 1 1/8	- 3.32		360
A New York Times	61, 3/4	60	1 3/4	2.91	21	2,467
O Park Commun.	24 1/4	23	1 1/4	5.43	22	334
N Rollins Commun.	29 7/8	27 3/8	2 1/2	9.13	34	436
T Selkirk	24 3/8	24 1/2	- 1/8	- 0.51	52	197
O Stauffer Commun.	112	110	2	1.81	18	112
A Tech/Ops Inc.	30 7/8	27	3 7/8	14.35	5	68
N Times Mirror	58 7/8	58 5/8	1/4	.42	15	3,800
N Tribune	64 5/8	61 3/4	2 7/8	4.65	21	2,621
A Turner Bcstg.	15 1/2	12 3/4	2 3/4	21.56	36	337
A Washington Post	146	146			17	1,871

	Closing Mar 5	Closing Wed Feb 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	2	1 3/4	1/4	14.28		11
O AM Cable TV	1 3/4	2	- 1/4	- 12.50		6
N American Express	66 3/8	65	1 3/8	2.11	18	14,758
N Anixter Brothers	20 5/8	22	- 1 3/8	- 6.25	19	375
O Burnup & Sims	7 7/8	7 5/8	1/4	3.27	14	70
O Cardiff Commun.	113/16	1 3/16	5/8	52.63	5	3
N Centel Corp.	50 3/4	50 3/4			11	1,404
O Comcast	25 1/2	25 7/8	- 3/8	- 1.44	43	543
N Gen. Instrument	19 1/2	20 3/8	- 7/8	- 4.29		629
N Heritage Commun.	23 1/4	23 3/8	- 1/8	- 0.53	45	367
O Jones Intercable	9 1/4	9 1/8	1/8	1.36	40	96
T Maclean Hunter 'X'	18 3/8	16 5/8	1 3/4	10.52	25	677
A Pico Products	2 1/2	2 5/8	- 1/8	- 4.76		8
O Rogers Cable	14 1/8	13 1/4	7/8	6.60		331
O TCA Cable TV	25 1/4	26	- 3/4	- 2.88	34	168
O Tele-Commun.	42 1/8	40 1/8	2	4.98		1,980
N Time Inc.	69	66 7/8	2 1/8	3.17	21	4,328
O United Artists Commun.	27 3/4	27 7/8	- 1/8	- 0.44	40	569
N United Cable TV	42 3/8	41 1/8	1 1/4	3.03	64	640
N Viacom	57 3/8	55 1/4	2 1/8	3.84	22	1,161

	Closing Mar 5	Closing Wed Feb 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	61 1/4	58 1/2	2 3/4	4.70	21	394
O Compact Video	6 7/8	6 5/8	1/4	3.77		29
N Comsat	38 3/4	38 3/4			11	701
O Doyle Dane B.	21 1/2	19 3/4	1 3/4	8.86	15	113
N Foote Cone & B.	66	61 1/4	4 3/4	7.75	16	251
O Grey Advertising	219	217	2	.92	13	132
N Interpublic Group	53 1/2	51 7/8	1 5/8	3.13	17	583
N JWT Group	38 7/8	37 1/4	1 5/8	4.36	22	352
A Movielab	7 3/4	7 1/2	1/4	3.33		12
O Ogilvy Group	35 1/2	49 1/4	- 13 3/4	- 27.91	11	324
O Telemation	6 1/4	6 1/4			6	7
O Tempo Enterprises	9 3/4	9 3/4				
A Unitel Video	8	7 7/8	1/8	1.58		17
N Western Union	8 1/2	9 1/4	- 3/4	- 8.10		207

	Closing Mar 5	Closing Wed Feb 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O American Nat. Ent	2 9/16	2 5/8	- 1/16	- 2.38	12	6
O Barris Indus	21 1/8	19 3/4	1 3/8	6.96	26	187
N Coca-Cola	94 5/8	92 1/2	2 1/8	2.29	18	12,377
N Disney	142 5/8	131 3/4	10 7/8	8.25	27	4,613
N Dow Jones & Co.	53 1/8	50 1/8	3	5.98	24	3,425
O Financial News	9 7/16	9 3/8	1/16	.66	235	101
O Four Star	5 7/8	6 1/4	- 3/8	- 6.00	6	4
A Fries Entertain.	15 1/4	15 7/8	- 5/8	- 3.93	19	52
N Gulf + Western	57 1/4	56 1/4	1	1.77	16	3,527
O King World	40 1/4	39 1/2	3/4	1.89	26	410
A Lorimar-Telepictures	23 1/8	23 3/4	- 5/8	- 2.63	8	180
N MCA	50 1/2	47	3 1/2	7.44	31	3,785
N MGM/UA	25 7/8	25 3/8	1/2	1.97		1,285
N Orion Pictures	13 5/8	12 3/4	7/8	6.86		130
N Playboy Ent.	9	9 1/4	- 1/4	- 2.70		84
O Reeves Commun.	14 7/8	15 7/8	- 1	- 6.29		185
O Republic Pictures 'A'	11 1/2	11 5/8	- 1/8	- 1.07	82	33
O Republic Pictures 'B'	10 1/4	10	1/4	2.50	73	7
O Robert Halmi	3 7/8	3 3/4	1/8	3.33	55	67
O Sat. Music Net.	6	6 3/8	- 3/8	- 5.88		40
N Warner Communications	40	37 3/8	2 5/8	7.02		2,458
O Westwood One	49 1/4	49 1/4			42	167

	Closing Mar 5	Closing Wed Feb 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N 3M	96 5/8	95 5/8	1	1.04	16	11,053
N Allied-Signal	49 7/8	50 3/4	- 7/8	- 1.72	10	8,683
N Arvin Industries	25 5/8	24 7/8	3/4	3.01	11	399
O C-Cor Electronics	6 1/4	6 1/2	- 1/4	- 3.84		18
O Cable TV Indus.	3 1/2	3 1/8	3/8	12.00	175	10
A Cetec	8 1/4	7 1/4	1	13.79	20	17
O Chyron	5 7/8	5 7/8			18	59
A CMX Corp.	1 1/2	1 3/8	1/8	9.09		5
A Cohu	9 1/8	8 5/8	1/2	5.79	9	16
N Conrac	16 3/4	16 1/2	1/4	1.51	19	101
N Eastman Kodak	57 1/4	58 3/4	- 1 1/2	- 2.55	17	12,919
N General Electric	75 1/8	75 1/2	- 3/8	- 0.49	14	34,227
O Geotel Inc.	1 3/4	1 3/4			29	6
N Harris Corp.	29 3/4	30 3/4	- 1	- 3.25	19	1,197
N M/A Com. Inc.	16 3/8	15 3/4	5/8	3.96	21	712
O Microdyne	5	5 1/8	- 1/8	- 2.43	22	22
N Motorola	41 1/2	43 1/2	- 2	- 4.59	68	4,945
N N.A. Philips	43 5/8	42 1/2	1 1/8	2.64	15	1,259
N Oak Industries	1 7/8	1 3/4	1/8	7.14		57
N RCA	62 1/8	62 1/8			15	5,576
N Rockwell Intl.	38 7/8	39 5/8	- 3/4	- 1.89	9	5,804
N Sci-Atlanta	13 7/8	14	- 1/8	- 0.89	19	324
N Sony Corp.	19 7/8	19 7/8			13	4,589
N Tektronix	60 3/4	63 1/8	- 2 3/8	- 3.76	17	1,202
N Varian Assoc.	28 1/4	28 7/8	- 5/8	- 2.16	40	602
N Westinghouse	48	47 5/8	3/8	.78	13	8,384
N Zenith	24 3/4	23	1 3/4	7.60	1,237	572
Standard & Poor's 400	247.10	247.52	-	0.42	-	0.16

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by

BROADCASTING'S OWN RESEARCH. Notes: \* 4 for 3 stock split, March 3. \*\* 3 for 2 stock split, March 3. \*\*\* New class 'B' common stock issued March 3. Dividend declared of 1 class B for each outstanding share.



## CBS's Rather: Still winning after all these years

**After stepping into the shoes of a broadcast legend, Rather marks his fifth anniversary in the evening news anchor seat; ratings prove he has held his own**

It was five years ago this week that Dan Rather succeeded Walter Cronkite as anchor and managing editor of the *CBS Evening News*. For the last three years and 10 months (200 weeks in all, as of the week ended Feb. 28), Rather's broadcast has led the ratings race. Whether that is about to change is anyone's guess, given the erratic turns the evening news ratings have taken in recent weeks. In an interview with BROADCASTING editors last week, Rather took time before a newscast to talk about network news competition and television journalism, including the changing role of network news, the possibility of a one-hour network newscast, credibility and the internal turmoil that plagued the news division during much of the past year.

*NBC Nightly News* with Tom Brokaw almost tied Rather three weeks ago, coming within one tenth of a rating point and tying in share. The following week, *Nightly News* had an opportunity to play spoiler and block the *Evening News's* 200th consecutive weekly win. But the program failed to maintain its momentum, and fell back almost a full point in both rating and share. Most

agree *Nightly News* has been helped by NBC's turnaround in prime time and early morning.

Rather, however, admitted: "I don't understand the ratings. I don't know how they move or what makes them move. What we do know is that you can turn out a really good broadcast and not move the ratings an inch or have them go down." Conversely, he said, "you could also do a lousy broadcast and not move the ratings or have them go up. About the best we can do is keep scrambling to cover the news and hope the audience stays friendly."

That is not to say that Rather and his colleagues at CBS News aren't aware of the importance of ratings in their business. When the Nielsens revealed last Tuesday (March 4) that the *CBS Evening News* captured its 200th win, the champagne flowed at 524 West 57th Street, the CBS News base in New York.

Asked whether he thinks about his newscast's shrinking lead in the ratings, Rather said, "Sure, but not much." He says the better question is why hasn't *Nightly News's* growth been "anywhere near as consistent as [NBC's] overall network growth." Given the dynamics of the network business, where an upsurge in prime time often spurs momentum in other dayparts, Rather said: "It's a miracle we continue to do as well as we do. I

happen to believe it's because we have the better broadcast. Don't make that read—because I don't believe it—that we have a better anchorperson, but a better broadcast."

It has been suggested that while the *CBS Evening News* is number one overall, it is particularly weak in the 25 markets where, on a total homes basis, *ABC's World News Tonight* draws more viewers. While that may be the case, Rather counters that it is a distorted way of looking at things because the *Evening News* has gained strength in the top 25 markets, winning in New York for example, last November, for the first time in quite a while. Is CBS News making a concerted effort to strengthen ratings among major-market viewers? "I don't approach the broadcast that way," Rather said. "You'll drive yourself crazy that way. It's shortsighted and I don't think it works." And that, he added, is particularly true in the case of a national newscast.

Rather is among the minority of network news executives who still hold hope for a one-hour broadcast; he said last week he believes it may come about before the end of the decade. Although affiliates consider a one-hour network news program a dead issue, Rather said it could come about "because I think there's an appetite for it." In his more than 35 years in broadcast journalism, Rather said he has learned that "what we

least expect often happens. And what we most expect sometimes never happens. It's one of the exciting things about being in broadcast journalism. It's new, it's changing, it never ceases to surprise you." Said Rather: "I believe we could produce a very good one-hour network evening newscast, and I believe we could find an audience for it." Thus, he said, it is a "commercially feasible" proposition. And as broadcasting costs continue to escalate, the proposition may become attractive to affiliates, he said.

Just as all three evening newscasts have focused less on Washington stories in the past several years (a trend, says Rather, that is rooted in the theme of a decentralized government first espoused by Jimmy Carter in the mid-1970's, and implemented "with a vengeance" by President Reagan), Rather believes that in the next several years, "The newscasts won't be done nearly as often from New York as they are now." With technology improving all the time, "we can do these broadcasts from just about anywhere." He also sees the networks doing more "sustained investigative reporting on a national scope," which is difficult for stations to do. "What won't change," said Rather, "is the emphasis on being a headline service plus something special. The something special always being, 'Here's a piece that, no way, no how, are you going to see a lot of other places, because we put our worldwide resources together' to do it.

When Rather assumed the anchor seat five years ago, he expected to be out in the field reporting stories more often than he has been. "I was wrong in my estimation of how much I should be out in the field. Make no mistake, I still like to do it and I hope to continue to do it." But how does that improve the broadcast? "It allows me to do some of what I think I do best, which is report," he responded. Also, he contended, "I have to know who I'm reporting to each night." While he insists it shouldn't be done simply for the sake of doing it, "everyone can be faulted for doing some of that." Asked to give an example of how being on location has improved coverage, Rather cited his trips to Mexico City last year to report on the earthquake and a more recent trip to the Midwest to report on the crisis in American farming. It has worked "less well" for CBS, he said, where the broadcast originated from Washington to cover the State of the Union address (and as a result, he decided not to do that this year).

Rather acknowledged that the turmoil CBS News experienced last year, beginning with the efforts of a conservative movement led by Senator Jesse Helms to unseat him, through last fall's budget cuts, layoffs and departure of Edward M. Joyce as the news division head, were unsettling. "What most of us regretted was the extent that it took our minds off reporting—our basic role. It wasn't healthy for us," said Rather. But, he added, "the healing process is very far along if not, indeed, over." The Helms movement, after a flurry of initial publicity, faded rapidly last year. "We don't carry ideological or political water for anybody," said Rather of the news division. "That is why these appeals [from special interest groups] do not

work with the audience."

How does Rather feel about the fact that network news divisions are no longer immune from the rough and tumble world of the bottom line? "I don't disagree with the premise," he responded. "But frankly, it doesn't matter what I think. I have to deal with what is. I think we have adjusted amazingly well." Although news divisions are now being held more accountable for costs, Rather insisted that at CBS, the corporate hierarchy understands that "news is not just another business."

Last year's cuts, resulting in the loss of 75 CBS News editorial people, hurt, said Rather. "I felt them personally. We lost 75 good pros. There's no way you can cover quite as

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## New York jurist pushing to allow cameras in courts

He tells **WNBC-TV** reporter that he wants 18-month experiment

Sol Wachtler, chief judge of New York, is leading—and backing—a drive to get television cameras into the state's 265 trial courtrooms for 18 months as an experiment. He told **WNBC-TV** New York correspondent Gabe Pressman about it in an interview on the station's *News Forum* on March 2.

New York permits cameras to cover its appellate courts, and the coverage has not created a public outcry. "Unfortunately," Judge Wachtler said, "it's proved a cure for insomnia." But, he added, "people don't enjoy listening to appellate arguments," and "we want very much to have it in our trial courts."

There would be guidelines, he explained. The cameras would have to be "very unobtrusive." Certain trials—such as rape or sex molestation of children—would be excluded, but in the main both criminal and civil trials would be open for coverage.

If a defense lawyer objected, the judge said, he "would have to show very good reason for the court to close—in fact, the reasons would have to be as good, Gabe, as the reasons to close the courtroom altogether. And if they're not good enough for that purpose, they won't be good enough to keep TV cameras out."

Admittance of the cameras in any courtroom would be at the discretion of the trial judge, "subject, of course, to appellate review," said Judge Wachtler, "so that if we had some judge who wanted to be arbitrary and say, 'No cameras in my courtroom,' we would, as the appellate branch, advise him or her that he or she could not do that."

The judge told Pressman he favored the experiment even though the news media might pick up only "little snippets" of a proceeding and "perhaps give a distorted picture of what's going on" and might even "scare off certain witnesses in criminal trials who might not want to appear in their home community on television, testifying against a person accused of a crime."

a well with 75 fewer good pros. But we worked harder and longer. We've been through some tough budget times [and] I hope we don't have to go through it to that extent again. It has affected us."

But the more some things change in the world of broadcast journalism, the more others stay the same. And, according to Rather, one constant is the network news division's *raison d'être*. "Our bedrock is hard news, breaking news on an international scale. Accuracy and fairness are the two pillars on which we [proceed]. So in that sense we are not radically different from where we were yesterday, five years ago or 50 years ago, and we won't be tomorrow or the day after." □

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"But I don't think that New York state," he continued, "which is, after all, where the free press was born with the trial of John Peter Zenger—I don't think that we can afford to say that we won't follow the lead of 40 other states and have cameras in our courtrooms."

The bill was introduced in the New York Assembly about 10 days ago. Judge Wachtler said he "would love to see" it go into effect next fall. □

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## CBS hit with \$100-million suit over news story

A dramatic piece labeled "The Bulgarian Connection" that was broadcast on the *CBS Evening News with Dan Rather* April 27, 1984, has resulted in the filing of a \$100-million libel and slander suit against CBS, Rather and the reporters and producers involved in the story. Peter Mulack, a German national living in Coral Gables, Fla., who describes himself as an international businessman, was portrayed as a leading participant in—as correspondent Bernard Goldberg, another of the defendants, put it in the piece—"an international plot to sell weapons for revolutions and hard drugs obtained from Middle Eastern traffickers for badly needed hard cash." The suit said Mulack was in reality the victim of a blackmail plot.

The suit, filed in Florida circuit court in Dade County, said CBS based its story on documents and videotaped footage provided by Danish Television, material, the suit said, that CBS "knew or should have known" was part of an effort to blackmail Mulack. The suit said CBS should have known the documents on which it relied were "forged." It also said Mulack's former son-in-law, Heinz Weck, whom CBS had used as a primary source, was "one of the main perpetrators of the blackmail scheme... and, in fact, had participated in the very activities he called 'illegal.'" That, too, the suit said, CBS knew or should have known.

CBS plans to file a reply to the suit on March 18. But in the meantime, a CBS spokesman said, "We stand by the story, and believe it was fair and accurate." □

## Christine Craft wins two, loses big one

**While Supreme Court turns down her request for review, California honors her; she also wins writing prize for women authors**

Christine Craft's celebrated sex discrimination case against Metromedia Inc. ended last week after three years in the courts, with Craft the loser. But she went out looking like a winner. As it happened last Monday (March 3), within hours of the word from Washington that the Supreme Court had refused to review the appeals court decision that had gone against her, the California state senate unanimously adopted a resolution honoring Craft in connection with the state's observance of Women's History Week. And on the same day, Craft's selection as the winner of a book prize for new women writers was being announced. It was one of those days.

Craft, who now works as a reporter/anchor for KRBK-TV Sacramento, Calif., has become known as the woman who was deposed as co-anchor of KMBC-TV Kansas City, Mo., in August 1981, nine months after being hired, because, as she says, management found her "too old, too unattractive and not deferential enough to men." She was never able to convince a court she had been the victim of sex discrimination. But she did convince two juries that KMBC-TV had been guilty of fraud when it hired her—that she had been assured she was being hired strictly for her qualifications as a journalist but that station officials promptly proceeded to attempt to make her over, in terms of makeup and wardrobe.

Lawyers for Metromedia, which sold the station in 1982, denied attempting major alterations to Craft's appearance. They said that on only one out of more than 200 on-camera appearances did anyone but Craft apply her makeup. And they argued that Craft lost her anchor role for perfectly conventional reasons—two audience surveys, one in May 1981 and the other three months later, they said, turned up heavily negative attitudes toward her. The station offered Craft a reporter's job, at no reduction in pay, but she turned it down and returned to her former job, co-anchor at KEYT(TV) Santa Barbara, Calif.

Craft, two and a half years ago, seemed headed for a major victory in the \$1.2-million suit she had filed against Metromedia. A six-person jury, in August 1983, awarded her \$500,000 on the fraud charge and recommended that the presiding judge find Metromedia guilty of sex discrimination. But Judge Joseph E. Stevens overturned the verdict—he said it was excessive and ordered a new trial, contending the jury had been influenced by the publicity the case had at-



Craft

tracted—and rejected the jury's advisory on the discrimination issue. The second jury, of 12 members, awarded Craft \$325,000. But the U.S. Court of Appeals threw out that verdict on the grounds of insufficient evidence and denied Craft's request that the sex discrimination issue be reinstated.

It was that decision that Craft's lawyers asked the high court to review. They sought to raise the constitutional issue of the right to a jury decision of facts at issue in civil cases. The case, they said, was one of a growing number in which jury decisions were being overturned by appellate courts, with the result that "the constitutional right to a jury decision is being eroded." Metromedia's lawyers, however, contended that the appeals court had applied an "appropriate standard of review" in holding that the evidence of fraud was insufficient. "This was not a case of appellate fact-finding," they argued, "but a case involving a thorough consideration of all the evidence for legal sufficiency." And courts of appeal, the lawyers added, "unanimously agree" that such an assessment "is for the court, not a jury."

The male-versus-female theme of the Craft case continued to the very end. The brief announcement that the high court was denying Craft's petition for review noted that one member would have heard the case—Sandra Day O'Connor, the only woman on the court. O'Connor's position, Craft said later, provided her with some "solace." She also said the outcome indicated to her the need "for more women on the Supreme Court."

But if the high court's refusal to hear her

case made Monday "a bad day legally" for Craft, the California senate was helping to make it "a wonderful" one. Senator Henry Mello, a Democrat who represents the Monterey Bay area and who has known Craft since she started covering him in 1974 as a reporter for KSBW-TV Salinas, Calif., had drafted and won committee approval for a resolution praising Craft for her "outstanding achievement in journalism and her perseverance and courage...in advancing the cause of women." Several weeks ago, March 3, the day on which the senate would begin the observance of Women in History Week, was set as the date for floor action.

The senate did more than provide the expected unanimous endorsement. As Mello was rising to introduce Craft from the floor, the presiding officer, Rose Ann Vuich, Democrat from Dinuba, invited him to escort Craft to the dais from which to address the chamber—an honor normally reserved for heads of state. The experience, Craft said later, helped "bolster" her spirits.

And the senate tribute came a few days after she learned she had been named winner of the 1985 Rhodora Prize for women's literature, awarded to encourage new women writers, for her "Christine Craft: An Anchorwoman's Story." Craft said the book recounts the story of her court battle with Metromedia, "without being a vendetta—it all came from the record." The prize, funded by Marilyn Yalon, who heads Stanford University's Center for Research on Women, includes \$1,000 and a book-publishing contract with Capra Press. It will bring the book out in the late summer or fall.

Looking back on her three-year court fight with Metromedia, Craft said she had "no regrets." Although she was disappointed at the outcome—indeed, she felt her "citizenship diminished" by the Supreme Court's action—she said she could claim "some portion of a moral victory." Metromedia, she said, cannot claim a complete victory: "It lost two jury trials. It's only in front of male judges that I lose."

Although the Supreme Court has now delivered the final word on the substance of the case, the litigation is not concluded. Still to be decided is whether Craft must pay Metromedia's court costs. The victor in such cases normally is entitled to have its costs paid by the loser, and Metromedia six months ago filed a motion with the district court where the fight began, seeking an appropriate order. Judge Stevens deferred a decision pending the Supreme Court's disposition of Craft's appeal. Metromedia's lawyers say they figure the costs—for such things as deposition taking—at \$17,000.

But Craft leaves no doubt she would consider an order that she pay that amount to



Metromedia—whose television stations Rupert Murdoch bought for \$1.5 million—unreal. She said she spent \$26,000 to finance her first trial and is still trying to pay off the \$24,000 the second one cost. Other than "an '82, dented, VW Rabbit," she said, "I have no assets. I'm flat broke and greatly in debt." So to Metromedia and its efforts to collect costs, she could only say, "Good luck." □

## Sikes nomination finds smooth going in Commerce review

**Proposed NTIA head gives views on public broadcasting funding, AM radio and broadcast deregulation**

Alfred Sikes, a Springfield, Mo.-based broadcaster and close personal friend of Senate Commerce Committee Chairman John Danforth (R-Mo.), last week easily sailed through the hearing held by that committee held on his nomination to be assistant secretary of commerce for communications and information and head of Commerce's National Telecommunications and Information Administration. Sikes made it clear that he endorsed the FCC's current policy of deregulation but indicated he felt government might have a role in helping AM broadcasting out of what he sees as its current economic malaise. He also revealed himself sympathetic to public broadcasters—but not, probably, to the extent of bucking administration policy of eliminating federal grants for public broadcasting facilities.

It was all over in about 20 minutes. Danforth had appeared at the witness table with Sikes and introduced him as a personal and political friend of 18 years' standing—Sikes had managed Danforth's first, and losing, race for the Senate, in 1970, and served as assistant attorney general of Missouri when Danforth was the attorney general. What's more, Danforth, an Episcopal minister as well as a lawyer, said he had baptized one of Sikes's children. The committee will consider the nomination—and presumably recommend favorable Senate action—at a meeting on March 13.

Sikes, a lawyer who spent several years in Missouri state government, not only as assistant attorney general but as director of the state's Department of Consumer Affairs, Regulation and Licensing, is now the president or principal partner in the ownership of five radio properties—KGBX(AM) Springfield, KRMS(AM)-KYL(AM) Osage Beach and KJAS(AM) Jackson-KJAQ(AM) Gordonsville, all Missouri. He also heads his own broadcast management and consulting firm, Sikes & Associates.

But although he is being named to the post that will make him the administration's principal adviser on telecommunications matters, the Commerce Department's general counsel, Douglas A. Riggs, in a letter to the committee, said Sikes's holdings do not appear to violate the conflict of interest laws. Sikes has already signed a contract to sell KGBX (BROADCASTING Feb. 24) and, in a

## Washington Watch

**Document debate.** In friend-of-court brief with Court of Appeals in New York, Reporters Committee for Freedom of Press, Radio-Television News Directors Association, National Association of Broadcasters and several other media groups are seeking ruling that public and media have First Amendment right of access to discovery documents in civil cases, and that right extends to all documents filed with court or required to be filed under federal rules of civil procedure. Brief, in support of Vietnam Veterans of America, challenges position of chemical companies in *In re "Agent Orange."* Judge had lifted order protecting discovery materials in case, but said chemical companies could oppose unsealing of specific documents by demonstrating that disclosure would cause serious harm. Chemical companies appealed, arguing that public had no right of access to documents in question, and that it would be unfair to make them spend time and money to determine whether release of discovery documents would be harmful. Brief said media petitioners feared that if appellate court adopted restrictions on access proposed by chemical companies, "public's right to know about civil cases will be severely curtailed, if not cut off completely." □

**Deadline approaches.** Under Public Broadcasting Service's insurance policy, it currently has until April 15 to reach "reasonable settlement" of PBS's \$30.1-million claim relating to October 1984 fire that caused considerable damage. If not resolved by then, one option for PBS is to sue. PBS is scheduled to meet with insurance company week of April 1, according to Neil Mahrer, chief executive officer of PBS Enterprises. Mahrer, who is overseeing PBS's claim, added that going to litigation would be "last resort." About \$8 million-\$9 million of claim covers PBS's technical facilities; noncommercial network has received about \$7 million advance to date. □

**Fox drops out.** National Association of Broadcasters director Robert L. Fox, KVEN(AM)-KHAY(FM) Ventura, Calif., announced last week he is dropping out of race for radio board vice chairmanship. Due to corporate restructuring at his stations, Fox said he felt it was best to pull out of race and devote more time to business, "at least for next year." Two candidates are still vying for radio vice chairmanship including RKO Radio President Jerry Lyman and David W. Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio. Kenneth MacDonald, MacDonald Broadcasting, Saginaw, Mich., is considering making bid for seat. □

**Long-range effort.** National Association of Broadcasters Joint Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., announced he is convening series of meetings to aid association in development of its long-range planning and examine ways to strengthen broadcast industry. First will be held March 25 at NAB; all former NAB joint board chairmen are invited to attend. On April 13, during NAB annual convention in Dallas, Snider will confer with NAB's former radio and TV board chairmen and vice chairmen. On May 16, Snider will meet with other allied broadcast organizations at location to be announced. □

**Deduction dispute.** American Advertising Federation opposes legislation introduced in Senate that would ban business tax deductions for all tobacco product advertising (BROADCASTING, Feb. 24). AAF believes bills (S. 1950 and H.R. 3950) would "single out tobacco advertising for inappropriate and unconstitutional measures that will restrict truthful advertising of a legal product." The bills, AAF said, "seek to impose adverse tax consequences solely against the advertisers of tobacco products." □

**More money.** Copyright Royalty Tribunal asked Congress for additional \$49,000 for its fiscal 1986 budget (supplemental request is for \$165,000, but \$116,000 will come from tribunal's FY 1986 royalty pool). Funding will be used for "salaries and personnel benefits for two commissioners and their assistants beginning January 1986," explained CRT Chairman Edward W. Ray before House Appropriations Subcommittee. Congress allocated funds for CRT's FY '86 budget to include salaries and benefits for only three commissioners, three assistants and general counsel, although CRT is authorized to operate with five commissioners. "In planning for the possibility that the two commissioners vacancies will be filled, the tribunal felt it was only prudent to request the supplemental funds necessary to accommodate the salaries and benefit expenses for these positions," Ray testified. Nomination of Rose Marie Monk, former executive assistant with Nofziger Communications, for seat on CRT is still pending in Senate, where no action is planned. Nor does it appear that Congress plans to fill vacancies on CRT. Tribunal also asked for \$833,000 for FY 1987 of which \$583,000 will come from royalty pool. FY'87 figure includes funding for five commissioners. □

**Compensation finding.** FCC Mass Media Bureau has found wvcg(AM) Coral Gables, Fla., provisionally eligible for \$245,751 for expenses expected to be incurred in increasing nighttime power to offset Cuban interference. Station will be eligible for compensation after construction is complete. Such compensation was authorized by Radio Broadcasting to Cuba Act.

**Conferees confer.** Senate and House conferees met last week to discuss the Federal Trade Commission's reauthorization bill for FY 1986-'88. Conferees agreed on a number of issues but are still at odds on a legislative veto provision, definition of unfairness and advertising rulemaking provision. The House bill (H.R. 2385), unlike the Senate version (S. 1078), lifts the prohibition on the FTC's authority to adopt industrywide rulemakings under unfairness standard, permitting FTC to use the unfairness standard for both the advertising trade regulation rulemaking and on a case-by-case basis. Under the Senate bill, the FTC retains the authority to regulate commercial advertising on a case-by-case basis for unfair or deceptive advertising.

statement filed with the Office of Government Ethics, has committed himself to dispose of his remaining interests within three months of the date of his appointment—subject to market conditions. (He told reporters after the hearing he does not want to engage in "fire sales.") He also said his consulting firm will not be active during his government service and that he will not participate in any matter, at NTIA, that could affect a property he has not yet sold or in which he retains an interest as a creditor.

The questions from the bench, primarily from Senator Barry Goldwater (R-Ariz.), who presided, were not intended to be difficult. Asked his view on broadcast deregulation, Sikes said he supported it—that regulations frequently serve no purpose, that they do not lead to more news or public service programming, only more record keeping. And that, Sikes said, drains energy from the job of running stations. But in response to a question as to his views on AM broadcasting, Sikes said the decline in audience that AM stations generally are suffering could be reversed by encouraging the production of improved receivers—what is needed, he said, is to impress owners and managers responsible for investing money and energy in AM stations that "there will be a rough parity in the reception" of AM and FM stations. And since government was involved in bringing AM to its present condition, he said, government should become involved in efforts "to aid AM radio." However, he did not elaborate.

One administration policy Sikes did not appear to embrace easily was the long-standing effort to eliminate from the budget funds for helping public broadcasting build and replace facilities. Actually, the effort dates from the Carter years, but Congress always resists it. Sikes, who while director of Missouri's Department of Consumer Affairs, Regulation and Licensing, helped establish noncommercial KOZK(TV) Springfield, licensed to Ozark Public Telecommunications Inc. ("We needed it to serve the Ozarks region," he told reporters after the hearing), called public broadcasting "essential to a healthy communications industry." And, in a colloquy with Goldwater, he said he "looked forward to a healthy public facilities program, for as long as it's funded."

But he told reporters he did not know whether he would recommend that the administration reverse its decision to eliminate virtually all of the \$24 million Congress appropriated for the program for 1986. In fact, the longer he talked to reporters, the more inclined he seemed to be to follow the administration's position. He noted the "strong feeling [in the administration] that this should not be a replacement fund and that since public radio and television now serves

a large majority of the population, the program should end." Then he said public broadcasters should be "weaning" themselves from the program; even those most dedicated to it, he said, will realize the funds will not be available. "To the extent broadcasters can reduce their dependence on the program," he said, "the better they will be."

Goldwater, a staunch supporter of public broadcasting, said it was "the only source of decent broadcasting in this country." But he said he had been receiving many complaints about it—presumably a reference to the letter-writing campaign Accuracy in Media generated in response to Public Broadcasting Service programming it says tilts to the left, as well as to PBS's refusal to air documentaries AIM had produced (BROADCASTING, Jan. 27). "I want you to keep an eye on that," Goldwater said. But Goldwater also appeared concerned about the fate of the service. "One day we'll be faced with a decision on whether there will be a public broadcasting."

Sikes's nomination by the White House—as a favor to Danforth, although the senator had recommended him for the chairmanship of the Federal Trade Commission—caused a stir in Washington. The NTIA job had been expected to go to Rodney Joyce, who had been named deputy assistant secretary while David Markey was still assistant secretary, and was named acting assistant secretary when Markey resigned. Sikes, in his talk with reporters, indicated he was trying to ease the hurt his appointment had caused. For Sikes, who has "visited" with Joyce and found him "able," said he offered Joyce the opportunity to remain as deputy assistant secretary. He referred questions about the answer to Joyce—who declined to comment, indicating he was considering the offer.

Sikes apparently will take a sharp cut in income when he joins the administration. The assistant secretary's post pays \$72,300, and, according to the financial disclosure statement Sikes filed with the committee, he earned up to some \$150,000 in salary from his consulting company and interest and other income from his broadcasting and other

holdings. His interests in nine properties were said to total between \$225,000 and \$595,000. The value of a 10th property—Lakom, licensee of the Osage Beach stations—is placed at over \$250,000. Most of his liabilities, some of them contingent, are associated with bank loans to finance acquisition and operation of the five stations. Nine loans total between \$285,000 and \$715,000, and three others are said to exceed \$250,000 each.

The drop in income, Sikes indicated, does not disturb him. He told reporters he is looking forward to the "psychic income" he expects to receive. □

## U.S. group building television station in Grenada

Discovery Foundation, a Boston-based coalition of businessmen, is building a television station for Grenada. The project is led by David McCourt, president of Boston's McCourt Cable Systems, a cable construction firm.

According to Tom Hudner, a spokesman for McCourt Cable Systems, cameras and tapes have been lent to Grenada by Playback Inc., a Boston area videotaping firm; RCA Corp. has contributed engineering services; the National Association of Broadcasters has given technical assistance; airlines and hotels have donated services, and the Christian Broadcasting Network has given access to its programming. Although Grenada's system, named Discovery Television, is not expected to be completed until late summer 1987, it is broadcasting three hours a day. It telecast Queen Elizabeth II's visit in October 1985 and President Reagan's visit Feb. 20.

When finished, the facility will include a studio for local programming, video recording equipment, transmitters, a directional antenna and a downlink to acquire satellite programs from the U.S. At present, it is being run by a staff of seven, including two former employees of a Maine television station, a local Grenadian engineer, and other Grenadians. Hudner said the station will be run entirely by Grenadians once they have been trained, and Discovery is negotiating to send potential employees to Central Missouri State University for television courses.

Ed Williams, an NAB staff engineer, said the association is committed to help Discovery improve the Grenadian facilities, but questions the country's ability to sustain the system. Only 7% of the island's 80,000 in-

**Must-carry extension.** The FCC Mass Media Bureau has extended the reply comments deadline in its must-carry proceeding from March 4 to March 21. The National Association of Broadcasters and the National Cable Television Association requested an extension to permit NCTA's board to vote on the industry must-carry compromise (BROADCASTING, March 3) at its next scheduled board meeting, March 19.

"We believe that it is important that the must-carry proceeding be completed expeditiously," the bureau said in its order last week. "However, we also recognize the significance of this matter to broadcasters, cable operators and the public. In this respect, we believe it is desirable to give consideration to the forthcoming must-carry compromise agreement between broadcast and cable interests. Thus, we find that the requested 17-day extension is warranted to permit the necessary NCTA board approval and the filing of reply comments reflecting the results thereof."

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gives you 16 sales and marketing facts about  
manufacturer's co-op programs — at a glance:

- ① — **THE EXAMPLE COMPANY**  
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New York, NY 10000  
**Contact**  
Bill Nelson, National Sales Manager  
(212) 222-1111
- ② — **Retailer Co-op Plan**  
See also Wholesaler Co-op Plan
- ③ — **Products**  
Pens; pencils
- ④ — **Trademarks**  
Yipee, Ya-hoo; Yellow; Yipes.
- ⑤ — **Eligible media**  
Radio; TV; newspaper; weekly newspaper; circular; catalog; magazine; direct mail; flyer; outdoor. May include spot announcements only, not sponsorships; classified line ads. Other media require prior approval.
- ⑥ — **Regional variations**  
Program only available in WA, OR, ID, NV, CA
- ⑦ — **International availability**  
Canada; Mexico
- ⑧ — **Timing**  
Program: Calendar year  
Accrual: Previous calendar year  
Advertising: Jan. 1 thru Nov. 30  
Claim: Within 60 days of ad run
- ⑨ — **Accrual**  
5% of net purchases.
- ⑩ — **Participation**  
100%  
Lowest earned rate.  
May include: agency fees; production charges; talent fees.
- ⑪ — **Advertising specifications**  
Maximum size: 3 column inches.  
All of manufacturer's products may be advertised.  
No competing products.  
Manufacturer's products must be clearly separated from other products.  
Products must be illustrated.  
Trademark name must be prominent.  
Not misleading.  
Store name and address.
- ⑫ — **Media requirements**  
All media: Manufacturer's agreement/commitment form or contract must be completed before advertising is scheduled; prior approval required.  
Radio: FCC license.  
TV: FCC license.  
Newspaper: Broad general interest; serving retailer's primary trading area; paid circulation; audited circulation; audited rates.
- ⑬ — **Advertising aids**  
Print elements; radio commercials; TV elements.
- ⑭ — **Reimbursement method**  
Credit memo or check.
- ⑮ — **Claim documentation**  
All media: Paid media invoice.

Unique 3-way index saves you time and effort!

**TRADEMARK INDEX** (product by brand name)

**MANUFACTURER'S INDEX** (maker's name)

**PRODUCT CLASSIFICATION INDEX**  
(product by generic heading)

- ⑯ — **Outdoor: Photo; list of locations.**
- ⑰ — **Claim address**  
The Example Company  
Advertising Department  
200 West 39th Street  
New York, NY 10000  
Attn: Bill Nelson, National Sales Manager

Discover Over  
**3,800 Sources**  
of "Hidden"  
**Advertising  
Dollars**  
Instantly!

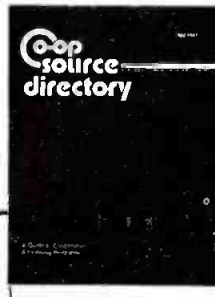
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habitants have TV sets, said Williams, and the government is not interested in running television operations. In fact, he said, the Grenadian government would like to turn its radio system over to private hands. □

## Split vote on FCC proposal to reclassify STV

**NTIA, HBO, Oak and GTE Spacenet support change in status to nonbroadcast video service; USSB and SPACE among those disagreeing**

Should subscription television and direct broadcast satellite services be reclassified as point-to-multipoint nonbroadcast video services and thereby freed from statutory broadcast regulation?

That's what the FCC has proposed. But judging from the comments it has received, there is no consensus that the commission should adopt its proposals.

The National Telecommunications and Information Administration urged the FCC to reclassify the services promptly. "The transmission and reception characteristics of those services demonstrate that they are not 'intended to be received by the public,'" NTIA said in comments at the FCC. "Thus, STV and subscription DBS do not constitute 'broadcasting' as defined in Section 3(o) of the Communications Act.

"Classification of subscription DBS service as nonbroadcast would obviate the need to consider whether the commission should extend content regulation to DBS licensees or programmers when DBS facilities are provided on a common carrier basis and are used to provide subscription services. Should the commission nonetheless find subscription DBS services to be broadcast in nature, it should not impose content regulation on DBS licensees or programmers to avoid chilling the growth of the infant DBS industry."

Home Box Office also supported the FCC's proposals. "Broadcast regulation under the [Communications] Act properly should be applied to 'only unaddressed transmissions that are intended for an indeterminate public at large,'" said HBO, using the FCC's own words.

HBO said the Communications Act's definition of broadcasting should be interpreted to exclude addressed or private communications, with their subscription nature evidenced by the existence of a subscription fee. "HBO submits that transmission of a video program service in an encrypted form is similarly dispositive of the private, subscription nature of the service, and that the commission therefore should consider encryption to be an additional dispositive indication of a nonbroadcast service."

GTE Spacenet Corp. also supported the FCC's proposals. "The broadcast regulatory framework, which insures that a broadcaster will not abuse its unfettered access to the public, is not necessary for the STV service provider, which has very limited access to

the public," GTE said. "GTE disagrees, however, with the commission's legal analysis and suggests that the commission utilize the definition of broadcasting in Section 3(o) of the Communications Act of 1934 to exclude subscription services from broadcast regulation instead of relying on cases based on Section 705 of the act. In this way, the STV rulemaking will be able to withstand judicial scrutiny."

The Christian Broadcasting Network supported the FCC's proposal to use addressability as the test for determining whether a video service is nonbroadcast. "In addition, CBN supports the commission's conclusion that when direct-to-home video service is provided on a subscription basis via common carrier facilities, neither the common carrier nor the customer-programmer need be

regulated as a broadcaster," CBN said.

Oak Industries, a former STV operator, supported reclassifying that service. "Reclassification may be too late to revive the STV industry," Oak Industries said. "However, any reversal in the decline of STV will only be possible if the commission frees this service from traditional broadcast concepts."

United States Satellite Broadcasting (Hubbard) suggested, however, that the FCC lacked authority to adopt its proposals. "USSB submits that just because a service is paid for by subscriptions rather than advertiser supported does not necessarily mean it is nonbroadcast." USSB said. "The focus should be on whether the programmer desires to send the same message to as many mem-

## Bottom Line

**Family squabble.** CBS Catalogue Partnership has filed complaint against CBS/Fox over latter's alleged failure to pay royalties on music rights for home video product. At issue are royalties on music rights, purchased in 1983 by partnership, to MGM/UA movies, which CBS/Fox distributes. Complaint alleges oral agreement between two parties was violated and cites damages in excess of \$7 million. Defendant was granted until April 1 to reply to complaint, which was filed with Judge Peter Leisure of U.S. District Court for Southern District of New York. □

**Short leash.** Merger agreement has been reached between two advertising agencies, Dancer Fitzgerald Sample (DFS) and Dorland Advertising, latter subsidiary of Saatchi & Saatchi Co. Dorland will lend several top DFS executives (called DFS Management) \$75 million to buy out 200-plus remaining DFS shareholders. DFS Management will repay interest and technically own DFS, although Dorland, which will not be repaid principal amount of \$75 million, can at any future time claim ownership. Merger method, it is hoped, will keep ownership separate enough to satisfy clients' concerns about conflicts, since two agencies currently represent competitive accounts. DFS had billings of \$876 million for year ending Aug. 31, 1985. For most recent year, Dorland had billings of \$325 million. Merged company will be called DFS Dorland Worldwide. □

**Capital idea.** Newly merged Lorimar-Telepictures Corp. said it would exchange shares of its common stock (AMEX: LT) for two separate issues of outstanding debt with combined \$20-million principal value. Company said if both issues participated fully in exchange offer, which was due to expire March 5, an additional 866,000 shares of common stock would be issued. □

**Common matters.** Satellite Music Network (NASDAQ: SMNI) began trading on NASDAQ's national market system as of Feb. 18. . . Board of directors of United Cable Television (NYSE: UCT) has authorized dividend in form of three-for-two stock split, effective March 17, in addition to cash dividend of two cents. □

**Reversing field.** Previous 10% investor in Chyron Corp. has reduced holdings by 1% and has reduced plans for possibly effecting merger of company ("Bottom Line," Sept. 30, 1985). Frederick W. Field, Los Angeles-based businessman, said in filing with Securities and Exchange Commission that his holdings now stand at 8.9%, and may be further reduced. Filing said Field would not seek seat on Chyron's board of directors or seek to merge Chyron with other companies of which he is majority owner. □

**Diversified entertainment.** International Broadcasting Co., owner of KTAB-TV Abilene, Tex., has signed agreement to purchase Harlem Globetrotters, basketball team, and Ice Capades from Metromedia for \$30 million. Minneapolis-based International is headed by Tom Scallen, president, chief executive officer, and 15% owner. □

**Coke sale.** Coca-Cola has agreed in principle to spin off home video unit of previous acquisition, Embassy Communications. Andre Blay, chairman and chief executive officer of Embassy Home Entertainment, is buyer. □

bers of the general public as possible. Similarly, whether the service is provided by a company which owns its own transmission facilities or by a customer-programmer providing service to the public through the use of a common carrier is irrelevant under the statutory definition of broadcasting. USSB is not opposed to deregulation. However, the remedy should come from Congress. The FCC does not have the power to amend the statute itself."

The Satellite Television Industry Association (SPACE) urged the FCC to abandon the proposed rule. "The commission should conclude that it is the programmers of broadcast communications, and not the common carriers, whose service the programmers utilize, who should be regulated as Title III [of the Communications Act] broadcasters." SPACE said.

In a joint filing, the National Association for Better Broadcasting, Chinese for Affirmative Action and the National Black Media Coalition took issue with the FCC's proposals. "As a broadcasting service, STV is subject to the regulations imposed on broadcast licensees," they said. "As a result, STV broadcasters must comply with the reasonable access rule, the equal employment opportunity rule, the fairness doctrine, EEO obligations and all other regulations imposed on broadcast licensees to require them to serve the public interest."

Also commenting were Video 44, licensee of WNSN(TV) Chicago, and Monroe Communications, a competitor for Video 44's frequency.

In an initial decision, Monroe's application for Video 44's frequency was granted after an administrative law judge determined that Video 44, which had been running an STV operation, had not broadcast enough locally oriented nonentertainment programming to warrant renewal expectancy. The Review Board subsequently asked the FCC to rule on a central issue in the case: whether the past performance of an STV operation should be judged by the same renewal expectancy standards applied to a conventional broadcast station.

In its comments in the STV proceeding, Video 44 urged the commission to adopt the proposal to regulate subscription video services as point-to-multipoint nonbroadcast services. "Regulation of subscription video services as traditional 'broadcast' services is inappropriate and, indeed, would be harmful to development of subscription video services," Video 44 said. "In adopting its proposal, the commission should expressly recognize that STV services were never in fact regulated by the commission as traditional 'broadcast' services. Specifically, STV was never expected to provide the type of issue-oriented, 'public interest' nonentertainment programming which traditional broadcast services provide. Rather, STV was expected to provide entertainment and sports programming directly responsive to consumer demands for such programming."

Said Monroe in its own comments, however: "Any relaxation of standards which the commission might adopt in the instant rule-making proceeding with respect to STV operations [should] *not* be applied retroactively." □

## Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Artel	Fourth	\$1,243	-5	(\$47)	NM	(\$0.01)
	Year	\$6,013	42	\$385	-40	\$0.11
John Blair & Co.	Fourth	\$167,338	10	(\$5,279)	NM	(\$0.65)
	Year	\$630,547	29	(\$29,151)	NM	(\$3.63)
Chyron	Second	\$8,777	20	\$603	-57	\$0.06
Coca-Cola	Fourth	\$2,109,845	22	\$189,358	45	\$1.45
	Year	\$7,903,904	11	\$722,299	15	\$5.51
Gulf + Western	First	\$862,000	6	\$34,200	-26	\$0.55
Heritage Comm.	Fourth	\$46,523	17	\$2,399	1	\$0.13
	Year	\$157,373	22	\$8,346	27	\$0.48
Lee Enterprises	First	\$58,718	7	\$8,572	11	\$0.65
Mizlou Prograding	First	\$318	416	\$34	NM	\$0.01
Multimedia	Fourth	\$90,627	8	(\$6,222)	NM	(\$0.57)
	Year	\$336,271	10	\$21,638	-36	\$1.40
Viacom International	Fourth	\$182,658	105	\$8,302	-15	\$0.45
	Year	\$444,112	39	\$37,049	21	\$2.29
Warner Comm.	Fourth	\$644,044	20	\$111,237	NM	\$1.64
	Year	\$2,234,891	10	\$195,305	NM	\$2.87

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

**Artel** had net income of \$185,703 in fourth quarter of 1984. □ **John Blair** had net loss of \$1.1 million in fourth quarter of 1984 and net income of \$607,000 for full year. Recent numbers include loss from discontinued operations amounting to \$5.3 million for fourth quarter and \$30.8 million for full year. Loss from continuing operations was \$2.9 million in fourth quarter and \$15.1 million for full year, both of which included one-time charges related to reorganization and write-down of inventory and leases involving company's direct mail subsidiary. Company noted it has exhausted possible benefits from tax-loss carrybacks (reduction of tax bills of three previous years by offsetting income in those years with current losses) and expects to show loss in first quarter. □ Operating income for **Chyron** was \$543,000, down 64%. Numbers for second quarter, ending Dec. 31, 1985, include consolidated results of Digital Services Corp. and CMX Corp., neither of which was owned in prior-year's second quarter. Net income was positively affected by change in accounting policy which allows for deferral of software development costs. □ **Heritage** results include three recently purchased South Dakota television stations. For last five months of 1985, stations had revenue of \$1.8 million and cash flow (earnings before depreciation, interest, other income and taxes) of \$581,000. Year-end cable revenue was \$66.1 million while cash flow was \$28.2 million. Company said wholly-owned cable systems had 9% gain in basic subscribers (3% from acquisitions) and 6% gain in pay units (5% from acquisitions). Subscribers from both wholly-owned and affiliated systems totaled 717,459 at end of 1985. □ **Lee Enterprises** includes 42% ownership of KGGM-TV Albuquerque, N.M., purchased on April 1, 1985, on equity basis (Lee's 42% share of station's net income is recorded, but not share of revenue). □ **Mizlou Prograding** had net loss of \$64,863 in previous-year's first quarter. □ **Multimedia** had net income of \$9.4 million in fourth quarter of 1984. Company attributed lower bottom line to interest expense which jumped 14 times to \$28.7 million in fourth quarter, and which quadrupled to \$36.4 million for year. Operating cash flow was up 12% for year to \$115.3 million and was up 22% for quarter to \$35.3 million. □ **Viacom** said operating cash flow (operating income plus depreciation and goodwill amortization) increased 65% in quarter, to \$51.1 million, and 27% for year, to \$140.7 million. Affecting fourth-quarter decline in net income was 33% jump in interest expense and seven-fold increase in tax provision. Since purchase last November of two-thirds interest in MTV Networks and all of Showtime/The Movie Channel, company has consolidated results and did not break out results of latter separately. For first 10 months, ending Oct. 31, 1985, Showtime/TMC had revenue of \$297.9 million; operating income of \$32.4 million, and net earnings of \$15 million. □ In fourth quarter of 1984, **Warner Communications** showed net loss of \$203.7 million (all of which came from discontinued operations). Full year 1984 loss of \$586.1 million also included operating loss. For 1985, company had full-year operating income of \$286.5 million, up 12%, and fourth-quarter operating income of \$66.2 million, up 6%. Bottom line benefited from drop in corporate, general and administrative expenses; drop in interest expense, significant improvement in equity results from cable operations, and gain on sale of company's direct and equity ownership of Showtime/The Movie Channel and MTV Networks. Latter produced after-tax gain of \$86 million. Company noted. "At yearend 1985, the television backlog—reflecting new licenses and contracts written by Warner Brothers Television for future television exhibition of theatrical films and television programming—was a record \$502 million, up significantly from 1984's previous high of \$455 million." □

# RIDING GAIN

# O N R A D I O

## Wagontrain rolling

Wagontrain Enterprises Inc., the Albuquerque, N.M.-based parent company of radio program supplier Drake-Chenault Enterprises, has signed an agreement with publicly held TM Communications Inc., Dallas, to purchase TM's radio format subsidiary, TM Programing. The deal, which totaled \$3.8 million, is expected to be completed by March 31.

Drake-Chenault, located in Canoga Park, Calif., currently syndicates nine full-service formats to more than 300 stations in addition to serving outlets in Canada, Australia, Japan and the South Pacific. The company also offers "Playlist Plus," a computerized playlist consultancy system. TM Programing produces and distributes seven full-service formats to some 250 stations as well as the "Goldpics" oldies music library and several radio specials.

William Sanders, chairman of Wagontrain Enterprises, told BROADCASTING that he plans to keep TM's radio format unit separate from that of Drake-Chenault, even though several of the formats are in direct competition. "They will be two separate and

competitive companies," said Sanders. He noted that Wagontrain, as it has done with Drake-Chenault, will focus heavily on the "servicing aspect" of the newly acquired formats.

As part of the agreement, Wagontrain has a studio leasing arrangement with TM to maintain production of the TM formats at TM headquarters in Dallas at least through the end of the year. (The TM deal does not include any physical assets such as studio facilities.) Additionally, Wagontrain will be able to use the TM Programing name for the duration of 1986.

Wagontrain currently owns seven radio stations and a cable system in Fort Collins, Colo. Sanders acquired Drake-Chenault from its chairman and principal owner, Gene Chenault, in April 1985 for a price reported to be in the \$4-million range ("In Brief," April 15, 1985).

"This agreement will allow us to expand and strengthen our core business which continues to be creating and marketing jingles for radio and television and the marketing of sales and production libraries," said Pat Shaughnessy, TMCI president and chief executive officer.

Shaughnessy also said the format sale

puts the company in the position of expediting planned activities such as "more corporate productions, radio station acquisitions and other broadcast service projects now on the drawing board." To that extent, TM recently purchased KECK(AM)-KHAT(FM) Lincoln, Neb., and is producing a major, multimedia presentation for Coca-Cola's centennial celebration, which will be held in Atlanta in May.

Shaughnessy added that with TMCI's expansion into other areas, TM Programing is accounting for less of the company's total revenue base, making the unit only "marginally profitable." During the past fiscal year—calendar 1985—the programing subsidiary posted \$2.6 million in revenue or about 32% of the company's total revenue. But, according to Shaughnessy, programing revenue was " slated to account for approximately 16% of TMCI's projected revenues in 1986."

Chapman Associates acted as broker in the Wagontrain/TM transaction.

## Financial crisis

The All-Industry Radio Music License Committee has sent an "emergency" Mailgram to all radio stations, seeking financial support for its federal court battle against the American Society of Composers, Authors and Publishers' proposed increase in music licensing fees (BROADCASTING, Feb. 24). The committee notes that, even though it negotiates for all radio stations, only about 2,000 support the group financially. The Mailgram asks for an "immediate contribution" of \$400 per station "to continue the fight" against rate increases.

The committee, whose chairman is Bob Henley, president and general manager of KGNR(AM)-KCTC(FM) Sacramento, Calif., has a New York office at 24 East 51st Street, 10022. It is represented by the New York-based law firm of Weil, Gotshal & Manges.

## AM appropriations

The National Association of Broadcasters has decided to allocate \$15,000 or more for a pair of AM technical improvement studies. The studies will address issues raised by AM broadcasters and receiver manufacturers working together on AM standards in the industry group, National Radio Systems Committee (NRSC).

The first study will seek to determine the relationship between AM listening and AM signal strength using data from 10-25 major markets. Set up as a joint project with the Electronic Industries Association, co-sponsor with NAB of the NRSC, the effort will cost each organization between \$5,000 and \$7,500.

According to NAB, the study will help settle disagreements over required receiver

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WIZD	WETA
WBLX	WJLQ

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bandwidth. Receiver manufacturers, NAB said, currently manufacture narrowband, lower fidelity receivers to protect listeners in low signal "fringe" areas, but broadcasters believe little enough listening occurs at fringe areas so that wideband, high fidelity receivers designed for stronger signal strength can be used.

The second study will look for ways to control AM "splatter interference," which NAB spokesman Michael Rau said is caused by "force-feeding highly processed audio through reluctant transmitter and antenna systems." NAB said an industry effort to prevent overmodulation of AM transmitters, along with the possible establishment of voluntary industry standards to control interference, can help promote widerband receivers.

The study has an estimated cost of \$10,000, to be paid by NAB, and will be conducted by a consulting engineering firm, Hammett & Edison.

A third AM improvement study examining contour overlap between AM stations is already under way, Rau said, and the \$10,000 cost is being shared with EIA.

The NRSC effort was begun last fall in an attempt to improve AM's higher frequency sound with standardized preemphasis and deemphasis—audio "boost" at the radio transmitter and subsequent attenuation at the receiver. The group hopes to reach an agreement on the standard next summer.

## January drop

As anticipated by many rep executives, national spot radio business was sluggish in January (BROADCASTING, Feb. 3) posting a 3.3% decline in billings from January 1985 to \$37,538,200. The numbers come from Larchmont, N.Y.-based Radio Expenditure Reports (RER), which confidentially collects data each month from different rep companies. In 1985, spot business was up 9.3% over 1984 to \$900,954,900.

## The Latin connection

Brazil, the largest country in South America, has selected Motorola's C-Quam system as its standard for AM stereo broadcasting. The move is regarded by Motorola as a boost in its effort to make its system the de facto standard in the U.S. Kahn Communications, with its own incompatible system, is vying with Motorola.

"Brazil has the largest number of AM stations on the air outside the U.S.," said William G. Howard, senior vice president, research and development, Motorola, in a prepared statement. "Brazil's action, therefore, is very significant because it adds to the strong momentum behind the C-Quam system and its international acceptance."

According to Motorola, more than 360 stations now employ the C-Quam system. What's more, it said, major automobile manufacturers and more than 30 receiver manufacturers throughout the world have adopted the system. Australia is the only other country to adopt a national AM stereo standard and it, too, chose Motorola's C-Quam.

## New from Peters

Peters Productions, a San Diego-based radio program supplier, has unveiled a new, adult contemporary format sound. "The Ultimate A/C." The format is offered in a variety of music categories, including variations of current and "gold" hits. "The format mix is determined by individual station needs and market conditions," said company executive David Moore. "The Ultimate A/C" is part of Peters Productions' new "Ultimate Programing System," which was designed to offer format flexibility and control in music selection, specific rotation and dayparting.

## Test time

NBC Radio Entertainment will air a live, 90-minute, *National Rock Test* special designed for audience participation via a toll-free 800 number. Scheduled for March 25th at 10 p.m. NYT, the broadcast will feature some 40 to 50 rock trivia questions. In addition to calling in, said Frank Cody, director of programming for NBC Radio Entertainment, listeners at home can also participate in the broadcast through an ad appearing in that day's *USA Today* newspaper featuring the *National Rock Test* questionnaire. The special will be hosted by WMMR(FM) Philadelphia morning personality John DeBella and comedian Joe Piscopo.

## AC action

Barnett Robbins Enterprises, Encino, Calif., will introduce *The Great Starship*, a new, two-hour weekly series targeted for adult contemporary stations. The program, which is to be launched later this month, will highlight three major adult contemporary acts each week with music and artist interviews. The first show features singers Julian Lennon and Paul McCartney along with the group Heart.

## Westwood worldwide

The Westwood One Radio Networks, Culver City, Calif., has engaged CBS/Sony Songs, a wholly owned subsidiary of the CBS/Sony Group Inc., based in Tokyo, to be the exclusive representative of Westwood One programming in Japan. The arrangement allows Westwood to create a new unit, Westwood One/Japan, that is already planning a 60-minute, contemporary American music magazine program utilizing both concert and interview material.

Additionally, Westwood, through its three-year agreement with the BBC Transcription Service, is readying a new series of concert specials, *BBC Classic Concerts*. The 90-minute program, which is scheduled to debut April 14, will highlight rock concert performances from the 1970's and 80's. The first broadcast will feature Led Zeppelin in an April 1971 concert. According to Westwood, every fourth *BBC Classic Concerts* program will air as a special edition of the company's ongoing *In Concert* series.



**Going home.** NBC-owned WNY(FM) New York has moved back into the "historic" studio 9A at NBC headquarters in New York after four months of renovations which cost \$250,000. Studio 9A is one of the last remaining NBC Radio studios that were part of the original 1933 layout and design of NBC facilities in the RCA building in New York. According to NBC, the studio was originally conceived as a broadcast facility "to make politicians and dignitaries feel at home in a living room-like environment" complete with fireplace. Cutting the ceremonial ribbon for the official re-opening of the studio was NBC Chairman and CEO Grant Tinker (left). Also on hand were (clockwise): Mark Olkowski, manager of engineering, WNY; Harry Durando, vice president and general manager, WNY; Lloyd Prezant, maintenance engineer, WNY; Randy Bongarten, president, NBC Radio, and Dr. Ruth Westheimer, host of *Sexually Speaking*, a two-hour weekly broadcast which started at, and continues to air over, WNY as well as on NBC Radio Entertainment.





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# TELECASTINGS



## New group

Lorimar-Telepictures has created the Lorimar-Telepictures Domestic Distribution Group to handle television syndication sales activity resulting from the recent merger of the two Los Angeles-based production companies. The executive committee of the firm's board of directors announced last Monday (March 3) that the new unit will be composed of four main divisions: media sales, off-network, first-run and perennial syndication. All divisions will report to Dick Robertson of the Lorimar-Telepictures office of the president. Executives in charge of the new divisions, all Lorimar or Telepictures veterans, are Pat Kenney, former president of domestic syndication for Lorimar, named president of off-network syndication; Jim McGillen, former vice president and general manager, domestic syndication, Telepictures, named president of first-run syndication; Scott Carlin, former senior vice president, television perennials, Telepictures, named executive vice president, perennial syndication; and Karl Kuechenmeister, former senior vice president, Telepictures Media, named executive vice president, media sales.

All will remain based in Los Angeles except Kuechenmeister, who remains in New York.

## Helping hand

Noncommercial WHMT(TV) Schenectady, N.Y., went off the air Thursday, Feb. 23, after water damaged its antenna and fire damaged its transmitter. But thanks to an arrangement with a co-located commercial television station and carriage on cable systems, the station reached about 85% of its regular coverage by Friday, Feb. 28, when PBS began its Festival '86 fund-raising drive.

The trouble began soon after midnight on Feb. 20 when a fire started in the transmitter. Almost simultaneously, water from rain and melting snow shorted out the antenna. Fire damage was cleared away, but repair of the antenna was delayed by another three feet of snow that fell the next day.

In cooperation with William Finneran, chairman of the New York State Commission on Cable Television, WHMT transmitted its programming through government-access cable channels on Friday, Feb. 21. Also on Feb. 21, co-owned WHMT-FM began providing the audio of nightly programs *Inside Albany* and the *MacNeil/Lehrer NewsHour*.

Starting Monday, Feb. 24, all of WHMT's programming was broadcast over WUSV(TV) Schenectady, a commercial independent, which canceled its own programming. WHMT was paying wusv \$5,000 a day for the airtime. This move was considered "very important" going into the Festival '86 fund-raising campaign, according to WHMT

manager of public information, Beryl Spector. "The ability to reach more viewers and members at this time is critical in order to provide episodes of series in sequence and to minimize any ill-feeling caused by the station's week-long absence."

## Disney delight

ABC research executives are ecstatic about the demographic profile emerging for the *Disney Sunday Movie*, the midseason replacement that premiered Feb. 2 and airs opposite *60 Minutes* on CBS. For the second and third telecasts (researchers discount the premiere because of heavy sampling) the *Disney Sunday Movie* ranked 23d among all series during those two weeks for adults; 14th in men, 19-49; 25th in women, 18-49; seventh in teen-agers, 12-17, and fourth among children, 2-11 (thereby severely cutting into the only strength NBC had in that time period with *Punky Brewster* and *Silver Spoons*). Between Feb. 9 and 16, the *Disney Sunday Movie* averaged an 11.2 rating and ranked 16th in total households.

## Production numbers

NATPE International has confirmed 25 exhibitors for its second annual Production Conference, June 19-22, at the Adam's Mark Hotel in St. Louis. Last year the production conference had 19 exhibitors. Seminars will be led by BPME, Videotape Production Association and the International Television Association among others. Among exhibitors are Ampex, Eastman/Kodak Sony. Last year's attendance was 618.

## Pilot pickup

Stonehenge Productions and Paramount Network Television have begun production of *D.C. Cop*, a one-hour, prime time pilot for CBS-TV. The prospective series, to be shot in Washington, is described as "a contemporary story about an ex-journalist turned police detective." Executive producer is Dick Berg, with Mel Damski directing, Allan J. Marcil producing and Neal Nordlinger co-producing. The script is from Dick Berg and James Grady.

## Korean link

A Korean-language television program producer accused of favoring the South Korean government in its coverage of the sizable southern California Korean community has acknowledged it is owned by a subsidiary of that county's quasi-official television network. Korean Television Enterprises Ltd. is the target of a complaint filed with the FCC last October by the Los Angeles-based Korean-American Free Press Committee, which is arguing that KTE violates FCC rules by failing to identify the South Korean government as a sponsor of its programming on KSCI(TV) San Bernardino, Calif..

KTE executive managing director, Jhang-gil Song, disclosed late last month that his company is owned by the Korean Broadcasting System which was formed with government funds and is overseen by a president appointed by the nation's chief of state. Song maintained, however, that KBS functions as a separate corporation and is not owned by the government.

KTE, which buys 12 hours of KSCI air time each week for Korean-language programming, had originally denied that there was any South Korean government ownership or control of the company or its programming. But Song later told reporters: "If there's something against the government, unless it is proved, we cannot put it on the air..."

The committee filing the complaint has contended that KTE's programs cast the South Korean government in a favorable light and criticize or ignore political opposition.

The FCC has not yet acted on the complaint.

## Making a splash

Activation of the Water Sports Network, a new producer and syndicator of water recreation and sports television programming, was announced by Jack King, president and chief executive officer of the Seattle-based enterprise. Stuart W. Evey, founding chairman of the sports-oriented ESPN cable network, was named chairman and a director of the company, formed last year after a turn-over from WSN Television Inc.

A one-hour weekly syndicated magazine series from WSN will be introduced next September. It is described as "targeted at water enthusiasts of all kinds and family-oriented upscale viewers, [focusing on] wind surfing, water skiing, boating, sailing, scuba diving, river rafting, fishing, jet skiing, kayaking and racing."

The untitled series will be available on a cash-barter basis for expected placement in weekend time slots. Evey told BROADCASTING that casting for a program host is currently under way and that the series will include segments as varied as boat-purchase financing and "bass fishing with singer Merle Haggard."

Added King: "This is narrowcasting, but it is to a very broad market. More than 100 million Americans are involved in water sports and recreation, with \$90 billion spent on these activities last year alone."

Marketing for Water Sports Network is being directed by New York-based Roger O'Connor of The Program Source Inc., while William Speckin of Los Angeles-based Speckin Sports Services handles merchandising and promotion. Johnson/Klein Productions of Hollywood will produce the initial 13 episodes of the program. WSN plans to open a Los Angeles office.

## UHF cost-saver

Comark has developed a new UHF TV transmitter that it believes will greatly lower station power bills by varying the unit's power consumption directly with signal content.

The unit is built around an uncommon transmitter tube called a "klystrode," little used since its invention in the 1930's, but now to be built for Comark by transmitter component manufacturer Varian-Eimac. The new system will be introduced at the National Association of Broadcasters annual equipment exhibit in Dallas in April.

According to Comark President Nat Ostroff, the klystrode is similar in design to the widely used UHF klystron tube, but has properties of the lower power UHF tetrode tube which increases the klystrode's efficiency level to 70%. Klystrons now in use draw constant power regardless of the output power required for a given picture content, Ostroff explained, while the tetrode-like grid-cathode components used in a klystrode allow its output to vary with RF output, depending on picture content.

The initial price of the klystrode transmitter system will be directly competitive with comparable klystron systems, he said, and over a five-year period klystrode-based transmitters would cost \$100,000 less to operate than ultra-highly efficient pulsed klystrons, including the cost of klystrode tube replacement.

Ostroff said that industry experimentation currently under way with an advanced klystron using pulsed, multistage depressed collector (MDC) technology shares the idea of varying power with picture content, but he argued there are two differences between it and the klystrode.

"First, the klystrode is available today," he said, "and second, the best theoretical performance of the MDC klystron is 20% worse than the achieved performance of klystrode today."

"We think the industry has bet on the wrong horse" by devoting development funds to the MDC klystron, he added.

Klystrons were invented at the same time as klystrons and tetrodes, Ostroff said, but found little use because of their relatively great drive power requirements, although applications for the U.S. military establishment are now growing. Recent changes in technology have made their use feasible, he said, including the availability of reliable and cost-efficient solid state amplifiers with 300 watts of drive power.

Comark first approached Varian about the klystrode after hearing a technical paper on it delivered by Varian's George Badger at the NAB's 1985 engineering conference. An agreement was later reached for Comark to design and build a transmitter around the tube, to be supplied by Varian.

"We'd have to look really hard to find downside to this product," Ostroff said. "The only thing would be, if for political reasons, klystrons were shoved back in the woodwork. But we've already taken that risk factor into account—our transmitter is 100%

compatible with klystrons, so a customer can go back to klystrons if he desires or if klystrons were no longer available."

## TTC climbs back

Television Technology Corp., after suffering increased losses for two years in the low-power TV transmission and radio equipment business, has begun to gain control of its downward spiral in the wake of cost-cutting measures begun last summer.

The firm was able to keep losses for the second quarter ending last December to just over \$38,000, a spokesman said, after cutting its work force by nearly half, reducing overhead and manufacturing costs and lessening selling and administrative expenses by one-third.

The Broomfield, Colo.-based manufacturer had registered \$1.6 million in losses during the past two fiscal years and another \$220,000 in losses in the first quarter of fiscal 1986 ending last September (BROADCASTING, Jan. 6), leading the company to seek bank refinancing of \$650,000 for the second quarter and \$500,000 in further credit through mid-May.

TTC is not out of the woods yet, however, with net sales decreasing 45% for the second quarter, compared to the same period in 1984, and the company still exploring additional financing measures in the form of debt or equity to strengthen its liquidity.

## Taking leave

Charles P. Ginsburg, described by former employer Ampex as "the father of the videotape recorder," left the firm Feb. 20 after 34 years, following the company's announcement of his retirement at the end of January (BROADCASTING, Feb. 10). Ginsburg has made no plans yet, he told BROADCASTING shortly after leaving, but acknowledged he was not yet ready to completely retire.

Most recently a vice president for advanced technology and planning, Ginsburg has long been heralded for leading the technical team that developed the industry's first practical videotape recorder, the Ampex Mark IV, in 1956.

He joined Ampex in early 1952 to work on television tape recording and formed a six-man development team with Ray M. Dolby (later to develop the widely used Dolby noise reduction system), Charles E. Anderson, Shelby Henderson, Alex Maxey and Fred Pfost. Four years later, and ahead of other major manufacturers such as RCA also working in the field, the group devised the quadruplex ("quad") recorder, which used four rotating heads recording narrow tracks transversely across two-inch tape at 15 inches per second, allowing an hour recording time on a 12½-inch diameter reel of tape.

The Mark IV VTR, which for the first time allowed quality time-delay broadcasts, was introduced in 1956 at the equipment exhibit of the National Association of Radio and Television Broadcasters (now the NAB) and

brought Ampex \$4 million in business in a matter of days.

Ginsburg later accepted an Emmy award in Ampex's name for the development. During his career he also collected the David Sarnoff Gold Medal from the Society of Motion Picture and Television Engineers and the Vladimir K. Zworykin Television Prize of the Institute of Radio Engineers (now the Institute of Electrical and Electronics Engineers).

As an outgrowth of the "pioneering work" of Ginsburg's team, Ampex said in announcing the retirement, the company went on to develop the helical scan recorder, now the basic technology of all video recorders, including home VCR's.

Ginsburg, who lives in Menlo Park, Calif., said he has remained friends throughout the years with the members of the original team, although he has not seen one, Henderson, for years. Anderson retired from Ampex in 1984, he said, and is now in business for himself. Maxey remained at Ampex for all but one seven-year period and Pfost has left Ampex to go into the medical electronics business.

His own legacy at the company? "It's hard to put it into nontrite words, but it is the spirit of cooperation and the ability to work together that is the key to an awful lot. I certainly hope it won't get lost."

## Gearing up for NAB

Among the new products set for introduction at the National Association of Broadcasters annual equipment show in Dallas next month:

A Betacam format commercial cartridge machine will be made available by **Odetics**, the Anaheim, Calif.-based firm that helped RCA Broadcast Equipment Division develop its new half-inch spot player before the latter company was dissolved. The four-deck TCS2000 system, currently available in M-format at \$229,000, lists for \$240,000 in its Beta version. Deliveries are set to begin next May, according to the manufacturer.

**Chyron Corp.** will show an upgraded Chyron IV graphics system with motion effects. The Chyron 4200, priced at \$54,400, incorporates an integrated digital graphic effects generator developed with Chyron subsidiary Digital Services Corp. The digital effects generator, purchased separately for upgrading existing Chyron IV's, costs \$15,000. The Melville, N.Y.-based manufacturer will also show a full production model of its Scribe text generator, displayed at last year's NAB in prototype.

A new \$5,000, single-channel component production system will be introduced by the San Jose, Calif.-based **Alta Group**. The unit includes an infinite window time-base corrector, digital picture freeze, posterization and a four-by-one routing switcher for audio and video.

# Changing Hands

PROPOSED

**WNOX(AM) Knoxville; WNKX(FM) Clinton; WRLQ(AM) Madison; WRLQ-FM Franklin, all Tennessee, and WVOK(AM)-WLTB(FM) Birmingham, Ala.** □ Sold by ELF Communications Inc. to REBS Inc. for \$15 million. Seller is Nashville-based group headed by John Lack. It has no other broadcast interests. Buyer is equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. It also owns **WJTO(AM)-WIGY(FM) Bath, Me., and WIBX(AM)-WNYZ(FM) Utica, N.Y.** WNOX is on 990 khz full time with 10 kw. WNKX is on 95.3 mhz with 3 kw and antenna 1,840 feet above average terrain. WRLQ is on 1430 khz with 5 kw day and 1 kw night. WRLQ-FM is on 100.1 mhz with 3 kw and antenna 1,200 feet above average terrain. WVOK is daytime on 690 khz with 50 kw. WLTB is on 99.5 mhz with 100 kw and antenna 870 feet above average terrain.

**WQMF(FM) Jeffersonville, Ind.** □ Sold by The Other Corporation to Otting Broadcasting Inc. for \$5 million, comprising \$4.5 million cash and remainder note at 10% over one year. Seller is owned by Frank Woods, who also owns **WEBN(FM) Cincinnati**, which has also been sold pending FCC approval ("Changing Hands," Feb. 17). Woods is also head of Radio SunGroup Inc., which is

buying **KKVQ(AM) Wichita Falls, Tex.** (see below). Buyer is owned by John P. Otting, former general manager of station, who has no other broadcast interests. WQMF is on 95.7 mhz with 34 kw and antenna 580 feet above average terrain.

**WAAX(AM)-WQEN(FM) Gadsden, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo.** □ Sold by Big Thicket Broadcasting Co. to Heritage Broadcast Group Inc. for \$3,211,955 cash. Seller is owned by Richard Beauchamp, who has no other broadcast interests. Buyer is equally owned by James T. Cullen and Adam G. Polacek. Cullen has interest in Prime Cable Corp., Austin, Tex.-based cable MSO. Polacek is former president and director of seller. WAAX is on 570 khz with 5 kw day and 500 w night. WQEN is on 103.7 mhz with 100 kw and antenna 1,080 feet above average terrain. WELO is on 580 khz with 1 kw day and 500 w night. WZLQ is on 98.5 mhz with 100 kw and antenna 500 feet above average terrain. KTYL is on 1330 khz full time with 1 kw. KTYL-FM is on 93.1 mhz with 100 kw and antenna 375 feet above average terrain. KRKK is on 1360 khz with 1 kw day and 500 w night. KQSW is on 96.5 mhz with 100 kw and antenna 1,680 feet above average terrain.

**WMER(AM) Westbrook and WJBQ-FM Port-**

**land, both Maine** □ Sold by Chandler Broadcasting Inc. to Porter Communications Systems Inc. for \$2,240,000 cash. Seller is owned by John W. Bride, who also owns **WMBA(AM) Ambridge, Pa.,** and has interest in **WKSQ(FM) Ellsworth, Me.** Buyer is owned by Winslow T. Porter, who also owns **WMYF(AM)-WERZ(FM) Exeter, N.H.,** and **WKSE(FM) Niagara Falls, N.Y.** WMER is on 1440 khz full time with 5 kw. WJBQ is on 97.9 mhz with 30 kw and antenna 500 feet above average terrain.

**WFTL(AM) Fort Lauderdale, Fla.** □ Sold by Channel Communications Inc. to King Broadcasting Co. for \$1,530,000, comprising \$500,000 cash and remainder assumption of note. Seller is owned by Arnold Bloom and Mark J. Witkin, who also have interest in **WKBR(AM) Manchester, N.H.,** and **WKZY(AM) North Fort Myers, Fla.** Buyer is owned by Paul Bronstein and Benjamin Panter, who have no other broadcast interests. Bronstein is Fort Lauderdale-based automobile dealer. Panter is Detroit-businessman. WFTL is on 1400 khz with 1 kw day and 250 w night.

**KKQV(FM) Wichita Falls, Tex.** □ Sold by Sunshine Radio Co. to RadioSunGroup of Texas Inc. for \$1,050,000, comprising \$250,000 cash and remainder note at 10% over 10 years. Seller is subsidiary of American General Media Co., which owns three AM's and one FM. Buyer is subsidiary of SunGroup Inc., publicly owned, Nashville-based group of three AM's and four FM's headed by Frank Woods, president. Woods is also selling WQMF Jeffersonville, Ind. (see above). KKQV is on 103.3 mhz with 100 kw and antenna 440 feet above average terrain.

**WAPF(AM)-WCCA(FM) McComb, Miss.** □ Sold by Southwestern Broadcasting Co. of Mississippi, a limited partnership, to I-55 Broadcasting Inc. for \$600,000, comprising \$200,000 cash and remainder note at 9% over 10 years. Seller is owned by Louis Alford, Phillip Brady and Albert M. Smith. They also own **WMDC(AM)-WMDC(FM) Hazelhurst, Miss.,** and **KADL(AM)-KABS(FM) Pine Bluff, Ark.** Buyer is owned by Dan Cutrer and Louie Tomaso, who also own **KSTE(FM) Corpus Christi, Tex.** Cutrer also has interest in **KFNA(AM) El Paso.** WAPF is daytime on 980 khz with 5 kw. WCCA is on 94.1 mhz with 100 kw and antenna 501 feet above average terrain.

**KSOJ(FM) Flagstaff, Ariz.** □ Sold by Harvest Ministries Ltd. to Northland Broadcasting Inc. for \$480,000 cash. Seller is principally owned by Grace Full Gospel Church Inc., and headed by John Casteel, president. It has no other broadcast interests. Buyer is owned by Richard L. Wodrich, brothers Stephen and Emmet Shipman, and Stephen D. Gavin, who also have interest in **KMGQ-FM Goleta, Calif.** KSOJ is on 93.9 mhz with 100 kw and antenna 1,510 feet above average terrain.

**WGSP(AM) Charlotte, N.C.** □ Sold by WGSP Inc. to Charlotte Christian Radio Inc. for \$380,000 including \$50,000 noncompete agreement. Seller is owned by Robert M. Galecke. It has no other broadcast interests. Buyer is subsidiary of Norfolk, Va.-based group of nine AM's and two FM's, principal-

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3/10/86

ly owned by L.E. Willis. It also recently purchased WGTM(AM) Wilson, N.C. ("Changing Hands," Feb. 17). WGSP is daytime on 1310 khz with 1 kw.

**KUZZ(FM) Lake Village, Ark.** □ Sold by Fox-Com Ltd. to Donald G. Manuel for \$318,476. Seller is owned by Walter Giller who has no other broadcast interests. Buyer

owns WDDT(AM) Greenville, Miss. KUZZ is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

For other sales see "For the Record," page 94.

## Technology

### Technicalities: NAB engineering conference set

**Sessions to tune in on TV stereo, AM technical improvement, satellite news gathering; RCA's George Brown to be honored with engineering award**

The National Association of Broadcasters was putting finishing touches on its 1986 engineering conference last week, and the meeting—to be held in the Dallas Convention Center April 12-16, in conjunction with the association's annual convention—may rival last year's, the most extensive in the gathering's history.

The four-and-a-half-day event will feature 18 separate radio, television and special engineering sessions with 51 hours of technical papers and panels highlighting the expertise of more than 100 broadcasters, manufacturers, consulting engineers and FCC staff members.

Among the biggest draws expected for the 92 papers presented will be those concentrating on such topics as AM technical improvement and radio studio-transmitter maintenance, TV stereo and graphics and satellite news gathering technology. Several technology demonstrations, an FCC engineers panel and four engineering workshops are also scheduled.

In addition, the conference overlaps NAB's annual equipment exposition held April 13-16, at which over 625 companies have booked booths to show their wares in the 300,000-square-foot convention center hall.

The annual engineering luncheon, Tuesday, April 15, will honor George H. Brown, retired RCA executive vice president, who will receive the 1986 Engineering Achievement Award. Speaking at the luncheon will be former director of the Irish broadcasting system, George Waters, now director of the European Broadcasting Union's (EBU) Technical Center in Brussels.

Two evening receptions, one for ham radio operators and the other for visiting international broadcasters, are planned for Monday, April 14, at the nearby Hyatt hotel.

The engineering conference begins on Saturday, April 12, with two radio sessions on AM technical improvement and broadcast engineering and three television sessions on TV recorders, stereo sound and graphics.

The four-hour morning session on AM improvement, one of last year's most popular radio topics, will include a status report on the NAB improvement project by Charles Morgan of Susquehanna Broadcasting and

Michael Rau of NAB, a review of activities of the NAB-Electronic Industries Association-sponsored National Radio Systems Committee, along with presentations on two experimental AM antennas soon to undergo testing by NAB. Also included are papers on synchronous transmitters, broadbanding AM antennas and interference testing and control.

Television sessions begin with television recording and tape, a topic not exclusively featured for several years. The two hours of papers, by representatives of CBS and NBC Television and 3M Co., cover the new D-1 digital component television recording standard and small-format video recorder developments.

TV multichannel sound follows in a presentation of almost four hours, with a series

of eight papers on maintaining mono compatibility, system testing, equipment specifications, transmission compliance, production and post-production and other topics.

The afternoon closes with a seven-paper session on radio engineering, with an emphasis on antenna technology, along with a TV session with several papers on graphics, including a representative of the Post Group post-production house.

Sessions on Sunday, April 13, focus on maintenance, and are limited to a half-day in the morning to accommodate the convention's opening ceremonies and the start of the equipment exhibition. The radio maintenance session, covering both studio and transmission concerns, includes a pair of papers and a panel with manufacturer representatives, while the TV system maintenance

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session covers plant quality control, video-cart machine maintenance, tower structure management and ice control on towers, ending with an hour-long panel.

Monday papers begin early in the morning on the radio side, with a session on AM-FM allocations, featuring William Hassinger of the FCC, NAB's Ralph Justus and consulting engineer John F.X. Brown on FM-aeronautical interference. The session is followed by talks on radio subcarriers, including a paper from an EBU spokesman on a radio data system, and speakers from Bonneville International, Broadcast Electronics and Modulation Sciences.

Radio attendees are free on Monday afternoon to visit equipment exhibits, while a similar block of open time is reserved for TV attendees on Tuesday afternoon.

The TV program begins Monday morning with a television engineering and new technology session, highlighted by a series of papers on component video, beginning with Merrill Weiss of NBC Television, followed by representatives of Canadian Broadcasting Corp. and Thomson Video of France speaking on component digital studio technologies. Among the other topics covered are automated station break systems and fiber optic transmission.

Monday afternoon's television papers are devoted to developments in advanced TV systems, including reports from Advanced Television Systems Committee Chairman E. William Henry and ATSC technology group Chairmen Renville McMann of CBS Tech-

nology Center, Daniel Wells of Comsat and Kerns Powers of RCA Laboratories. Laurence Thorpe of Sony Broadcast reviews the U.S. proposal on high-definition television production standards. Other speakers include Takashi Fujio of NHK, William E. Glenn of the New York Institute of Technology, E.B. Crutchfield of NAB and George Plenge of West Germany's IRT.

Satellite newsgathering systems, expected to generate much conversation at the convention, are the subject of a three-hour session on Tuesday morning, which has an almost exclusive focus on SNG technologies. Speakers include representatives from ABC and CBS reviewing their respective SNG systems, and from satellite firms GTE Spacenet, Dalsat, Spectra Communications and Wegener. A panel following the papers will focus on satellite interference and uplink operator training, with broadcasters, satellite operators and an FCC spokesman participating.

Beginning Tuesday's radio engineering sessions on new technology is a talk by Emil Torick of CBS Technology Center on the FMX stereo extension system jointly developed by NAB and CBS. Three papers and a panel on remote control systems follow, with manufacturers and FCC representative John Reiser.

A radio production session on Tuesday afternoon features broadcasters discussing regional sports networks, remote broadcast vehicle and radio facility design, and from ABC and NBC, papers on aspects of their

network operations.

AM stereo, a standby at the conference, is covered by three AM broadcasters speaking on their conversion to the service at an hour-and-a-half Tuesday afternoon session.

Among the special engineering sessions that complete the program is a Monday afternoon series on UHF television systems, with papers on the multiple depressed collector klystron project, other klystron developments and new uses of UHF klystron technology (see related story, "In Sync," page 85).

Broadcast auxiliary issues are raised in a three-hour program, also Monday afternoon, with Jerry Plemmons of Outlet Communications discussing a national policy for frequency coordination (Plemmons is working with NAB and the Society of Broadcast Engineers to help set up an industrywide national frequency coordinating committee) and talks on developments in ENG antennas, aural STLs and 18 ghz and 23 ghz ENG systems. A panel with speakers Plemmons, Thomas Stanley and Ralph Haller of the FCC, SBE President Richard Rudman and Rau of NAB concludes the session.

Nonionizing radiation, of increasing concern to broadcasters since the development and acceptance of new FCC guidelines on human exposure, will be reviewed in a Tuesday afternoon session with papers from Robert Cleveland of the FCC, Richard Tell of the Environmental Protection Agency and others, and a panel discussion including representatives of Sutro Tower management in San Francisco, and Barry Umansky, NAB deputy general counsel and president of the Electromagnetic Energy Policy Alliance.

Tuesday evening workshops this year include two new topics, nonionizing radiation measurement and AM antenna tuning, with repeats from last year, radio contract engineers and studio acoustics. The meetings are between 7 p.m. and 8:30 p.m. at the Hyatt hotel.

The conference's final session, Wednesday afternoon, is the generally popular FCC engineers panel. However, for the first time in several years, the panel will not feature James McKinney, chief of the FCC's Mass Media Bureau—he will be in Geneva attending international allocation meetings. Representing the FCC at the panel are Ralph Haller, William Hassinger, Thomas Stanley, Robert Cleveland, John Reiser and Clark E. Poole.

NAB's technology demonstrations, held in close proximity to the convention session rooms, will open Sunday with displays of the FMX stereo system, EBU radio data display and possibly advanced TV terrestrial transmission systems as part of a project jointly sponsored by NAB and the Association of Maximum Service Telecasters. Also available will be information on NAB's AM improvement and AM antenna projects.

For those unable to attend all sessions (probably most people, due to the size of the conference), printed proceedings will be available at the show, including over 60 of the papers for \$40 for members, \$65 non-members. Tapes are available as well. Also on hand will be a just-published, 250-page supplement to the new edition of the Engineering Handbook published last year. □

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# Satellite Footprints

**The best laid plans....** It appeared to be a good idea when Videostar Connections and Pyramid Video first proposed it in early 1984, and its status, as a good idea, remains unchanged: construct a Ku-band teleport atop the National Press Building in downtown Washington. Not only is the building centrally located, but it also houses scores of news organizations, many of which would be potential customers. But, as Videostar and Pyramid now know, good ideas are not always transformed into good businesses.

The partners started construction of the teleport in 1984 and, despite some severe problems that slowed work, made considerable progress. By the spring of 1985, they had two Harris 6.1-meter dishes in place and some of the necessary electronics on site and ready for installation. At that point, however, something went wrong. Work ground to a halt and has yet to resume.

Videostar and Pyramid weren't much help last week in explaining why the project went awry. Jackson Polk, the president of Pyramid, was out of town, and his partner, Randy Allen, referred a reporter's queries to Jim Black at Videostar, who didn't want to talk about it. Others in the satellite industry familiar with the situation were more helpful. They said the problem stemmed from increasingly strained relations between the two partners. Under the original partnership agreement, they said, Videostar was to put up the cash for the project, while Pyramid was to contribute its valuable rights to the Press Building roof, microwave interconnection facilities and its operational expertise. When Videostar became disenchanted with Pyramid and some of the demands it was making, they said, it decided to stop funding the project, which is still a few hundred thousand dollars away from completion.

Since work stopped, Pyramid and Videostar have entertained offers from at least one company to buy the partially completed operation. According to Jim Vautrot, of BAF Communications, the Salem, Mass.-based SNG company made a serious offer of \$227,000 last September for the teleport as is. But it eventually backed out, he said, because Pyramid wanted to retain "a piece of the action" and too much control over the teleport's operation.

All that leaves the future of the NPB teleport uncertain. Regardless of what may happen to it, it's likely that some other entrepreneur, seeking to cash in on the SNG explosion, will put up an Ku-band earth station on some other Washington rooftop.

**SNG smorgasbord.** Hoping to capture a share of the burgeoning SNG equipment market is Spectra Communications Inc., a start-up company based in the distant Washington suburb of Aldie, Va. Spectra is developing an array of SNG transportables and expects to demonstrate some of them at the National Association of Broadcasters convention in Dallas, April 12-16. The company is headed by Vincent Walisko, who helped develop an SNG system for GEC McMichael, a now-defunct British satellite equipment firm.

Working with LB Telesystems of nearby Chantilly, Va., Spectra is developing a number of options for broadcast journalists: a fly-away earth station that can be shipped in boxes and two different earth stations-on-wheels, one built into a Ford Econoline "stretch van" and the other on a larger Italian-made Iveco truck. For extra flexibility, Walisko said, Spectra will also offer the van with an additional antenna and removable electronics so that it can be shipped as a fly-away. Walisko believes that the van is all most broadcasters will need but is making the Iveco unit available for those who want room for production personnel and equipment.

**More SNG.** Ethereum Scientific Corp. is also entering the growing field of Ku-band SNG. It plans to offer two SNG vehicles this spring, an SNG van with 2.8-meter dish and a 14-foot vehicle with a pull-behind, trailer-mounted 3.5-meter antenna. The Isuzu van is priced starting at \$270,000 for a non-redundant transmit package, up to \$312,500 for dual transmitters, while the trailer begins at \$372,500 for a basic package.

The six-year-old firm, based in Houston, has previously provided satellite uplinking services through teleports it operates and markets in Oklahoma City and Harrisburg, Pa., and began constructing C-band portable uplinks in 1981. Ethereum registered over \$3 million in sales in 1985; it is privately held, with Michael D. Cordell, president, as principal owner. It will exhibit the new Ku-band vehicles at NAB.

**Not to be outdone.** Conus Communications, a pioneer in Ku-band SNG, announced last week that it would introduce at the NAB convention a Ku-band fly-away earth station for uplinking news feeds from any place to which seven 70-pound boxes and a 2.5 kilowatt generator can be transported. The Video Fly Pac, as the new system is being marketed, is a product of HubCom Inc., St. Petersburg, Fla. Hubbard Broadcasting, the Minneapolis-St. Paul-based group broadcaster, is the founding and controlling partner of Conus and Hubcom parent.

The Video Fly Pac, which has a 275-watt transmitter, comes in seven cases, small enough to be stowed in a station wagon and, at about 70 pounds each, light enough to be checked as baggage on an airliner. (An eighth case, containing equipment for IFB, PL and two-way radio communications, is also available for domestic use.) HubCom tailors the systems for either domestic or international use. According to Conus, it takes two people 20 minutes to assemble the earth station.

According to Charles Dutcher, vice president and general manager of Conus, a prototype of the Video Fly Pac has already been through the paces. One of the networks used one for coverage of the February elections in the Philippines.

**Light at the end of the tunnel.** Channel Master, long known for its VHF and UHF antennas, has also become a major supplier of C-band dishes to the home satellite market over the last few years. And, like other home dish manufacturers, it is concerned about the drastic slowdown in sales over the past few months due to the scrambling of Home Box Office's services (HBO and Cinemax) and the likelihood that other major cable services will follow. But Channel Master Vice President Donald Berg is optimistic about the long-term, if not near-term, future. "Toward the tail end of 1986, we see the business coming back very strong outside of cabled areas."

According to Berg's analysis, it's not scrambling or the prospect that dish owners will have to pay for programming once it is scrambled that is driving away customers. It's confusion over what services will be scrambled and how much dish owners will have to pay for them, he said. That confusion, he said, should dissipate as the scrambling and home satellite distribution plans of the cable programmers unfold this year.

One of the most positive developments in bringing order back to the marketplace is Tele-Communications Inc.'s announcement that it would offer a package of some 15 scrambled services in and around its cable franchises for \$12. "That cost is very much within the reach of most Americans," Berg said. The problem with TCI's scheme is that it's available only to dish owners on TCI's turf, he said. Some are also wary of a cable operator being the sole distributor of programming in a market, he said.

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## Three R's spell trouble for independent WTXX

### Station's airing of R-rated movies stirs up some viewers and competitors

A Hartford, Conn., television station's decision to broadcast unedited R-rated films has caused a protest among competing television stations in that market and a ripple effect among some advertisers who don't want to be associated with that programing.

The controversy centers on three R-rated films, which WTXX broadcast substantially unedited during the February sweeps: "Slap Shot," starring Paul Newman; "Animal House," starring John Belushi, and "Class," starring Jacqueline Bisset. The broadcast of "Slap Shot" during prime time on February 19 prompted 27 people to call and complain to the local newspaper, the *Hartford Courant*, about the profanity and nudity in the movie. The newspaper said that was a near record for calls of that type.

Geoffrey S. Rose, vice president and general manager of WTXX, a ch. 20 independent licensed to Waterbury, Conn., said that the decision to broadcast an unedited version of "Animal House" came only after station executives judged that market sentiment was favorably disposed to it. The station was able to read market reaction after it broadcast a movie called "Summer Lovers" last fall that contained frontal nudity and "viewer response was almost minimal," Rose said. Later WTXX aired "An Unmarried Woman" in which several expletives were inadvertently left intact. "Once again, phone calls were almost nonexistent," said Rose.

Those two broadcasts, said Rose, got station executives thinking that perhaps the Hartford market was ready for over-the-air broadcasts of unedited R-rated films. "We looked back over the responses, or lack of responses, and at that time made a determination that perhaps we should alter our editing policy to allow viewers to see movies the way they were made."

The airing of unedited or lightly edited R-

rated films by broadcasters has been increasing in recent times. Several years ago several stations around the country broadcast unedited versions of "The Deer Hunter" with minimal protest among viewers, and as recently as several weeks ago, KTLA(TV) Los Angeles aired uncut "One Flew Over the Cuckoo's Nest." KTXL(TV) Sacramento, Calif., has regularly shown R-rated films with minimal or no editing.

All this doesn't appease other broadcasters in the Hartford market. Arnold Chase, president of WTIC-TV (ch. 61), complained that viewers are calling his station with the mistaken impression that channel 61 is broadcasting the unedited R-rated films. Chase also said that independents for years have been trying to demonstrate that there is no quality difference between their programing and that of affiliate stations, especially when it comes to programing standards, and that broadcasting unedited R-rated films will reflect poorly on independents when compared to affiliates that will be subjected to higher network standards. "The worst thing independents can do is give buyers an excuse not to buy them," he said.

Chase sent out a letter to local advertisers and the media to bring attention to WTXX's broadcasts and to assure local sponsors that WTIC-TV would not follow suit. Attached to Chase's letter were scenes recorded by a video printer from "Animal House" and broadcast by WTXX on Feb. 20. They included a man slipping his hands under a young girl's bra and a young woman fondling herself. "When you buy WTIC-TV, you can be sure that you won't be embarrassed by the programing your product will be associated with," Chase wrote. The letter featured a headline above the pictures that stated: "Now you know what the XX stands for..."

CBS affiliate WFSB(TV) also sent a letter to advertisers warning them about the kind of movies being broadcast by WTXX.

Rose said that the unedited R-rated titles

on WTXX represented only a fraction of the station's movie library and would not be a regular feature of the station. "We are not becoming an X-rated channel," he said. The primary reason for broadcasting unedited films was to show them as the director and creator meant them to be viewed by the public, Rose said, and he said he believed the local public was ready and would accept more explicit language and scenes in movies on television.

Several advertisers appeared disturbed by the unedited films, although Rose said he did not directly know of any sponsors who had pulled their schedules off the station as a result of the broadcasts. All advertisers had been notified that the films would air for the most part as they were seen in the theaters, Rose said, with the option that they could reschedule their spots. But Arthur E. Benjamin, director of marketing for Hoffman Enterprises, a chain of Hartford-based automotive dealers, who had advertised on the station in the past, notified that he did not want to be associated with any programing on WTXX until the station changed its policy.

Mike Toti, advertising and promotion director for Lipman Motors, another Hartford automobile dealership, said he would probably wait and see what the public's reaction was before deciding whether to buy spots in unedited R-rated films. "A high quality movie shouldn't be messed around with in the editing room of a local television station," said Toti.

Chase also criticized the 7:30 p.m. starting time for "Animal House" because it is a peak hour for family and children viewing.

But Rose said that parents must "shoulder the responsibility" if they want to steer their children away from watching unedited R-rated films on broadcast television. Rose did seem to agree that the 7:30 time period for "Animal House" was too early in the evening—the station had to begin airing at that time because of a 9:30 p.m. local basketball game it was scheduled to broadcast live, he explained. After reviewing letters and calls to the station, however, Rose said, WTXX will not air unedited R-rated films before 9 p.m. "The greatest number of those who voiced their concern were concerned about the times these movies would air," according to Rose.

Chase suggested that one way around the profanity problem would be to air an unedited audio track over the second audio channel of a stereo TV transmitter. That way, he said, viewers could get the edited version in the regular over-the-air broadcast or listen to the unedited version simply by throwing the second audio program (SAP) switch on their sets at home. Last week WTIC-TV broadcast "Valley Girl" and edited out 50 profane expressions. But WTIC-TV broadcast the unedited version over its SAP channel. □

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# ABC, CBS strong in fall RADAR

**Generally, adult networks do well while some of the youth-oriented services show audience declines**

ABC has captured the top three spots among persons 12-plus in the latest ratings for network radio, according to the new RADAR 32 (vol. 2) fall report released by Westfield, N.J.-based Statistical Research Inc. The report also shows the industry's adult-oriented networks made some headway while some of the youth-oriented networks lost ground.

The highest-rated radio network continues to be ABC Information (ABC-I), this time posting an average audience estimate of 1,669,000 12-plus listeners per commercial, Monday through Sunday, 6 a.m. to midnight. Next was ABC Entertainment (ABC-E) with 1,517,000 listeners, followed by ABC Contemporary (ABC-C) at 1,334,000—the latter jumping from seventh place in the spring RADAR 31 book.

Also turning in an improvement were the CBS Radio Network, which climbed from 1,196,000 listeners and eighth place in the spring report to fourth place at 1,292,000, and the Mutual Radio Network, which went from 1,145,000 and 10th place in the previous book to fifth place with 1,267,000.

Among the networks declining since RADAR 31 were those that primarily target youth-oriented demographics. The list included: ABC-FM, which went from 1,293,000 to 1,192,000 listeners; ABC Rock Radio, which fell from 1,235,000 to 1,146,000; NBC's Source, which dropped from 1,361,000 to 1,227,000, and CBS's RadioRadio, which dipped slightly from 982,000 to 955,000.

Registering one of the biggest 12-plus decreases from the last book was United Stations Radio Network One (USRN1), which has a primary target audience of 18-49. The network fell from fourth place and 1,356,000 listeners in the spring book to the 10th position with 1,140,000 in the new RADAR.

As with the 12-plus audience, ABC Information led other networks among listeners 18 and older with 1,645,000 listeners; ABC Entertainment was second at 1,485,000. Third place went to the CBS Radio Network with 1,276,000 followed by Mutual at 1,229,000 and the NBC Radio Network with 1,158,000.

■ ABC Information's ratings strength also carried over to the 25-54 age group—the most sought-after demographic by radio ad-

vertisers—claiming the number-one spot with 922,000 listeners. ABC Entertainment was second at 852,000, while Mutual took third with 736,000—up from 590,000 and fifth place in RADAR 31. Climbing two notches in the standings from the last report was ABC Contemporary, which went from 587,000 and sixth place to fourth with 629,000. Meanwhile, the United Stations Radio Network Two finished fifth in its primary demographic target with 623,000—up from 571,000 and eighth place.

■ In the young adult 18-34 demographic, NBC's Source maintained its first place but the Source, along with most other major youth-oriented networks, had fewer listeners than in RADAR 31, further suggesting a leveling off of some of these services. NBC's Source, while registering 827,000 listeners, was down 14.8% from the previous report. Remaining in second place was ABC Rock Radio at 801,000. Next was ABC Contemporary, 666,000; ABC-FM, 657,000, and USRN1, 539,000. CBS's RadioRadio and ABC Contemporary were exceptions to the audience decline for the major youth networks. Sixth-place RadioRadio's listenership rose 3.5%, going from 512,000 to 530,000, while ABC-C went up 2% and captured third place.

■ For come listening among persons 12-plus (Monday to Sunday, 6 a.m. to midnight) ABC Information was on top with

24,404,000 listeners followed by Mutual with 22,812,000; ABC Contemporary with 22,512,000; CBS Radio Network with 21,949,000, and the NBC Radio Network with 21,321,000.

■ The most-listened-to short-form network radio program, based on average audience estimates of persons 12-plus (audience listening to commercials within programs), continues to be ABC Entertainment's *Paul Harvey News*, Monday through Friday at 8:30 a.m., with 5,559,000 listeners. Harvey's 15-minute weekday news and commentary program landed second, while his weekend edition was third, with 3,915,000 and 3,248,000 listeners, respectively. Harvey's 3:06 p.m., Monday-through-Friday, five-minute *Rest of the Story* finished fourth with 3,007,000. Next was CBS Radio Network's 7 a.m. weekday newscast anchored by Charles Osgood.

Rounding out the top 10 programs for the 12-plus demographic were: CBS 6 a.m. news (Monday through Friday); CBS *Newsbreak*, Monday through Friday, 8:30 a.m.; CBS 9 a.m. news, Monday through Friday (the last two anchored by Osgood); CBS *Sports World* (Monday through Friday, 6:45 a.m.), and CBS *First Line Report* (Monday through Friday, 6:30 a.m.). (All feed times are Eastern).

■ Other data from RADAR 32 shows that 75% of the total U.S. population was reached by one or more network radio commercials each week. That translates into 144,514,000 persons. In the course of a week, combined commercial audiences for

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**International acclaim.** On March 19, the International Council of the Academy of Television Arts and Sciences will salute Radio Caracas Television (RCTV), the Venezuelan television network at a black tie gala at Lincoln Center's Alice Tully Hall, New York. RCTV is one of the leading international suppliers of Spanish-language soap operas.

18 measured networks include 76% of adult men, 72% of adult women and 81% of teenagers. The audience estimates in the survey are rolling averages extending over a 48-week period from November 1984 to October 1985. □

## Some record companies cutting back on use of independent promoters

Moves come in wake of NBC News report on alleged payola in industry

Radio stations may be seeing less of independent record promoters in the coming weeks due to action taken by a growing number of record labels in suspending use of independent promotion.

The move follows a Feb. 24th *NBC Nightly News* report alleging widespread payola among independent record promoters as well as a purported link to organized crime ("Riding Gain," March 3). Three days later, a New York federal grand jury subpoenaed the Recording Industry Association of America (RIAA) for documents concerning

the role of independent record promotion firms.

The list of record companies that are now maintaining some distance from independent promotion services includes Capitol Industries-EMI Inc., RCA/Ariola, CBS Records, Warner Communications Inc. and MCA Records.

Bhaskar Menon, president and chief executive officer of Capitol, acknowledged that a decision to suspend the use of independent promotion "was prompted" by the NBC News story. "Although we have no evidence to support the NBC allegations," said Menon, "the necessary and responsible corporate conduct must be to assure ourselves that our company does not contribute unwittingly to any problem that may exist." Menon said the company has retained the law firm of Latham & Watkins to review the Capitol, EMI America and Manhattan labels' "long-standing antipayola program."

Both RCA/Ariola and CBS Records have separately said that they have no knowledge of illegal activities of independent promotion firms, but are concerned about the negative perception the recent allegations would raise. RCA/Ariola said it is "immediately suspending" use of independent promotion firms "until the various investigations presently under way are completed and the facts

known." CBS said it will "curtail substantially" its use of independent promoters during the investigations and will "re-evaluate" its position as they proceed. Warner said it will "immediately cease" the use of independent promoters, and MCA is reported to have said it will no longer employ some of its independent promoters.

At the time it was subpoenaed for documents on independent promotion practices, the RIAA's board of directors, composed of major record company executives, issued a statement saying it had "no knowledge that any firm or individual with whom our [member] companies do business is engaged in any illegal activity, contrary to reports in recent televised network broadcasts." The RIAA statement added, "If law enforcement agencies were to inform us that such individuals or firms are engaged in any illegal activities, we'll take immediate and decisive corrective action." The RIAA board said the record industry has been "indiscriminately malign[ed] by insidious innuendo" that "unfairly taint[s] the innocent."

Reports of payola in the record and radio industries tend to surface from time to time. In 1984, the House Subcommittee on Oversight and Investigations launched a preliminary inquiry into then-allegations of improper activities in the record industry

## NBC edges CBS thanks to 'Cosby' and Klugman

CBS's strong rally at the end of the February sweeps period was not enough to beat NBC for the week of Feb. 24-March 2. NBC scored a 17.4 average rating and a 28 average share in Nielsen's National Television Index, to nose out CBS, which scored a 17.3/27. ABC trailed with a 13.5/21.

NBC said *The Cosby Show* (39/56) set another record, recording the best ratings for a network series (not including special episodes) since the Jan. 15, 1972, episode of *All the Family*, which scored a 40/59. It was the seventh time this season that *Cosby* has set a new record. NBC was banking on the show to deliver a good lead-in for sampling of its new series, *You Again*, starring Jack Klugman, and the strategy paid off handsomely. *You Again* ranked second for the week, scoring a 34.6/51 from 8:30 to 9 on Thursday. NBC set another record for combined ratings of its Thursday schedule with a 26.6/41.

NBC also tied another new show, *Valerie*, into its Saturday comedy block, placing it before *Golden Girls*, which ranked fifth during the week with a 24.6/41. *Valerie* ranked 14th with a 19.8/33. In their regular time period debuts on Monday, March 3, *You Again* and *Valerie*

scored a 19.8/30 and 21.1/31, respectively, at 8 and 8:30.

NBC also received a 20.2/31 for a second run of the theatrical "48 Hours," which ranked 13th for the week. In its first broadcast during the November sweeps (on Nov. 3), the movie scored a 20.8/30.

CBS had strong performances on Monday with the second part of *Blood and Orchids* (25.6/38), which ranked fourth; on Tuesday with the *28th Annual Grammy Awards* (20.3/32), and on Sunday with the ninth-ranked "Outrage," the *CBS Sunday Night Movie* (21.7/34).

ABC's *Dynasty II: The Colbys* had its season-to-date high with a 17.6/26 to rank 24th, and placed second in the 9 to 10 Thursday night time period. *20/20*, following that show, was close to its own season-to-date high with a 16.9/29. It also placed second in its time period, behind *Hill Street Blues*.

HUT levels were down 2% for the week, from 64.4 to 63.3. The three-network ratings were down 3%, from last year's 49.6 to 48.2, and shares were down 1%, from last year's 76.9, to 76.3.

Repeats began to appear on the schedule in larger numbers during the week, with 11 of the week's 63 programs reruns.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	39.0/56	23.	Hotel	ABC	18.5/32	45.	TV Bloopers & Practical Jokes	NBC	11.8/19
2.	You Again	NBC	34.6/51	24.	Dynasty II: The Colby's	ABC	17.6/26	46.	Knight Rider	NBC	11.7/20
3.	Cheers	NBC	28.0/38	25.	Falcon Crest	CBS	17.4/30	47.	Crazy Like A Fox	CBS	11.5/17
4.	Blood & Orchids, pt. 2	CBS	25.6/38	26.	Crossings, Part 3	ABC	17.4/27	48.	Twilight Zone	CBS	11.4/20
5.	Golden Girls	NBC	24.6/41	27.	Alfred Hitchcock—Saturday	NBC	16.9/29	49.	Silver Spoons	NBC	11.4/17
6.	60 Minutes	CBS	24.6/39	28.	20/20	ABC	16.9/29	50.	Equalizer	CBS	11.2/20
7.	Murder, She Wrote	CBS	23.7/35	29.	Facts of Life	NBC	16.3/28	51.	Analysis—ABC	ABC	11.0/17
8.	Night Court	NBC	22.8/34	30.	Mr. Belvedere	ABC	16.0/27	52.	Betrayed By Innocence	CBS	10.9/19
9.	Outrage	CBS	21.7/34	31.	Webster	ABC	15.9/28	53.	Foley Square	CBS	10.5/16
10.	Dallas	CBS	20.6/34	32.	Family Ties	NBC	15.6/23	54.	Airwolf	CBS	10.3/18
11.	Grammy Awards	CBS	20.3/32	33.	A Team	NBC	15.5/23	55.	Redd Foxx Show	ABC	10.2/18
12.	Newhart	CBS	20.3/29	34.	Crossings, part 2	ABC	15.0/22	56.	Different Strokes	ABC	10.1/17
13.	48 Hours	NBC	20.2/31	35.	Hardcastle & McCormick	ABC	14.6/21	57.	Punky Brewster	NBC	10.0/16
14.	Valerie	NBC	19.8/33	36.	Amazing Stories	NBC	14.4/21	58.	Acceptable Risks	ABC	9.7/15
15.	Dynasty	ABC	19.8/30	37.	Blacke's Magic	NBC	14.3/22	59.	Fortune Dane	ABC	9.3/16
16.	Kate & Allie	CBS	19.7/29	38.	Remington Steele	NBC	14.0/26	60.	Benson	ABC	9.0/15
17.	Highway to Heaven	NBC	19.7/29	39.	St. Elsewhere	NBC	13.7/26	61.	He's the Mayor	ABC	8.9/15
18.	Who's the Boss?	ABC	19.4/29	40.	Riptide	NBC	13.3/21	62.	Ripley's Believe It Or Not	ABC	7.0/10
19.	Annie	NBC	19.3/28	41.	Magnum, P.I.	CBS	12.2/18	63.	Fall Guy	ABC	6.8/12
20.	Miami Vice	NBC	19.2/34	42.	The Undergrads	ABC	12.1/18				
21.	Hill Street Blues	NBC	18.7/32	43.	Kojak: The Belarus File	CBS	11.9/19				
22.	Growing Pains	ABC	18.7/27	44.	Love Boat	ABC	11.8/22				

\*Indicates premiere episode

■ **Lorimar-Telepictures** says that it has sold *Perfect Match*, in one-year renewals, to seven of the top 10 markets, including WOR-TV New York, KHJ-TV Los Angeles, WCAU-TV Philadelphia, KRON-TV San Francisco, WBZ-TV Boston, WRC-TV Washington and KXAS-TV Dallas. Originally the show was offered as part of "an insurance policy" (a back-up show) with sales of *Catch Phrase*, which the company said it would implement if it received poor ratings. *Perfect Match*, which was originally expected to be offered for next fall, has undergone dramatic improvements since its Jan. 13 debut, according to Jim McGillen, president of the first-run division. "The sad thing is that so many took a look at the presentation tape in December, and have not looked at

"The Interview," starring Eli Wallach. ■ **All American Television** has cleared the second *Annual Stuntman Awards* in 70 markets covering 63% of the country. The two-hour award ceremony will be taped on March 21, and will be offered from April 11 through May 11. Clearances are on a barter basis, with 11 minutes national and 13 minutes local. *Fall Guy* star Lee Majors hosts the show. ■ **King Features Entertainment** says that it has cleared "The Performers: Marquee Edition," a 12-title package, in over 44 markets. Clearances include KNBC(TV) Los Angeles, WPHL-TV Philadelphia, WFLD-TV Chicago, WEWS(TV) Cleveland and KRDL-TV Dallas. Cash sales are for six runs over six years. Among the titles in the package are "Endless Love," "The Cartier Affair" and "High School U.S.A.." The company also says that the 12-title "Performers: Volume II" is now in 65 markets covering 75% of the country. ■ **SFM Media Corp.** says that it has cleared *Open Season with George Steinbrenner*, a weekly debate on current sports issues with featured guests, on 85 stations covering 72% of the country. *Open Season* will be filmed at Gallagher's and other restaurants in New York. The 26-episode show is being sold on a barter basis with four minutes for stations and two-and-a-half minutes for SFM. The show will premiere the weekend of March 24 on a lineup that will include WCBS-TV New York, KYW-TV Philadelphia, WBZ-TV Boston, WDMV-TV Washington, KXAS-TV Dallas, KDKA-TV Pittsburgh, WPLG(TV) Miami, WJZ-TV Baltimore, WTHR(TV) Indianapolis, WCPO-TV Cincinnati and KCRA-TV Sacramento, Calif. The show will be scheduled for weekends and late-night. ■ **Genesis Entertainment** says that it has cleared *The Judge* in 42 markets on a cash plus barter basis, with Genesis retaining one minute. Recent clearances include KGUN-TV Tucson, Ariz.; KTVK(TV) Phoenix; WISN-TV Milwaukee; WVUE(TV) New Orleans, and KTAL-TV Shreveport, La. ■ **Orbis Communications** says it has cleared *American Treasure—A Smithsonian Journey*, hosted by Gene Kelly, in 85 markets covering 77% of the country. Sales of the 90-minute special are on a barter basis with Orbis and stations each getting six minutes. Clearances include WNYW-TV New York, KTTV(TV) Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia, WCVB-TV Boston and WTTG(TV) Washington. ■ **Viacom Enterprises** says that it has cleared its weekly half-hour sitcom, *Easy for You*, a joint production of Tribune Entertainment and Primetime Entertainment Productions, in over 65% of the country. Along with the Tribune and Taft station groups, Viacom has cleared the program on WLVI-TV Boston, WKBD-TV Detroit, WCIX(TV) Miami, KMOX-TV St. Louis and WOIO(TV) Shaker Heights, Ohio. Sales are on a cash plus barter basis with Viacom retaining three minutes and stations getting four minutes. ■ **Four Star International** says it has added over a dozen stations to its lineup for "Star One," a 15-title package. Clearances include WPWR-TV Aurora, Ill.; WFTY(TV) Washington; KHTV(TV) Houston; WQZL-TV Miami; KPDX-TV Portland, Ore., and WHCT-TV Hartford, Conn. ■ **Warner Bros. Television Distribution** reports selling "Volume 26," a 24-title film package, in 48 markets. Among the latest stations that have been cleared are KSTW(TV) Seattle; WTOG(TV) Tampa, Fla.; WOFL(TV) Orlando, Fla.; WXIX-TV Cincinnati; WPTV-TV Memphis; WBRC-TV Birmingham, Ala., and WNYT(TV) Albany-Schenectady-Troy, N.Y. ■ **LBS Communications** says that it has cleared *Popples*, a half-hour live-action special produced by Platypus Productions, on more than 85 stations covering 75% of the country for a March window. *Popples* is being distributed on a barter basis with three minutes for stations and three minutes for LBS, which has sold the time to Mattel, the national sponsor. The half-hour special will introduce viewers to the third part of *Kideo TV*, a weekend block of animated programming, at the time of its April debut. Two more runs will be available—October 1986 and April 1987. ■ With a sale to WFLD-TV Chicago, **ITC Entertainment** says that it has now cleared its 16-title film package, "Volume Five," in 61 markets, including all of the top 10. Other major markets sold include WPHL-TV Philadelphia, KICU-TV San Jose-San Francisco, WLVI-TV Boston and WXON-TV Detroit. ■ **Prijatel Productions** has renewed *The Missing Children's Network* for a third year. In its first year (1984), on 26 stations, 23% of those children broadcast were located; in its second year, on a lineup of close to 100, the number located rose to 48%. The series of inserts, sold for cash, currently appears on 96 stations including WTVT(TV) Tampa, Fla.; WTVM(TV) Columbus, Ga.; WSFA-TV Montgomery, Ala., and WJXT(TV) Jacksonville, Fla. Sales are on a cash basis.



"Perfect Match"

the show since," he said. The improvements stem from the work of its staff, and not the result of any additional money spent by Lorimar-Telepictures, he said. WCAU-TV will use the show in access to replace \$100,000 *Pyramid* while KRON-TV is planning on using the show in early fringe. KHJ-TV, which realigned its early fringe lineup last week, will use it at 4 p.m. McGillen said that he was expecting to clear between 100 and 115 stations, covering 80% of the country, for the show's fall premiere. Cash plus barter sales are for 32 weeks of first-run episodes and 20 weeks of repeats. *Catch Phrase* was originally cleared on 125 stations. Lorimar-Telepictures has acquired broadcast and pay cable rights to rights to "Henry V," and will offer the 137-minute, 1945 color film for the first time in syndication. Laurence Olivier produced, directed and starred in the film, which earned a special Academy award. ■ **20th Century Fox** in association with Dreamgirl Enterprises, reports clearing *Dreamgirl U.S.A.* in 38 markets covering 40% of the country. Sales are on a barter basis with three minutes for stations and three-and-a-half minutes for the distributors. Michael Seligman, of Chambers-Seligman Productions, said the weekly beauty contest is the beginning of what he hopes will become "an American tradition." From among 100,000 participants in local competitions across the country in May and June, 80 participants will be chosen for the weekly competition, to include four participants from different cities. Each show will feature four different competition segments—poise, fitness, personality and charm. Ken Howard will host, and a celebrity panel of judges will render a decision. A prize of \$125,000 will be awarded in the one-hour finale of the competition. Seligman said that production costs for the show will amount to between \$3 million and \$4 million. Clearances include WNYW-TV New York, KTTV(TV) Los Angeles, WTAJ-TV Philadelphia, WOIO-TV Cleveland, KCPQ(TV) Seattle and WNOL-TV New Orleans. ■ Alan Zaretsky has formed **Program Partners Corp.**, to distribute, develop and produce first-run music and music video programming for syndication. The former partner and president of On the Air resigned from the company in October. PPC is now offering two programs: *Hitmakers of '86*, four two-hour specials with an April-December window, is being sold on a barter basis with 14 minutes for stations and 10 minutes for PPC, and *Sizzling Summer Countdown*, a 13-week one-hour music news and gossip series for June through September. It will also be sold on a barter basis with seven minutes for stations and five minutes for PPC. The two offerings will be produced by Los Angeles-based Hunt-Jaffe Productions, which produces videos for on-site use in discos. H-J also produced a two-hour pre-Grammy special for the Metromedia stations. PPC will also be offering *Actors Playhouse*, a series of four plays produced and directed by Victor Stoloff. The first play will be

concerning independent record promoters. After extensive interviews with representatives of the recording industry, radio station executives and others, the subcommittee staff, in a September 1984 memo to its members, determined that "because of the enormous sums of money involved and the manner in which record promotion and the charting of records operate, there are ample opportunities and incentives for improper or illegal activities."

The staff's report said, however, that, while the industry is "susceptible" to such improper activities, "no credible evidence of specific incidents of improper or illegal ac-

tivity" was uncovered. At that time, the staff recommended against a full investigation by the subcommittee.

Last week, Patrick McLain, counsel to the House subcommittee, said the subcommittee has no plans to conduct hearings but remains open to receive evidence of any improper activities.

The 1984 House memo also detailed the role of independent record promoters in recent years, noting that their influence in the recording industry has increased "markedly," primarily because the record industry's recession in the early 1980's caused some firms to cut back on their in-house promo-

tion departments, leading to a greater reliance on independent operations. The subcommittee staff said that was especially true for promoting records in many medium and "marginal size" radio markets, as those markets grew in importance to those tabulating the record charts.

On a more positive note, the subcommittee staff's report also said that some radio stations believe that independent record promoters who work a variety of record labels "bring objectivity and experience to promotion of a record that a company promoter would not bring because of a vested interest in the company's product." □

## For the Record

As compiled by BROADCASTING, Feb. 27 through March 5, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

#### Applications

■ WAAX(AM)-WQEN(FM) Gadsen, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (WAAX: 570 khz; 5 kw-D; 500 w-N; WQEN: 103.7 mhz; 100 kw; HAAT: 1,080 ft.; WELO: 580 khz; 1 kw-D; 500 w-N; WZLQ: 98.5 mhz; 100 kw; HAAT: 500 ft.; KTYL: 1330 khz; 1 kw-U; KTYL-FM: 93.1 mhz; 100 kw; HAAT: 375 ft.; KRKK: 1360 khz; 1 kw-D; 500 w-N; KQSW: 96.5 mhz; 100 kw; HAAT: 1,680 ft.)—Seek assignment of license from Big Thicket Broadcasting Co. to Heritage Broadcast Group Inc. for \$3,211,955 cash. Seller is owned by Richard Beauchamp, who has no other broadcast interests. Buyer is equally owned by James T. Cullen and Adam G. Polacek. Cullen

has interest in Prime Cable Corp., Austin, Tex.-based cable MSO. Polacek is former president and director of seller. His shares in seller were previously sold to Beauchamp in anticipation of sale. Filed Feb. 25.

■ KDEZ(FM) Jonesboro, Ark. (CP)—Seeks transfer of control of MSB Communications from J. Murl Smith (66.6% before; none after) to O.L. Bayless (33.3% before; 50% after) and John J. Shields and his wife, Norma (none before; 50% after), for \$60,000. Seller has no other broadcast interests. Buyers have no other broadcast interests. Filed Feb. 13.

■ KUUZ(FM) Lake Village, Ark. (95.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of FoxCom Ltd. from Walter Giller to Donald G. Manuel for \$318,476. Seller has no other broadcast interests. Buyer owns WDDT(AM) Greenville, Miss. Filed Feb. 19.

■ KSOJ(FM) Flagstaff, Ariz. (93.9 mhz; 100 kw; HAAT: 1,510 ft.)—Seeks assignment of license from Harvest Ministries Ltd. to Northland Broadcasting Inc. for \$480,000 cash. Seller is principally owned by Grace Full Gospel Church Inc., and headed by John Casteel, president. It has no other broadcast interests. Buyer is owned by Richard L. Wodrich, brothers Stephen and Emmet Shipman, and Stephen D. Gavin, who also have interest in KMGQ-FM Goleta, Calif. Filed Feb. 20.

■ WFTL(AM) Fort Lauderdale, Fla. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Channel Communications Inc. to King Broadcasting Co. for \$1,530,000, comprising \$500,000 cash and remainder assumption of note. Seller is owned by Arnold Bloom and Mark J. Witkin, who also have interest in WKBR(AM) Manchester, N.H., and WKZY(AM) North Fort Myers, Fla. Buyer is owned by Paul Bronstein and Benjamin Panter, who have no other broadcast interests. Bronstein is Ft. Lauderdale-based automobile dealer. Panter is Detroit businessman. Filed Feb. 28.

■ WDBS(AM) Eatonton, Ga. (1520 khz; 1 kw-D)—Seeks assignment of license from Eatonton Broadcasting Co. to

Dale C. Smith and his wife, Jewel, for \$100,000. Seller is owned by David E. Thomas, who has no other broadcast interests. Buyers have no other broadcast interests. Filed Feb. 24.

■ WQMF(FM) Jeffersonville, Ind. (95.7 mhz; 34 kw; HAAT: 580 ft.)—Seeks assignment of license from the Other Corporation to Otting Broadcasting Inc. for \$5 million comprising \$4.5 million cash, and remainder note at 10% over one year. Seller is owned by Frank Woods, who also owns WEBN(FM) Cincinnati, which has also been sold pending FCC approval ("Changing Hands," Feb. 17). Buyer is owned by John P. Otting, former general manager of station, who has no other broadcast interests. Filed Feb. 25.

■ WMER(AM) Westbrook and WJBQ-FM Portland, both Maine. (AM: 1440 khz; 5 kw-U; 4FM: 97.9 mhz; 30 kw; HAAT: 500 ft.)—Seeks assignment of license from Chandler Broadcasting Inc. to Porter Communications Systems Inc. for \$2,240,000 cash. Seller is owned by John W. Bride, who also owns WMBA(AM) Ambridge, Pa., and has interest in WKSQ(FM) Ellsworth, Me. Buyer is owned by Winslow T. Porter, who also owns WMYF(AM)-WERZ(FM) Exeter, N.H., and WKSE(FM) Niagara Falls, N.Y. Filed Feb. 19.

■ WAPF(AM)-WCCA(FM) McComb, Miss. (AM: 980 khz; 5 kw-D; FM: 94.1 mhz; 100 kw; HAAT: 501 ft.)—Seeks assignment of license from Southwestern Broadcasting Co. of Mississippi, a limited partnership, to 1-55 Broadcasting Inc. for \$600,000, comprising \$200,000 cash and remainder note at 9% over 10 years. Seller is owned by Louis Alford, Phillip Brady and Albert M. Smith. They also own WMDC(AM)-WMDC(FM) Hazelhurst, Miss., and KADL (AM)-KABS(FM) Pine Bluff, Ark. Buyer is owned by Dan Cutler and Louie Tomaso, who also own KSTE(FM) Corpus Christi, Tex. Cutler also has interest in KFNA(AM) El Paso, Tex. Filed Feb. 19.

■ WGSP(AM) Charlotte, N.C. (1310 khz; 1 kw-D)—Seeks assignment of license from WGSP Inc. to Charlotte Christian Radio Inc. for \$380,000 including \$50,000/non-compete agreement. Seller is owned by Robert M. Gälecke. It has no other broadcast interests. Buyer is subsidiary of Norfolk, Va.-based group of nine AM's and two FM's, principally owned by L.E. Willis. It also recently purchased WGTM(AM) Wilson, N.C. ("Changing Hands," Feb. 17). Filed Feb. 25.

■ KVSO(AM)-KKAJ(FM) Ardmore, Okla. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 95.7 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from OKTEX Inc. to Ardmore Broadcasting for \$1,750,000. Seller is owned by Harold G. McEwen, who has no other broadcast interests. Buyer is owned by Pat Nugent, who also owns KCPI(AM) and new FM in Gonzales, Tex. Filed Feb. 20.

■ WNOX(AM) Knoxville; WNKK(FM) Clinton; WRLQ(AM) Madison; WRLQ-FM Franklin, all Tennessee, and WVOK(AM)-WLTB(FM) Birmingham, Ala. (WNOX: 990 khz; 10 kw-U; WNKK: 95.3 mhz; 3 kw; HAAT: 1,840 ft.; WRLQ: 1430 khz; 5 kw-D; 1 kw-N; WRLQ-FM: 100.1 mhz; 3 kw; HAAT: 1,200 ft.; WVOK: 690 khz; 50 kw-D; WLTB: 99.5 mhz; 100 kw; HAAT: 870 ft.)—Seeks assignment of license from ELF Communications Inc. to REBS Inc. for \$15 million. Seller is Nashville-based group headed by John Lack. It has no other broadcast interests. Buyer is equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. It also owns WJTO(AM)-

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IGY(FM) Bath, Me., and WIBX(AM)-WNYZ(FM) Utica, N.Y. Filed Feb. 26.

■ New TV, Baytown, Tex. (CP)—Seeks assignment of license from Villa-Reeve Ltd. to Pray Inc. for \$103,555.87. Seller is owned by Tim Villasana and Harry Reeve, who are also app.'s for new TV in Arlington, Tex. Buyer is principally owned by Eldred Thomas, who also owns KLTJ-TV Irving, Tex. Filed Feb. 28.

■ KVOU(AM)-KYUF(FM) Uvalde, Tex. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 95.3 mhz; 3 kw; HAAT: 125 ft.)—Seeks transfer of control of Uvalde Broadcaster's Inc. from Mary A. Harpole (50.1% before; none after) to Willis Jay Harpole (49.8% before; 99.9% after) for no consideration. Seller is mother of buyer. Filed Feb. 25.

■ KKQV(FM) Wichita Falls, Tex. (103.3 mhz; 100 kw; HAAT: 440 ft.)—Seeks assignment of license from Sunshine Radio Co. to RadioSunGroup of Texas Inc. for \$1,050,000, comprising \$250,000 cash and remainder note at 10% over 10 years. Seller is subsidiary of American General Media Co., which owns three AM's and one FM. Buyer is subsidiary of SunGroup Inc., Nashville-based group of three AM's and four FM's headed by Frank Woods, president. Filed Feb. 19.

■ WJCF-FM Westover, W.Va. (100.9 mhz; 3 kw; HAAT: 198 ft.)—Seeks assignment of license from Broadcast Properties, a Limited Partnership, to WUNN Inc. for \$400,000 cash. Seller is principally owned by Tom Stewart, who has no other broadcast interests. Buyer is owned by Carl Clovis and Van Olnhausen, who also own WBRJ(AM)-WEYQ(FM) Marietta, Ohio. Filed Feb. 21.

■ WNFL(AM) Green Bay, Wis. (1440 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Communications Properties Inc. to WinCom Wisconsin Ltd. Partnership for approximately \$1.8 million, comprising \$500,000 cash and remainder note minus adjustments. Seller is owned by Phillip T. Kelly and Richard C. Voight, who also have interest in KATE(AM)-KCPH(FM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and WDBQ(AM)-KLYV(FM) Dubuque, Iowa. Buyer is owned by Donald Winther, G. Woodward Stover and George Arbaugh. It owns WHFB-AM-FM St. Joseph's, Mo., and is also buying WKAU-AM-FM Kaukauna, Wis. ("Changing Hands," Feb. 17). Filed Feb. 25.

## New Stations

### Applications

#### TV's

■ Atlantic City, N.J.—Houghton Television seeks ch. 62; ERP vis. 5,000; aur. 500 kw; HAAT: 357 ft.; ant. height above ground: 357 ft. Address: 1006 Los Palms, Grand Prairie, Tex. 75051. Principal is owned by Leo Jones, who has no other broadcast interests. Filed Feb. 20.

■ Toledo, Ohio—Paul T. Lambert Broadcast Ltd. seeks ch. 40; ERP vis. 1,000; aur. 100 kw; HAAT: 379.8 ft.; ant. height above ground: 351 ft. Address: 4809 Collherne Rd., Baltimore, Md. 21401. Principal is owned by Paul Lambert, who has no other broadcast interests. Filed Feb. 20.

■ Bluefield, Va.—Paul Lambert Ltd. seeks ch. 40; ERP vis. 1,000; aur. 100 kw; HAAT: 310 ft.; ant. height above ground: 134.5 ft. Address: 4809 Collherne Rd., Baltimore, Md. 21401. Principal is owned by Paul Lambert, who has no other broadcast interests. Filed Feb. 20.

■ Charlottesville, Va.—Christopher Gault seeks ch. 64; ERP vis. 5,000; aur. 500 kw; HAAT: 623 ft.; ant. height above ground: 250 ft. Address: P.O. Box 172, Buffalo, N.Y. 14215. Principal has no other broadcast interests. Filed Feb. 20.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WJKB (780 khz) Siesta Key, Fla.—Seeks CP to increase day power to 2.5 kw and make changes in ant. sys. App. March 3.

■ WELM (1410 khz) Elmira, N.Y.—Seeks CP to increase day power to 5 kw. App. March 3.

■ WJFF (1180 khz) Hope Valley, R.I.—Seeks CP to increase power to 1.8 kw. App. Feb. 25.

■ WJMX (970 khz) Florence, S.C.—Seeks CP to increase night power to 3.5 kw; change TL, and make changes in ant. sys. App. Feb. 26.

■ KQQQ (1150 khz) Pullman, Wash.—Seeks CP to add night service with 500 w; change freq. to 650 khz; install DA-N, and make changes in ant. sys. App. March 3.

#### Accepted

■ KKDI (1540 khz) Sheridan, Ark.—Seeks CP to make changes in ant. sys. App. Feb. 25.

■ WANM (1070 khz) Tallahassee, Fla.—Seeks CP to make changes in ant. sys. App. Feb. 25.

■ WMAX (1480 khz) Kentwood, Mich.—Seeks MP to make changes in TL coordinates. App. March 3.

■ WKBZ (850 khz) Muskegon, Mich.—Seeks CP to change specified monitor radials. App. March 3.

#### FM's

##### Accepted

■ \*WEDW-FM (88.5 mhz) Stamford, Conn.—Seeks mod. of CP to change TL; change ERP to 2 kw, and change HAAT to 301.76 ft. App. Feb. 28.

■ WWDC-FM (101.1 mhz) Washington—Seeks mod. of lic. to operate formerly authorized main facilities as aux. App. Feb. 26.

■ WCXL (101.7 mhz) Vero Beach, Fla.—Seeks mod. of CP to move main SL outside community of lic. App. Feb. 28.

■ WBTR-FM (92.1 mhz) Carrollton, Ga.—Seeks CP to change TL; change ERP to .58 kw, and change HAAT to 635 ft. App. Feb. 28.

■ WYTZ (94.7 mhz) Chicago—Seeks mod. of lic. to operate formerly authorized main facilities as aux. App. Feb. 26.

■ \*WJHS (91.5 mhz) Columbia City, Ind.—Seeks mod. of CP to change ERP to 2.63 kw and change HAAT to 219.1 ft. App. March 3.

■ KXOF (106.3 mhz) Bloomfield, Iowa—Seeks mod. of CP to change HAAT to 300 ft. App. Feb. 28.

■ WKFM (104.7 mhz) Fulton, N.Y.—Seeks mod. of lic. to move main SL outside community of lic. App. Feb. 28.

■ KRKA (104.7 mhz) Alva, Okla.—Seeks CP to change TL and change HAAT to 981 ft. App. Feb. 25.

■ WTPA-FM (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of lic. to relocate main SL outside community of lic. App. March 3.

■ \*WDNX (89.1 mhz) Olive Hill, Tenn.—Seeks CP to in-

stall aux. sys. App. March 3.

■ KEYP-FM (99.3 mhz) Whitehouse, Tenn.—Seeks mod. of CP to move SL to Tyler, Tex. App. March 3.

#### TV

##### Accepted

■ WMKT (ch. 54) Muskegon, Mich.—Seeks MP to change ERP to vis. 4,395 kw, aur. 440 kw. App. March 3.

#### Actions

##### AM's

■ KBQN (585 khz) Pago Pago, American Samoa—Granted app. to change TL. Action Feb. 19.

■ KIOT (1310 khz) Barstow, Calif.—Granted app. to reduce night power to 500 w and make changes in ant. sys. Action Feb. 18.

■ KLBS (1330 khz) Los Banos, Calif.—Granted app. to add night service with 5 kw; change TL, and make changes in ant. sys. Action Feb. 24.

■ WNER (1250 khz) Live Oak, Fla.—Granted app. to increase radiation efficiency. Action Feb. 18.

■ WBYG (930 khz) Sandwich, Ill.—Granted app. to operate transmitter by remote control. Action Feb. 10.

■ WJTX (1580 khz) Urbana, Ill.—Granted app. to change SL to 822 Pioneer St., Champaign, Ill. Action Feb. 21.

■ WDGS (1290 khz) New Albany, Ind.—Granted app. to modify DA pattern. Action Feb. 13.

■ KBLA (840 khz) Ball, La.—Granted app. to change TL. Action Feb. 14.

■ WFEN (1160 khz) Fenton, Mich.—Granted app. to specify augmentation of DA pattern. Action Feb. 13.

■ WHBC (1480 khz) Canton, Ohio—Granted app. to change ant. from nonDA to DA and change TL. Action Feb. 13.

■ KAGI (930 khz) Grants Pass, Ore.—Granted app. to increase night power to 1.5 kw and change TL. Action Feb. 18.

■ WOLA (1380 khz) Barranquitas, P.R.—Granted app. to make changes in ant. sys. Action Feb. 18.

■ WDAR (1350 khz) Darlington, S.C.—Granted app. to make changes in ant. sys. Action Feb. 18.

■ WCHV (1260 khz) Charlottesville, Va.—Granted app. to operate transmitter by remote control. Action Feb. 10.

#### FM's

■ WCRJ-FM (107.3 mhz) Jacksonville, Fla.—Granted app. to change TL and change HAAT to 984 ft. Action Feb. 24.

■ WJAX-FM (95.1 mhz) Jacksonville, Fla.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action Feb. 24.

■ WQIK-FM (99.1 mhz) Jacksonville, Fla.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action Feb. 24.

■ WCVU (94.5 mhz) Naples, Fla.—Granted app. to change TL; change HAAT to 1,011.88 ft., and make changes in ant. sys. Action Feb. 19.

■ KWNR (102.7 mhz) Liberal, Kan.—Granted app. to change TL and change HAAT to 512.99 ft. Action Feb. 14.

■ WDEB-FM (103.9 mhz) Jamestown, Tenn.—Granted app. to change ERP to 1.6 kw. Action Feb. 20.

#### TV's

■ WGOT (ch. 60) Merrimack, N.H.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 935.9 ft.; replace ant., and change TL. Action Feb. 14.

■ \*KLUJ (ch. 44) Harlingen, Tex.—Granted app. to change ERP to vis. 1,951 kw, aur. 195 kw; change HAAT to 1,228 ft., and change TL. Action Feb. 14.

## Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
LHF LPTV	134	136	270
Total LPTV	364	210	574
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.

## In Contest

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. Granted petition filed by Triple Bogey Broadcasting and enlarged issues against Kaledoscope Communications Committee Inc. to determine misrepresentation of facts called for in app.; to determine real parties in interest and relationship of each to financing, ownership and operation of

proposed station, and effect, pursuant to foregoing issues on Kaliedescope's qualifications to be commission licensee. By MO&O, Feb. 19.

■ Fort Worth (Alden Television Inc., et al) TV proceeding. By separate orders: partially granted motion filed by Texas Spanish Broadcasters and enlarged issues against Fort Worth Television Inc. to determine financial qualifications and misrepresentation, and its effects on Fort Worth to be commission licensee and granted request by Benjamin T. Perry III and dismissed his app. with prejudice. By MO&O, Feb. 18 and by order, Feb. 19.

ALJ John M. Frysiak made following decision:

■ Rock Hill, S.C. (Beverly Hills Hotel Corp., et al) TV proceeding. Granted petition filed by DSL Broadcasting Inc. and dismissed its app. with prejudice. By order, Feb. 18.

ALJ Byron E. Harrison made following decisions:

■ Kingsland, Ga. (Kingsbay Area Broadcasting Co. and Kingsland Minority Broadcasters Ltd.) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Kingsland with prejudice; granted app. of

Kingsbay for new FM station at Kingsland, and terminated proceeding. By order, Feb. 21.

■ Strasburg, Va. (Frank R. Kulisky, et al) FM proceeding. Granted motion for partial summary decision filed by Leigh Sandoz Leverrier and resolved air hazard issue in favor of Leverrier. By order, Feb. 19.

ALJ Edward Luton made following decision:

■ Charlotte Amalie, V.I. (David A. Rawley, et al) FM proceeding. Granted motion filed by David A. Raley and dismissed his app. with prejudice. By order, Feb. 18.

ALJ Joseph Stirmer made following decisions:

■ Bakersfield, Calif. (Dorothy J. Owens, et al) TV proceeding. Granted motion for summary decision by Crown City TV Inc. and resolved air hazard issue in its favor. By MO&O, Feb. 21.

■ Novato, Calif. (Magdalene Gunden Partnership, et al) TV proceeding. Granted motions filed by Marin TV Services Partners Ltd. and added issues against Magdalene Gunden to determine site availability, failure to publish local notice, failure to maintain local public inspection file, and effect of

these issues on Gunden's basic and/or comparative qualifications; granted motion filed by Marin TV Services and enlarged issues against Novato Television to determine site availability. By MO&O's, Feb. 14 and Feb. 21.

## Call Letters

### Applications

Call	Sought by
<b>Existing FM's</b>	
KMGN	KSOJ Northland Broadcasting Inc., Flagstaff, Ariz.
KKOR	KOVO KYVA-KOVO Inc., Gallup, N.M.
<b>Existing TV</b>	
KFNE	KFWY-TV First National Broadcasting Corp., Riverton, Wyo.

### Grants

Call	Assigned to
<b>New FM</b>	
*KJIB	Open Bible Ministries Inc., Santa Fe, N.M.
<b>New TV's</b>	
WOST-TV	Offshore Broadcasting, Block Island, R.I.
*KTNW	Washington State University, Richland, Wash.
<b>Existing AM's</b>	
KPLG	KDTA Seiber Pacific Broadcasting Co., Delta, Colo.
WCTF	WRTT Family Stations Inc., Vernon, Conn.
WJAX	WAPE Stateville Broadcasting of Duval County Inc., Jacksonville, Fla.
WBOL	WQKZ Bolivar Broadcasting Service Inc., Bolivar, Tenn.
KRPN	KRGO Group Communications Inc., West Valley City, Utah
KEYF	KSPO Unicom Broadcasting Inc., Dishman, Wash.
WTBZ	WKGA Taylor Barbour Broadcasting Inc., Grafton, W.Va.
<b>Existing FM's</b>	
WAPE-FM	WJAX-FM Statewide Broadcasting of Jacksonville Inc., Jacksonville, Fla.
WJQI	WXCR Entertainment Communications Inc., Safety Harbor, Fla.
WKJM	WLZR Tippecanoe Broadcasting Inc., Monticello, Ind.
KOSN	KMGK KIOA/KMGK Inc., Des Moines, Iowa
WQWQ	WABM Muskegon Heights Broadcasting Co., Muskegon Heights, Mich.
KSRZ-FM	KODY-FM North Platte Broadcasting Inc., North Platte, Neb.
WKKO	WKLR Booth American Co., Toledo, Ohio
KXYQ	KSKD Ronette Communications Corp., Salem, Ore.
WZNS	WDSC-FM Resort Broadcasters of Dillon Inc., Dillon, S.C.
KJQI	KLEF Entertainment Communications Inc., Houston
KZEP	KXZL Texas Lotus Co., San Antonio, Tex.
KEYF-FM	KEYF Unicom Broadcasting Inc., Cheney, Wash.
WTBZ-FM	WTBZ Taylor Barbour Broadcasting Inc., Grafton, W.Va.

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## RADIO

### HELP WANTED MANAGEMENT

**New JAX AM radio station** seeks sales oriented general manager. Broadcast experience a must. Call Art Dees at 1-904-892-4642 or write P.O. Box 627, DeFuniak Springs, FL 32433.

**General manager search reopened, for WNKU-FM,** a new CPB-qualified, NPR station in the greater Cincinnati area. Required is a Bachelor's degree and successful experience in radio station management, preferably management of a university public radio station. Must have expertise in fund raising, fiscal management, recruitment and supervision of staff, programming for public radio (station focuses on local news and folk music), knowledge of FCC rules and regulations, knowledge of CPB and NPR operations, and the ability to communicate effectively. Salary: Competitive. Substantial benefits package. Applications and resumes with a list of three references (including phone numbers) should be postmarked by March 24, 1986, to: Dr. Ed Miller, Chairman, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. An affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women.

**Your chance to move up!** Sales manager wanted for growing suburban New York station. Excellent opportunity to join a growing group of stations. Must sell, train, take charge of young sales staff. Excellent compensation package for the right person. Will consider current sales manager or #1 salesman. Please send complete cover letter outlining your qualifications and a resume to: Box B-27. EOE, M/F.

**Sales manager:** Top 75 market AM/FM needs aggressive person to lead our strong staff. Previous GSM moved up to GM at one of our properties. Strong salary and bonuses. Send resume and successes to Box B-41.

**General manager:** New aggressive group needs G.M. for top 50 AM/FM powerhouse. Must be strong motivator and have proven track record. Excellent salary, bonuses and perks. Send resume and facts to Box B-40.

**General manager:** Small market FM, with proven audience/billing growth in mid-south gulf coast college town. Must be an aggressive, self-starter, planner, organizer, people oriented person. Salary package negotiable. Box B-46.

**Sales/station manager** for top-rated combo CHR FM 100kw fulltime and urban contemporary/AM stereo, medium market, southwest. Need a real street fighter. Organize, train sales staff. General manager open when you prove yourself in sales. Resume, references. Box B-36.

**General manager:** Major Northwest market needs experienced leader for FM/AM combination. \$100,000 compensation package for a proven winner with a long track record of previous major market successes. Send detailed resume and history of earnings to Box B-49.

**General manager** needed for strong FM station. Someone with personality, ambition, and ability to motivate employees as well as experience in broadcasting. Extremely attractive growing Georgia market. BA required. Send letter of application and resume to Box B-39.

**Station manager** for 300,000 Mideast 50kw contemporary FM. Must be strong in all sales areas plus general management. Report to corporate president. Opportunity to join growing company with equity possibilities. EOE, M/F. Reply Box B-38.

**Take charge manager** with very strong sales. Small market in Iowa with excellent growth potential. Small staff. This will be a hands-on job demanding a lot of attention and hard work. Salary—20% of gross. Box B-25.

### HELP WANTED SALES

**FM on Florida's east coast** seeks Williams trained sales person excellent opportunity. Reply Box A-124.

**New York's Hudson Valley** offers a great opportunity for retail sales. Our top rated AM station is seeking a salesperson to handle new and existing accounts. Graduated commission structure beginning at 15%. Minimum of two years experience preferred. Excellent training and benefits. Send resume to Jean Maxwell, WGHQ 82 John, Kingston, NY 12401. EOE.

**Portland Oregon oldies rock AM** seeks experienced salesperson. Great opportunity for top achiever. Reply to Steve Feder, General Manager, KAAR, P.O. Box 5857, Vancouver, WA 98668.

**New JAX AM radio station** seeks aggressive sales rep with broadcast experience. Call Art Dees at 1-904-892-4642 or write P.O. Box 627, DeFuniak Springs, FL 32433. EOE.

**Local sales manager:** Will consider top biller with administrative skills who is ready to move up. Salary plus. West Coast FM, med. mkt. Resume and financial to Box B-22.

**Radio sales.** Hilton Head, S.C. AM-FM has immediate opening for sales manager, experienced sales professional, and creative director. Stations have a 60% + market share. Successful only need apply. Send resumes and letters to Tom Harvey, 14 Archer Road, Hilton Head, SC 29928. No Calls. An Equal Opportunity Employer.

### HELP WANTED ANNOUNCERS

**Morning air personality** for adult cont. station. Must be fast moving, able to do production. Send tape & resume to PO Box 278, Fort Myers, FL 33902. EEO.

**The Champlain Valley's Hot Rockin', #1 station** seeks midday CHR personality to join our talented staff. Good production skills a must. Female voices encouraged to reply. Also looking for quality part-time personalities. Send cassette and resume to: Walt Speck - PD, 95 Triple X, Box 9530, South Burlington, VT 05401.

### HELP WANTED TECHNICAL

**Northern California AM/FM.** Sacramento's top rated combo needs experienced maintenance and construction chief engineer. Applicants should have minimum 3 years experience as chief. Great opportunity with growing group. Send resume with salary requirements to: Jerry McKenna, KSPM/KSMJ, 937 Enterprise Dr., Sacramento, CA 95825. EOE.

**KSTK-FM, Wrangell, Alaska** has immediate opening for radio engineer. KSTK is sole-service, public radio station in beautiful, temperate southeast Alaska. Responsibilities: maintenance and repair of all equipment, including remote transmitter with NPR satellite system; ensure station operation with F.C.C. requirements; technical training and planning; possible air shift. Qualifications: 1st class operator's license, S.B.E. certification, BSEE with one year's experience, or equivalent experience. Pay range: \$22,000 - \$28,000. Contact: Douglas Moore, KSTK-FM, Box 282, Wrangell, AK 99929. 907-874-2345.

**Broadcast engineer:** WBGO-FM/JAZZ 88 has an opening to perform studio equipment repair and maintenance in new facility, assist in remote music recordings, and undertake special projects. Send resume to: Robert Ottenhoff, WBGO, 54 Park Place, Newark, NJ 07102.

### HELP WANTED NEWS

**News director.** #1 of 15 stations in 200,000 population market. Music and personality-oriented station. We want personality/conversational news delivery. 10 complete, but brief newscasts daily. Split shift (drive times). Directs one part-time reporter. Larger market experience preferred; stable job history required. EOE. Send tape/resume to Tom Sleeker, KKIX-FM, P.O. Box 1104, Fayetteville, AR 72702.

**WBHP Radio in Huntsville, Alabama** is the information station in the Tennessee Valley. We are looking for a news director/anchor. This person must be full of new ideas, have a lot of energy, be able to write clear concise copy, present it in an understandable way, and represent us well with our community newsmakers. This person must also be able to motivate others, manage a newsroom, and most importantly be a people person. If you wish to work for a company that can offer you longevity and an atmosphere where you can grow, Send resume, tape and salary requirements to: Dana Webb, P.O. Box 1230 Huntsville, AL 35807.

**AM meteorologist:** Experienced with personable delivery; must have good track record and enjoy dealing with people. Excellent salary and benefit package. Send tape and resume to Mr. Bill Knowles, News Director WCTI-TV, P.O. Box 2325, New Bern, NC 28560 as soon as possible. EOE.

**Come live in paradise.** AM/FM needs strong anchor/reporter. With lifestyles news experience. Creative news writing and news production a must. Must be aggressive in telephone news gathering. Send tape and resume to Hal Brown, KLZZ radio, San Diego, CA, 92123.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager:** NJ's fastest growing radio station has an immediate opening for a production manager. Responsibilities include assigning, scheduling and producing creative on-air commercials and promotional material, monitoring promos and commercials for scheduling compliance and quality control and maintaining studio equipment. Individual must possess creative voicing ability and previous production and technical experience. This position offers and excellent benefits package including paid hospitalization, dental and more. Please send tape, resume and cover letter to: Christina Ruiz, Asbury Park Press, Box 1550, Hwy. 66, Neptune, NJ 07754-1553.

**Senior producer/announcer:** Full service public radio stations KUNI (100kw FM) and KHKE (10kw FM) need a senior level producer/announcer to serve as host/producer of daily folk music program, produce programs originating from live musical events, and produce modular feature for inclusion in magazine programs. A broad liberal arts background and solid knowledge of current issues is necessary, along with the ability to project a bright, informed image in on-the-air ad-lib situations. Highly developed professional production and interview skills are a must. Positions requires a BA in Broadcasting, Communication, Speech, Theatre, or related field. A minimum of 3-5 years professional experience as producer/on-air host required. Salary range \$18,044 - \$22,445. We think our successful candidate will enjoy working with our talented staff of radio innovators. We know you'll also enjoy Iowa's clean air, quality of life, informal lifestyle, and cultural and professional opportunities. Send letter of application, resume and a recent audition tape by March 24, 1986 to Carl R. Jenkins, Program Director, KUNI/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. AA/EOE.

**Radio program director.** WTMJ Milwaukee, WI is losing an excellent program director. We need another one committed to carrying on the winning tradition of news, information and sports. EOE. Resume to Paul LeSage, Box 620, Milwaukee, WI 53201.

**Public relations/promotion:** WBGO - the only full-time jazz station in New York metro - has full-time opening for person to handle all promotion, publicity and PR activities. Send resume to Robert Ottenhoff, WBGO, 54 Park Place, Newark, NJ. 07102.

### SITUATIONS WANTED MANAGEMENT

**Employed, successful general manager** seeks buy-in opportunity with aggressive owner. Fifteen years' radio experience - ten in management. Honest, dependable and dedicated radio and family man. Box A-112



**Skilled, well thought of general manager** popular West Coast medium market AM/FM (and previous sm. major mkt. West Coast station) seeking to join company which will allow growth to group head position through successful management of major West Coast station for that company. Professional references will confirm abilities and character. Box B-6.

**Country radio pro** with 16 years experience as sales high achiever, PD, operations manager, mostly medium market. Want to relocate for unique opportunity with responsible broadcast organization. Excellent knowledge of community relations, developing long-term advertiser loyalty, building station image and staff pride. M.A. degree in motivational psychology. Presently managing national direct-mail marketing venture (not broadcast related). Let's get together! Bill Brink, Box 731, McLean, VA 22101. Phone 703-448-9623.

**Airstaff management and training**, concert production and promotion, live music broadcasting and recording, program syndication, album production, grant writing, music programming, layout and design -- 20 year veteran ready to be programming and special events manager at public station valuing jazz programming, innovation, dynamic community involvement, prestigious local and national profile. Available late summer or fall. Box A-43.

**Experienced general manager** with proven track record seeking new challenges. Current stations sale necessitates move. Strong on bottom line, sales, and motivation. Resume, references and past successes available. Write Box B-42.

**Station manager:** Wish to relocate. Small-medium market. Nine years major market sales/management experience. 303-322-4647.

#### SITUATIONS WANTED ANNOUNCERS

**Two years' commercial experience** in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

**12 1/2 years in radio.** Dependable. All shifts. Country, adult contemporary, CHR. Mike, 904-255-6950.

**Solid professional sportscaster**, NCAA Division 1 football, basketball and baseball PBP. 16 years radio experience. Seeking anchor/talk position and/or PBP. Box B-3.

**Experienced "Baby-Boom" husband/wife comedy team** would like to take cable TV show to radio in urban market. Lots of great concepts, write and perform, grads of NYC Broadcasting School. 201-288-6687.

#### SITUATIONS WANTED SALES

**Sales or sale's management!** 13 years, sm. and med. markets, top producer, high on promotions! Experienced in writing, production, on-air, MC, programming decisions, limited management experience. Have trained several sales winners. Have family, have to produce clean, honest, consistent business! Can substantiate all claims!! Box B-11.

**Experienced sales/announcer** wants small to medium mkt. station in Mid-west, South, or South-west. Strong sales plus top adult air sound. Box B-23.

**Two years' commercial experience** in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

**12 1/2 years in radio.** Dependable. All shifts. Country, adult contemporary, CHR. Mike, 904-255-6950.

#### SITUATIONS WANTED TECHNICAL

**Mature AM-FM chief engineer.** Experienced in maintenance and construction. Seeks stable operation. Box B-1.

#### SITUATIONS WANTED NEWS

**Dedicated news-sports director** with 11 years experience seeking position in medium or large market - PBP experience. Call Dan, 405-382-7766 after 6 PM CST.

**Award winning professional news director** with successful leadership experience seeks new challenge. Strong management and motivational skills outstanding news judgement coupled with network and wire service background. Bottom-line oriented, aggressive and imaginative. Warm, authoritative delivery. Available now. All markets considered. Please call 801-268-3405.

**Experienced sportscaster**, who also has solid news background, looking for position in medium to large market anywhere in the country. Call 201-543-2035.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Radio pro seeks operation's manager/Program Director** position. Small to medium market. Excellent on-air, production and remotes. Country, Adult MOR or Oldies format. Financial needs reasonable, not excessive. Box B-10.

**PD/music director:** 5 years announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/medium market. Jim, 615-896-4271.

**Versatility!** Esprit editor with network credits. Production/operations experience. Know stereo. Supervisory experience. Prefer South, West. Box B-29.

#### MISCELLANEOUS

**Experienced announcers** for all formats needed for dynamic positions in the Northeast. Call Tartan Consultants at 603-431-1481.

**Get that job.** Expert critique by 35 year broadcast professional. Send cassette and \$35.00 check. Job suggestions with report. Double "M" Productions, 535 Ternes, Elyria, OH 44035.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager.** SW small market seeks high yield manager. Great opportunity for gen. sales manager with proven record to move up. Box B-16.

**Television operations's manager:** Seeking applicants experienced in sports producing, personnel supervising, budget preparation, and all the other aspects of making an exciting television station look its best. Contact Doug Knight, Station Manager, WBFS-TV 16550 N.W. 52 Avenue, Miami, FL 33014. E.O.E./M-F

**General sales manager:** New independent soon to sign on in beautiful Richmond seeks proven achievers to develop new business before ratings are there. Indy experience required. Sudbrink Broadcasting, 801 S.E. 6th Avenue, Delray Beach, FL 33444.

**Promotion manager:** New independent soon to sign on in beautiful Richmond seeks dynamic promoters to manage all phases of huge on-going multi-media campaign. Track record a must. Sudbrink Broadcasting, 801 S.E. 6th Avenue, Delray Beach, FL 33444

**Director of promotion.** Maryland Public Television seeks an experienced director of promotion. Person must have a proven track record as a Promotion director and ability to manage various promotional activities. Responsible for staff supervision, promotion of local and national productions, contacts with local press, production of on-air promotional segments, creation of advertising and promotion campaigns. Duties include supervision of the publication of the monthly program guide and other printed publications and overseeing the purchase of all printed material. Substantial experience in promotion/advertising field required. Degree in related field preferred. State employer with generous health and vacation benefits. Salary competitive. Send resume to: Cynthia Fletcher, Personnel Director, Maryland Public Television, Owings Mills, MD 21117. Application deadline: March 21, 1986. Equal Opportunity Employer.

**Development director** Channel 10/36 Friends, Inc. seek executive director for nonprofit corporation responsible for individual, corporate, foundation and endowment gifts to Milwaukee Public TV. The successful candidate will have knowledge of funding sources, proposal writing, marketing techniques and the skills necessary to implement, administer and evaluate fundraising campaigns and special events. Must have strong communication and leadership skills and a minimum of 5 years' management experience in marketing, sales or fundraising. Competitive salary and benefits. EOE Send resume to Search Committee, Channel 10/36 Friends, Inc. 1015 N. 6th Street Milwaukee, WI 53203. Deadline is March 15, 1986.

**Station manager:** Responsible for operations of WEIU TV Channel 51 including logs, programming, production and recruiting and training of student staff. Will produce and direct "News Scan 51", a nightly live 30 minute news program and teach one production course each semester. Reports to the general manager. Master's degree preferred. Bachelor's required. Five years production experience, management and teaching experience required. Applications due March 31. Starting date July 1. Send applications to John L. Beabout Radio/TV Center, Eastern Illinois University, Charleston, Illinois 61920. Three letters of reference must accompany application. Eastern Illinois University is an equal opportunity employer. Applications from women, minorities and handicapped individuals are encouraged.

#### HELP WANTED SALES

**Account executive:** Virginia ABC affiliate needs motivated AE to increase existing list and develop new business. Excellent opportunity with growing group. Send resume to Jack Porray, General Sales Manager, WXEX-TV, 21 Buford Rd., Richmond, VA 23235. EOE.

**Account executive:** New independent soon to sign on in beautiful Richmond seeks proven achievers to develop new business before ratings are there. Track record a must. Sudbrink Broadcasting, 801 S.E. 6th Avenue, Delray Beach, FL 33444.

**Creative services director.** Top 20 network affiliate seeks proven marketing/promotion executive. Must have successful track record and superb skills. Reply with resume to Box B-43

#### HELP WANTED TECHNICAL

**Engineer in charge** for state-of-the-art mobile unit. Experience on TK-47's, BVH-2000's, Abekas digital systems, Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Eric Address, E.J. Stewart, Inc. 215-66-6500. EOE, M/F.

**Chief engineer** needed for medium market affiliate in good Sunbelt market. Must be strong, aggressive manager with talent for managing people as well as working effectively with other department heads. Prior television station management experience is necessary. Box B-12. EOE.

**Sony 1" editor:** Pittsburgh based production facility seeking Sony BVE 5000 1" editor. Must have 3-5 years' commercial editing and ADO experience. 4 Sony 1" machines & Ampex 4100 switcher. Send resume to Box B-9.

**Senior editor.** Washington, DC production/post-production facility seeking editor. Computerized editing, DVE, 1" experience necessary. Box B-5.

**Assistant chief engineer.** Progressive, growing group operator needs an assistant chief now for newly acquired Midwest medium market. Opportunity to be in one major rebuild. Strong background in UHF RF, Ampex tape, and Betacam desired. Excellent growth potential with competitive salary and benefits. FCC General and SBE certification desired. Send resume to William Beeman, VP/Engineering, Wilson Communications, 1585 Schallenger Rd., San Jose, CA 95120.

**Broadcast engineer II.** 3 years of maintenance experience with a variety of ENG and studio equipment, knowledge of broadcast rules and guidelines. Associates degree in radio and TV or related field or equivalent experience. Position is in a medical environment. Starting salary \$23,130 - \$24,056. Equal opportunity/affirmative action employer. Resume must be received no later than March 21st, 1986. Send to: Staff Employment, University of Arizona, 1717 E. Speedway, Tucson, AZ 85719.

**Maintenance engineer** for growing Christian broadcaster in San Francisco Bay area. Requires five years' experience in TV maintenance. Prefer substantial UHF transmitter experience. Contact Bob McAvoy, KFCB-TV, P.O. Box 6498, Concord, CA 94524. 415-676-8969.

**Maintenance engineer:** 3-5 years experience in all phases of television. FCC general class or SBE certification. Salary commensurate with experience. Send resume to Larry W. White, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

## HELP WANTED NEWS

**Anchor/news director.** Three years' reporting required. EOE. Send resume and videotape to Station Manager, KUMV-TV, Box 1287, Williston, ND 58802.

**TV news anchor,** San Juan, PR. Bilingual. English/Spanish. Send resume and tape: Mr. Ramon Cotta, WPRV-TV, Channel 13, P.O.B. 31313, Rio Piedras, PR 00929. EOE.

**We're looking for a good reporter with anchor potential.** Energetic, hard workers need only apply. We are a dominant Sunbelt station with live equipment. Please send tape and resume immediately! Pete Michenfelder, News Director, WJBF, Box 1404, Augusta, GA 30903.

**Reporter,** CBS affiliate, good writing skills, live work, self-starter. Resume and tape to Tim G. Gardner, KTBC-TV, P.O. Box 2223, Austin, TX 78768. EOE.

**News promotion producer.** Can you create slick, exciting on-air episodic promos that really sell news? Must have strong writing and production skills, solid grasp of news values. Send resumes, tapes, references to News Director, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. No phone calls. EOE.

**Executive producer** needed for dominant Gulf Coast net affiliate. Aggressive, experienced producer or executive producer with good people skills to work with a number one team. Previous reporting experience required. Contact Rob Dean, News Director, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411. EOE.

**Mature anchor** needed to complement female anchor. Ideal candidate will do some reporting, and must be able to produce. Looking for a team player. Join us as we put up tall tower and broadcast in stereo. Send resumes, tapes to Peggy Lucas, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39701. No calls.

**Anchor/reporter,** wanted; aggressive, hard-working individual to anchor weekends and report during the week. Must have some anchor experience. Send tape/resume to Craig Cannon, News Director, KHBS-TV, P.O. Box 4150, Fort Smith, AR 72914. No calls.

**Photographer.** Bright, aggressive, creative shooter who can edit, do live shots; gather and write a news story in a pinch. Tape, resume, references and writing samples to: Dean Bunting, Assistant News Director, KCRG-TV, Cedar Rapids, IA 52402. E.O.E.

**Reporter.** Creative, hard-working digger who understands "People Oriented" news. Writing, producing, and editing skills a must. Minimum one year full-time TV news reporting experience. Tape, resume, references to: Dean Bunting, Assistant News Director, KCRG-TV, Cedar Rapids, IA. 52402. E.O.E.

**Photojournalist.** Top station in market is seeking an experienced photojournalist. Successful applicant will have shooting experience as well as knowledge of state-of-the-art equipment. Send tape and resume to Billye Gavitt, News Business Manager, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. No phone calls please. EOE/M-F.

**Executive producer** for statewide public affairs programs for West Virginia's three PTV stations. Produce and host weekly program, plus specials; supervise segment producers, reporters, crew; administer budgets; coordinate promotion. Requires: BA or equivalent; Strong journalism background with minimum three years' experience producing TV news and public affairs programming; skills in writing, on-air interviewing, anchoring. Salary: middle twenties; benefits. Deadline: April 4th. Letter, resume, 3/4" demo cassette to Deputy Director, Educational Broadcasting Authority, 1900 Washington Street East, Suite B424, Charleston, WV 25305. EOE.

**Sports:** We're looking for an aggressive sports person. Someone who makes sports fun to watch. We're the number one station in the major market. If you're the person we're looking for, rush resume to Box B-47. EOE/M-F.

**Executive producer:** creative professional with strong writing, content, production and people-skills sought by Northeast network affiliate. Previous experience or 3-5 years major newscast producing experience required. Letter and resume only to Box B-45.

**Weekend anchor/reporter.** If you have anchor experience or think you're ready, send tape and resume to: John Larson, KTUU-TV, P.O. Box 102880, Anchorage, AK 99510. Salary D.O.E.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Commercial producer/announcer/writer.** Immediate opening for senior director with experience, talent, enthusiasm, and skills in location and studio tape production. You'll have the freedom to create a selling spot from concept to completion in this exciting SE market. Cassette/resume to Lew Koch, Operations Manager, WAAV-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

**Top 100 Midwest network affiliate** seeks director for production/newscasts. ADO and Chyron experience necessary. Salary commensurate with experience. Send resume and salary requirements. EOE. Box A-132.

**in house TV producer/coordinator** to build 2 weekly cable programs for special interest publisher. Must be experienced/marketing-smart. Publisher, PJS Publications, Box 1790, Peoria, IL 61656.

**Scriptwriters and filmmakers:** for an instructional television series about the U.S. Constitution. Applicants must have extensive experience in on-location dramatic and historical documentary production. National writing or production credits helpful. Project requires research-oriented writers and filmmakers who can work closely within a team consisting of a producer, an instructional designer, content specialists and reviewer/evaluators. No relocation required. A unique opportunity to help young people increase their understanding of the U.S. Constitution, the project requires people with exceptional talent who can produce compelling programs. Writer applicants: please send a resume and no more than two sample scripts, which have been produced. The scripts should reflect the ability to write first-rate drama and/or comedy and documentary scripts. Filmmaker applicants: please send a resume and 3/4" videocassette no longer than 30 minutes. The cassette must demonstrate the ability to produce and direct drama, comedy and documentary production. (Enclose self-addressed, stamped envelope for return materials. Scripts and cassettes may not be returned for several months.) Send to: U.S. Constitution Project, Agency for Instructional Technology, 1111 West 17th St., Bloomington, IN 47401. AIT is an equal opportunity/affirmative action employer.

**Production manager:** Midwest network affiliate, top 60 market seeks production manager with proven management skills and a reputation for quality work. Send resume and salary requirements to Box B-14. EOE/MF.

**Director:** Medium Midwest network affiliate is looking for a director to handle fast paced 6 and 11 PM newscasts. Minimum 2 years' fulltime news experience. Resumes only to Box A-59.

**Program supervisor:** Need the other half of a two person team for programming/operations assistance and supervision. Help coordinate on-air operations and programming. Good knowledge of broadcast procedures, planning, systems, programming and inventory. Ability to deal with program suppliers, clients, talent. People management with good organizational skills. A be involved job. Resume, full details to General Manager, WTZA-TV, Box 1609, Kingston, NY 12401. EOE.

**TV production specialist with knowledge of Russian.** The United States Information Agency, Television and Film Service, needs an experienced television producer/director with competence in the Russian language, both spoken and written, and the ability to converse in that language. Responsible for providing pre-production and production assistance to visiting television and film teams working in the US. Should have minimum six (6) years experience. Salary \$31,619 or \$37,599. Send SF-171/application to USIA, Attn: PDP-263-86, M/PDP-Room 518, 301 4th Street, SW, Washington, DC 20547. Moving expenses to Washington DC must be paid by selected applicant. USIA is an equal opportunity employer.

**Programming/promotion director.** Top 50 network affiliate in Midwest looking for person with creative ideas for promotion and knowledge of syndicated and network programming. Two years minimum experience necessary. Send resume and salary requirements to Box B-28. An EOE.

**Western network affiliate station** is seeking qualified production manager. Must have minimum 5 years experience. Important to be experienced in all types of electronic production equipment. Must be a leader and manager. Salary based on experience and knowledge. EOE. Box B-31.

**Operating engineer** WFSB, a Post-Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3/4" editing equipment, camera, videotape, audio and video switching. Technical degree and/or FCC license preferred. Resume to: Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Maintenance engineer** for Miami's largest production house. We need a take-charge, self-starter who's familiar with Sony 2000's, ADC, Chyron 4, Betacam equipment, and Ampex switchers. We are looking for the easy-going creative type who enjoys development and design as well as maintenance and trouble shooting. Resume and salary history to Jim Duffy, Video Ventures, 16505 NW 13th Ave, Miami, FL 33169. 305-621-5266.

**Leading East Coast TV production house** looking for assistant chief engineer with 3-5 years experience. Solid background in maintenance and digital electronics. Aggressive compensation and benefits package. If you're qualified, call 215-568-4134, for Clint, Director of Engineering

**Maintenance supervisor:** minimum 5 years experience with studio maintenance including 1" vtr's. Transmitter and microwave experience desirable. Send resume to: John Wilcox KSMQ-TV 1900 8th Ave NW, Austin, MN 55912. EOE/AA

**Expanding production facility** in Tampa, Florida with multi-format edit suites has a need for a quality-oriented chief engineer with good design and maintenance skills. Competitive salary with excellent benefits. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603. 813-237-1200 or 1-800-237-4490 outside Florida.

**Chief engineer.** Group owned, Channel 2 ABC affiliate. Must have supervisory and maintenance experience in studio, transmitter, micro-wave, ENG operations. State of the art equipment. B.S. Degree or equivalent experience required. Send resume to: GM, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F

**Broadcast technician.** Television engineer for KETC. Heavy emphasis on computer editing and post production. Five years or more experience in television production required. Bachelor's degree in communication or equivalent. Send resume to: KETC-TV, P.O. Box 24130, St. Louis, MO 63130, Equal opportunity employer.

**Maintenance engineer (2 Openings).** Studio engineer requires knowledge and experience in hands on maintenance repair of 3/4" and 1" videotape equipment. transmitter engineer requires knowledge and hands on experience on UHF and microwave. Technical school/factory training desirable, excellent health, vacation, sick leave, and retirement benefits, for fully qualified candidates. Salary range \$19,971-\$31,597. Starting salary according to experience. Send letter and resume to Carla Cold, Administrative Officer, WLRN-TV, 172 N.E. 15 Street, Miami, FL 33132.

**Engineers.** Video tape maintenance engineers needed at small market network UHF. Must possess knowledge and ability to maintain and repair 3/4" and 1" video tape machines. Knowledge of other station equipment helpful. Excellent pay and benefits. E.O.E. Sent resume and salary history to Box B-52.

**VHF station in major Texas market** seeking two maintenance engineers. Should have minimum of three years experience in maintenance of television broadcast studio equipment. ENG or transmitter experience helpful. General FCC license required. Secure position with growth potential in major group of stations. Competitive salary and good benefit package. Send salary requirements and resume to Box B-51. EOE.

**Chief engineer.** Full power UHF-new plant. Requires extensive UHF transmitter (Harris), studio maintenance experience. Excellent opportunity for asst or maintenance engineer on way up. Contact Bill Barba, DOE, KJTL-TV, 3800 Call Field Rd, Wichita Falls, TX 76309. 817-691-1808. EOE M/F

**WDIV/Post-Newsweek in Detroit,** has an opening for a television maintenance engineer. Prefer applicants having at least six years' experience in maintenance of television equipment, ENG, studio, video tape; and a working knowledge of digital, still store, frame sync, and video effects. A minimum of two years' technical school is preferred. Submit resume to Personnel Department, WDIV-TV, 550 Lafayette, Detroit, MI 48231. EOE.

**Commercial director wanted:** Strong directing skills. Ability to work with clients and crew. State of the art equipment. Box B-44.

**Progressive Sunbelt TV station** in a growth market seeks promotion director. Must have experience and understand production. Creativity and organization is a must. Box B-48.

**Director of programming:** Top rated PTV station seeks Director of programming. Plans and directs program schedule, supervises local programming effort and provides leadership in a top level management position. BA/BS in communications or related field and prior PTV programming and management experience. MA preferred. Salary minimum \$28,000. Send resume by April 7, 1986 to: WUFF-TV Search Committee - Programming, 2000 Weimer Hall, University of Florida, Gainesville, FL 32611. An EEO/AA employer.

**Promotion manager:** Southwest Florida #1 affiliate looking for creative and marketing oriented professional to head winning department. Two years experience in television promotion, or television marketing will be a major plus. Must be able to develop, produce, and place multi-media material while working in a team oriented environment. Send resume, tape and print material while working in a team oriented environment. Send resume, tape and print material to WINK-TV P.O. Box 1060 Fort Myers, FL 33902 EEO.

**Program director** Individual with creative ideas and administrative abilities to coordinate programming and promotion for a dominant network affiliate in the sunbelt (115-120 market size). Program/Promotion Manager preferred but will consider individuals with television expertise in either area. Send resume to Box B-37. An affirmative action, equal opportunity employer.

**Producer/director.** Top 50 market network affiliate is looking for experienced producer/director to direct news and specials. Must have strong background in live news and creative producing abilities. Experience with NEWSMATTE set a plus. If you are assertive and ready to direct in one of the Southwest's growing markets, send resume and tape to: Steven Wegner, KSAT-TV, P.O. Box 2478, San Antonio, TX, 78298.

#### SITUATIONS WANTED SALES

**Ambitious account executive** seeks career in broadcasting. Network exposure, BS marketing and management. 7 years' sales experience. Communications background. Spot sales, promotions, news, production. Open door chameleon. LI or NY metropolitan area. Nancy 516-671-4747.

#### SITUATIONS WANTED ANNOUNCERS

**Major network sports producer/announcer** Dying to get back on air, full-time. Excellent PBP, good writer, likes field reporting, responsible family man. 112 Carlyle Place, Roslyn, N.Y. 11577.

#### SITUATIONS WANTED TECHNICAL

**20 years' broadcast engineering,** 10 years' as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box B-24.

#### SITUATIONS WANTED NEWS

**"Cookie cutter" reporters?** Don't hire another disappointing news clone. Invest in a Boston bred original! Brent Mann 1-800-533-1776.

**Top 50 anchor.** Our news #1 in competitive market. Strong writer, field reporter. Available now. Days 214-891-3036, nights 214-492-5749.

**"Assembly line" anchors?** Let your competitors hire the mediocre mass produced news robots. Invest in Brent Mann! A classy professional with rare talents. 1-800-533-1776.

**Weathercaster.** Amerasian male. Over 2 years experience including weekday and medium market. For tape: 408-646-9475 or 501-753-1449.

**Young, ambitious,** good looking Florida U. graduate seeking a position as reporter/videographer in any market. Has strong shooting skills. Available immediately. Will consider anything. Contact Jay 305-932-2426.

**News director** with fifteen years experience (five as medium market ND) seeks career opportunity in progressive large or medium market. Can effect major overhaul or fine-tune good shop. Messages taken: 918-452-3516.

**Ambitious college graduate** willing to relocate to learn behind the scenes. Production work at a television station. John 516-249-8096.

**Top network ENG and EFP crews available.** BETA-CAM, 1", AND 3/4" equipment packages. Multi-camera or satellite facilities. Production Craft Inc. 312-442-5719.

**Chicago area cable TV reporter** looking for position in medium market. Strong writing and shooting skills. Will anchor. Rich Goodman. 312-432-9358.

**Aggressive black male** seeks challenging and rewarding position in television news and/or public affairs. Reporter, anchor, producer experience. 504-766-5808.

**I give sports like a Roman senator.** Or at least that's what our new management has told me. They want me to be dull and lifeless. However, if a Roman senator is what I am, I'd rather find a station that wants a Roman senator. If you want a Roman senator on your sports staff, write Box B-50.

**Award winning** field producing segments & documentaries. 14 years experience. 202-898-7973.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Sports producer & director** 15 years experience - CBS/NBC/ABC/ESPN/Pay Cable - seeks attractive opportunity. 718-520-0591.

#### MISCELLANEOUS

**Primo People** now seeking producers, executive producers, news directors from all market sizes. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Let Media Marketing give your career** the winning edge. Confidential and personalized services. No placement fees. Attractive positions in television and radio. All levels, all market sizes. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

**Get the freshest job leads** available with MediaLine. We are the broadcast industry's daily updated job listing service. Last week MediaLine subscribers had access to 149 jobs in small, medium and large markets. If you want a job in television news or in radio announcing, news or sales, you want MediaLine. 312-855-6779.

**Ambitious college graduate** willing to relocate to learn behind the scenes. Production work at a television station. John 516-249-8096.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Assistant Professor,** Tenure track, Radio-TV Department, School of Journalism, University of Montana. Available September 1, 1986. \$22-26,000 for nine-month academic year. Requires teaching and student advising in accredited program. School offers Bachelor of Arts degrees in journalism and radio-TV and Master of Arts program. Founded in 1914, University of Montana School of Journalism is one of oldest J-Schools in nation. The University opened an \$8.6 million Performing Arts Radio-Television Center in 1985. Applicants must have minimum of 5 years experience and demonstrated competence as news reporter or producer, preferably in TV and in major market. Teaching experience and Master's degree desirable. Most important consideration: Quality of professional experience as working broadcast journalist. Position offers opportunity to join first-rate professionally oriented journalism faculty in spectacular Rocky Mountain setting at time when University of Montana has established broadcasting as a priority. To apply, send letter of application and complete summary of education and experience, including names of at least three (3) professional references, postmarked no later than March 15, 1986 to Joseph Durso, Jr., Chairman, Radio-Television Department, School of Journalism, University of Montana, Missoula, Montana 59812. AA/EEO. Women and minorities are encouraged to apply.

**Graduate associates** with professional experience in broadcast journalism needed to help teach classes in television and radio news while earning an MA in journalism. Full fee waiver plus minimum \$645 monthly stipend for nine months. Contact Director, School of Journalism, Ohio State University, Columbus, OH 43210.

**Notice of anticipated vacancy.** Instructor in Mass Communications, Morningside College/Department of Communicative Arts anticipates a faculty opening in Mass Communications for Fall, 1986. The successful applicant will have a broad general mass communications background and will teach courses in print, advertising, theory and mass communications law. The applicant will also assist in intern supervision or management of the student-run radio station. Qualifications: MA or MS experience in TV/radio, teaching experience. Submit letter of application, resume and 3 letters of recommendation to Dr. R. Franklin Terry, Dean of the College, Morningside College, Sioux City, IA 51106 by March 31, 1986. AA/EEO.

**Position vacancy,** Dean, School of Communications, Howard University, Washington, D.C., invites applications for Dean of the School of Communications at the rank of professor, effective July 1, 1986. Applicants with an earned doctorate (or equivalent) in a discipline represented within the school are preferred. Candidates with outstanding professional experience and a master's degree will be considered. Applicants must demonstrate evidence of scholarly and professional achievement to justify appointment at the rank of professor. Applicants must also demonstrate evidence of ability to function both as a leader and manager in an academic setting. Consideration will be given to applicants whose area of specialization is Journalism, Communication Arts, Communication Disorders, Radio, Television, Film, or a combination of any of the above. Salary is competitive and commensurate with qualifications and experience. The School of Communications has 60 full-time and 30 part-time faculty members who provide instruction and direct activities for approximately 700 majors. The School has three departments--Journalism, Radio-Television-Film, and Communication Arts and Sciences. There is also a master's program in Film. Other graduate programs at the master's and Ph.D. levels are offered in the Department of Communication Arts and Sciences through the Graduate School of Arts and Sciences. Howard University has a public television station (WHMM-TV), a 100,000-Watt radio station (WHUR-FM), a carrier-current radio station (WHBC), a student newspaper (THE HILLTOP) and a laboratory newspaper (THE COMMUNITY NEWS). A complete application will consist of a formal letter of application, a curriculum vitae, and names, addresses and telephone numbers of five references. Applications should be post-marked no later than March 18th, 1986, and addressed to: Dr. Lyndrey A. Niles, Chairman, Search Committee, School of Communications, Howard University, Washington, D.C. 20059. Howard University is an Affirmative Action/Equal Opportunity Employer.

**The American University** School of Communication in Washington, D.C., seeks graduate assistants with full-time journalistic experience to assist in teaching and professional duties while earning an MA in Journalism and Public Affairs. This full-time program has just been streamlined from one year to 10 months beginning in September, with assistance application deadline extended as a result. Program includes Washington internship, a faculty with top professional credentials. For information write to the Graduate Admissions Committee, School of Communication, The American University, 4400 Massachusetts Ave., N.W., Washington, D.C. 20016. An Equal Opportunity and Affirmative Action Employer.

**Ohio Wesleyan University's** nationally known Journalism department seeks an instructor or assistant professor for tenure-track position. Experience in print and/or broadcast news work required. Master's degree required, doctorate preferred. Ability to teach and commitment to liberal-arts education are musts. During nine-month school year, either teach three courses each semester, or advise campus FM-radio station and teach total of five classes for the year. Teaching possibilities include history of journalism, reporting, editing, etc., depending on how three full-time plus some part-time faculty members share the load. Position begins Aug. 25, 1986. Send resume, three references, and college transcripts by April 15, to: Verne Edwards, Chairman, Journalism Department, Ohio Wesleyan University, Delaware, Ohio 43015. EO/AA employer.

**Assistant Professor-Broadcasting.** Small liberal arts college seeking full-time faculty member to teach Radio Production. Introduction to Telecommunications, Film/TV Appreciation and other lower level courses. M.A. preferred with minimum two years teaching and two years in commercial radio. Serve as faculty advisor to campus AM station plus involvement with establishment of new FM station. Send resume, three references and transcripts to Dr. David Palmer, Academic Dean, Mercyhurst College, Glenwood Hills, Erie, PA 16546. AA/EOE.

#### HELP WANTED SALES

**TV systems/equipment sales** We are looking for experienced television sales professionals to sell equipment and systems to television broadcasters. Our company specializes in building complete stations. We also manufacture and distribute discrete products. Extensive travel. Five figure earning potential. Good benefits. Send resume to Broadcast Systems Inc., P.O. Box 15291, Austin, TX, 78761. You may call Don Forbes at 800-531-5232 or 800-252-9792 in Texas for further information.

#### HELP WANTED TECHNICAL

**Expanding production company** seeks qualified maintenance engineer with strong electronic background/computer editor to work with clients. Resumes to 421 Briarwood Dr., Charlotte, NC 28209.

**Engineer** skilled in the maintenance and operation of broadcast production and post production equipment. Editing experience extremely useful. Pleasant and challenging senior position with a leading Southeastern program & production house. Salary commensurate with experience, knowledge and dedication. Resume to: 2829 Seventh Ave. South, Birmingham, AL 35233.

**Video engineer.** The selected individual will provide video and audio technical direction for video tape documentation, production and post-production. Act as editor using Sony BVE 3001 and Grass Valley 1680-16FP switcher. Act as cameraperson, recordist and assistant setting up lights and sound equipment. Requires completion of a specialized video electronic training program with 3 years of work experience or 5-10 years' professional work experience as a video engineer for a film making company or a TV station. Parsons offers an excellent salary and complete range of company benefits. For immediate consideration, send resume with salary requirements to Jim Tighe at Parsons Service Company, 100 W. Walnut Street, Pasadena, CA 91124. U.S. Citizenship required for this single status position in Saudi Arabia. Equal opportunity employer.

#### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**1<sup>st</sup> Editor needed.** Full time evenings, must be Sony 5000, Grass Valley 300, and DVE experienced. Send resumes to PPC, 29 N. Main St., S. Norwalk, CT 06854, or call 203-853-1740.

#### INSTRUCTION

**FCC License.** Cassette recorded lessons plus one week seminar. April seminars in Washington, Boston, Detroit, Philadelphia. Bob Johnson Telecommunications. 213-379-4461.

**Study British television programing,** policy, production and administration in London, May 10-22. Visit BBC, IBA and other research and production facilities. Guest lectures. Can extend stay, 4 hours of undergraduate/graduate credit or audit. Contact Dr. Richard Vincent, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901; 618-536-7555.

#### RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**Top quality jingles** as low as \$750. Call Prime Cuts for a great demo 615-385-3007.

#### MISCELLANEOUS

**Pretty, petite, trim,** well-proportioned lady, 33, divorced from TV news anchorman, seeks to meet another man in TV or radio. Good looks are important, age isn't. Unhappy married men may apply too! Send introductory letter, photo, phone to DPB, P.O. Box 15983, Orlando, FL 32858.

#### EMPLOYMENT SERVICES

**We specialize** in finding people solid career opportunities--and not just another job. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash--highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

**Wanted: used VHS 3/4", 1 and 2" videotapes.** Cash paid for all lengths. No defectives. Call Andy Carpel, 301-845-8888.

**VHF television transmitter,** low band, 25KW under 15 years old. Prefer RCA, consider any brand. Maze 205-956-2227.

**Wanted, AM-FM transmitters,** towers, antennas, studio equipment. AS&E, Route 1, Box 406C, Chester, MD 21619. 301-643-6479.

**Wanted: Olympia or Adler manual typewriters** with 3/8 inch type in good condition. Call John Baumgartner, 815-963-5413.

**Harris 25K used transmitter.** E. Dinis, 35 Orchard St., New Bedford, MA 02740. 617-997-9436

#### FOR SALE EQUIPMENT

**AM and FM transmitters--used,** excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

**FM-20kw/30kw,** BE FM-30 (1983) w/FX-30 exc. like new; CSI T-20-F on air w/exc. & stereo (1982), mint. Call M. Cooper, Transcom, 215-379-6585.

**FM-2.5/3/5kw,** CCA 2.5kw w/exc. on air w/proof, Bauer 605B (1984) 5kw w/690 exc. (going higher power); McMartin 3.5k w/exc. on air w/proof, Call M. Cooper, Transcom, 215-379-6585.

**AM-5kw & 1kw,** Collins 21E on air w/proof, ITA 5000A on air excellent condition, Harris BC-1H (1972) mint condition--Collins 820D1 (1972). Call M. Cooper, Transcom Corp. 215-379-6585.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

**GE 30kw UHF transmitter.** Immediate delivery, good condition. Quality Media 404-324-1271.

**Videomedia 1<sup>st</sup> VTR editor** model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

**GE 110 KW UHF transmitter.** Townsend exciter, pulsars, ready to go. Quality Media, 404-324-1271.

**Dubner CBG-2 animation system,** excellent condition. 4096 colors, DeJag/Anti-Aliased, 4 Meg Mem Board. Drives included. Iomega and CDC removable. Call 215-568-4134.

**Over 85 AM & FM transmitters.** AM-50kw-10kw-5kw & 1kw FM-25kw-15kw-10kw-5kw & 1kw All manufacturers. All inst. books. All our own inventory. See us at NAB, Bescor International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Quality broadcast equipment.** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

**RG-19A/U on 550 foot rolls** \$2.00/ft. Cablewave 50 ohm 7/8 inch foam on foot reels @ \$2.00/ft. Write for our list of Jennings Vacuums. J.S. Betts Company, 81 W. Campbellton St., Fairburn, GA 30213.

**Motorola MR-96 microwave system** for sale, new condition. Call Ben Ferguson 609-935-1510.

**For sale: Good RCA 10kw transmitter.** In service until mid-January. Price \$10,000. Call Tom Taylor, 704-668-7977 or write P.O. Box 1044, Sylva, NC 28779.

**Machine control system:** Utah Scientific PLMC-1. Brand new, never used. For use alone or with Utah AVS-1 routing switchers. 3 assignment panels, 2 panels to control 4 VTRs and up to 8-8 function machines. 1 interface for 2-15 function machines. Contact Ted Szyplulski, Director of Engineering, WTIC-TV, 203-527-6161.

**Technics recorders** model RS 1506 US. New, limited stock, ea. only \$995.00 Northwestern, Inc. 1-800-547-2252.

**FM transmitters:** 20, 15, 10, 5, 1.25kw. Continental Communications, 3227 Magnolia Blvd., St. Louis, MO 63118. 314-664-4497.

**AM transmitters:** 50, 10, 5, .25kw. Continental Communications, 3227 Magnolia Blvd., St. Louis, MO 63118. 314-664-4497.

**Ward-Beck Intercom--** 24 X 24 Squak system. Includes remote panels with microphones, cables, IFB system and patch panel. In operation now. Available March, 1986. Contact Ted Szyplulski, Director of Engineering, WTIC-TV, 203-527-6161.

**Sony 1<sup>st</sup> VTRs, Nec 1<sup>st</sup> VTRs,** Sony 5800/5850/440 editing package. RCA and Ampex quad VTRs. HL-79A, TK-76Cs. Grass 1600-76 switcher, Vital VIX-114 switcher, Crosspoint 6112. Mirage (only 6 months old), Chyron 3, Q-7 C.G., Beiacams, one RCA film island complete (only 20K). Call Media Concepts 919-977-3600.

**Waveform monitors!** TEK 529s \$600.00, 3/4" one pass 60 min. \$4.00, Ampex TBC 1 & 2s, Convergence Equip. 213-876-4055.

**Chyron IV 4100** two channel dual disk drives two colorizer keys. Abekas A42 300 frame, 600 field online digital tape streamer 201-444-2911.

**Sony BVP-3 Camera** w CA-3 adapter and Fuji 9-126mm lens. Camera is well maintained and in great cond. Approx. 700 hours use. Asking \$20K. 312-442-5719.

**RCA MI-11401 loudspeaker** (LC-1A speaker in wood cabinet). David Carson, 16 Woodhill Dr., Maplewood, NJ 07040, or call 201-829-2503.

**Used broadcast TV equipment.** Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888 or toll free 800-238-4300.

**Betacam BVW-8 complete field package.** Well maintained. \$35K or best offer. 415-386-1100.

**Towers:** 240' self-supporting tower, \$45,000.00. Call for quotes on your specific design requirements. Custom work done. Dale Hendrix, 215-866-2131. Holt Technical Services, a division of The Holt Corporation.

## RADIO

### Help Wanted Management

#### GROUP BROADCASTER

now seeking qualified general managers and sales managers for medium market positions. Send full details and resume first letter. It's easy to sell & manage FM's, but we're looking for people who understand and have successfully sold and managed AM's in competitive markets. Tell me what you have done, want to do, and how you'll do it. Box B-30.

## Help Wanted Sales

### "GREAT RADIO STATION" NEEDS

1. One great sales manager
2. Two great sales people
3. Great radio station
4. Great pay
5. Great facility
6. Great numbers
7. Great place to work
8. Great Midwest city
9. Send great resumes immediately to:  
Box B-54

## Help Wanted Programing, Production, Others

Major group broadcaster seeks top rated air talent, news anchor, music director and promotion director for top ten market. Prefer a minimum of five successful years of commercial experience in CHR or AC. On-air positions require a bright, concise on-air personality, a sense of style, the ability to put together and deliver a credible newscast and the ability to perform at personel appearances. All positions require professional performance and attitude. Your application will be held in strict confidence. Quality compensation package. Send audition cassette (VHS video for promotion director) to P.O. Box 3405, Princeton, NJ 08543-3405. An equal opportunity employer.

## Miscellaneous

### NAB EXTENDS DEADLINE FOR RADIO AUDIENCE MEASUREMENT PROPOSALS

The NAB Radio Audience Measurement Task Force (RAMTF) announced that it will hold open Stage I of its Request for Proposals (RFP) for new radio audience measurement systems until March 21, 1986. The Task Force is soliciting proposals for new radio audience measurement systems that address the issues of cost; sample size; response rate; listening behavior of nonrespondents; turnaround time; undersampling/oversampling of special segments; product purchase behavior; accuracy and the ability to make cross-media comparisons.



Contact Dr. Richard V. Ducey, NAB Research and Planning, (202) 429-5382 for further information or application materials.

## Situations Wanted Technical

### DIRECTOR OF ENGINEERING

20+ years' experience as director of technical operations of major market AM/FM's. Extensive project management background includes award winning design & construction. Organizational skills include personnel management, planning, budgeting, purchasing, installation, preventive maintenance. Top references. Box B-35.

## TELEVISION

### Help Wanted Management

### GENERAL SALES MANAGER

KTXL-TV Channel 40 in Sacramento, CA. Candidates should have both local & national independent sales experience. Send resume to: Michael A. Fisher, P.O. Box 40, Sacto, CA 95801 EOE.

## Help Wanted Sales

### REGIONAL SALES REPRESENTATIVE

Forutne 500 Company Subsidiary: leader in the industry: producing station IDs, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



## Help Wanted Technical

### MAINTENANCE TECHNICIAN

HI-NET Communications is the world's largest video reception/distribution network in the lodging industry. Our progressive Technical Operations Center has an immediate need for a Maintenance Technician.

Minimum 3-5 years experience with broadcast video and audio systems preferred. Working knowledge of UHF/SHF transmitting systems required. FCC first class license required. Must have thorough knowledge of RF video test procedures and be able to troubleshoot equipment to a component level. Microwave systems experience helpful.

If you want to be involved in a dynamic operation, we can offer excellent salaries, comprehensive benefits and the opportunity to advance with a leader. For consideration, send resume with salary history, to: B. Tubbs, Recruiting & Selection, 3796 Lamar Avenue, Memphis, TN 38195. An equal opportunity employer m/f/h.



HI-NET COMMUNICATIONS

## Help Wanted Technical Continued

### AUDIO ENGINEER

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced audio engineer. The successful candidate must be a high school graduate with instruction in basic electronics with emphasis in audio engineering. Degrees helpful. Also requires a minimum of 3 years experience as an audio operator for television or professional 16-24 track recording studio. Remote television and film audio experience a plus. Must have the ability to proficiently operate audio mixing, processing, and recording equipment. If you wish to serve on a team committed to excellence, send resume and salary history in confidence to:

The Christian Broadcasting Network, Inc.  
Employment Department—Box AE  
CBN Center  
Virginia Beach, VA 23463

### TV MASTER CONTROL OPERATOR

The Christian Broadcasting Network, Inc. has an immediate opening for a master control operator with minimum 3 years' experience as master control switcher, tape operator in a medium TV market. Successful candidate must have demonstrated ability to read, interpret and react to wave form monitor and vectorscope video displays as well as audio signal displays. Requirements include minimum 3 years' experience in 3/4 inch, 1 inch and 2 inch videotape playback and editing. If you feel led and wish to serve, send resume and salary history, in confidence to:

Christian Broadcasting Network, Inc.  
Employment Dept. - Box MCO  
CBN Center  
Virginia Beach, VA 23463

### DIRECTOR OF ENGINEERING

#### WPXI-TV PITTSBURGH AMERICA'S MOST LIVABLE CITY NBC AFFILIATED STATION EXCELLENT FACILITY & BENEFITS

Ideal candidate should have a minimum of 5 years' engineering management experience and also experience in dealing with Union personnel. The individual should have an in-depth knowledge of ENG, SNG and other microwave equipment, good knowledge of facility planning and budgeting also essential.

Super opportunity for a dynamic individual. Please respond in strict confidence to Mr. John A. Howell, III, Vice President and General Manager, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EEO/AA.

### SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

## Help Wanted News

### TV NEWS DIRECTOR

**WKBW-TV** Buffalo, Channel 7, ABC affiliate, seeks an imaginative and aggressive News Director for leadership of its dominant Eyewitness News operation. Emphasis on past performance, professionalism, management ability and creativity. WKBW-TV is committed to excellence. Salary and benefits very competitive.

Contact:  
Stephen H. Kimatian  
President & General Manager  
7 Broadcast Plaza  
Buffalo, New York 14202



**QUEEN CITY BROADCASTING**  
An Equal Opportunity Employer

### SPORTS ANCHOR

The #1 independent is looking for a SPORTS ANCHOR with five years' experience in broadcasting. Send resume & tape to Dan Cohen, WTTG-TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. No phone calls, please. EOE, M/F.

## Help Wanted Management

### OGILVY & MATHER NEEDS A BROADCAST BUSINESS AFFAIRS MANAGER

This position requires a working knowledge of:

Production  
Post Production  
Talent Payments  
Music

A minimum of three years experience is required (preferably with an advertising agency).

To be considered, please contact Leslie Mulroy at (312) 988-2553.

**Ogilvy & Mather**

676 St. Clair, Chicago, IL 60611  
Equal Opportunity Employer M/F/H

## Help Wanted Programing, Production, Others

### VIDEO PRODUCERS WE WILL PAY YOU TWICE!

- \* Show us your demo reel in NY
  - \* Develop and create a segment
- Join a unique "New" Video Advertising Median

Call **VIDEologue**

Ask for Vicky Parker 718-377-3194

## Help Wanted Instruction



### FACULTY VACANCY BROADCAST JOURNALISM SCHOOL OF COMMUNICATION

Position available for 1986-87 as Assistant Professor of Broadcast Journalism, tenure track, in the School of Communication.

Responsibilities: undergraduate and graduate teaching and advising, and departmental activities. Qualifications: professional background and experience in radio and/or television journalism; experience teaching at the university level. Familiarity with journalism practices in Washington, DC highly desirable.

Salary competitive, dependent on qualifications and experience. Curriculum vitae/resume and three letters of recommendation should be sent by April 15, 1986 to:

**Broadcast Journalism Search Committee**  
School of Communication  
The American University  
4400 Massachusetts Ave., NW  
Washington, DC 20016  
An EEO/AA University

## Help Wanted Sales



**DYNAMAX®**  
BROADCAST PRODUCTS BY FIDELIPAC

**WE'RE GROWING FAST**

Dynamax® CTR100 cartridge machines are the hit of the year. Well over 1000 units installed. Now we are shipping the new Dynamax CTR10 Series. And the ESD10 eraser/splice finder. We need additional outstanding talent.

- National Sales Director
- International Sales Director
- Senior Sales Engineer
- Gov't. Contract Administrator

Send your resume in confidence to:

Director of Personnel  
**FIDELIPAC CORPORATION**  
P.O. Box 808  
Moorestown, NJ 08057

Dynamax is a registered trademark of Fidelipac Corporation.

## Employment Service

## Business Opportunities



Last week MediaLine reported 149 fresh job openings in radio and television. Our clients got the jump on those opportunities. Job-seekers not signed up with MediaLine will learn about those openings next week...or the week after that. Call 312-855-6779 for more information.

### STOP WORRYING ABOUT FORMATS, RATINGS, PROMOTIONS, SALES, PROFITS

We provide you with all of the above as a member of our group of RELIGIOUS FORMATED STATIONS. Our national sales capability and experience can deliver you IMMEDIATE PROFITS. ALL STATIONS, ALL MARKETS are invited to inquire in confidence to Mr. Schaefer 619-292-4744.

**THE ATS RADIO NETWORK**

## Radio Programming



### Lum and Abner Are Back

... piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
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## Consultants

### BETTER ON-AIR WORK GUARANTEED

We help announcers become better on-air salespeople and newscasters. Individual cassette analysis pinpoints bad habits and weaknesses and tells how to correct them. You'll hear immediate improvement! Our clients include Radio/TV staff people and top-earning freelancers. Reasonable. No contract required. Money back if not delighted. Howard Fisher Creative Services. 2730 Stemmons Freeway, #1102. Dallas, TX 75207. 214-637-3535.

### Radio Managers and Owners Considering a Format Change? STARROCK

A totally new up-tempo rock format for adults 25-49. Not AC, not CHR, not AOR. complete personalized consultation service. Free demo, call 512-448-1873.

## Wanted to Buy Stations

### WANTED TO BUY

Small newspaper chain seeks radio station. \$1M - \$3M, prefer Midwest or Southeast. AM/FM or FM stand alone. Flexible in management arrangements. Replies confidential: Perry Samuels, 303 Greenup, Covington, KY 41011, 606-581-2221.

### WANTED TO BUY:

Small market property. Current cash flow should cover new debt. Have growth potential. In West/NW/Rocky MTN/Plains states area. All replies kept confidential. Send complete details first response to Box B-32.

## For Sale Stations

### OKLAHOMA CITY FULL-POWER UHF TV

LOW PRICE  
EXCELLENT TERMS

FT. WORTH TEXAS  
LPTV  
EXCELLENT COVERAGE  
GOOD TERMS

Bill Kitchen  
(404)324-1271



Quality Media  
Corporation

## For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
KA	Met	FM	\$2500K	Cash	Bill Lochman	(816) 941-3733
Atl. Cst.	Met	FM	\$2200K	Terms	Mitt Younts	(202) 822-8913
Rky. Mtn.	Maj	AM/FM	\$2000K	\$500K	Greg Merrill	(801) 753-8090
CA	Sm	AM/FM	\$1100K	\$150K	Elliot Evers	(415) 495-3516
ID	Med	AM/FM	\$1000K	1/3	Peter Stormquist	(818) 366-2554
OK	Sm	2 FMs	\$750K	\$125K	Bill Whitley	(214) 680-2807
NY	Sm	FM	\$750K	Terms	Ron Hickman	(401) 423-1271
KY	Sm	AM/FM	\$535K	\$165K	Ernie Pearce	(404) 998-1100
OK	Med	AM	\$525K	Cash	Bill Whitley	(214) 680-2807
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



**CHAPMAN ASSOCIATES**  
nationwide media brokers



## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

**AM/FM combo with excellent ratings history  
in highly desirable Southeastern market.  
\$3.5 million.**

508A Pineland Mall Office Center. Hilton Head Island, South Carolina 29928 803-681-5252

## The Holt Corporation

### FM IN DUNCAN A+ MARKET!

This FM with AM is a stunning opportunity in a market that is almost every broadcasting group's first choice for acquisition. All real estate, including 15 acres and an outstanding technical facility, is included for under \$4.0 million! Call Bernie Fuhrmann at 215-865-3775 for more information.

Suite 205  
The Westgate Mall  
Bethlehem, PA 18017

Suite 800  
2033 M Street, N.W.  
Washington, DC 20036

Box 2869  
One Tower Park  
Winchester, VA 22601

- VHF TV CP with facilities for transmitting NW with prime signal covering 200,000 people. \$1.65 million or will trade for good southern California coastal radio station.
- Daytimer. Lynchburg and Greenbrier, Virginia general area. Good equipment. Rent on real estate only \$300 per month. \$45,000. \$9,000 down to responsible buyer.
- Daytimer Powerful covering Washington, DC. \$1.2 million.
- 2 class Cs. 100,000 watts. One in NW coastal California and other on bay in Florida. \$1.9 million and \$3 million respectively.
- More than 80 radio stations and 20 TV and TV CPs from Puerto Rico to Guam including several combos and class C stations. Call to get on our mailing list
- Buying or selling, see us at NAB in Dallas. By appointment only

**BUSINESS BROKER ASSOCIATES**  
615-756-7635, 24 hours

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### SINGLE STATION SOUTHERN NEW ENGLAND MARKET

This AM is "crying" for an owner/operator with strong sales background. Exceptional market hasn't been developed. \$700,000 total. \$140,000 cash plus terms to qualified buyer. Let Mike Rice give you all the details 203-423-1767

8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

### MIDWEST TOP CITY FULL SERVICE FM 4.8mm

No brokers  
Box B-19

## COLORADO

Rocky Mountain Kilowatt AM just re-engineered with excellent sound. \$150,000. 1-303-738-1660 home.

"TWENTY YEARS EXPERIENCE GOES INTO EVERY SALE"

# H.B. La Rue, Media Broker

Radio TV CATV Appraisals

**West Coast**

44 Montgomery St. #500  
San Francisco, CA 94104  
415 434-1750

**East Coast**

500 East 77th St. #1909  
New York, N.Y. 10021  
212 288-0737

**Atlanta**

6201 Powers Ferry Rd., #455  
Atlanta, GA 30339  
404 956-0673 Hal Gore, V.P.

## Under-Achievers Good Potential

**MISSOURI OFFICE:**

- Upper MW Class 4 AM and Class A FM, less than 2 times gross.
- SW MO 50 kw. AM, and Class A FM near metro area. Excellent market potential.
- SW MO Cablevision Systems, growing market, 800 total subs, 1700 passings.
- SW MO Small Market AM, growing market, near large city, \$30,000 down.
- Chain of 6 Midwest Stations, 3 AM's, 3 FM's, good potential, together or separately.
- Western KY AM, profitable, \$725,000.
- Midwest small market, AM/FM profitable, \$100,000 down.

Call **CHARLES EARLS**  
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**TEXAS OFFICE:**

- Fulltime AM & Class A FM in North Texas, \$275,000, attractive terms.
- Profitable county seat AM & FM combo, \$525,000 & terms.
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& Associates, Inc.

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Dallas, Texas 75206 (214) 361-8970

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Resort Area Combo  
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Media Brokerage & Appraisals

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Underdeveloped Sunbelt Class C FM with CP for tall tower. Profitable 5KW satellite AM also included. Market of 350,000. Sharp operator could triple investment quickly. Present owner has other interests. \$1.2 M. Financially qualified principals only to Box B-33.

**TOP 20 MARKET**

Top 20 market radio station for sale for \$120,000 all cash.

Write Box B-34.

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SMALL MARKET OPPORTUNITIES**

Class A FM, Texas, \$375,000, terms.  
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**NORMAN FISCHER & ASSOCIATES, INC.**  
512-476-9457

**BILL - DAVID  
ASSOCIATES  
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Colorado Springs, CO 80909

**FULL CLASS C FM**

The heart of America's Natureland. 100kw. 1300' HAAT. City grade covers two major metros. Number one rated in both. Equipment state of the art. Affordable. Terms. Bill Brazzil Assoc., Inc., 9100 S. Dadeland Blvd., Miami, FL 33156. 305-662-7501.

FM	Class A	SC	\$412,500.00
AM	1KW	SC	\$336,000.00
AM	1KW	SC	\$225,000.00
AM/FM	Combo	LA	\$270,000.00

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170 Meeting St., Charleston, SC 29401  
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**PAUL E. REID  
BROKER—35 YEARS BDC. EXP.**

GA. Class C FM.  
GA. AM/FM combos, small mkts.  
TN. AM, good MKT.  
FL. Class C, Coastal.  
Buying or selling.  
Paul E. Reid, 404-882-1214  
P.O. Box 2669, LaGrange, GA 30240

**CONSTRUCTION PERMITS**

Class C FM, prime resort area, \$89,000. Class A FM, Northwest small market, \$13,750. Principals only. Box B-53.

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W. Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W. Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted to Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media

**Ro Grignon**, executive VP, television, Taft Broadcasting, responsible for its 12 television stations, resigned March 5. In prepared statement, Grignon said: "I have determined to resign for philosophical reasons. I have had a long and exciting career with Taft, but I think it is time for me to consider other alternatives." The company said **Dudley S. Taft**, president of Taft Broadcasting, will assume temporary responsibility for TV group until successor has been named.

**Bob Evans**, VP, sales, Resort Broadcasters, Richmond, Va.-based owner of 12 AM's and 12 FM's in Southeast, named VP and chief operating officer. **Howard Keller**, station manager of Resort's WLNK-AM-FM Charleston, S.C., named VP, administration, for Resort Broadcasters.

**William Peterson**, from KCST-TV San Diego, joins WTKR-TV Norfolk, Va., as president and general manager.



Harris

**Lin Harris**, executive VP and general manager of KFH(AM)-KLZS(FM) Wichita, Kan., joins KICT(FM) there as VP and general manager.

**Milton Friedland**, general manager, WICS(TV) Springfield, Ill., retires effective May 1 after 33 years in that post.

**Joe Vincent**, general manager, WABB-AM-FM Mobile, Ala., joins WJLQ(FM) Pensacola, Fla., as general manager.

**Michael Whalen**, general sales manager, WBEN-AM-FM Buffalo, N.Y., joins WPTR(AM)-WFLY(FM) Albany, N.Y., as general manager.

**William Brooks**, general manager, WPTV(TV) West Palm Beach, Fla., named VP.

**Jim Gates**, from WESL(AM) East St. Louis, Mo., joins KATZ(AM)-WZEN(FM) St. Louis as general manager.

**John Henzel**, president and general manager, WHDL(AM)-WEBF(FM) Olean, N.Y., retires after 38 years as head of stations. He will continue as member of board of directors. **Donald McLean**, station manager and 34-year veteran with stations, succeeds Henzel as VP and general manager.

**Philip Giordano**, VP, finance and administration, ABC Radio, named senior VP, finance, Capital Cities/ABC Radio.

**Robert McCurdy**, controller, Montana Television Network, Billings, Mont., named VP.

**Dave Edwards**, acting director, noncommercial WUWM(FM) Milwaukee, named director and general manager.

**Michael Rosenberg**, general sales manager,

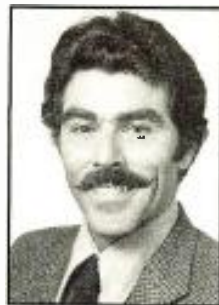
ABC-TV Spot Sales, New York, joins KHON-TV Honolulu as station manager and director of sales.

**Tammy Weatherbee**, sales and marketing secretary, Greater Boston Cable Corp., Wobum, Mass., named office manager.

## Marketing

**Ken Amaral**, from N W Ayer, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, as senior VP, creative director. **George Kennedy**, senior account supervisor, DMB&B, St. Louis, named VP.

**Grant Hill**, director of broadcast production, Needham Harper Worldwide, Chicago, named senior VP.



Caggiano

**John Caggiano**, senior VP, associate creative director, Doyle Dane Bembach, New York, named executive VP.

**Charles Piccirillo**, from Leber Katz & Partners, New York, joins DDB there as art director.

**Peter Elder**, managing director, Europe, Mid-east and Africa, N W

Ayer, London, named president, international division.

**Christopher Gagen**, VP's, assistant media directors, SSC&B:Lintas, USA, New York, named associate media directors. **Barbara Bekkedahl**, from BBDO, New York, joins SSC&B:Lintas as network buyer.

**Kenneth Hite**, senior VP, management supervisor, D'Arcy Masius Benton & Bowles, New York, joins William Esty Co. there as senior VP, management supervisor.

**Helen Runsdorf**, from D'Arcy Masius Benton & Bowles, New York, joins AC&R Advertising there as VP, account supervisor.

**Anne Look**, account supervisor, and **Michael Leder**, manager of local broadcasting and supervisor of broadcast operations, Cunningham & Walsh, New York, named VP's.

**Carol Gordon**, director of traffic services, Turner Broadcasting Sales, Atlanta, named VP, traffic services.

Appointments, USA Network: **John Cronopulos**, regional VP, advertising sales and marketing, Eastern region, New York, to VP, advertising sales, Eastern region; **James Watson**, director, new business development, to VP, advertising sales, Western region and new business development, New York, and **Stephen Van Ophuijsen**, director, advertising sales, Detroit, to VP, advertising sales there.

Appointments, Katz Radio: **Greg Noack**, manager, Los Angeles office, to VP, stations, New York; **Tim Feagan**, manager, Houston

office, succeeds Noack; **Christy Flynn**, from WHNC-FM Hartford, Conn., to account executive, Los Angeles; **Lauri Carey**, from Grey Advertising, New York, to account executive there, and **Marven Nyren**, account executive, KNST(AM)-KRQQ(FM) Tucson, Ariz., to Republic Radio, Katz Radio Group company, as account executive.

**Dianne Fannon**, VP, creative director, Tracy-Locke, Dallas, named senior VP, creative director. **Mike Rawlings**, VP, management supervisor, Tracy-Locke, named senior VP, management supervisor.

Appointments, Frankberry, Laughlin & Constable, Milwaukee: **Larry Freschl**, VP, director of operations, and **Gary Titterington**, VP, media director, to senior VP's; **Karen Duffy**, associate media director; **Kirk Ruhnke**, associate creative director; **Kris Jensen** and **Kathy Sherwood**, art directors; **Paula Rothe**, production manager, and **John Ricks**, account supervisor, to VP's.

**Barry Burdiak**, from N W Ayer, Chicago, joins W.B. Doner, Detroit, as copywriter.

**Marcia Herman**, account executive, Hillier, Newmark, Wechsler & Howard, New York, and **Kirk Combs**, from HR/Stone, New York, named co-New York sales managers,

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**Herbert Rossin**, general manager, WLXI-TV Greensboro, N.C., joins Cable Advertising of Mid South, Tupelo, Miss., as corporate director of sales.

**Ron Schuman**, account executive, WJIT(AM) New York, joins BlairSpan Television Sales Representatives there in same capacity.

Appointments, Cable Networks Inc.: **Marcia Okon**, account executive, to New York general sales manager; **Barbara Lowe**, director of new business development, to New York national sales manager; **James Everett Drury**, account executive, to Chicago sales manager, and **Rick Rosenfelt**, account executive, to New York area sales supervisor.

**John Dorkin**, program director, WOR-TV Seacaus, N.J., joins Petry Television, New York, as associate director of programing. **Bear Bradley**, from KTVI(TV) St. Louis, joins Petry Television/Petry National Television there as account executive.

**Kathy Baldauf**, assistant broadcast negotiator, Ketchum Communications, Pittsburgh, named broadcast negotiator.

**Lisa Rhoads**, media assistant, McAdams & Ong Inc., Philadelphia, joins Kalish & Rice there as media estimator.

**Thomas Russell Will**, from Seltel, Chicago, joins Group W Productions, Chicago, as Midwest manager, media sales.

**Marc Rappin**, account executive, Foote, Cone & Belding, New York, named account director.

**Cindy Lelles**, account executive, Katz American Television, Los Angeles, joins Harrington, Righter & Parsons there as account executive.

**Helen Terplak**, manager, pay TV syndication, Viacom Enterprises, New York, joins ABC Radio Networks there as account executive, ABC Talkradio.

**Kerry Leiser**, from Campbell-Mithun, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, as research analyst.

**Francesca Cugliari**, from International Playtex Co., New York, joins Petry Television, New York, as account executive. **Beth Ann Martinelli**, member of sales training program, Petry Television, named account executive.

**Chris Sams**, account executive, Blair Television, Los Angeles. and **Sam Fuller**, general sales manager, KKFM(FM) Colorado Springs, join MMT Sales, Los Angeles, as account executives.

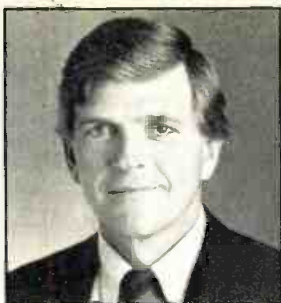
**Diane Ryan**, sales trainee, TeleRep, Boston, named account executive. **Shelley Portnoy**, regional sales manager, WPTV(TV) West Palm Beach, Fla., joins TeleRep, Miami, as account executive.

**Sam Stallworth**, general sales manager, WBMM-TV Chicago, named director of sales.

**David Kelly**, statewide sales manager, North Carolina operations, Cable Adnet, Charlotte, N.C., named director of sales support, corporate operations, Malvern, Pa.

**Chuck Johnston**, account executive, WBNS-FM Columbus, Ohio, joins WSNY-FM there as general sales manager.

**Arthur Dufault**, general sales manager,



O'Donnell



Cronin



Peters

**Need a scorecard.** JWT Group Inc., parent of J. Walter Thompson Co. and Hill & Knowlton, has made a number of executive changes. Don Johnston, chairman and chief executive officer of JWT Group, will relinquish his responsibilities as CEO of J. Walter Thompson, effective immediately, and his title of chairman of the board of J. Walter Thompson effective Dec. 31, 1986. New CEO and chairman-elect of J. Walter Thompson is Joseph O'Donnell, who has been executive VP, J. Walter Thompson U.S.A., and general manager of agency's Chicago office. Donald Sullivan, president and CEO, Ketchum Advertising/USA, joins J. Walter Thompson U.S.A. as executive VP and general manager of Chicago office, succeeding O'Donnell. John Cronin, president, J. Walter Thompson Europe, becomes vice chairman, and John Peters, president and chief operating officer, J. Walter Thompson U.S.A., assumes additional duties as president. Michael Cooper-Evans, succeeds Cronin as president, J. Walter Thompson Europe. Denis Lanigan, vice chairman and chief operating officer, J. Walter Thompson, will retire in December 1986. At that time, Peters will assume title of chief operating officer of company.

Robert Dilenschneider, executive VP, Hill & Knowlton, and president and chief operating officer, Hill & Knowlton-National Operations, becomes president and CEO of H&K. Loet Velmans, chairman of H&K, will retire in December 1986. Ronald Kovas, president and chief executive officer, J. Walter Thompson, Canada, has been named executive VP, JWT Group. He will be assigned to Hill & Knowlton, where he will be responsible for internal operations. Ron Burns, executive VP and chief operating officer, J. Walter Thompson, Canada, succeeds Kovas. He also becomes executive VP of J. Walter Thompson Co. and member of board of directors. Also named executive VP's and members of board of directors of J. Walter Thompson: Harry Clark, senior VP; Stephen King, director of London office and of MRBI, Thompson's U.K. research firm; Jim Patterson, executive VP, executive creative director, and Victor Gutierrez, former senior VP, finance, who becomes chief financial officer of J. Walter Thompson Co.

WRSR(FM) Worcester, Mass., joins WORC(AM) there as general sales manager.

**Kris Foate**, account executive, WQFM(FM) Milwaukee, named sales manager.

**Loris Ann Davies**, sales manager, KDLK(AM)-KLKE(FM) Del Rio, Tex., joins KRGV(AM) Weslaco, Tex., as sales manager.

**Joe Occhionero**, account executive, WUAB-TV Cleveland, named local sales manager.

**John Blake**, from KXMD-TV Williston, N.D., joins WPML-TV Mobile, Ala., as local sales manager, Pensacola, Fla., office.

**Kris Kooner**, from New York Air, Washington, joins WRQX(FM) there as retail marketing coordinator.

**Davina Greenspan**, account executive, New York Radio Network, sales arm of WHN(AM) and WAPP(FM) New York, named retail sales manager. **Rae-Carole Fischer**, account executive, NYRN, named national sales manager.

**Pat Kimsey**, account executive, WWDE-FM Hampton, Va., named local sales manager.

**William Fine**, national sales manager, WCVB-TV Boston, named local sales manager.

**James Lane**, sales manager, MMT Sales, Charlotte, N.C., joins WLOS-TV Asheville, N.C., as national sales manager.

**Nancy Branson**, regional sales manager, WPLP(AM) Pinellas Park, Fla., joins WRFM(AM) Largo, Fla., as senior account executive.

**David Duron**, account executive, KFVB(AM)

Los Angeles, joins KNX(AM) there as account executive.

**Joanne May**, account executive, KLUV-FM Dallas, joins KXTX-TV there in same capacity.

**Brian Nagy**, account executive, WAEB-AM-FM Allentown, Pa., joins WFIL(AM)-WUSL(FM) Philadelphia in same capacity.

**Susan Wilcox**, account executive, Seltel, New York, joins KCBS-TV New York as account executive.

**Michael Minor**, from WFIL(AM)-WUSL(FM) Philadelphia, joins WCAU(AM) there as account executive. **Carol Parton**, from WZZO-FM Allentown, Pa., joins WCAU as account executive.

## Programing

**Robert Dubelko**, controller, Embassy Television, named VP and controller.

**Robin Rosenfeld**, director, business affairs, Embassy Television, named VP, business affairs. **Michael Ross**, VP, business affairs, Embassy Television, named senior VP, business affairs.

**Nina Gerwin**, from Knapp Communications Corp., book publishing company, joins The Disney Channel, Burbank, Calif., as national marketing manager.

**Rob Edwards**, VP, programing, KBIG(FM) Los Angeles, assumes additional duties as divi-

sional program coordinator for parent, Bonneville.

**Nora Kavner**, senior counsel, Columbia Pictures, Burbank, Calif., named assistant general counsel.

**Jack Heim**, senior VP, sales and affiliate marketing, Showtime/The Movie Channel, New



Heim



Schulte

York, named executive VP, business development, sales and affiliate marketing. **Stephen Schulte**, senior VP, operations and production services, Showtime/The Movie Channel, New York, named senior VP, direct broadcast development.

**David Himelfarb**, manager, movies and miniseries, Warner Bros. Television, Burbank, Calif., named director, movies and miniseries.

**Steven Barlow**, director, international treasury, Columbia Pictures Industries, New York, named assistant treasurer.

**Dennis Lewin**, VP, production coordination, ABC Sports, and coordinating producer, *ABC's Wide World of Sports*, New York, named senior VP, sports production. **Stephen Solomon**, VP, industrial relations, ABC Inc., joins ABC Sports as senior VP, sports planning and administration.

**Randolph M. Blotky**, vice president of business affairs, CBS Productions, joins United Artists Television, unit of new United Artists Corp., as executive VP, remaining based in Los Angeles.

**Gregory Ricca**, VP, general counsel, communications, Viacom International, New York, named senior VP, general counsel, Viacom Networks Group, which comprises Showtime/The Movie Channel Inc. and MTV Networks Inc.

**Joseph Hillenbrand**, senior Midwest account executive, NBC-TV O&O division, Chicago, joins Access Syndication there as director of Midwest advertiser sales.

**Selina Scott**, British journalist and television personality, joins *Entertainment Tonight*, Paramount Domestic Television Distribution, as London correspondent.

**Barbara Fultz**, account executive, advertiser sales, Orbis Communications, New York, named VP, national sales manager.

**Mike McHugh**, account executive, WNOE-AM-FM New Orleans, joins Drake-Chenault, Canoga Park, Calif., as regional manager.

**Lee Rubenstein**, senior account executive, Century III Teleproductions, Boston, named VP, commercial post-production. **Amy Coblenz**, account executive, Spotwise Productions, Boston, and **Jan Webster**, production manager, Sullivan Associates, Boston, join Century III as account executives.

**Mark Carreno**, from WMVS(TV) Milwaukee, joins Latino Consortium, Los Angeles, as executive director. Based at noncommercial KCET(TV) Los Angeles, consortium comprises 43 public broadcasting stations that air Latino theme programming.

**Jim Dauphinee**, director of broadcast operations, WPLG(TV) Miami, joins King World, New York, as VP, programing and development.

**Terry Danner**, director of research, Doubleday Broadcasting, New York, joins RKO Radio there in same capacity.

**Brian Kelly**, staff announcer, WTTN(AM)-WMLW(FM) Watertown, Wis., named program director, succeeding Scott Walters, who joins WFAW(AM)-WSJY(FM) as news director (see below). **Brian McBain**, music director, WTTN-WMLW, assumes additional duties as production director.

**Mary Fama Mckee**, on-air promotion director, WGNX(TV) Atlanta, joins WVEU(TV) there as program manager.

**Caroline Klas**, assistant program manager, KTVU(TV) San Francisco, named program manager.

**Brian Gadinsky**, director of public affairs, WTVJ(TV) Miami, named executive producer of programing.

**Mary Kay Johnson**, from River City Bank, Sacramento, Calif., joins KCRA-TV there as production manager.

**Bob Cullinan**, weekend sports reporter, KMST-TV Monterey, Calif., named sports director.

**Paul Fuller**, from WABB-FM Mobile, Ala.,

joins WRQX(FM) Washington as music director and nighttime personality. **Bob Brown**, from WHTT(FM) Boston, joins WRQX as production director.

**Daniel Devany**, director of area corporate development, National Symphony Orchestra, Washington, joins noncommercial WETA-FM there as producer and announcer.

**Maria Smith**, from noncommercial KUED(TV) Salt Lake City, joins KUTV(TV) there as programing and community affairs director.

**Michelle Berard Schwartz**, from noncommercial KTCA-TV Minneapolis-St. Paul, joins KDSM-TV Des Moines, Iowa, as producer-director.

## News and Public Affairs

**Amy Entelis**, field producer, *World News Tonight*, ABC News, New York, named director of news coverage, responsible for recruitment of editorial personnel. **Mimi Gurbst**, national assignment manager, ABC News, New York, named Northeast bureau chief, responsible for Boston, New York and Philadelphia bureaus.

**Caroline Schomp**, executive producer, special projects unit, KMGH-TV Denver, named assistant news director.

Appointments, KIRO-TV Seattle: **Mark Gardner**, managing editor, to acting manager, information systems; **Gary Stewart**, from KOMO-TV Seattle, to weekend producer, and **Lisa Cohen**, newswriter, KOMO-TV, to same

# Broadcasting

The Newsweekly of the Fifth Estate

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**Helping out.** Tony Danza, star of ABC-TV's *Who's the Boss*, has been selected national spokesman for the nonprofit Scleroderma Federation. Scleroderma is a generalized disorder of the connective tissue suffered by some 300,000 Americans. Danza, who is volunteering his services, will appear in the federation's upcoming television and radio public service spots. Shown above, Danza with Elin Siegel, wife of LBS Communications chairman and president and Scleroderma Federation board member, Henry Siegel. Elin Siegel's mother suffers from the disease.

capacity.

**Andrew Grossman**, evening assignment editor, KSNW-TV Wichita, Kan., joins WFSB-TV Hartford, Conn., as assignment editor.



Connolly

**Joseph Connolly**, assistant director, news and programming, and afternoon anchor, WTOP(AM) Washington, joins United Stations Radio Networks, New York, as managing editor, news.

**Kirk Winkler**, news director, KTVK(TV) Phoenix, joins KETV(TV) Omaha in same capacity.

ity.

**Scott Walters**, program director, WTTN(AM)-WMLW(FM) Watertown, Wis., joins WFAW(AM)-WSJY(FM) Fort Atkinson, Wis., as news director.

**Dan Henninger**, night assignment editor, WTAE-TV Pittsburgh, named daytime assignment editor and satellite coordinator.

**Brian Greif**, assistant news director, KGAN-TV Cedar Rapids, Iowa, joins WXEX-TV Richmond, Va., as news assignment editor. **Melissa Rebich**, associate producer and production assistant, WJLA-TV Washington, joins WXEX-TV as 6 p.m. news producer.

**Emily Calloway**, weekend assignment editor, WIS-TV Columbia, S.C., named morning anchor-reporter.

**Bob Page**, from WJZZ(FM) Detroit, joins WRIF(FM) there as sports director.

**Warren Williams**, from WMC-TV Memphis, joins WAPT-TV Jackson, Miss., as anchor.

**Dave Simon**, sports director, KDUH-TV

Scottsbluff, Neb., joins KDEB-TV Springfield, Mo., as weekend sports anchor-reporter.

**Rolanda Watts**, weekend anchor, WNBC-TV New York, joins WABC-TV there as reporter.

**Joe Sottile**, from WTVH(TV) Syracuse, N.Y., joins WNBC-TV New York as weekend weather-caster.

**Sam Champion**, from WPSD-TV Paducah, Ky., joins WJKS-TV Jacksonville, Fla., as weekend weather anchor and science reporter.

**Amy Gajda**, anchor, WVIR-TV Charlottesville, Va., joins noncommercial WITF-TV Harrisburg, Pa., as anchor-interviewer.

**Carmelita Kirksey**, reporter, WIS-TV Columbia, S.C., named co-host, *Awareness* public affairs program.

## Technology

Appointments, Comsat, Washington: **Marcel Joseph**, president and chief operating officer, to member of board of directors; **Joel Alper**, president, space communications division, to new responsibilities for U.S. and foreign government aerospace and defense businesses; **Bruce Crockett**, VP, chief financial officer, to day-to-day responsibilities for Intelsat satellite services; **Stephen Day**, VP, marketing and corporate development, to new position of VP and general manager, business networks, and **Susan Mayer**, from Boston Consulting Group, to VP, corporate development.

**Tom Phillips**, marketing director, Video Engineering Service, joins Sony Broadcast Products Co., Teaneck, N.J., as manager, editor and time code products. **Curtis Chan**, senior engineering manager, Sony Professional Audio Products, named manager, broadcast products.

Appointments, Videostar Connections, Atlanta-based satellite television transmission and networking company: **David Green**, director of sales and marketing, to VP, sales and marketing; **Beverly Johantgren**, director of operations, to VP, operations; **Rodney Milligan**, controller, to treasurer, and **Stacey Pear**, account executive, Eastern region, to sales manager, Eastern region.

Appointments, Moseley Associates, Goleta, Calif., manufacturer of communications products: **Paul McGoldrick**, director of engineering, to director of marketing; **Daniel Barnett**, principal engineer-digital product development, to director of engineering, and **David Chancey**, internal sales engineer, to manager, national sales.

**Rick Carrera**, member of engineering staff, KDRV(TV) Medford, Ore., named chief engineer.

**Brian Mendell**, from National Controls Inc., Orlando, Fla., joins Electronic Systems Products, Titusville, Fla., as materials manager.

## Promotion and PR

**Denise Levitt**, film publicist, RKO Pictures, New York, named director, press and publicity.

**Richard Licata**, director of publicity, HBO

Premiere Films and Cinemax, Home Box Office Inc., Los Angeles, named VP, media relations, West Coast, HBO Inc.

**Louise Hallahan Stakelin**, manager, sales development and promotion, CBS Radio Representatives, New York, named director, sales promotion. **Karen Reef**, promotion coordinator, CBS Radio Representatives, named manager, sales promotion.



Kaye

**Ellen Kaye**, director of consumer promotion, USA Network, New York, named director of advertising and consumer promotion.

**Florence Lowe**, from National Endowment for the Arts, Washington, joins The Kamber Group there as senior consultant for the arts and cultural communications.

ations.

**Helene Guss**, public relations manager, HCM, New York, joins Bozell, Jacobs, Kenyon & Eckhardt there as public relations manager.

**Mary Churchill**, executive VP, Greycorn, public relations subsidiary, New York, joins Grey Advertising there as director of corporate affairs.

**Piper Parry**, manager, communications, Council for Cable Information, New York, joins Turner Broadcasting System, New York, as manager, public relations. **Lisa Dallos**, assistant to director, publicity, TBS, New York, named publicity coordinator.

## Allied Fields

**Marjorie Reed**, deputy chief scientist, policy, FCC, Washington, named associate general counsel. **Eric Esbensen**, senior partner, communications law firm of Esbensen & Powell, Gainesville, Fla., joins FCC as member of review board.

**James Shumaker**, director, operations and administration, corporate advertising and design, CBS, New York, joins Cabletelevision Advertising Bureau there as director, audience promotion.

**Mark D. Cunningham**, statistical data analyst, research and planning department, National Association of Broadcasters, Washington, joins Americom Radio Brokers there as financial analyst.

## Deaths

**O. M. (Pete) Schloss**, 72, former president and general manager, WWSW-AM-FM and co-owned WIIC(TV), both Pittsburgh, died of cancer March 2 in Sloan-Kettering hospital, New York. After serving with McCann-Erickson, New York, Schloss joined Pittsburgh Post-Gazette in 1947 to put WIIC (now WPXI) on air. When WIIC was sold to Cox in 1957, Schloss remained with Post-Gazette as president of radio properties. He retired in 1975. Schloss is survived by his wife, Elizabeth, and daughter.

## No funny business makes business fun for Kalil

Although he has been operating his own firm only since 1982, Frank Kalil has already become a leading station broker—with sales approaching \$80 million last year. But, as with most seemingly “overnight” successes, it was the result of many years of work—13 years as a broker, seven years with the R.C. Crisler Co., and five years with his firm of Richter & Kalil, with former R.C. Crisler associate Bill Richter. Not to mention stints as station owner, manager, program director, on-air personality and professional comedian (that’s right), stretching back to age 15.

“The only thing I ever set out and planned to do was to become a DJ,” says Kalil. His first broadcasting experience came when as a sophomore in high school he reported news for teen-agers on a local radio station three times a week. He soon got a paying job with a program called *Teen Club* on KTKT(AM) Tucson, Ariz., and by the time he was a senior, he was the morning man on KTKT. For someone who aspired to be a DJ, Kalil achieved his goal early on. He describes the rest of his career as evolutionary.

Kalil left Tucson in 1957 to go to KELP(AM) El Paso. He went back to KTKT in 1958, and was tapped to be program director at WSAI(AM) Cincinnati in 1959. After making that station number one in less than a year, he returned to KTKT as general manager, remaining from 1959 to 1967.

During his tenure, the station was known for its promotions. At one point Kalil owned a camel on which KTKT listeners were offered rides. A memorable event was a demolition derby staged with the late rock ‘n’ roll singer Ricky Nelson. Kalil has energy left over. From 1960 to 1965 he hosted a daytime bingo/variety show on a local television station.

In 1967, Kalil quit on-air work to concentrate on station ownership, forming a group principally owned by himself and Ed Richter to buy KAIR(AM)-KJYJ(FM) Tucson and, soon afterward, KBEZ-AM-FM Phoenix.

The evolution seemed to be following a logical course for a hard worker like Kalil, until a diversion came his way. “Back in those days,” Kalil recalls, “we were always trying to find some way to make money. I had this friend, Jay Taylor, who was an ad executive in Tucson. Everyone laughed when we were at parties together and someone said we should record an album. So we looked at each other and said: ‘Why not?’ We rented a studio, brought all our friends in and for the next three weeks we recorded material.”

Kalil sent the comedy recording to a friend at Capitol Records and that led to a contract with a firm owned by singer Andy Williams, Barnum Productions. They released an album, “My Plumber Doesn’t Make House Calls.” The pair, billed as Kalil and Taylor, made a tour of the talk shows,



FRANK CHARLES KALIL—president and owner, Kalil & Co., Tucson, Ariz.; b. July 15, 1936, LaGrande, Ga.; University of Arizona, Tucson, 1950-53; owner KAIR(AM)-KJYJ(FM) Tucson and KBEZ-AM-FM Phoenix, 1970-77; broker, R.C. Crisler & Co., 1970-77; partner, Richter & Kalil, Tucson, 1977-82; present position since 1982; m. Judith Ann Moore, May 7, 1960; children—Joann, 25; Frederick Walter, 23; Karen Rose, 22.

including the *Tonight Show*, *Joey Bishop*, *Merv Griffin*, *Mike Douglas* and others, and toured the U.S. and South Africa with Xavier Cougat and Charro. They were also joke writers for Bob Hope.

In 1970, Kalil quit the comedy circuit. “Show business is not all it’s cracked up to be,” says Kalil. “It seemed like fun, to play practical jokes and things of that sort; I love doing that. But there is a difference between cracking jokes for fun and doing that for money and I found that doing it for money wasn’t fun. I was going to have to make the commitment to become a professional comedian, and I wasn’t ready for that,” Kalil said. “I had already been a big fish in a small pond in Tucson,” Kalil said, “and I had an idea of what fame meant. I wasn’t lost in the glamour and glitter.

“I found show business disillusioning. I really didn’t like the people you had to deal with. There’s too much phoniness. I don’t want to cast aspersions on everyone in show business. I’m sure there are good managers and agents out there; I just haven’t happened to meet any.” His partner was at first upset, but reluctantly agreed and now owns the ad agency he had been working for. Taylor and Kalil remain close friends.

At that point Kalil became a broker with R.C. Crisler and concentrated on selling other people’s stations while running his own. He did it for seven years. “I seem to have a knack for selling stations,” Kalil said. “Most broadcasters do pretty well at broadcasting, but they have no idea how to buy or sell a station. After my experience owning and buying stations I felt there was a niche for me there.”

In 1977, Kalil and Richter sold their stations and started their own brokerage firm. “I determined I had to get out of ownership,” Kalil said. “The brokerage business had become a 25-hour-a-day mistress and I began to feel the pressure of wearing two hats. No one ever criticized me for it but I began to feel a little like Caesar’s wife.” Kalil went on, “The truth is I don’t want people to second guess me. I didn’t want them asking where I was splitting my time, and I didn’t want to run into the situation of someone saying: ‘If it’s so good why don’t you buy it yourself.’”

What is Kalil’s philosophy of brokering stations? “I will do anything to sell a station but I will find a common solution and I refuse to trick anyone.” He refuses to accept the role of the broker as an advocate for either party. “Even though you may be hired by the seller or the buyer,” Kalil said, “there is no conflict in trying to get the best deal for both parties.

“You’re not going to trick someone out of a million dollars. Maybe in a little deal you can trick someone out of a little, but in major deals, which is all we handle, the people involved have plenty of acumen of their own and are not going to walk away saying they left a million dollars on the table.

“When you stop thinking of the process as adversarial, you start thinking about what the other person is doing and why. Instead, you search for a way to solve everyone’s problems and you are successful. Maybe there is a tax situation we can fix. Maybe we even plumb the real reasons for selling in the first place in order to find out what the problems are to be solved.

Kalil points to the current trend of bidding wars on Wall Street as clear evidence of the role of brokers. “I have yet to see a deal where they could not have gotten a higher price for the seller and at the same time where there were not disappointed buyers left who would be happy to pay more for the property,” Kalil said. “It is hard for the buyer to involve himself as openly and candidly as he would like because of the awkwardness of the bid and rebid process, and that is where a broker is invaluable.

“This is a great industry,” says Kalil. “TV’s picture is less than perfect, and they’ve finally been dragged into the 20th century by adding stereo. AM has had coverage problems that could have been solved and are only now getting straightened out, and they have finally got stereo after arguing for years. FM is all music and no personality. Yet they are all doing very well; ad sales consistently outpace the gross national product; this must be a great business because they haven’t even tapped its true potential.” Kalil’s future plans? “I have an obligation to my friends,” said Kalil, “so I will stay a broker.” Besides, says the former comedian, “I don’t know of another business where you can have so much fun.”

**ABC** announced that **Lucille Ball will star in new sitcom** produced in association with Aaron Spelling to premiere on network next fall and to be titled **Lucy**, ABC provided no further details of storyline or cast. Series will be co-produced by Aaron Spelling Productions and Lucille Ball Productions. Executive producers are Spelling, Douglas S. Cramer and Ball's husband, Gary Morton. Lucille Ball's three previous series were *I Love Lucy* (CBS, 1951-57); *The Lucy Show* (CBS, 1962-68) and *Here's Lucy* (CBS, 1968-74). In addition, ABC announced three new sitcoms will join schedule later this month. **Perfect Strangers**, starring Bronson Pinchot as Mediterranean immigrant who unexpectedly arrives on doorstep of his American cousin, premieres Tuesday, March 25, at 8:30-9 p.m., replacing **Growing Pains**, which returns in that time period May 6. **Mr. Sunshine**, originally slated for fall schedule, premieres Friday, March 28, at 9-9:30 p.m., replacing **Diff'rent Strokes**, which leaves schedule indefinitely. **Mr. Sunshine** stars Jeffrey Tambor (*Hill Street Blues*) as separated but spirited blind college professor. **Joe Bash** premieres Friday, March 28, at 9:30-10 p.m. following **Mr. Sunshine**. **Bash** stars Peter Boyle as jaded New York cop approaching retirement who is partnered with regulation book-oriented rookie. **Joe Bash** replaces midseason entry. **He's the Mayor**, which premiered Jan. 10 and still has three episodes left. ABC did not say when it would return.

**ABC News** is drawing up proposal for one-hour news program designed to compete against in Thursday 8-9 p.m. slot, where dominant *Cosby* and *Family Ties* air on NBC. ABC spokeswoman said news executives were not far along on drawing up proposal but won't propose magazine show because *20/20* airs Thursday at 10 p.m.

Three-man CBS news team in South Africa was ordered to leave country by tomorrow (March 11) because of report last week on *CBS Evening News* which included video of mass funeral procession in Alexandra. Expulsion order came despite disclaimer tagged to piece by anchor Dan Rather that pictures were shot by "an amateur camera and were eventually obtained by CBS News outside of South Africa." Government there said network could appeal order by today (March 10) and CBS said it would appeal.

**Fox Television Stations Inc.** completed \$1.5-billion purchase of six television stations last Thursday from **Metromedia** Broadcasting. WNEW-TV New York. KTTV(TV) Los Angeles, WFLD-TV Chicago,

**Country radio seminar convenes.** *Country radio is the second most popular radio format, with listenership up 33% over last year and 60% since 1981. That's among the findings of a survey released by the Academy of Country Music last week during the 17th annual Country Radio Seminar in Nashville (March 6-8), sponsored by Country Radio Broadcasters.*

*The presentation, which proved to be one of the highlights for the 800 radio and record industry attendees, was compiled by the newly formed Landsman/Webster Enterprises, New York, which commissioned Birch Radio to conduct telephone interviews among 1,007 country listeners. (Simmons data was also utilized.) Its purpose was to combat what the ACM believed are two common misconceptions—namely that the popularity of country music is waning and that country listeners fall into a stereotype unattractive to advertisers.*

*According to the survey, country radio has a high level of listener loyalty with 53% of country listeners surveyed listening exclusively to country music stations and it attracts more college-graduate listeners than all-news radio. Additionally, the study showed that country radio stations serve as the primary exposure for new releases.*

*In welcoming remarks last Friday (March 7) morning, Mike Oatman, chief executive officer of Great Empire Broadcasting, Wichita, Kan., and president of the CRB, called on record companies to better serve country radio by producing genuine country music acts and not so-called "crossover" performers.*

WTTG(TV) Washington, KNBN-TV Dallas and KRIV-TV Houston. Call letters of New York station were changed last Friday to WNYW(TV)—Metromedia will keep WNEW call letters for its co-located AM and FM radio stations. Also completed Thursday was sale, by Metromedia, of WCVB-TV Boston to Hearst Corp. for \$450 million.

**CBS will include in proxy materials** for this year's annual shareholders meeting **proposal urging company's directors not to impede individual's purchase of more than 20% of company, or to interfere with nomination of independent slate of directors.** Proposal, which originally called for change in company's bylaws, is being included as result of recommendation by SEC staff. CBS had objected to original proposal, which was filed by Ms. Evelyn S. Wachter, with help of Fairness in Media, Raleigh, N.C.-based political organization.

**ABC Sports Sales** put its 1988 **Winter Olympics games package** out on street about two months ago and **reaction from advertisers has been less than enthusiastic.** This time around, network is selling packages that include spots in games as well as spots in "Olympic Moments" for two years leading up to games. ABC, agency sources said last week, have guaranteed that cost-per-thousand won't go above \$14.50 for Olympics advertisers, which compares to average CPM for 1984 Sarajevo games of \$9. Minimum package is said to be \$5 million. Agency sources said no one has committed to winter games yet, but that many will because, as one source put it last week, "they are so locked in with merchandising rights that they won't want to risk letting a competitor get a network sponsorship." Average prime time rate for winter games will be \$315,000 per 30, or higher, sources said, compared to \$215,000 per 30 in 1984.

**Board of Pulitzer Publishing Co. voted 12-to-0** with two abstentions **to recommend that shareholders reject \$500-million offer for company from Alfred Taubman** (BROADCASTING, March 3). Morgan Stanley provided "range of fairness" opinion on value of company of between \$620 million to more than \$700 million. Shareholders will formally vote on offer at March 18 special meeting, which can be called by those owning 20% of shares. Offer is not likely to be approved, since Missouri law requires two-thirds shareholder approval of merger, and three Pulitzer shareholders owning 54% of stock have already signed agreement not to sell stock until March 31, 1987. Meanwhile, company is reviewing options to provide liquidity to roughly dozen shareholders, with leading option apparently still initial public offering.

**Times Mirror Co.** last Friday (March 7) was scheduled to **discontinue operation of its Gateway consumer videotex service**, which has served subscribers of Times Mirror-owned cable systems in southern California since November 1984. According to Times Mirror spokesman, company is in process of phasing out all its videotex operations. Employees from division are being reassigned elsewhere within company. "The reaction among customers, while gratifying, was not sufficient to warrant full-scale development of Gateway as an ongoing business," said James H. Holly, president of Times Mirror Videotex Services, in prepared statement. According to report in *Los Angeles Times*, closure will affect about 3,000 subscribers, 120 employees and 45 advertisers.

**Ampex Corp.** is offering competing manufacturers use of its **non-standardized composite digital recording format**, soon to be marketed in new ACR-225 commercial spot player. Point of effort is to "foster" common format in composite digital, company said. Move follows controversy in technical circles over differences between Ampex format and standardized component digital recording format agreed upon internationally and in announcement last week. Mark L. Sanders, division vice president and general manager, argued action "in no way diminishes Ampex's commitment to its component digital development program." Although offer was said to be in "direct response to the increased interest" in common format, no manufacturers have apparently yet agreed to license technology; in fact, formal offer from Ampex has still to go out. But Sanders told BROADCASTING last week company had reason to believe it would get "good support" on move.

**Gaylord Production Co. has signed Milton Berle to star in first-run sitcom, *Moscow and Vine*.** In "generation gap" comedy, Berle is ex-vaudevillian co-owner of Hollywood music store, along with Russian emigre. Jackie Cooper will direct pilot, which will be ready to show to stations by April. Marketing plans have yet to be determined, and show could be offered either for coming fall or for next winter as midseason replacement. Based on original idea of Berle's, series was developed along with Martin Roth, who first worked with Berle in 1946. Roth and Berle will serve as executive producers.

**ABR Entertainment has cleared *Crosswits*,** new first-run strip game show produced in association with Outlet Communications, with NBC-owned WRC-TV Washington, giving it clearance on four of the five NBC-owned stations (WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago). *Crosswits* is firm go for fall 1986, said ABR Chairman Burt Rosen, and is now cleared on station representing 54% coverage.

Peter Lund, president of **CBS Sports**, said last week that **CBS will try to keep NCAA basketball championships exclusively** when next three-year pact is negotiated for 1987-90. NBC is said to be interested in splitting coverage with CBS, but in conversation following press conference, Lund said CBS has "valid reasons" for keeping event, including advantage of single-network promotion of tournament and growth in ratings since its coverage began in 1981. (Prior to that time, NBC covered tournament.) Last year's Villanova-Georgetown championship was second most-watched game in tournament history, and last year's tournament rated 7% higher than 1983-84 tournament. For 1981-84 contract, CBS paid rights fee of \$45 million; for 1984-87, rights doubled to \$96 million. Lund said "CBS is not in the business of covering events that are not profitable." CBS says it has virtually sold out advertising time in its package of national coverage of two of first-round games, and regional coverage of 16 second-round games. Three of tournament's games will be shown in prime time. Rights for regular season NCAA games are negotiated separately. Also on sports rights front, **CBS recently signed new three-year deal for coverage of Daytona 500 auto race.**

**Senate Commerce Committee is scheduled to markup legislation Thursday, March 13,** adjusting terms of FCC commissioners. Bill, to be introduced early this week, **would reduce terms of five FCC commissioners from seven to five years** and is reflection of agreement between Democratic and Republican committee members. Under bill, couple of terms would be adjusted in order to get sequence started. Seat left vacant by resignation of former FCC Commissioner Henry Rivera, which expires in 1987, would be filled until 1989 and then next nominee would serve five years. Next term up is that of FCC Chairman Mark Fowler, which expires this June. Fowler's successor would then serve until 1990. From that point on, each commissioner would get five-year term.

**National Association of Broadcasters television directors** voted last week to **increase size of its board from 18 to 20 members.** Currently 17 directors are serving on board. TV Chairman William Turner, KCAU-TV Sioux City, Iowa, explained that board felt it "was appropriate to now look at those areas where there is not adequate representation." And Turner noted that since NAB's members were being asked to approve bylaws changes to enlarge radio board to accommodate NAB's merger with National Radio Broadcasters Association, they felt time was right to poll membership on this matter as well. Turner said they planned to add only two directors, bringing total number of seats up to 19. He said board would likely appoint one director to represent broadcasters in 100-plus markets and another to represent group owners and large-market operators. Appointments would be for two-year terms.

At meeting this Thursday (March 13), **FCC is slated to act on proposals to eliminate policies prohibiting fraudulent billing, network clipping and restricting offerings of combination ad rates and joint sales.** FCC's proposals got mixed reviews from broadcasters in comments (BROADCASTING, May 6, 1985). But FCC sources said last week that nobody has been lobbying commission against adopt-

ing proposals. "I haven't heard of any churn on this," one well-placed source said.

**Broadcasting and advertising industries are keeping close tabs on staff draft of proposed tax-reform legislation** expected to emerge next week in Senate. Reported to be included in draft is proposal similar to one suggested by Treasury Department that would allow deduction of only 80% of advertising expenses instead of current law which permits businesses to write off 100%. However, Senate draft also suggests that after deducting 80%, rest would be amortized over five years. Association of National Advertisers is staunchly opposed to both proposals and has made issue its number-one priority.

**Several advertising agency stocks have run up more than 20% in past few weeks** and hit all-time highs last week. Among them were Foote Cone & Belding, BBDO and The Ogilvy Group. Alan Gottesman, securities analyst with L.F. Rothschild, Unterberg, Towbin, cited as explanation filing last Wednesday with SEC by Shamrock Holdings, group owner and investment company owned by Roy Disney. Shamrock said it previously increased its FC&B holdings from 5.2% to 7.4%, and that it objected to recent defensive measures taken by FC&B. Other than investor interest sparked by Shamrock's investment, said Gottesman, it would be "mistake" to read too much in agency stock gains.

**Don Cox, afternoon personality for WINZ(FM) Miami, who spoke out on Feb. 24th NBC Nightly News report on alleged widespread use of "payola" among independent record promoters ("Riding Gain," March 3),** was apparently **beaten by unknown assailants** outside of station building. Incident happened just three days after televised broadcast, but was not reported to local police. Cox has since been off air. According to Michael Horn, vice president/radio, Guy Gannett Broadcasting Services, owners of WINZ, Cox called station from undisclosed location last Tuesday (March 4) and was put on air to tell listeners he's "fine" and will be back shortly. Horn said there has been no official linkage between Cox's beating and his television appearance. "The only thing we know is that Cox was mugged after he completed his air shift," said Horn. Payola allegations coupled with federal investigations into subject are leading many major record labels to suspend dealings with independent promoters (see page 92). Late last week, Polygram and A&M Records took similar action.

**Lament from Thomas Murphy, chairman of Capcities/ABC,** in turning down New Yorker of the Year award of New York State Broadcasters: "I wish I could accept your great award but the Russians are attacking us for *Amerika*, the President is mad at us for putting on Vladimir Posner and the producers have sued us for \$1.5 billion. Outside of that, nothing has happened lately!"

**Gary Cummings, vice president and general manager of CBS-owned WBBM-TV Chicago, resigned Friday (March 6)** at what sources said was request of CBS Television Stations division president Neil E. Derrough. Derrough was said to have lost confidence in management's ability to run WBBM-TV, which has experienced ratings reversal in market. Station had disappointing performance in February sweeps, losing all local time periods except 10 p.m. local news. Ken Hall, station manager, also resigned, to become president of Media Bureau International Inc., Chicago-based time buying service. Derrough named Allen Shaklan, vice president and assistant to Derrough, and Ron Tindiglia, vice president of news for CBS-owned television stations, as interim co-managers.

**Gene Adelstein, 45, president and owner, Sun Continental Group, Tucson, Ariz., and among founders of Association of Independent Television Stations, died of heart attack March 1** while on business trip in West Palm Beach, Fla. Sun Continental is consultant and managing company for broadcast properties and owns KFML(FM) Nampa, Idaho (formerly KBNY(FM)). Adelstein was managing general partner of Western Sun Communications, which owns KMGX(FM) Hanford, Calif., and with his wife, Ellen, was managing general partner in KSKN(TV) Spokane, Wash.

# Editorials

## Time bomb

The FCC is expected this week to send to Congress a legislative package that, in the main, will no doubt be allowed to lie where it falls. Nobody expects a Congress containing John Dingells and Tim Wirths to repeal the political broadcasting law or liberate broadcasters from other regulations that politicians can use to their own advantage.

But one feature in the package may develop a life of its own. By all accounts, the FCC will ask for authority to levy fines of up to a million dollars for violations of the Communications Act or FCC rules. The present limit is \$20,000. That million-dollar fine may appeal to some legislators as an attractive enhancement of government power to keep broadcasters in line.

It isn't intended for that role. Commissioners who favor it cite it as an alternative to revocation or denial of renewal of a license. At present, they say, a \$20,000 fine is too little penalty for some violations, and the loss of a license too much. What is needed, according to that view, is something short of a beheading but more uncomfortable than a dip into petty cash to discourage broadcasters from exercising their baser desires.

It all sounds plausible enough when considered in context with the present membership of the commission. No doubt the Mark Fowlers, Jim Quellos, Mimi Dawsons and Dennis Patricks would find it in their hearts to fine an erring licensee a million dollars for a really serious offense in lieu of recapturing his license. What if the membership consisted of Nick Johnsons, Charles Ferrises and others who may in the future think that broadcasters are there to be soaked as rich feeders at the great public trough in the sky? Did a station manager working for a publicly traded company that just changed hands for several billion dollars screw up a reporting form? A million dollars, please, and next time it'll mean the license.

If there are to be million-dollar fines, let the law prescribe the violations that are serious enough to justify that figure or at the very least specify that the fines in such amount are alternatives to loss of license. If the million-dollar limit is put there for the FCC to use at will, as certain as the commission changes with the political tides, it will be misused.

## Hard evidence

At this point nobody can predict what the Court of Appeals will do with the fairness doctrine cases now before it. It will be difficult, however, for the court to do nothing. The weight of briefs so far submitted to challenge the doctrine's constitutionality cannot be ignored, despite the diversionary tactics that have been invoked by admirers of governmental intrusion in broadcasting's editorial judgments.

Last week, two briefs of special importance arrived at the court (see page 42). The Radio-Television News Directors Association, supported by other major broadcasting organizations, submitted its case based on the FCC's fairness report of last August. At the same time NBC submitted an intervenor's brief in Meredith Broadcasting's appeal of an FCC finding of last October that Meredith's WTVH(TV) Syracuse, N.Y., had violated the fairness doctrine.

There will be no attempt here to guess what lawyers may make of the RTNDA brief, but this page is impressed by its detail and careful crafting. The essence of the argument is that the FCC by its own fairness study found the doctrine to be fatally flawed but incorrectly stopped short of declaring it had the power to repeal it.

The court, says the RTNDA, should declare the doctrine an offense against the First Amendment and throw it out. Not only that, adds the RTNDA, the doctrine is the FCC's to repeal, it having been merely recognized, and not codified, when Congress amended Section 315, the equal-time law, in 1959. Others take issue with that legislative history, but if the RTNDA were to prevail, the court could tell the FCC to do what the agency felt was impolitic last August.

The NBC brief gives the court a real-world look at the fairness doctrine at work, presenting four fairness cases that NBC had to contest at great expense of time and money, proving that winning can cost more than it's worth. If that evidence doesn't persuade the court that the doctrine is a deterrent to journalistic enterprise, nothing will.

Where does this leave the FCC? Last August it all but said the doctrine was unconstitutional. It has the chance to say it now—out loud in the appellate court.

## Half a loaf

Television in the Senate is just an experiment away. By a vote of 67 to 21 that chamber finally agreed to a test period of live television and radio coverage of its proceedings, with a decision whether to make this temporary enlightenment permanent due in August.

The decision came only eight-plus years after the Capitol neighbors cast their votes for progress, and quite a few more after Representative Claude Pepper, in a previous incarnation as a U.S. senator, urged the Senate to admit radio in the pre-television year of 1934. It's time to break out the champagne, but it's too early for the caviar.

So that there is no misunderstanding, let it be recorded that the Senate's long-overdue decision is applauded here as a first step toward the ultimate objective: true 20th century coverage of the Congress of the United States. As it stands, according to the record, "The radio and television broadcast of Senate proceedings shall be supervised and operated by the Senate." Nobody else will be let in.

For a simple historical log, a form of electronic *Congressional Record*, such a setup is adequate, but if in speaking of "coverage" of the Senate there is also the suggestion of journalistic enterprise, the plan leaves much to be desired, as does the system in use in the House. While a government-issue feed is better than none at all, history would be served far better by the contribution of broadcasting's journalists as well as its tools.



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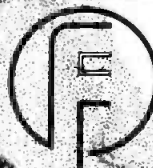


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