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Broadcasting Aug 12



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JIM HILLIARD

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1985 STRATEGIC PLANNER

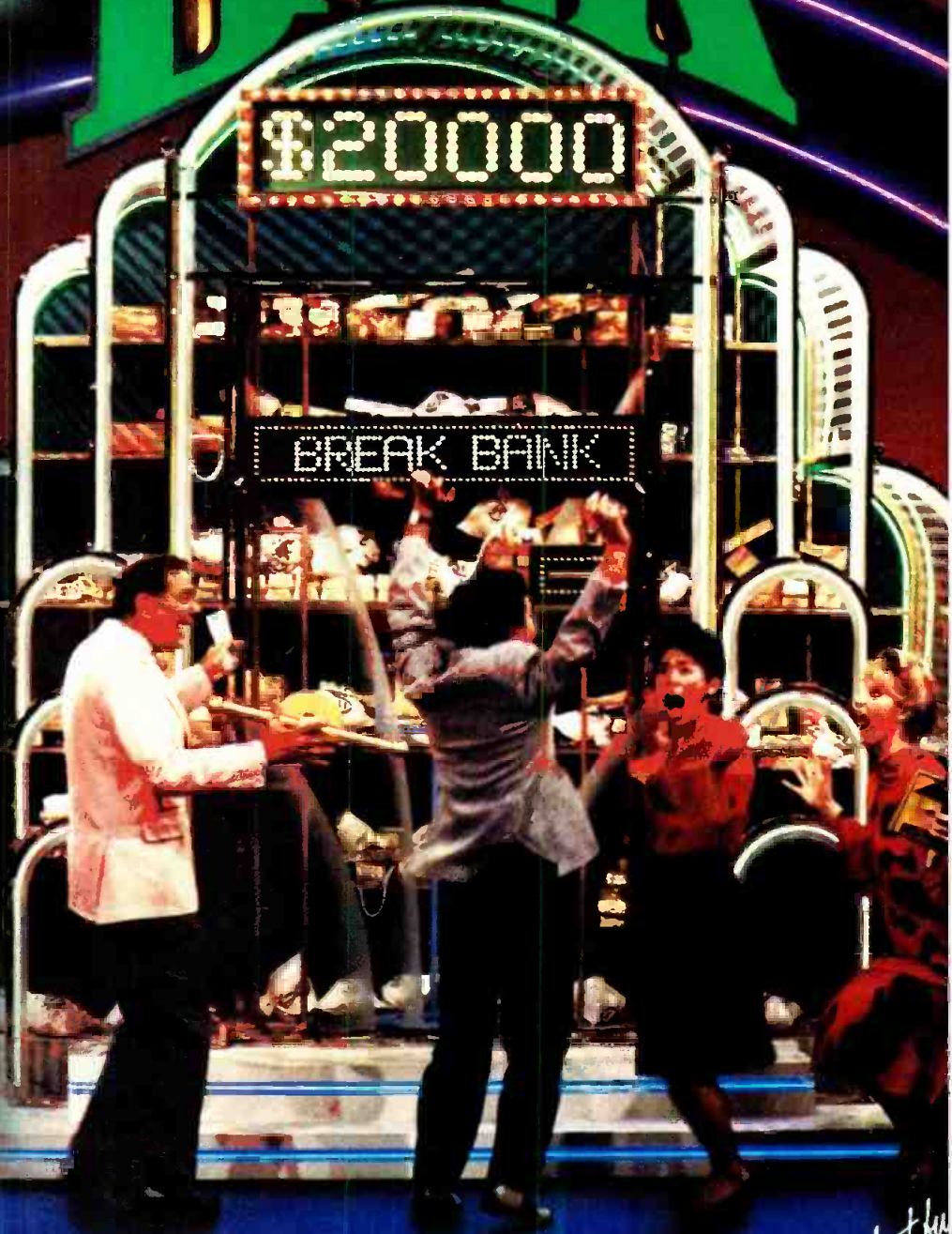
MARCH	APRIL
✓ RECRUIT CHARLIE COLOMBO FOR BLAIR RADIO. BARBARA CROOKS FOR BLAIR RADIO REPRESENTATION DIVISION	✓ EXPAND BLAIR RADIO'S STATION LIST. SIGN ON: WOHO, WWWW, TOLEDO
✓ CHET TART TO ORGANIZE IDEAS EXCHANGE FOR AM MUSIC STATIONS.	WGNT, WAMX, HUNTINGTON, W.VA. KRQQ-FM, LOS ANGELES
✓ EXPAND RAR'S NY OFFICE SALES CAPACITY. ADD: STEVE APPEL CARYN JACOBY.	✓ ANNOUNCE BOB LION AS VP, GENERAL MANAGER, BLAIR RADIO NETWORKS, BLAIR'S RECOMMITMENT TO UNWIRED NETWORK REPRESENTATION.
✓ BRING TOM TURNER BACK TO RAR BY END OF MONTH.	✓ RECRUIT MARISA KESHIN AS AE, NY NETWORK SALES.
MAY	JUNE
✓ TRANSFER SCOTT LAZARE AS VP, GENERAL MANAGER, TO STRENGTHEN BLAIR RADIO'S NEW YORK OFFICE.	✓ MAKE OFFICIAL BLAIR RADIO REPRESENTATION DIVISION AND CBS NEW UNWIRED RADIO NETWORK DEAL.
✓ ADD KAREN WALD AS WEST COAST DIVISION/VENDOR SALES MANAGER.	✓ BLAIR/RAR ADDS: KQKT (FM) SEATTLE
✓ LAUNCH SPORTS & SPECIALS SALES DEPT WITH FRANK KELLY AS HEAD.	✓ GROUP W STATIONS SIGNED UP FOR VENDOR SALES PROGRAM.
✓ BLAIR RADIO SIGNS UP WABY, WWOM, ALBANY.	✓ FOR JULY: RECRUIT GREG D'ALBA FOR NY SALES, BLAIR RADIO
✓ ADD NEW AE'S TO BLAIR RADIO, NY SALES STAFF: ROSEMARY ZIMMERMAN & ELISE RANDALL.	✓ ORDER NATIONWIDE ARBITRON
✓ DOROTHY LANCASTER 25TH ANNIVERSARY.	✓ START UP BRN/DIRECT MAIL NEW BIZ PRESENTATIONS



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...to be continued!

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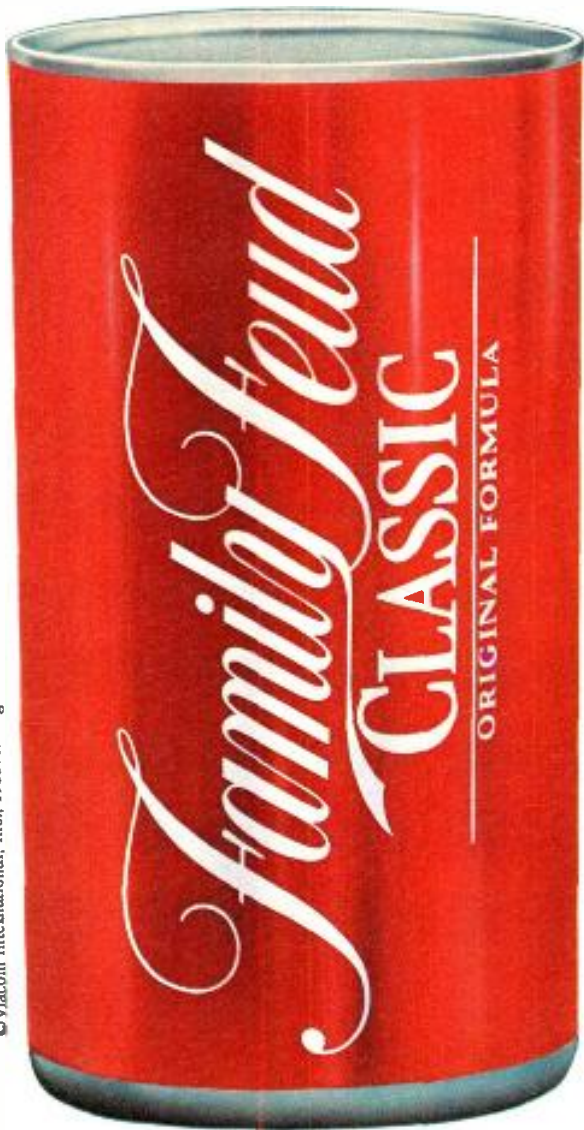


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TIMELY MARKETING LESSON.



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It's 260 of America's favorite television half hours, already in the can.

GOODSON-TODMAN'S

THE BEST OF FAMILY FEUD



Broadcasting Aug 12

Turner makes bid for MGM/UA FCC takes action on fairness doctrine Winners of Capcities/ABC radio spinoffs

GOING HOLLYWOOD □ Ted Turner makes bid—valued at \$1.5 billion—to purchase MGM/UA. Studio's movie library seen as one of prime attributes for Turner in the deal. **PAGE 27.**

WINNERS ARE □ Capcities/ABC announce buyers for spinoffs of radio properties amounting to \$155 million. **PAGE 29.**

WARNER DEALINGS □ Warner Communications board votes to buy out American Express portion of cable subsidiary. Meanwhile, Forstmann Little & Co. makes leveraged buyout bid for MTV Networks Inc. at \$31 per share, or \$472.6 million. **PAGE 29.**

FAIRNESS DECISION □ FCC votes unanimously that fairness doctrine inhibits broadcasters airing controversial concerns and does not serve the public interest, but says Congress, and not the commission, has the authority to change the rule. **PAGE 30.**

FINALS DAYS □ FCC Commissioner Henry Rivera announces he will step down to join Washington law firm. **PAGE 31.**

ENA SITUATION □ District judge in Michigan deals L.P. Acquisition blow in its bid to take over Evening News Association. **PAGE 32.**

SAN FRAN SHOW □ Annual convention of Cable Television Administration and Marketing Society tackles the twin problems of stagnant basic cable

growth and declining pay numbers. **PAGE 33.**

ACT PETITION □ Action for Children's Television asks FTC to restrict television ads for phone services aimed at children. **PAGE 36.**

NO PREFERENCE □ FCC votes that there will be no preferences for multichannel multipoint distribution service lotteries. **PAGE 36.**

HANDS ACROSS THE WATER □ Turner Broadcasting announces agreement with Soviet authorities to stage amateur sports event in 1986. **PAGE 40.**

UPI UPDATE □ Wire service is sending private offering document to prospective bidders. Federal mediator called in to handle dispute between management and union officials. **PAGE 48.**

AWARD WINNER □ GTE Spacenet lands \$40-million contract to supply satellite capacity for HI-NET Communications Ku-band network. **PAGE 50.**

C-BAND COMPETITOR □ Viewers First National announces intention to get into backyard scrambled programming business. **PAGE 51.**

TOPPING THE LIST □ NBC wins prime time Emmy nomination sweepstakes, garnering 125. **PAGE 54.**

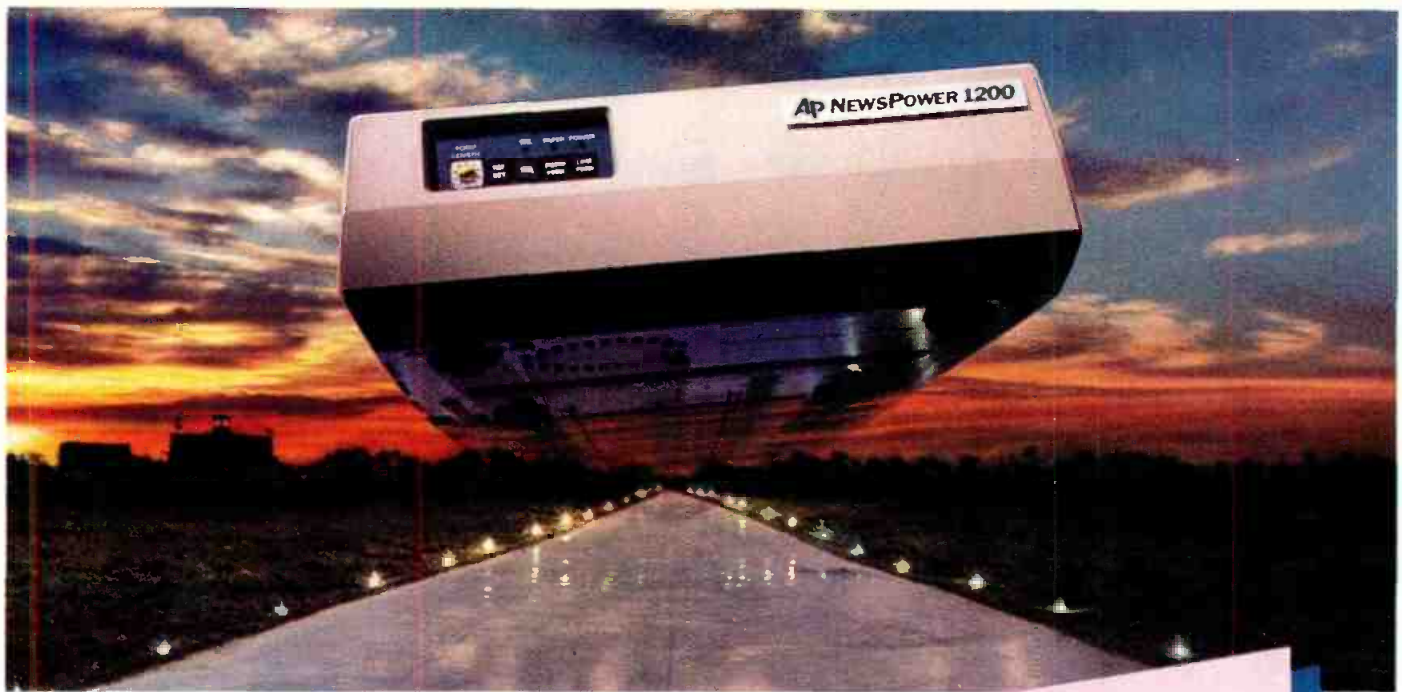
IN PERSPECTIVE □ Mel Harris, president of Paramount Television Group, has a passion for "doing things better." **PAGE 79.**

INDEX TO DEPARTMENTS

Business	48	Editorials	82	Law & Regulation	36	Stock Index	59
Business Briefly	14	Fates & Fortunes	75	The Media	50	Technology	56
Cablecastings	10	Fifth Estater	79	Monday Memo	20	Telecastings	54
Changing Hands	52	For the Record	60	Open Mike	25		
Closed Circuit	7	In Brief	80	Programming	40		
Datebook	22	In Sync	57	Riding Gain	46		

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INDEX TO ADVERTISERS: ABC Television Network 35 □ American Chiropractic Association 11 □ The American Legion 24 □ Associated Press Broadcast Services 6, 14 □ Blackburn & Co., Inc. 52 □ Blair Entertainment 3 □ Blair Radio-Blair/RAR Second Cover □ Blair Television Front Cover □ Chapman Associates 57 □ Classified Ads 64-74 □ Communications Equity Associates 55 □ Continental Electronics 47 □ Creative Works 10 □ Drake-Chenault 37 □ Essence Television Productions, Inc. 39 □ Fox/Lorber Associates, Inc. Third Cover □ Gabriel Awards 18 □ Samuel Goldwyn 42-43 □ ITC Entertainment 26 □ Kalamusic 46 □ KDKA-TV 15 □ KHJ-TV 12-13 □ King World Enterprises 19 □ H.B. La Rue, Media Broker 56 □ LBS Communications 23 □ Multimedia Entertainment 21 □ Mutual of Omaha Fourth Cover □ Professional Cards 62, 63 □ Cecil L. Richards, Inc. 53 □ Robert W. Rounsaville & Associates 54 □ Satellite Transmission and Reception Specialists 50 □ Services Directory 61 □ SONY Broadcast 16-17 □ Howard E. Stark 51 □ Edwin Tornberg & Co., Inc. 60 □ Viacom 4 □ Visnews International (U.S.A.) 45 □ Warner Bros. Television Distribution 8-9



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Worst cases

National Association of Broadcasters efforts to document harm to broadcasters caused by loss of FCC's must-carry rules is making headway. NAB, as of Friday, had received over 100 calls from stations on its "must-carry hotline" established about week earlier. Stations, mostly UHF independents, are presenting "pretty bleak picture of what is happening," said NAB source. Some stations have already been told by cable systems their signal is being dropped and others are being asked to pay fee to stay on cable system. NAB has also heard from broadcasters with construction permits, who say that without must carry they'll never go on air. Information from hotline is expected to be used by NAB in making its case for rehearing or stay of appellate court finding that must-carry rules are unconstitutional.

Volunteer

Bruce Fein, former FCC general counsel and author of notice of inquiry into fairness doctrine that FCC concluded last week (see page 30), believes commission has created "juggernaut" that could overturn *Red Lion*, 1969 case in which Supreme Court found doctrine constitutional. According to Fein, now senior vice president at Washington public relations firm of Gray & Co., FCC's finding of doctrine's "chilling effect" is key. Fein said any broadcaster may now go directly to court, without having to appeal specific case, and request that doctrine be overturned, citing chilling effect as injury suffered. Fein also told BROADCASTING he would "offer my services on a *pro bono* basis to anyone willing to take it up."

Olympic clock

Networks are currently poring over schedule of events for 1988 summer Olympic games in Seoul, South Korea, to prepare bids for U.S. broadcast rights, which are due in Lucerne, Switzerland, Sept. 12. Putting downward pressure on rights value was decision several weeks ago by international track and field federation not to adjust schedule of events to accommodate prime time TV coverage, given 13-hour time difference. Koreans are now said to be considering ways to shorten time difference by at least one hour, maybe more, in effect adopting "super daylight savings time." One version had it that time difference

might be reduced by as much as three hours, so that event final played out in Korea at 11 a.m. could be broadcast live in U.S. at 9 p.m., Eastern time.

Slipped disk

FCC is hoping this week to release text of its notice of inquiry aimed at finding out what it should be doing about hostile takeovers and proxy fights (BROADCASTING, July 15). FCC source said notice would have been ready for release last week, but commission lost computer disk on which text was stored. As result, commission had to retype notice from beginning to end.

Shakeout

Further evidence of overabundance of satellite capacity: American Satellite Co. has reportedly sold its third satellite, ASC III, back to manufacturer, RCA Astro Electronics. According to one source, RCA Astro has resold satellite, hybrid with 18 C-band and six Ku-band transponders, to PanAmSat, which will use it to provide service between North and South America. Sources would not reveal prices involved in transactions.

Thumb in dike

FCC Chairman Mark Fowler convened private meeting with fellow commissioners and selected FCC staffers last week to discuss unauthorized agency leaks to press, which Fowler apparently believes have reached flood proportions. According to FCC source attending meeting, no individuals were "fingered" and no threats were made. Fowler, source said, made point that leaks sometimes could hurt agency.

Youth to be served

Mutual Radio Network is looking to launch more youth-oriented programing, primarily targeted for weekend air play, during first quarter of 1986. New programing, which will complement network's already established adult-orientation, is expected to be short-form.

Mutual currently serves youth market with two-minute comedy series, *National Lampoon's True Facts*, hourly *Lifestyle* news reports, and three-hour, weekly *Dick Clark's National Music Survey* broadcast. (Clark, however, is leaving show and will be replaced by new host [see "In Brief"].)

Waiting for whole story

Central Intelligence Agency hasn't decided whether to appeal FCC's rejection of its fairness complaint against ABC, and for good reason. Month has passed since FCC voted to reject complaint (BROADCASTING, July 15), but commission still hasn't released text of its decision, so CIA doesn't know precisely what commission ruled. FCC source said "redrafting" of order was still going on last week, but that order was in "pipeline." After order is issued, CIA will have 60 days to decide whether to appeal.

Videotex by air

It's still likely that Trintex will use telephone lines to distribute videotex service it has under development, but Sears-IBM-CBS joint venture is reportedly seriously investigating use of broadcast media—television stations' vertical blanking interval and FM stations' subcarriers—to deliver electronic information services to homes.

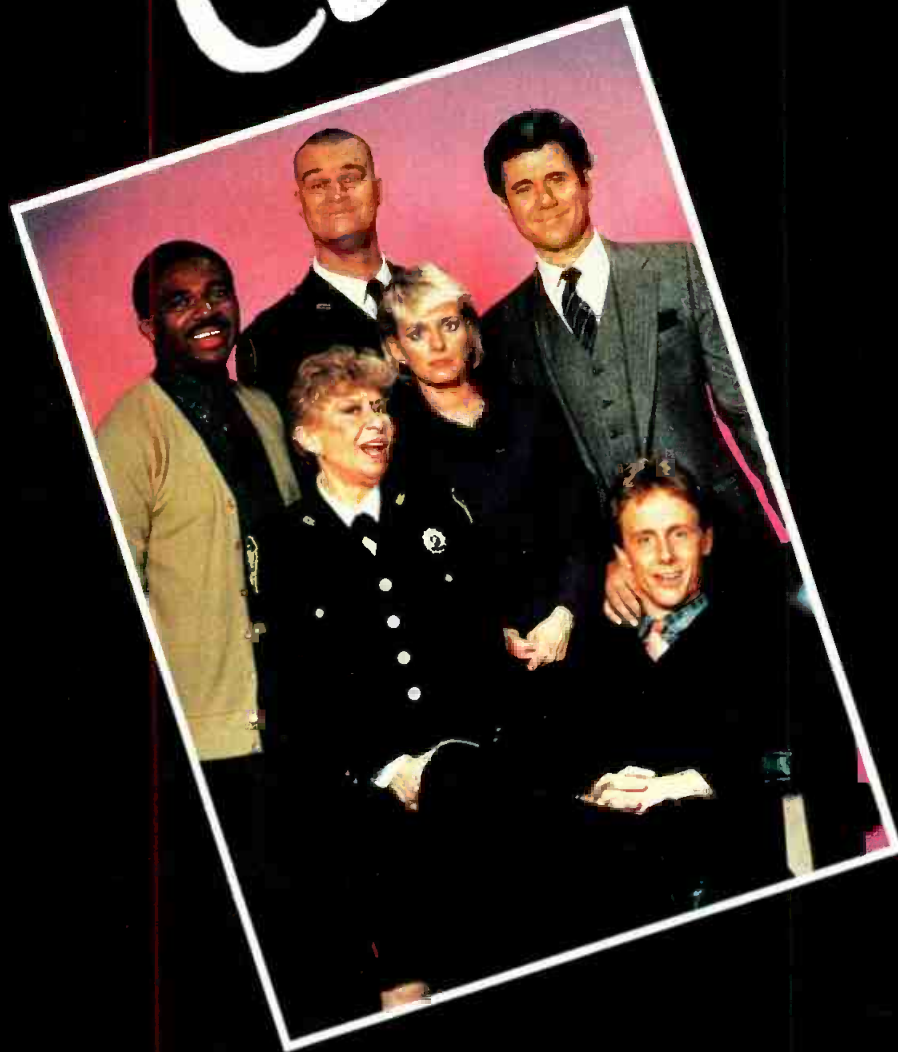
One report, denied by Trintex executive, is that CBS is providing impetus behind hard look at broadcast alternative. Approach is form of teletext, of which CBS has been strong proponent for several years.

Travelogue

FCC commissioners are off for their traditional August break. Mark Fowler will spend some time with family on beaches of South Carolina. He's also scheduled to attend Alaska Broadcasters Association annual convention in Anchorage Aug. 23-25. James Quello and his wife will visit friends in hometown, Detroit. Quello also will attend Michigan Association of Broadcasters annual convention Aug. 21-23 at Sugar Loaf Resort, about 20 miles northwest of Traverse City, Mich. Mimi Dawson and family will spend one week in Eaglesmere, Pa., where commissioner plans to "do as much non-communications reading as possible." Dawson said there was also possibility that she'll attend Space WARC in Geneva for 10 days or so. Henry Rivera will fish for few days this week. He'll attend Space WARC and pack up to leave for law firm of Dow, Lohnes & Albertson (see page 31). Dennis Patrick left last Thursday (Aug. 8) for five-day tour of Alaska to meet with broadcast and telephone executives. He also will spend two weeks in home state of California.

Everyone's Wild About Harry!

Night Court





WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



A run for the money

District Cablevision Inc., Washington's cable franchisee, claims that, despite its best effort, it was unable to raise \$30 million earlier this year through a placement of limited partnership shares. The market for limited partnerships for urban cable ventures, DCI explained to the city council, had soured.

Despite DCI's dismal experience, North Coast Cable intends to enter the same market later this year to raise \$18 million to provide the equity for the construction of the \$60-million system that it has promised the city of Cleveland. North Coast was designated the city's franchisee last month, and is now preparing to begin negotiations with the city on the franchise contract.

According to a spokeswoman for North Coast, which is headed by Cleveland real estate developer Lee Howley, the prospects for the company's limited partnership placement are "good." But even if it fails, she said, North Coast has other "financing alternatives." And if they fail, she said, Howley and the investors are prepared to put up the necessary funds out of their own pockets.

The promised North Coast system is relatively modest. Although the system's single cable will be capable of passing 79 channels, only 64 will be activated at start-up.

Fiber optics links will connect the headend with its seven hubs. North Coast has said Ohio Bell, the local phone company, will build all or part of the system. The two parties are now talking about what Ohio Bell's participation will be and how much it will cost.

In negotiating the franchise agreement, North Coast and the city may have much to talk about, such as how many homes are in the city. North Coast told BROADCASTING that there were 218,000; the city said there were 203,000.

Piracy crackdown

The USA Network has joined the ranks of program services trying to get home earth station owners to pay up.

USA announced that, effective Aug. 1, it was imposing a \$25 annual fee on owners of TV home earth stations. Payment entitles the owner to receive USA's signals legally until July 31, 1986, or the day the network begins scrambling, "whichever comes first," plus a subscription to the network's monthly program guide and a place on a priority list for descramblers.

USA said it would formally notify satellite dish suppliers and manufacturers of its intention to scramble, and by ads and spot announcements would advise viewers of the cost and benefits of an early direct license. "This decision," said Gil Faccio, USA vice president, affiliate relations, "serves notice that USA takes seriously the integrity of its signal." Last month, USA went on record as supporting the scrambling of signals but said that as a basic service it could not afford now to scramble its own ("Cablecastings," July 29).

Faccio said last week that "we expect a scrambling signal to be in place by this time next year. When it is in place, we expect that USA will be sold to earth station owners as part of a package handled by a marketing agent."

How sweet it will be

Showtime is preparing what it calls the largest promotion campaign it has ever conducted for a single program. The program: *The Honeymooners—The Lost Episodes*, the series of 52 recently "discovered" early episodes of the Jackie Gleason TV classics that will run for a year on Showtime, starting Sept. 5.

Included in the campaign are a subscriber-acquisition drive offering wrist watches depicting Gleason's Ralph Kramden *Honeymooners* character; a year-long subscriber-retention campaign and assorted local and national promotions including a 15-city tour by the *Honeymooners* fan club RALPH (Royal Association for the Longevity and Preservation of the Honeymooners).

Josh Sapan, consumer marketing vice president for Showtime/The Movie Channel, called the series "a natural promotional vehicle. It has tremendous and enduring

public appeal and has already generated a great deal of publicity across the country. The fact that [it] will air on Showtime for an entire year allows us to be more expansive and flexible in our promotional efforts. We expect our affiliates will have as much fun with this promotion as we are having while achieving strong results in attracting new Showtime subscribers."

Sapan said Showtime will supply its affiliates with "comprehensive marketing materials," including free acquisition and retention bill-stuffers, postcards, ad slicks and radio and TV spots. The wrist watches for new subscribers are made available through a "low-cost, co-op arrangement." The marketing kit for operators includes 52 ideas for local promotions, a "Viewer Guide and Gotham Bus Schedule" that summarizes each episode and provides a map of the Ralph Kramden bus route, a premium catalogue offering Kramden bowling shirts, Honeymooners T-shirts, mugs, lunch bags, etc., and a marketing planner with ideas for local parties and other special events promoting the series during its full year's run.

Before the series starts, Showtime will present a one-hour special marking the first reunion of the original *Honeymooners* principals: Gleason, Art Carney, Audrey Meadows and Joyce Randolph. The special will be shown Aug. 19 at 8 p.m. (NYT). And on Sept. 2, starting at 8 p.m., Showtime will present a three-and-a-half-hour marathon of clips from *The Lost Episodes*. The series premiere is set for 10 p.m. Sept. 5. New episodes will premiere each Thursday night with repeats on the following Sunday at 11 p.m. and Wednesday at 7 p.m. The series, the one-hour special and the marathon special have been closed-captioned for the hearing-impaired.

Hockey coverage

ESPN said it has reached a three-year agreement giving it exclusive national cable TV rights to National Hockey League games, beginning this year. ESPN President J. William Grimes and NHL President John A. Ziegler Jr. said ESPN would present up to 33 regular-season games, the All-Star Games and a full complement of Stanley Cup playoff games during the 1985-86, 1986-87 and 1987-88 seasons. "We are extremely pleased to be showcasing the league to more cable homes than ever before," Grimes said. "The agreement calls for ESPN to televise more NHL playoff games than have ever before been seen in the U.S., and we are certain our viewers, affiliates and sponsors are equally excited."

Space vignettes

Chelsea Communications, New York, is producing a series of 65 one-minute vignettes, *Life in Outer Space*, that Hitachi Sales Corp. of America will sponsor on USA Network, starting in December, Chelsea principals

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Jeffrey Lawenda and Michael Yudin announced last week. Yudin said the series "will attempt to cover just about every aspect of life and the issues facing people living in outer space," including "energy sources, jobs, space colonies, transportation, cooking, housing and solar stations." Western International Media is media placement agency for Hitachi.

Coming attractions

USA Network said it has acquired rights to a total of 140 movies, including many "of major importance," in licensing agreements signed with Paramount Pictures, RKO, Viacom, Castle Hill and Film Gallery.

The Paramount deal was said to include such films as "Days of Heaven," "The Last Tycoon" and "Harold and Maude." The RKO package includes Orson Welles' "The Magnificent Ambersons," some Fred Astaire/Ginger Rogers dance movies and several Katherine Hepburn movies, among others.

USA said the availability dates of the films are staggered, from now through September 1988.

Four of the films are to be presented later this year as part of the *USA Premiere Event* series: Two movie biographies, "Bud and Lou" and "Bogie," both from Viacom, will be shown in September and October, respectively, and "The Last Tycoon" and "Days of Heaven" will be featured in November and December.

Among the RKO pictures are "Flying Down to Rio" and "The Gay Divorcee," both with Astaire and Rogers; "Quality Street," "Christopher Strong" and "Sylvia Scarlett,"

all starring Katherine Hepburn; the horror film "Curse of the Cat People"; "Sister Kenny," starring Rosalind Russell, and "They Knew What They Wanted," with Charles Laughton and Carole Lombard.

Films from Viacom include "Deadman's Curve" and "The Winds of Kitty Hawk." Among the Castle Hill productions are "The Flesh and Blood Show" and "Once Upon a Nightmare." The Film Gallery movies are "First Time" and "Hughes and Harlow: Angels in Hell."

"These titles demonstrate that USA is actively seeking licensing agreements for popular and high-quality movies," said Dave Kenin, vice president, programming. "We plan to continue to acquire films of proven reputation and audience appeal. Many of these movies come to USA directly off pay cable, network or theatrical release. The agreements allow USA to air these films to its over 30,000,000 homes prior to their release in syndication. The other films are seldom seen on television, despite the appeal of their stars and stories. We are delighted to offer them."

On the ball

Satellite Program Network has reached an agreement with Rasmussen Associates of Chicago for rights to show all University of Illinois football games and as many as 15 basketball games during the 1985-86 season. The 11-game football schedule, which starts Sept. 7 against the University of Southern California, will be presented on a same-day tape-delay basis. The basketball package will be shown live, starting with

the Nov. 30 game against Pittsburgh. In addition to the games, SPN will carry the weekly shows of football coach Mike White and basketball coach Lou Henson.

Be prepared

A one-hour musical special, *Too Smart for Strangers*, designed to help children protect themselves, will be presented on the Disney Channel at noon (NYT) Sept. 7. The program opens with a 40-minute segment in which characters from *Welcome to Pooh Corner* advise children on such questions as what to do if approached on the street by a stranger or if touched by someone in a way that "feels wrong." The final 20-minute segment is a discussion, produced exclusively for the Disney Channel, in which four experts in the field of child abuse give practical advice to parents on protecting their children. Sonny Melendrez, host of Disney's *You and Me, Kid*, is moderator.

Strait deal

The Nashville Network announced last week it has acquired a one-hour concert special featuring country singer George Strait performing at the Houston Livestock Show and Rodeo. TNN said it will premiere the special, *George Strait in Houston*, Oct. 30 at 9:30 p.m. NYT as part of its celebration of Country Music Month, and will promote it in a consumer and trade advertising campaign. HLS&R Productions taped the concert before an audience put at 47,000 people, said to be the largest crowd in the history of the Houston Rodeo.



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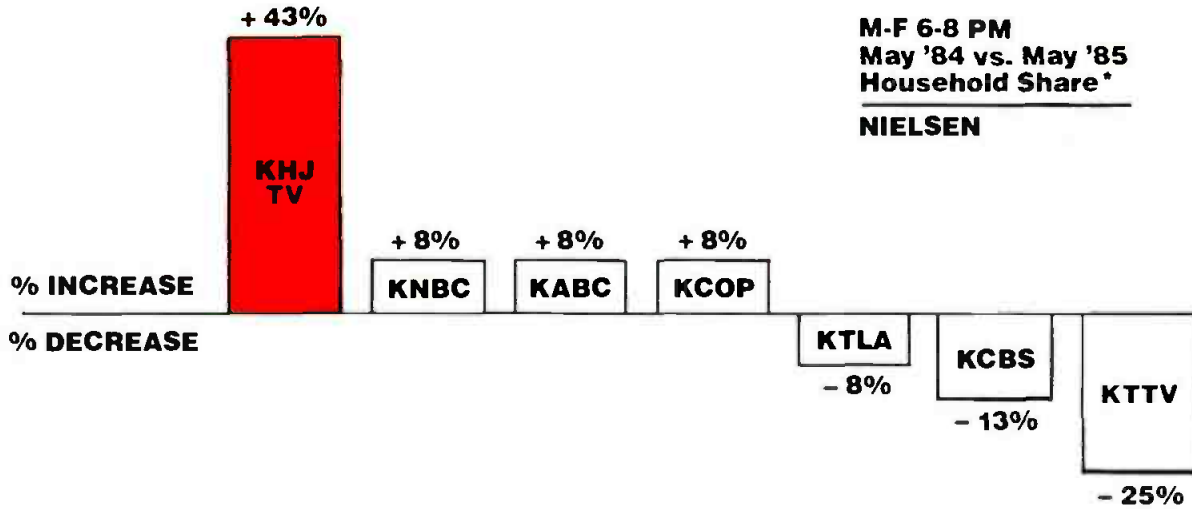
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BLAIR TELEVISION



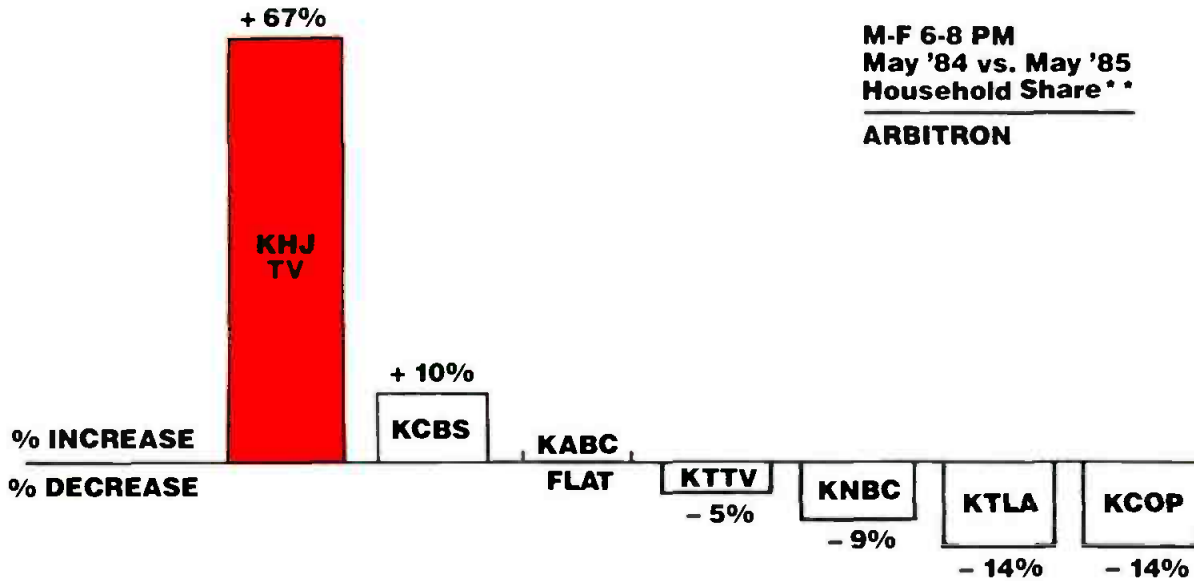
RKO TELEVISION
A Division of RKO General, Inc.

KHJ-TV SCOOPS INDIE PRIME WITH LARGEST SHARE GAIN AMONG ALL VHF STATIONS IN LA

**M-F 6-8 PM
May '84 vs. May '85
Household Share ***
NIELSEN



**M-F 6-8 PM
May '84 vs. May '85
Household Share ****
ARBITRON



Source: May '84 & May '85 Nielsen*
Source: May '84 & May '85 Arbitron**

Business Briefly

TV ONLY

Beef Industry Council □ Three-week flight is set to kick off on Sept. 2 in 10 markets. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Ketchum Advertising, San Francisco.

H.J. Heinz □ Campaign in support of 57 Sauce will begin in late August in 55 markets throughout U.S. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Ketchum Advertising, Pittsburgh.

Springs Industry □ In its first use of television, company will advertise Springmaid bedding in nine markets, including San Francisco, Washington and Charlotte, N.C. There will be two four-week flights, interrupted by hiatus of several weeks, starting in early September. Commercials will be placed in all day segments. Target: women, 25-54. Agency: Hill, Holliday, Connors, Cosmopoulos, Boston.

Sargento Cheese □ Fall campaign is scheduled to start in mid-September for 11 weeks in 30 markets, including Houston, Miami, Denver and Providence, R.I. Commercials will run in daytime and fringe periods. Target: women, 25-54. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

RADIO ONLY

Weight Watchers Washington & Alaska □ Three-week flight will be launched in early September in 15 markets in Northwest. Commercials will be carried in all dayparts. Target: women, 25-49. Agency: Evergreen Media, Edmonds, Wash.

Carter Co. □ Retail clothing chain will accent Playwest clothing for children six and under in seven-week flight starting in mid-August in 17 markets. Commercials will be presented in all time periods. Target: women, 18-34. Agency: Quinn & Johnson-BBDO, Boston.

Bowlin' 'em over. Mary Lou Retton, the U.S. Olympic champion in gymnastics, has been named spokesperson for the sport of bowling by the National Bowling Council and Bowling Proprietors Association of America. She has committed to a multiyear contract and will appear in television and radio commercials, print ads and point-of-sale advertising. Eisner & Associates, a Baltimore advertising and public relations firm, is the agency of record for the National Bowling Council and is coordinating all of Retton's advertising activities for the council. The first TV commercials are now being produced in Houston.

King Arthur Flour □ Flight in Northeast U.S. of five to six weeks is planned for mid-September start in five markets. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Rizzo Simons Cohn, Boston.

Lawrey's Restaurants □ Three-week flight is scheduled to start this week on stations in Los Angeles and Dallas/Fort Worth. Commercials will appear in daytime positions on weekdays. Target: adults, 35 and older. Agency: Matsumoto/Herzog, Los Angeles.

Jacobson's Men's Stores □ Six-week flight is planned for mid-September start in seven Northern and six Southern

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

SCHOOLS THAT MAKE THE GRADE — AP profiles schools that refuse to be average. Find out what makes them better at producing better students. And learn how they've upgraded the quality of their programs. Five 60-second scripts run in advance 8/17.

PRE-SEASON PICKS — AP previews the upcoming football season by taking a close look at the NFL clubs, as well as the nation's top college teams. Find out who's hot this year, as the season begins to heat up. 10-part college series moves in advance 8/17 for use the week of 8/26. 6-part NFL series moves 8/24 for use the week of 9/2.

WHERE THERE'S LIFE — This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

AIRCHECK: AP RADIO NETWORK

OUR EDUCATIONAL SYSTEM'S NEW SCHOOL OF THOUGHT — At a time when average test scores have been dropping, some schools are fighting to buck the trend. Find out why their academic programs have moved them to the head of their class. AP networks five-part series will be fed in bulk 8/23.

TV OR NOT TV — Jan Thomas' series, Eye on TV, showcases the best of the commercial networks, PBS and Cable. Find out what's worth watching each day — and what's worth missing. 60-second feature shows are fed at 6:32 and 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Radio news. Blair Radio has installed a toll-free hotline number for nonwired network information. The number, 1-800-242-4BRN, can be called 24 hours a day, said Bob Lion, vice president and general manager for the Blair Radio Networks (BRN). He said the service will be available to all stations, regardless of their affiliation, as well as to agencies and advertisers. Lion noted, however, that no confidential information will be shared with nonclient BRN stations. BRN is composed of stations represented by Blair Radio, Blair/RAR and CBS Radio Representatives.

□

Birch buy. N W Ayer has signed to receive Birch Radio's "full national service," which includes qualitative data and ratings reports for all Birch-surveyed markets, for the next five years. N W Ayer will be using Birch in conjunction with Arbitron. Bonita LeFlore, vice president and director of spot broadcast for N W Ayer, said the agency's buying group will also be adding Birch Radio data to all avail requests.

THE SECRET'S OUT!

KDKA-TV 2

TOP RATED 6PM NEWSCASTS (Adults May 1985 NSI)

STATION	TOTAL ADULTS (000)	MARKET RANK
1. WABC/New York	690	1
2. WPVI/Philadelphia	655	4
3. WNBC/New York	638	1
4. WCBS/New York	593	2
5. KDKA/Pittsburgh	449	12
6. KABC/Los Angeles	410	2
7. WLS/Chicago	441	3
8. KCBS/Los Angeles	367	2

KDKA-TV's Eyewitness News at Six attracts more adults than all but four of the thirty-six affiliate newscasts in the top twelve markets. And at Pittsburgh prices, you'll get more for your money than they're offering in New York or Los Angeles.

NIELSEN

TOP SECRET

KDKA-TV 2

PITTSBURGH



What you see above is yet another installment of TV's longest-running horror series: "The Lost Commercial."

The villain is the antiquated 2-inch cart machine—notorious for making valuable commercial air time vanish into thin air. And its appetite for destruction seems endless. Statistics show it's not unusual for a station to squander upwards of \$15 million yearly on makegoods alone.

But the nightmare is ending. Because Sony announces the first real advance in cart machine technology in over a decade. The new Betacart™ multicassette system.

THE CART MACHINE VS. THE SMART MACHINE.

What the old cart machine tried to do by mechanical means, the Sony Betacart achieves through superior intelligence.

Microprocessors keep constant track of 40 cassettes. They maintain the alignment of the system's four BVW-11 decks and its elevator. They run self-check diagnostic routines.

And, in the belief that an ounce of prevention is worth many times its weight in makegoods, they solve problems before they occur—such as warning a technician that he's about to remove a cassette that's due to air shortly.

The Betacart is communicative in other ways, too. It's smart enough to guide your technicians through its operation, and will even interface directly with your station's main computer.

MAINTAINING MACHINERY VS. MAINTAINING PROFITS.

The end result of all this electronic

THE MACHINE INSPIRED BY BILLIONS OF DOLLARS WORTH OF COMMERCIAL FAILURES.

sophistication is the kind of mechanical simplicity that virtually eliminates breakdowns—not to mention the makegoods, excessive downtime and high maintenance costs that are generally part of the package.

And, as its name implies, the Sony Betacart uses Betacam cassettes—which cost less than a third of what 2-inch cartridges cost. Its format also makes the system ideal for ENG use during newscasts—thanks to its compatibility with the Betacam camera/recorder, along with its multiple video and audio outputs and freeze/instant-start capabilities.

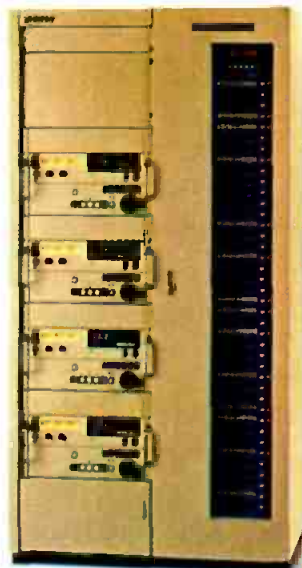
All these advantages, plus a low initial cost make the Sony

Betacart multicassette an investment that will pay for itself quickly. And it will keep paying off in new ways. Its stereo capability, for example, will allow you to capitalize on the coming introduction of stereo TV broadcasting.

For more information, call in New York/New Jersey (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) 841-8711.

After all, to err may be human. But there's nothing divine about having to forgive a machine.

SONY
Broadcast



AdVantage

Accent on media. Advertising agencies are placing stronger emphasis on importance of media buying, according to Michael Willner, executive vice president of CPM Inc., Chicago, leading media service company with more than \$150 million in billings. Willner told meeting of Arkansas Advertising Federation in Little Rock last week that agency involvement in media has reached point where agencies are "going after media business as a separate source of revenue." He cited two instances in which nationally prominent agencies competed against CPM for media business.

DFS's China syndrome. Dancer Fitzgerald Sample has taken equity position in new company, China/USA Communications Inc., which becomes U.S. partner in joint venture with Chinese Central Television, China's sole TV network with more than 300 million viewers. China/USA Communications, according to DFS, is first Sino-American production, programing and consulting service available to American companies and only firm with exclusive license to sell prime time availabilities on Chinese television.

Expanding to New York. National Captioning Institute has opened its third captioning facility in New York in cooperation with Manhattan Transfer/Edit at 545 Fifth Avenue. Manhattan Transfer's number is 212-687-4000. New York facility will provide one-stop overnight service for television commercials. NCI has headquarters in Falls Church, Va., and its other facility is in Hollywood.

About daytime audiences. Ogilvy & Mather media report stresses that while decline in prime time network audiences has attracted considerable attention, there is similar trend evident in daytime network. Using A.C. Nielsen figures, Ogilvy calculates that share of daytime audiences of networks dropped from 78 in November 1980 to 66 in November 1984. In contrast, shares of independent stations during same period climbed from 18 to 20 while cable originating shares increased sharply from one to seven and those of pay cable grew from virtually zero to four. Ogilvy notes that male usage of daytime daypart has increased 19% while total female usage has risen by only 6%. O&M says precise reasons for growth of male usage are unclear.

markets. Commercials will be slotted in weekday, daytime slots. Target: men, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

Leather Loft □ Clothing retail chain will begin its fall campaign in early September with two-week flights in about 12 markets including Kalamazoo, Lansing and Grand Rapids, all Michigan. Commercials will run in morning, afternoon and early evening segments. Target: adults, 18-34. Agency: Stone & Simons Advertising, Southfield, Mich.

Norrell □ Employment service for temporary help will be highlighted in four-

Unda USA

the national Catholic association of
broadcasters and communicators

announces



The 20th Annual
Gabriel Awards

honoring radio and television
programs which creatively treat
issues of positive human values.

Thirty categories for local and national
programs, plus Stations of the Year
and Personal Achievement Awards.

Entry Deadline: SEPTEMBER 6, 1985

For entry information:

Gabriel Awards Office
Merrimack College
North Andover, MA 01845
(617) 683-7111 ext. 190
Mr. Jay Cormier, Chairman

RepReport

WESH-TV Orlando, Fla.: To Petry Television
from Katz Television.

KTXL(TV) Sacramento, Calif.: To Petry Tele-
vision from MMT Sales.

KMSS-TV Shreveport-Texarkana: To Inde-
pendent Television Sales (new station).

New phone number. Dallas office of Hil-
lier, Newmark, Wechsler & Howard has
changed its telephone number to (214)
871-0007. Address remains same: 3031
Allen Street, Suite 202, Dallas 75204.

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Sol Taishoff (1904-1982)

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Donald V. West, vice president.
David N. Whitcombe, vice president.
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in 1946. Television * acquired in 1961. Cablecasting *
introduced in 1972 □ * Reg. U.S. Patent Office. □
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ON SATURDAY SEPTEMBER 28th,

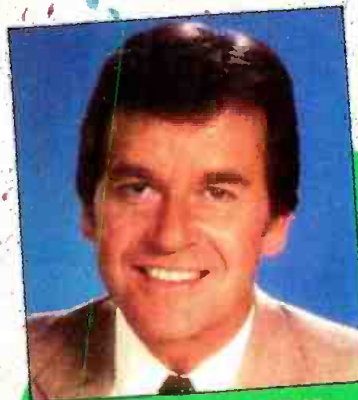
DICK CLARK'S

"NiteTime"

HITS THE AIR!



THE BEACH BOYS



DICK CLARK

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OVER 60% OF THE COUNTRY HAS
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WABC • New York
KABC • Los Angeles
WLS • Chicago
WCAU • Philadelphia
KGO • San Francisco
WBZ • Boston
WXYZ • Detroit
WDVM • Washington, D.C.
WPLG • Miami
WCCO • Minneapolis
WAGA • Atlanta
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WTVT • Tampa
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WTHR • Indianapolis
WTNH • Hartford
KTVK • Phoenix
WCPO • Cincinnati

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WSOC • Charlotte
WTVN • Columbus, Ohio
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WZZM • Grand Rapids
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WTKR • Norfolk
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**WEEKEND TELEVISION HAS NEVER BEEN SO MUCH FUN!
CALL YOUR KING WORLD ENTERPRISES REPRESENTATIVE
NOW FOR MORE INFORMATION BEFORE IT'S TOO LATE!**

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DISTRIBUTED BY

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ENTERPRISES™

week flight set to begin on Aug. 19 in 18 markets, including Washington and Los Angeles. Commercials will run in all dayparts. Target: adults, 50 and older. Agency: Hutcheson & Schutze,

Atlanta.

RADIO AND TV

Buddig Meats □ Smoked products will be highlighted in four-week flight

beginning in early September in about 20 radio and five TV markets. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: N W Ayer, Chicago.

Monday Memo

A farm broadcasting commentary from Orion Samuelson, *U.S. Farm Report* and WGN-AM-TV Chicago

Farm broadcasting growing in importance

"If you eat, you're involved in agriculture." That is a line I've used on my program for years. It's a line that appears on bumper stickers on thousands of cars and pickup trucks in rural America. And what the line really says to me is that the most important minority in the world is the less than 3% of our population involved in producing food—enough to feed all of us in this country and millions of people in other countries.

In addition to that, those producing farmers provide jobs for 22% of our working population—people who process the products of the farm into wearable, edible, usable items or people who manufacture the production items needed by America's farmers.

But, as we all know, America's greatest success story—the ability to produce food in abundance—is also one of our biggest concerns. For years, farmers felt mistreated, if not totally ignored, by media in America. Now, suddenly, they have been thrust into the media spotlight, and many farmers are not pleased with the reason or with the way they are being presented in much of the non-farm media.

Motion pictures like "Country" portray a bleak picture, and while it is indeed a real slice of life for some farmers today, it leaves the impression with many nonfarm theatergoers that what happens in "Country" is happening on every farm in America today. The network television newscast in late February that showed a montage of abandoned farm houses in Iowa implied that every farm home in Iowa was standing empty because of agriculture's financial dilemma. That, of course, is not the case, and many farmers are worried about the negative impression it leaves.

And so enter on cue the professional farm broadcaster—nearly 250 of us in the National Association of Farm Broadcasters who are aware that what is happening is not a sudden happening (it's been building for several years) and that the "national crisis" is a crisis for individuals but is not the end of agriculture or the family farm. And after 33 years in farm broadcasting, 25 of those years at WGN-AM-TV Chicago, I am more convinced that there is an audience sincerely interested in knowing more about its food supply—who produces it, who prices it and who gets it to the dinner table—and that that audience is



Orion Samuelson is producer and anchor of *U.S. Farm Report*, a television show syndicated nationally by Tribune Entertainment Co. He is also featured on WGN(AM) Chicago's *Morning Show* and *Noon Show*. He has been reporting on agriculture at WGN since 1960 and landed his first radio job in 1952.

larger than many people realize and is growing.

Despite the fact that the number of farmers continues to decline, the number of acres farmed remains basically unchanged. These larger farmers also rely heavily on farm broadcasters for their daily information needs, such as markets, weather and legislation. A study recently released by the National Association of Farm Broadcasters emphasizes the important role that farm broadcasters play in the daily lives of their farm listeners.

But for the past decade or so, I have noted an interesting change in the attitude of our audience regarding agribusiness information. A majority of people in our rural audience now feels that the farm broadcaster's role in explaining to urban people what's happening in agriculture and why is almost as important as basic daily information. And the increased volume of mail and phone calls from our Chicago area urban listeners and viewers shows a much higher level of awareness of agricultural issues today than I was hearing 10 years ago. Yes, we still get questions like "What are frozen pork bellies?" (it's basically a more colorful way of saying bacon), but we also get questions like: "Why

are people starving in Africa while while farmers go bankrupt from overproduction in this country?" Or "Did the PIK program really help farmers?" With many urban people unemployed because of the farm economy, there is indeed a growing concern about farm policy and the export market.

I think this creates opportunities for communicators with agricultural journalism backgrounds to work in larger urban markets, if not as full-time farm directors, then perhaps as a part of the newsroom staff. Some of the coverage of the past few months indicates a major weak point in many newsroom staffs trying to cover agricultural stories, a weakness that needs management attention and correction because, as my opening line says, agriculture affects each of us every day.

Radio has always played the dominant role in farm broadcasting and will continue to do so because of its portability and easy access. But television can and does serve an important information function for agribusiness and urban consumers whether it is through daily information reports or a weekly review of the agribusiness story. The latter is where we place our emphasis, and in July, *U.S. Farm Report*, produced by Tribune Entertainment, celebrated its 10th anniversary. When we started the show in 1975 on a barter basis, it was sponsored by International Harvester and was telecast on about 40 stations on a tape delay basis. It is still sponsored by the original sponsor, now known as Case International, but the similarity ends there. It is now carried on nearly 120 stations in markets including Chicago, New York, Omaha, Denver and even Palm Springs, Calif., and most of them take the show by satellite for instant playback.

We have taken production crews to Europe, Asia and the Royal Agriculture Show in England and will be at the World Food Production Conference in Beijing, China, in September. That's another change in the agribusiness audience, incidentally: there is far greater interest in international agriculture.

In summary, agriculture can't and won't go away. That means the need to provide agricultural information on radio and TV can't and won't go away. I challenge the leadership of our industry to find people who are knowledgeable in our nation's most basic industry to provide that service because... well, you know the line by now. If you don't I'd be happy to send you a bumper sticker.

ONCE AGAIN, WE WELCOME TWO DISTINGUISHED FIGURES TO OUR SHOW.



Outstanding Talk or Service Series: The Donahue Show.
Outstanding Host in a Talk or Service Series: Phil Donahue.

DONAHUE

Datebook

This week

Aug. 12-14—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

Aug. 13—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

Aug. 13-15—Computer graphics show, sponsored by *National Computer Graphics Association*. Boston Bayside Exposition Center, Boston. Information: (703) 698-9600.

Aug. 15—Deadline for entries in *Women at Work 1985 Broadcast Awards*, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036; (202) 872-1782.

Aug. 15—*Southern California Cable Association* seminar, "Taking the Lead: Beyond the Bottom Line." Marina del Rey Marriott, Marina del Rey, Calif.

■ **Aug. 15-17**—*Boston Phoenix Film/Video International*. Castle Hill, Ipswich, Mass.

Also in August

Aug. 21—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

Aug. 21-23—Libel Defense Seminar sponsored by the *National Association of Broadcasters* and the *Libel Defense Resource Center*. Hyatt Regency, O'Hare, Chicago.

Aug. 22-23—*National Religious Broadcasters Association* Southcentral regional convention. Ramada Inn, Memphis.

Aug. 22-24—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 23-24—"Investigative Reporting in Agriculture," conference sponsored by *University of Missouri-Co-*

■ Indicates new entry

lumbia, Investigative Reporters and Editors and Agricultural Editor's Office. Hamilton Inn, Columbia, Mo.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

Aug. 26-28—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. Georgetown Inn, Washington.

Aug. 27—*Ohio Association of Broadcasters* news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 5—*Cabletelevision Advertising Bureau* local advertising sales workshop. Quality Inn, Vernon, Conn.

■ **Sept. 5**—First meeting of land mobile radio/UHF television technical advisory committee. FCC, Washington.

Sept. 6—Deadline for entries in 1985 Gabriel Awards competition, sponsored by *UNDA-USA*. Information: Jay Cormier, Merrimack College, North Andover, Mass.; (617) 683-7111.

Sept. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

Sept. 6-10—*International Institute of Communications* 16th annual conference. "Communications: The Crossroads of Culture and Technologies." Keio Plaza, Intercontinental hotel, Tokyo. Information: (01) 388-0671.

Sept. 7—37th annual prime time Emmy Awards presentation banquet, primarily for creative arts categories, presented by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles.

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

Sept. 9—Deadline for entries in 28th annual *International Film & TV Festival of New York* awards competition. Information: (914) 238-4481.

Sept. 9-10—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.

Sept. 10—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency, Minneapolis.

Sept. 10-11—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 12—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton International at O'Hare, Chicago.

■ **Sept. 13**—Deadline for applications in *American Film Institute's* independent filmmaker program. Information: (213) 856-7679.

Sept. 13-14—Rocky Mountain Film and Video Expo '85, project of *Colorado Film and Video Association*. Regency hotel, Denver. Information: (303) 837-8603.

Sept. 13-15—Latin American conference for journalists, co-sponsored by *Foundation for American Communications, Tinker Foundation and Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, International Council*. Information: (212) 308-7540.

Sept. 15-17—*National Religious Broadcasters Association* Western regional meeting. Los Angeles Mar-

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

Sept. 11-14—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future conventions: Aug. 26-29, 1986, Salt Palace Convention Center, Salt Lake City, and Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 18-20—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Major Meetings

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New-Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington, Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

Feb. 27-March 1, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future conventions: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Con-

vention Center, Dallas. 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 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

April 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 11-15, 1986—*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, 1986—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

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- In its syndication test last summer, it was the 7th Ranked syndicated sitcom in America, in DMA Household average rating. (July, '84 NSI ROSP)
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The above are just four significant findings addressed in a two-year study of 6,800 Vietnam veterans completed recently by the School of Public Health at Columbia University. Raw data results are available by writing:

The American Legion
National Headquarters
P.O. Box 538
Indianapolis, IN 46206



Columbia University-American Legion Study of Vietnam Veterans.

Stay Tuned

A professional's guide to the intermedia week (August 12-18)

Network television □ **CBS:** *West 57th** (news magazine), Tuesday 10-11 p.m.; *I Had Three Wives** (comedy-mystery series), Wednesday 8-9 p.m. **NBC:** *Suburban Beat* (detective), Saturday 10-11 p.m.; *oceanQuest** (five-part adventure documentary), Sunday 8-9 p.m. **PBS** (check local times): *Jacksonville and All That Jazz* (music festival), Wednesday 10-11 p.m.

Network radio □ **CBS Radio Network:** *Travers Stakes* (horse race), Saturday 5:25 p.m.-conclusion. **NBC Radio News:** *V.J.: Through a Glass, Darkly* (30-minute retrospective), Monday (check local times).

Cable □ **Arts & Entertainment:** *The Best of Beethoven: "Violin Concerto,"* Thursday 8:30-10 p.m.; *Boulez Now* (documentary), Friday 9-10 p.m. **HBO:** *Daryl Hall & John Oates—The Liberty Concert*, Saturday 10-11 p.m.; *"The Woman in Red"* (comedy), Sunday 8-9:30 p.m. **Lifetime:** *"I'm All Right, Jack"* (British comedy), Monday 4-6 p.m.; *"The Birthday Party"* (drama), Monday 11 p.m.-1 a.m. **Showtime:** *Washington** (satiric series), Monday 10:30-11 p.m. **The Movie Channel:** *"Footloose"* (dance drama), Saturday 9-11 p.m. **WTBS(TV) Atlanta:** *Sears National AAU/USA Junior Olympics*, Sunday 4-5 p.m.

Play It Again □ **ABC:** *"Arthur"* (romantic comedy), Monday 9-11 p.m.; *"Superman"* (adventure), Sunday 8-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ **Discovery:** *Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

*denotes series premiere

riott, Los Angeles.

Sept. 17—Southern California Cable Association luncheon. Speaker: Neil Austrian, chairman and chief executive officer. Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Sept. 17—Presentation of second annual Cable Awards for Programing Excellence of *Cable Television Network of New Jersey*. Bally's Park Place, Atlantic City, N.J.

Sept. 17—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Inn, Portland Airport, Portland, Ore.

Sept. 17-20—Telocator Network of America annual convention and exposition. Speakers include Congressmen Al Swift (D-Wash.) and Matthew Rinaldo (R-N.J.). MGM Grand hotel, Las Vegas. Information: (202) 467-4770.

Sept. 18-20—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Sept. 18-20—Television Bureau of Advertising sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

Sept. 18-21—American Women in Radio and Televi-

sion, North Central area, conference. Marc Plaza. Milwaukee.

Sept. 19—Cabletelevision Advertising Bureau local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles.

Sept. 19-20—CBS Radio Network affiliates convention. Waldorf-Astoria, New York.

Sept. 19-20—Institute of Electrical and Electronics Engineers Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

■ **Sept. 20—Association of Federal Communication Consulting Engineers** annual fall social, riverboat cruise of Potomac. Washington Boat Lines, pier four, Washington.

Sept. 20-22—Maine Association of Broadcasters annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey, E.F. Hutton; Peat, Marwick, Mitchell & Co., and International Herald Tribune*, and produced by International Televent Inc. Speakers include Richard Butler ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of *Academy of Television Art and Sciences'* 37th annual prime time Emmy awards on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 24—International Radio and Television Society newsmaker luncheon. with FCC Chairman Mark Fowle. Waldorf-Astoria, New York.

Sept. 24—Cabletelevision Advertising Bureau local advertising sales workshop. St. Louis Airport Marriott. St. Louis.

Sept. 25-27—National Religious Broadcasters Association Southeastern conference. Ritz Carlton, Atlanta.

Sept. 25-27—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan*. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

Errata

Address for newly formed representative firm of **Savalli, Schutz & Peterson** was incorrect in July 22 issue. Correct address is **515 Madison Avenue, New York 10022.**

□

In "Syndication Marketplace" box, MCA TV's *Puttin' on the Hits* is being distributed on barter basis, with stations getting two-and-a-half minutes of advertising time and MCA four minutes. Also, *Dick Clark's Nitetime*, formerly *Nitetime Bandstand*, is not produced at WLS-TV Chicago, as formerly reported. Show is distributed by King World.

Must-carry suggestion

EDITOR: What a mess! I was expecting must carry to go away, and it finally has (pending appeal). It appears that must carry, copyright and compulsory licensing are all tied together. I have a suggestion, although somewhat ideal.

Let's say we get rid of the compulsory license. Broadcast stations and cable companies are free to come to whatever agreement they see fit regarding the carriage of a particular station by a particular cable system. The cable system needs the broadcast station for local programming (if it's a local) or for varied programming (if it's not local). The broadcast station needs the cable system to get coverage into local cable-only homes, and to expand the coverage of the station into additional markets. Whatever agreement can be negotiated between the station and the cable system would be fine. This might involve the broadcast station paying the cable system, or vice versa.

The carriage of a broadcast station by a cable system (whether local or distant) increases the potential audience size of the broadcast station. With this information in hand, the broadcast station charges higher rates for advertising. The station should also charge higher rates for programs. It would appear that copyright compensation can be handled entirely between the station and the program producer, with the actual or potential audience size due to all distribution of the program by the station (including cable systems) determining the rate paid to the program producer. A larger potential audience is beneficial to both the broadcast station (in ad rates) and the program producer (in royalties).

This scheme requires a broadcast station to know about all of its potential cable audience (requiring an express agreement between the cable company and the broadcast station), and for that information to be revealed to the program supplier.

Nonduplication can be handled by the program supplier. The supplier can evaluate where a program appears on a market-by-market basis and then offer either an exclusive or nonexclusive license to use the program. Of course, an exclusive license gets a higher rate. The decision as to how to market the program appears to be the program supplier's problem.

Finally, I see nothing wrong with cable systems deleting commercials from the broadcast station *with the station's permission*. It does little good for those of us here in San Luis Obispo to know about the taco stand and down the block in Atlanta. The broadcast station can make its program more valuable to the cable companies by allowing the cable companies to insert local advertising over local advertising on imported stations. This may tip the balance in favor of the cable companies paying the broadcast station for

the programming, since there is now an additional income possibility. In addition, the superstation could sell national, regional and local ads at appropriate rates. The magazine business has been doing this forever. I'd suggest encoding commercial insertion information in the vertical interval of television station video, and requiring cable systems to strip this information out prior to retransmission to prevent the spread of consumer commercial zappers (it's bad enough with VCR's). Radio broadcast stations could do a similar trick with subcarriers.

Although international relations are considerably more difficult, I'd think that a similar agreement with Canada would work. Canadian program distribution networks (whether broadcast, microwave, satellite or cable) would be authorized to retransmit U.S. broadcast stations with express permission.

Finally, when CATV was first introduced, it was a sort of convenience to the community. Instead of 100 antennas on top of a hill, there was one antenna picking up the few broadcast stations available. What could be wrong with several people getting together and sharing the cost of a TV antenna? This seems to me to be the beginning of the compulsory license. We might consider this a "fair use" of copyrighted material and not subject to any fees if the CATV system is nonprofit. Any profit-making CATV system, or perhaps one with over some number of subscribers, should get express permission to carry the program, as suggested above.

It's a strange situation. Broadcasters react to the possibility of being dropped from cable systems by threatening to charge the cable systems to carry them. I think the scheme outlined above might work.—*Harold Hallikainen, Hallikainen & Friends, San Luis Obispo, Calif.*

Saving signals

EDITOR: Now that the appellate court has seemingly resolved the 20-year-old argument between broadcasters and cable operators over must carry, the broadcasting industry will be searching for means to counter cable's gain. While not exactly howling for the infidel's blood, National Association of Broadcasters President Eddie Fritts fired the "first salvo" in that effort by calling for the elimination of compulsory licensing, saying, "We see a real chance that either a compromise can be forged or the compulsory license could be booted."

Indeed, this seems the natural response—compulsory carriage and compulsory license to carry are opposite sides of the same coin, and broadcasters will not be willing to settle for the elimination of one without modification or outright elimination of the other.

Broadcasters should be aware of a certain inherent inconsistency in this desire. The

purpose of must carry was to protect the diversity of voices available to the public (economic protection was, arguably, only incidental). Despite the FCC's apparent lack of concern for "localism," it remains a significant factor in the way people perceive and use television.

Removing blanket licensing would strike another major blow to the concept of diversity. Successful affiliates and independents can easily afford to pay dozens of cable operators for carriage, while public stations, new or marginal independents, minority stations or perhaps even weak UHF affiliates may find their audiences dramatically reduced. Many of these will not survive the competition, no matter how much channel capacity is available. The result will be fewer stations providing unique responses to local tastes and needs.

Individually negotiated carriage agreements could give rise to scenarios in certain markets where local cable operators, rather than viewers, determine which stations will live or die. Some form of blanket licensing is the only guarantee of continued public access to broadcasting's range of services.—*Paul W. Zagaeski, consultant, Butterfield Communications Group, Cambridge, Mass.*

London calling

EDITOR: The BBC was thrilled to be part of the amazingly successful Live Aid occasion on July 13. Like so many others—stars, broadcasters, corporate organizations, individuals—we made something historic happen.

In your report, you rightly name Bob Geldof as prime mover. I hope you won't think I'm quibbling if I point out that the rest of your report misses another story.

The impression your readers may have received is that the event was produced by Worldwide Sports and Entertainment. Not so. Worldwide produced the American end of the operation, and co-ordinated the major part of the satellite feed. Elsewhere, national broadcasters ran their own Live Aid programs.

BBC TV and radio produced the concert that was seen in Europe—and was technically and editorially responsible for what American viewers saw from Wembley. I was enormously proud of the quality of the coverage we produced over 16 hours. Maybe it reminded broadcasters worldwide of the public service broadcasting standards which the BBC has helped to set. Promoter of the Wembley concert was an unsung hero named Harvey Goldsmith. The BBC's production team was headed by Mike Appleton with Phil Chilvers as coordinating director. Here in Britain the transmission reached 60% of the population—and, already, nearly \$20 million has been raised through the associated fund raising.

Live Aid took place because of the vision of one man, Bob Geldof, who was moved to action when he saw a BBC TV News report about the Ethiopian famine last year. The concert was a genuinely international event. No single producer made it happen.—*Roger Laughton, Head of Network Features, BBC-TV.*

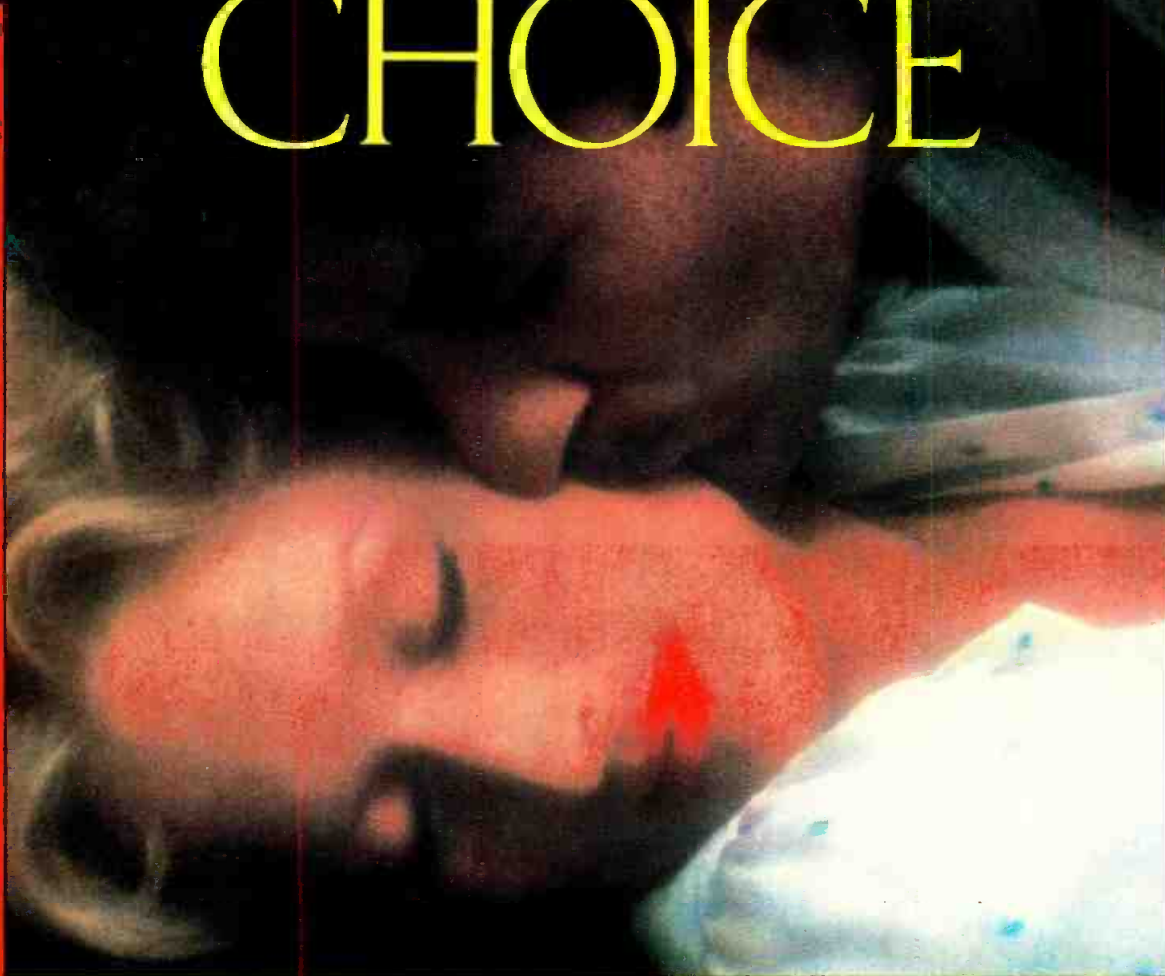
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More To Come!**



ENTERTAINMENT

Broadcasting Aug 12

Vol. 109 No. 7

TOP OF THE WEEK

CBS TAKEOVER ATTEMPT FAILS

Turner turns his attention to MGM/UA

He's struck a deal to acquire the movie studio for about \$1.5 billion, spinning off UA; analysts are not sure he can raise the money, but give him better odds than with CBS try

Ted Turner gave up on CBS last week but homed in on a new, and this time willing target, the major movie studio, MGM/UA.

Turner Broadcasting System officially announced last Wednesday (Aug. 7) that it was withdrawing its hostile bid for CBS. At the same time, it said it had struck a "definitive agreement" to acquire MGM/UA Entertainment Co., one of Hollywood's motion picture giants, at \$29 a share—for a total of approximately \$1.5 billion.

But Turner would not digest the entire corporation. Under terms of the deal, which has been approved by the boards of both companies, Turner would spin off the United Artists Corp. and its extensive film library to Tracinda Corp. for approximately \$470 million, bringing Turner's necessary cash outlay to just over \$1 billion.

Tracinda is a holding company wholly owned by Kirk Kerkorian, a Las Vegas-based entrepreneur and investor with a long-standing interest in the motion picture industry. Kerkorian, individually and through Tracinda, owns 50.1% of MGM/UA. Tracinda has agreed to allow MGM/UA shareholders to purchase shares of United Artists following the merger at the same price paid for them to Turner.

Neither Turner, who took off for a fishing trip in Alaska, nor MGM/UA Chairman and Chief Executive Officer Frank Rothman was available for comment last week, but each issued statements. Turner: "The acquisition of MGM represents an excellent opportunity to improve the strength and stability of TBS. We think the business of MGM is highly compatible with TBS's existing operations." Rothman: "The MGM/UA board of directors has confirmed the view of management that the proposed transaction will not only permit our stockholders to realize substantial appreciation on their investment in MGM/UA, but will also offer them the opportunity, through United Artists, to remain as shareholders of a major motion picture company."

The merger would put Turner at the top of a large and vertically integrated motion picture and television concern. Turner would end up with the MGM film library of 2,200



titles, including such classics as "Gone with the Wind," "The Wizard of Oz," "Mutiny on the Bounty," "Ben Hur," "Captains Courageous" and "Singing in the Rain."

Turner would also pick up the rights to a considerable library of television shows. Shows produced under the MGM/UA banner will continue to be the property of both Turner and Kerkorian's new United Artists. Each will have a half-ownership in a newly formed MGM/UA Distribution Co., which will continue to distribute the shows.

Also part of the MGM package are a 44-acre studio complex in Culver City, Calif., with 24 sound stages, and a film processing laboratory that handled some 532 million

feet of film in fiscal 1984.

Turner would also gain at least one intangible asset—the prestige that comes from owning MGM, which celebrated its 60th anniversary as a Hollywood institution last year. Metro-Goldwyn-Mayer was formed in 1924 through the merger of Metro Pictures Corp., Goldwyn Pictures Corp. and Louis B. Mayer Pictures. In July 1981, MGM purchased United Artists Corp., whose history in the motion picture industry reaches back to 1919 and whose library is the equal in size—if not quality—with that of MGM, from Transamerica Corp. for \$380 million.

Despite its illustrious history, MGM/UA has fallen on lean times lately. Like other major studios, the fortunes of the company rise and fall with the success and failure of its theatrical releases. And the news from the box office over the last year has not been particularly good. For the nine months ended May 31, MGM/UA reported revenue of \$477 million, down from \$568.5 million during the same period of fiscal 1984, and a net loss of \$66.2 million, compared with a net income of \$32.6 million a year earlier.

The MGM library and production capability would complement Turner's existing operations, primarily superstation WTBS(TV) Atlanta, which reaches 34 million cable homes and which generates most of the revenue and all of the profits for TBS.

According to analysts, Turner could "lock up" programming costs for his WTBS with a nearly endless supply of MGM theatricals. And he could indulge his long-standing desire to produce programming. Turner has been active in trying to program his superstation as something other than just another movie-laden independent. Beside the shows now syndicated through Turner Program Services (see box, page 28), Turner has programmed the superstation with several original sitcoms and soap operas.

Turner also owns the Atlanta Braves, whose Major League Baseball games are a major source of programming for WTBS for six months of the year; the Atlanta Hawks, a National Basketball Association franchise, and Cable News Network and CNN Headline News, advertiser-supported cable services offering news and information.

Now that Turner has come to terms with MGM/UA, he must come up with \$1 billion in cash. Speculation last week was that he would try to raise it through the sale of high-

yield, high-risk securities known as junk bonds but that such an approach would be difficult. Even Drexel Burnham Lambert, the investment banking firm that Turner has engaged, has promise no more than to use its "best efforts" to raise the funds.

With the announcement last Monday confirming several days of press speculation that a deal between Turner and MGM/UA was in the works, the price of MGM/UA stock jumped from 17 $\frac{1}{8}$ to 22 $\frac{1}{8}$. It inched up throughout the week, hitting a high on Wednesday of 25 and closing Friday at 24 $\frac{3}{4}$. The difference between Friday's price and Turner's bid of \$29 was considered a dollars-and-cents measure of the stock market's skepticism.

Simple mathematics and a look at MGM/UA's balance sheet have caused some analysts to doubt the feasibility of the Turner bid. Along with MGM's assets, Turner is also acquiring about \$565 million of debt—\$220 million in bank debt and \$345 million in public notes—which required \$48 million in interest payments during the first nine months of MGM/UA's fiscal 1985, which ends Aug. 31. If Drexel were to raise \$1 billion through junk bonds paying, say, 13%, Turner's annual interest payment could approach \$200 million. And MGM/UA was able to generate less than \$100 million in cash flow in fiscal 1984.

But analysts saw several ways Turner could keep his debt or at least his debt-service burden to a minimum. Drexel, for instance, could offer different types of securities, some of which would allow Turner to defer interest payments for a few years.

To immediately reduce the debt, Turner could sell some of the assets, possibly all or part of the Culver City studio and its valuable real estate as well as receivables, which, as of the May 31, amounted to \$282 million. Other pluses for Turner: savings of \$10 million a year from the elimination of

dividends and off-balance-sheet receivables (payments owed, but due so far in the future that they do not yet show up on the balance sheet) reportedly totaling \$400 million.

Some of the options open to Turner such as deferring interest rob the future to pay for the present. But if Turner would hang on a few years, a couple of box-office hits could ease his financial burdens.

As both programmer and superstation owner, Turner would have to rethink his position on cable copyright issues. He might be, for instance, less interested in reducing the compulsory license fees that cable systems must pay to carry superstations and other distant signals. MGM/UA's current cut of the compulsory license fees amounts to millions of dollars a year.

And, in one scenario drafted by a Washington communications attorney, Turner, as head of Turner-MGM, joins broadcasters in trying to eliminate the compulsory license to give himself a competitive advantage over other superstations. If Turner loads the superstation with sports and MGM programming for which he holds the copyrights, he could authorize cable systems to retransmit WTBS. His superstation competitors, still dependent on outside program suppliers, could not.

Turner's new prospects present ambivalences. Turner-MGM would probably be a member of the Motion Picture Association of America, an organization with which Turner has often clashed in legal and regulatory battles as have other cable and broadcast properties. Turner is represented on the board of the National Cable Television Association and is a member of the National Association of Broadcasters.

Turner surprised no one with the announcement that he was withdrawing his hostile \$5-billion bid for CBS. That effort was effectively blocked July 30 when a federal judge in Atlanta permitted CBS to proceed with its plan to buy back 21% of its

outstanding shares for \$1 billion. Terms of the buyback offer contained provisions that put caps on the debt-to-capital ratio that the company could carry on its books. Turner's highly leveraged buyout would have caused the ratio to exceed that cap.

Although there was some speculation following the ruling that Turner would continue his pursuit of CBS by offering cash in lieu of some of the junk bonds for the CBS stock or by launching a proxy fight, it fizzled out with the news that Turner had set his sights on MGM/UA.

By all accounts, Turner will have a tough enough time financing that deal alone. What's more, according to Washington communication attorneys, the FCC's financial interest and syndication rules would make it impossible for Turner to own and operate both a broadcast network and a major production studio.

As the news that Turner was abandoning the CBS chase began to sink in, the CBS stock which had soared with Turner's takeover attempt, began to slide. On Aug. 2, the price dropped from \$116 $\frac{1}{4}$ to \$111 and the following Monday, it fell to \$107 $\frac{1}{4}$. It closed at \$105 $\frac{3}{4}$ on Friday.

Turner needs a win in his entrepreneurial ambitions. Last fall, Turner's challenge to MTV, the Cable Music Channel, failed almost at its start, and the ill-fated CBS bid, by his own estimation, cost TBS about \$15 million. His Braves are in next-to-last-place. And although CNN and CNN Headline News may be deemed critical successes, they have done nothing but cost Turner money since their inceptions.

The bid for MGM/UA is by no means a sure win. It's a calculated risk, according to Harold Vogel, entertainment analyst for Merrill Lynch: "I'm not suggesting that it is an easy deal to do. It is on the border line, but it's on the doable side. It's a hell of a lot easier to do this one than CBS." □

How the MGM piece would fit into the Turner puzzle

If Ted Turner buys MGM, he will be acquiring a major studio that has had limited success in regular series television programming the past couple of seasons.

As it stands now, only one MGM/UA Entertainment Co. series is scheduled for a fall network premiere—*Lady Blue* on ABC—the only show picked up among the company's four pilots. Last season, two MGM/UA series were canceled not long after they were out of the gate: *Jessie* and *Paper Dolls*, both on ABC.

By contrast, among the major studios in prime time Universal Television will have 12 series, Columbia seven, Paramount five, Warner Bros. three and 20th Century-Fox four.

In syndication, MGM/UA is going into the fifth season of first-run episodes of *Fame* and a second season of weekly, first-run episodes of *Kids Inc.* Last January MGM/UA launched the *MGM/UA Premiere Network*, an ad-hoc network of 24 advertiser supported theatricals released in syndication on a once-a-month basis.

On June 12, producer David Gerber joined MGM/UA as president of its television division in a move that was widely seen as an effort to shore up the company's network television production schedule. Lawrence Gershman remains head of MGM/UA's worldwide television distribution and first-run syndication divi-

sion.

For the first nine months of MGM/UA's fiscal year ending May 31, the company reported it grossed \$103,833,000 in television program distribution revenue, which mostly included revenue from the *MGM/UA Premiere Network* and the sale of other theatrical films and off-network series to television stations. That total was down 33% from \$155,845,000 for the comparable figure the year before.

In addition, MGM/UA earned \$65,848,000 in license fees from television shows and mini-series on networks for the first nine months, up 4% from \$63,150,000 in year-before figures. That revenue included license fees and advertising revenue associated with first-run syndicated episodes of *Fame*. The studio's combined television activities accounted for 36% of MGM/UA's total nine-month sales of \$477,955,000.

Turner already owns his own television distribution arm, Turner Program Services, headed by Henry Gillespie. Much of the product reflects Turner's own philosophy of family-oriented programming and has appeared on WTBS. TPS's library includes several Jacque Cousteau specials, 60 one-hour episodes of *Portrait of America*, narrated by Hal Holbrook, and a mini-series on General Douglas MacArthur, titled *American Caesar*.

Breaking up and breaking records

Seven Capcities-ABC Radio stations go for top dollar in bidding; nine more left to be spun off

Capcities and ABC made about \$155 million last week as the two companies began spinning off radio stations as part of their merger agreement. As expected, records for radio prices were broken and broken again. All the sales are contingent upon FCC approval of the merger of ABC and Capital Cities Communications upon the closing.

Most of the stations went to established public companies, but ABC's WRIF-FM Detroit was sold to a predominantly black group including the president of the National Association of Black Owned Broadcasters, John Robert E. (Bob) Lee. This is the third Capcities-ABC property to be spun off to minority-controlled buyers. WKBW-TV Buffalo, N.Y., was sold to Queen City Broadcasting Inc. for \$65 million. The minority company is a newly formed private corporation which includes J. Bruce Llewellyn, chairman, Philadelphia Coca-Cola Bottling Co.; Essence Communications, whose chief executive Edward Lewis, is a QC director; Houston businessman Milton Carroll; Donald F. McHenry, former U.N. ambassador; former professional football player O.J. Simpson; NBA star Julius Erving, and the Jackson Brothers (pop star Michael Jackson and his brothers). QC said it will also invite current staffers at the station to participate in ownership. (Two weeks ago WTNH(TV) New Haven, Conn., was sold to Cook Inlet Region Inc., a group controlled by Eskimos.)

■ In the first sale last week, the Cleveland-based, publicly traded Malrite Communications bought ABC's KSRR-FM Houston and Capcities' KLAC(AM)-KZLA-FM Los Angeles for a combined price of \$75.5 million. Malrite Chairman Milton Maltz said the company will pay \$43 million for the Los Angeles stations and \$32.5 million for KSRR-FM. The price for the L.A. combination exceeds the previous record of \$40 million offered by H&W Communications for KTNQ(AM)-KLVE(FM) Los Angeles earlier this year (BROADCASTING, March 25). And the price for KSRR-FM shatters the old FM-only record of \$18.5 million paid by San Diego-based Noble Broadcasting for KJQI(FM) Los Angeles (BROADCASTING, March 26, 1984). Capcities purchased KLAC from Metromedia last year for \$11 million (BROADCASTING, Aug. 20, 1984), when it sold KZLA(AM) Los Angeles. Capcities bought KZLA-FM in 1966 for \$7.8 million. KLAC is 5 kw full time station on 570 khz, and KZLA-FM is 93.9 mhz with 58 kw and an antenna 2,835 feet above average terrain. KSRR is on 96.5 mhz with 100 kw and a 1,952 foot tower. Malrite will own six AM's, seven FM's and five TV's.

■ The next day, ABC's KTKS(FM) Denton, Tex. (Dallas-Fort Worth), was sold to the big and acquisition-minded Gannett Co. for \$16 million. ABC purchased the station in 1984 from Hicks Communications for \$9 million. Hicks had bought it three years earlier for \$4.6 million. Tom Gammon, of Americom Media Brokers, Washington, pointed out

that Hicks and ABC "laid all the groundwork of promotion and technical investment for the station and now it's beginning to take off. It's a good buy." KTKS(FM) is on 106.1 mhz with 100 kw and has recently moved to a 1,650 foot tower. After the sale Gannett, the Arlington, Va.-based, publicly traded media conglomerate, will own six AM's, seven FM's and six TV's.

■ On Thursday, Capcities' WPAT-AM-FM Paterson, N.J. (New York) was sold to Park Communications. Though no sales price was announced, industry sources estimated it to be about \$50 million or slightly less. publicly traded Park Communications, based in Ithaca, N.Y., and headed by Roy H. Park, president, will have eight AM's, eight FM's and seven TV's after the sale. WPAT (AM) has 5 kw full time on 930 khz, and WPAT-FM is on 93.1 mhz with 5.3 kw and an antenna 1,420 feet above average terrain.

■ Later on Thursday, Capcities-ABC announced WRIF(FM) Detroit had been sold to

Silver Star Communications-Detroit Inc. for \$14 million. A principal in Silver Star is NABOB President Lee, who is also director of athletics at Tennessee State University and owns WJAZ(AM)-WJIZ(FM) Albany, WTJH(AM) East Point (Atlanta) and WMJM(AM)-WFAV(FM) Cordele, all Georgia. WRIF is on 101.7 mhz with 27.2 kw and an 880 foot tower.

Silver Star-Detroit is owned by Lee and 20 investors, 10 of them are local and most are minorities. Two other principals in the group are Marcellus Alexander, vice president and general manager of the station, and Jacqueline Washington, president of the National Organization for Women Legal Defense and Education Fund.

The Capcities-ABC stations still to be spun off because of the merger are: ABC's KABC(AM)-KLOS(FM) Los Angeles; WLS-AM-FM Chicago; WABC(AM)-WPLJ(FM) New York, KGO(AM) San Francisco and Capcities WJR(AM)-WHYT(FM) Detroit. □

Warner to buy out American Express; MTV to go private

A resolution appears to be at hand on the future of Warner Amex Cable Communications and the dissolution of the partnership between its two principals—Warner Communications Inc. and American Express. The WCI board of directors voted last Friday to buy out American Express for \$450 million. American Express has been looking for a way out of the partnership for the better part of a year.

WCI said it arranged financing through a bank consortium led by the Bank of Boston. But WCI also gave itself the option of taking on a new cable partner. It made an agreement with Viacom International giving WCI 90 days from last Friday (Aug. 9) to require Viacom to purchase the two-thirds of MTV Networks Inc. that WCI will acquire after buying out American Express. Viacom will then have the option of either buying that two-thirds of MTVN, or buying the half-interest in Warner Amex Cable that American Express is selling. If it takes the latter option however, Viacom would receive no interest in the 19% stake in Showtime/The Movie Channel now held by W-A—that all reverts to WCI, giving it 50% of the pay service. Viacom already owns the other half.

The vote followed by one day an announcement by MTV Networks Inc., two-thirds owned by Warner-Amex and one-third by the public, that Forstmann Little & Co., a New York firm that specializes in leveraged buyouts, had made an offer, in association with top management officials at MTVN, to take the company private at a price of \$31 per share, or a total of more than \$472.6 million. That deal would give Warner the necessary cash it needs to buy out American Express without taking on a partner, if it chooses.

MTVN said the Forstmann Little offer

"assumes that WCI will exercise its option to purchase all of the interests held by American Express Co. (Amex) in the Warner Amex joint venture." Two-thirds of the price paid for MTVN would go to WCI, which could apply some or all of it to its buyout of American Express. Raising enough cash to complete that transaction had been considered the greatest stumbling block for WCI.

The \$472.6-million offer was about \$50 million higher than earlier estimates of MTVN's worth. However, the company's stock has climbed this year from a low of \$18 per share to almost \$27.50 last Wednesday (Aug. 7), the day before the buyout proposal was announced.

Last Friday (Aug. 9), the day after the offer was disclosed, MTVN stock was trading at \$30. The Forstmann offer would represent a sale of roughly 12 times the network's 1985 cash flow of just under \$40 million, according to John Reidy, a vice president of Drexel Burnham Lambert, who follows cable and broadcasting.

But the deal, if it goes through, probably won't take effect until 1986 (or close to it), when the current price offer would represent about nine times cash flow or roughly \$50 million, said Reidy. He estimates MTVN's earnings this year will be in the \$1.25 to \$1.30 range, or between \$19 million and \$20 million, on revenue of perhaps \$140 million. The company should earn perhaps \$1.60 per share in 1986, Reidy believes, or more than \$24 million, on revenue of between \$160 million and \$170 million.

Forstmann Little was formed in 1978 by founding general partners Theodore J. Forstmann and William B. Little. The company specializes in buyouts with participation by the top management of the company being bought. Its biggest deal to date came last

year when it acquired Dr Pepper Co. for \$650 million. The MTVN deal would be its second-largest acquisition. The company's only other media deal came in 1983 when it acquired WRGB-TV Schenectady, N.Y., for \$35 million, or about eight times cash flow.

WCI's decision to buy American Express's 50% share in Warner Amex came as no surprise to analysts. And that buyout is made easier by the MTVN sale, they said, which alleviates the need for WCI to find an outside partner to accomplish it. (It was widely reported that WCI was talking with Viacom about possibly replacing American Express as its cable partner.) "It looks like we're closing the chapter on Warner Amex," said Drexel Burnham's Reidy. "But we will have the continuing saga of Mr. Ross and Mr. Siegel" (Steve Ross, chairman of Warner Communications Inc., and Henry Siegel, chairman of Chris-Craft Inc., the largest single stockholder in WCI). Ross and Siegel joined forces early in 1984 to fend off a hostile takeover threat to WCI by Rupert Murdoch. But the two have since come to disagree bitterly on the direction and management of WCI. Reidy suggested that Warner's purchase of the second half of WA will make it all the more difficult for Ross and Siegel to untangle their interests because "there won't be a whole lot of money around [for WCI] to buy Chris-Craft out." How the Ross and Siegel will resolve their problems, said Reidy, "nobody knows." □

Fairness doctrine: the FCC doesn't like it but says it will be enforced

Agency questions constitutionality of doctrine, says it disserves public interest, but leaves repairs up to Congress or the courts

The fairness doctrine is not in the public interest and, contrary to its intended purposes, it inhibits broadcasters from presenting controversial issues of public importance. That's what the FCC concluded in a 4-0 vote (with Commissioner James Quello concurring and Commissioner Henry Rivera not participating) in wrapping up its controversial proceeding on the doctrine last week.

The FCC, however, said it will continue to enforce the doctrine, even though it asserted that such enforcement infringes on "fundamental constitutional principles," furnishes the government with a "dangerous" tool that could be abused and imposes unnecessary costs on broadcasters and the FCC.

The commission noted that in 1969, the Supreme Court upheld the constitutionality of the fairness doctrine in its *Red Lion* decision. The FCC, however, questioned whether the doctrine could still pass constitutional muster. The FCC said the growth in number of information sources over the past 16 years and its own "compelling documentation" of

Telepictures study tracks network TV ad increases; refutes ABC barter report

A new study compiled by Telepictures Corp. suggests that the three major television networks will gross nearly \$1 billion more in advertising sales this year than in 1980 as a result of expanding their commercial inventory over the past five years.

The study also refutes claims made by ABC that barter advertising has had a major impact on spot television spending (BROADCASTING, June 17) and argues that the premise upon which ABC based its conclusions was flawed.

Using data from Grey Advertising showing the number of network commercial units available for each daypart between 1980 and 1984, Telepictures calculated the increase and estimated that the three networks together had 31,618 more units to sell in 1984 than in 1980. Applying average network rates for each daypart, Telepictures calculated that the additional units accounted for \$900 million in sales in 1984.

In 1985, the study estimated, there will be 33,346 more units than in 1980 stretched through all dayparts among the networks that would account for more than \$1 billion in advertising not available five years earlier.

"If the stations had to account for network affiliation deals like they do barter, they would also recognize the value of the additional inventory they have given up to the networks over the years through expanded avails and the encroachment of additional programming," the study said.

By daypart in 1985, Telepictures estimated that the combined 5,412 spots the three networks have added to their prime time schedule between 1980 and 1985 represent an additional \$410.8 million in network advertising revenues. Next is daytime, where an expansion of 8,374 spots accounts for \$112.3 million; late night, where 7,008 added spots account for \$72.4 million, and early morning, where 6,868 new spots add up to \$52.6 million in new revenue.

Moreover, the extra spots included in children's, news and sports programming account for a total of \$355.5 million in expanded network advertising revenue.

Earlier this summer ABC circulated a report among its affiliates which, in part, attributed the "recent softness in the spot market" to the increase in barter advertising spending. That report was based on an ABC analysis of Broadcast Advertisers Report data which broke out and assigned a value to barter spots. The study then traced the advertising expenditures of the 100 top barter advertisers against the BAR data and concluded that in several cases key advertisers had shifted their spending from spot to barter advertising.

Although some of the conclusions contained in the ABC report have been criticized, to date no one has stepped forward and offered a formal rebuttal.

Telepictures contends that ABC "grossly overstate[d]" the value of the barter spots it assigned to the BAR data because it used national and local spot values in making its evaluation instead of barter values—which Telepictures said average about 40% below national spot values.

The second flaw in the ABC study, according to Telepictures, was ABC's conclusion that the television advertising share lost to barter comes two-thirds from spot and one-third from network and is the same thing as the reallocation of actual advertising dollars. In truth, said Telepictures, any blips in the growth of network or spot advertising are more likely due to newer mediums like cable and independent television stations than to a shift of advertising strategy among the top 100 barter sponsors.

"ABC's conclusion represents a correlation between growth rates and source dollars that they want to find meaningful," said the study. "The ABC study has done nothing to further the understanding of barter's role in the industry and contrary to their belief, the spot market is healthy. ABC affiliates may be experiencing low growth rates for national spot, but that may be due to their decreased ratings, not the barter business."

the doctrine's "chilling effect" undermined the factual foundation of the *Red Lion* ruling.

Although the FCC's inquiry had sought comment on whether the commission could and should eliminate the doctrine without congressional approval, the commission said it didn't believe it necessary to resolve whether it had the requisite statutory authority to eliminate the doctrine. "Rather, the FCC determined to afford Congress the opportunity to review the doctrine in light of

the record adduced in this proceeding," the FCC said in a news release. (The text of its final report is yet to be released.)

In a statement, FCC Chairman Mark Fowler said the commission's report was an "indictment" of a "misguided" government policy. "It is a recital of its shortcomings, both legal and practical," Fowler said. "The First Amendment dictates: Choose between the right of the press to criticize freely and the authority of the government to channel that criticism. Today's order is a statement

by this commission that we should reverse course and head ballistically toward liberty of the press for radio and television. Free speech and free government thrive together or they fail together."

In a concurring statement, Commissioner James Quello said he fully supported the conclusion that that the doctrine does not serve the public interest. But he believed the proceeding record compelled the conclusion that Congress had codified the fairness doctrine.

Outside the commission, reviews were mixed, even within the broadcast community.

Lou Adler, president of the Radio-Television News Directors Association, said his group was "disappointed" that the commission had decided it couldn't repeal the doctrine. "We are grateful for the hard work the commission members and staff put in to lay down a solid record demonstrating that the doctrine does not serve the public interest," Adler said. "Given the unwillingness of the FCC to do anything about the fairness doctrine, coupled with the continued willingness of the courts to accept the premise that electronic news is different, and the reluctance of Congress to give up what many of its members believe is a powerful means of

controlling electronic news, the prospects for true freedom for electronic journalists are not bright."

But Edward O. Fritts, president of the National Association of Broadcasters, applauded the FCC's action. "We trust that with 'scarcity' a relic of the past and 'chilling effect' clearly identified, the fairness doctrine will not pass constitutional muster and will be deemed unacceptable on policy grounds as well," Fritts said.

Tom Rogers, senior counsel to the House Telecommunications Subcommittee, suggested that broadcasters forget about getting relief in Congress. He said it was clear that House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and the FCC didn't agree on the fairness doctrine issue. "And the public can rest assured that this is one FCC recommendation which will not get any action out of the House," Rogers said.

Andrew Schwartzman, executive director of the Media Access Project, described the commission's action as a "victory" for MAP. "What they sugar coated with a lot of rhetoric was a significant retreat from the position of a year ago," when the commission was toying with whether it could repeal the doctrine, Schwartzman said. □

Representative Mickey Leland (D-Tex.), a tireless spokesman for blacks and other minorities, said Rivera had served as the "conscience" of the commission. "He has served as a voice of reason and compassion on virtually every issue affecting those groups traditionally underrepresented or ill-served by the marketplace approach to regulation," Leland said.

Pluria Marshall, chairman of the National Black Media Coalition, said Rivera would be sorely missed. "I think he was extremely effective for minorities and women," Marshall said. "We will have to dig in and fight a lot harder knowing he's not going to be there."

Said Peggy Charren, president of Action for Children's Television: "I think that Henry's presence didn't change the votes much in the last few years, but his beautifully worded dissents were a help in appeals and were a solace for consumer groups in days that looked dark. We're all going to miss him."

Even FCC Chairman Mark Fowler, whose positions were the target of the Rivera dissents, said he had never questioned that Rivera's arguments had been made in good faith. "Vaya con Dios," said Fowler at the FCC's meeting last week.

In announcing his resignation, Rivera said his four years with the commission had been "the most challenging" in his life, outside his service in Vietnam. "Being the 'Rambo' commissioner on many issues has not always been easy," said Rivera. "Nevertheless, I have thoroughly enjoyed my time at the FCC."

In an interview with BROADCASTING, Rivera said one of his biggest satisfactions at the commission was the preservation and continued enforcement of the equal employment opportunity rules. There once were plans to relax EEO reporting requirements considerably, but those were dropped (or at least put in an indefinite holding pattern) in response to Rivera's opposition (BROADCASTING, Jan. 4, 1982).

"I feel very good about that," Rivera said. Rivera is also proud of his role as chairman of the FCC's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications. That committee's recommendations, among other things, resulted in action permitting minority general partners in limited partnerships who controlled more than 20% to take advantage of the commission's preferential minority policies.

(Under previous policy, only those firms that were more than 50% owned by minorities could benefit from those breaks.) Yet another victory, in Rivera's eyes: getting a minority preference in lotteries for multi-channel multipoint distribution service.

On the down side, Rivera regards the FCC's relaxation of its regulatory grasp over children's television as a major defeat. "I think that children deserve to have TV serve them as well as it serves adults, particularly preschoolers," Rivera said.

For the immediate future, Rivera is planning to get in a few days of fishing. But he said he'll be back to prepare for Space WARC, which is being held in Geneva. Ri-



Rivera applauded as he leaves

Commissioner, who is moving to Washington law firm, stayed out of broadcasters' corner, but gets praise from them and rival interests he consistently defended

FCC Commissioner Henry Rivera attended his last commission meeting as a commissioner last week. He announced his resignation, effective Sept. 15, to practice communications law at the Washington law firm of Dow, Lohnes & Albertson ("Closed Circuit," Aug. 5).

Rivera's advocacy of minority causes and of a stronger government role in children's television programming put him at odds with broadcasters. On the present FCC, he was

often a lone vote.

But Rivera must have been doing something right. In the wake of news of his impending departure, he was getting good reviews from broadcast industry representatives and public interest and minority groups.

Edward O. Fritts, president of the National Association of Broadcasters, said Rivera had always listened and been fair. "That's all you can ask from a commissioner," Fritts said. "He's an extremely bright guy and very much a principled person who brought a lot to the commission." Added Jeff Baumann, NAB general counsel and senior vice president: "I will miss dealing with him at the commission."

vera will attend, as the FCC's representative, Aug. 16-25.

At Dow, Lohnes & Albertson, Rivera said he's planning to develop "primarily, but not exclusively," a common carrier practice. And, on the whole, he said he's pleased to be going. "It's time to move on, even if it's hard to look back," Rivera said. "It's a great firm, fine people, and I'm looking forward to working with them." □

ENA ponders response to Lear-Perenchio

District judge deals L.P. setback in ruling that state's anti-takeover statute applies in this case

Last week attention shifted from L.P. Acquisition Co., the company put together by A. Jerrold Perenchio and Norman Lear to take over The Evening News Association, Detroit, to the response the target company would make. L.P.'s \$1,000 per-share bid was stalled by an unfavorable decision in a U.S. District Court and at the FCC, where approval of a temporary trustee for the shares tendered to L.P. not yet been granted.

ENA's board met several times last week. More than one observer expected a major decision by the company, if not this week, soon.

Among the possible responses available to ENA's management were an auction/liquidation of the five TV and two radio stations, *The Detroit News* and other newspapers and printing operations that make up the company. Also possible were a merger with a "white knight" company, a management-led leveraged buyout or a partial liquidation with proceeds being used to buy out those stockholders deciding to cash in at the record prices being offered for their shares.

On Wednesday, Judge De Mascio in a federal court in Detroit decided that the Michigan antitakeover statute would apply in the ENA case. L.P. had hoped to complete its tender offer by Aug. 23, but the statute would delay the tender offer by at least 60 days, and possibly up to 130 days, and might entail a fact-finding hearing on L.P.'s bid. James Karpen, acting deputy director of the Michigan Corporations and Securities Bureau, said that as of last week, L.P. had yet to formally file with the bureau: "Presumably they are going to comply unless they want to walk away from the deal. If there are no problems with it, we will declare the offer effective. If they do not comply under the Michigan act, we can enjoin the tender offer." Karpen said the bureau would give L.P. until today (Aug. 12) to comply after which it would take action. The act also gives ENA legal standing to seek an injunction.

Following the De Mascio decision, L.P. attorneys filed an amended complaint with the court including the allegation that at the time of an ENA \$250 per-share repurchase last December, certain board members had advised relatives not to tender their shares

but to wait for a higher price. The judge dismissed the amended complaint. ENA management was still deciding last week whether to press charges against executive vice president Peter Kizer, who, the company said, admitted he had provided an L.P. official with internal financial reports (BROADCASTING, April 5).

Last week several investment bankers said they could no longer comment on the situation in Detroit because they were now making inquiries on behalf of possible suitors. David McKearnan, senior vice president for mergers and acquisitions at Donaldson, Lufkin & Jenrette, said the suitors included "a whole list of companies; from those who are not prepared to go into a situation that is overtly hostile to those who are a little less concerned. The list includes just about everyone who has not shot their wad on another media acquisition."

Among the names of interested parties that surfaced in published reports last week were Gannett, Hearst Corp. and Jack Kent Cooke.

Neither the company nor its investment banking firm, Salomon Brothers, would identify the interested parties. A letter to shareholders—required by federal law and giving the company's official comment on the L.P. bid—had not been sent out by midday Friday. However, it was only expected to advise shareholders not to tender their stock to L.P. or anyone else, and to add that ENA and Salomon were reviewing a number of possible alternatives. As one of those privy to the review said, "Doing nothing is not one of those alternatives." □

ENA asks FCC not to grant interim OK of takeover try

Evening News Association says short-form exemption isn't justified; asks FCC to examine "manifest deficiencies" in character of L.P. Media principals

The Evening News Association last week asked the FCC to reject the request of Hollywood producer Norman Lear and A. Jerrold Perenchio for interim approval to try to take over that company (BROADCASTING, Aug. 5).

Citing the FCC's grant of interim approval to Jack Kent Cooke's aborted effort to take over Multimedia Inc., Lear and Perenchio, doing business as L.P. Media Inc., have filed both long-form (Form 315) and short-form (Form 316) transfer applications at the FCC. Through the long form, L.P. Media is seeking ultimate approval of the proposed transfer of ENA stock. In the accompanying short form, L.P. Media is seeking approval to use G. William Miller, treasury secretary under former President Jimmy Carter, as a trustee to collect tendered shares pending consideration of L.P. Media's long-form application. (In *McCarthy*, the FCC granted former Senator Eugene McCarthy, Cooke's proposed trustee, a special temporary authority to collect any Multimedia shares tendered pending review of Cooke's long-form transfer application.)

In its filing at the FCC, the Evening News

Association said L.P. Media's short-form application should be dismissed. For starters, ENA alleged that L.P. Media was seeking an "unwarranted, unprecedented and unlawful expansion" of *McCarthy*.

ENA said that, unlike the situation in *McCarthy*, L.P. Media has neither proved, nor alleged, that it would suffer the harm from adherence to FCC long-form procedures demonstrated in *McCarthy*. "The only deadline L.P. Media faces is one which it has imposed on itself for its own private purposes, and as to which it retains untrammelled discretion to revise and extend by any length of time it may choose," ENA said.

ENA also said that, unlike the situation in *McCarthy*, no other party has undertaken any measures affecting control of ENA which could warrant the commission granting special procedural waivers to L.P. Media as a counterweight to preserve the ability of ENA's shareholders to assess all competing stock offers. "To the contrary, it is L.P. Media which seeks to spring an ambush on ENA and any competing bidders by securing radically expedited commission approval under short-form procedures to insure that ENA's shareholders are not able to entertain competing offers," ENA said. "The commission granted an exemption from its long-form procedures in [*McCarthy*] to preserve

its neutrality in takeover contests and to insure that the target company's shareholders would be able to assess and compare all competing stock offerings. These policies require the commission to dismiss L.P. Media's application here."

ENA also said it was particularly imperative that the commission invoke its long-form procedures here to examine the "manifest deficiencies" in the character of L.P. Media's principals. L.P. Media, ENA said, has conceded that it developed its tender offer on the basis of confidential ENA information that was not publicly available to other persons. In its filing, ENA alleged, among other things, that one or more of L.P. Media's principals and others under L.P. Media's control conspired with Peter A. Kizer, the former (he was fired) ENA executive vice president, broadcast division, inducing him to breach his fiduciary obligations to ENA and its shareholders and to contravene his employment duties by disclosing confidential directors' reports, confidential proprietary information and confidential financial information and forecasts; may have extended employment promises and other inducements to Kizer, and may have violated federal and Michigan securities laws by failing to disclose their activities. "These actions . . . show that a serious and substantial question is presented wheth-

CTAM '85: getting back to basics

Annual convention urges marketers to pay more attention to customers, get out of office and in the street

A thousand or so executives invaded San Francisco's Fairmont Hotel to attend the 11th annual conference of the Cable Television Administration and Marketing Society last week. Their chief target was the 45% of homes passed by cable that still haven't signed up for any kind of cable television service. They also face another problem: a dramatic decline in the growth of pay cable services.

The theme of this year's conference, "Bridging the Gap," was designed to teach attendees how to move from the sometimes sheltered environment of their offices where their marketing plans are created to the down-to-earth (and door-to-door) application of the planning. "Strategy plus implementation are marketing," said Thomas V. Bonoma, professor of marketing at Harvard Business School and a speaker at the conference. And marketing, he said, is the "separation and extraction of lose change from customer's pockets such that they're glad it happened."

Growth in the cable industry during the past decade, pointed out Charles Townsend, chairman of CTAM conference and president of Providence, R.I.-based Colony Communications, has principally been fueled by new construction and introduction of new program services. "Unfortunately

both Wall Street and senior management have become accustomed to the sweet taste of growth and want it to continue," Townsend said. And "that will be easier said than done."

In the late 1970's, Townsend said, cable revenue was growing 25% annually. That growth rate kept rising until it reached 50% in 1983. But today, he said, the growth rate has "slowed considerably" and is now around 10%. "Our business has changed dramatically in the past year from a go-go industry to a slow-grow industry."

As a result, said Townsend, a number of marketers are talking about raising the price of basic cable service—increasingly a more popular choice among subscribers—and reducing the price of pay services. Currently the average basic package sells for \$9-\$11 per month, but when full rate deregulation takes effect in 1987 most marketers are expecting basic to be priced at about the \$15 level.

But simply raising the price of basic is not going to solve the marketers' (or the operators') problems. "I have a real advantage in this business," said Robert Hughes, president of Prime Cable Corp. "I have no marketing background." That wasn't meant derogatorily, he said. Cable, he said, is probably the "best buy for the entertainment buck" but those charged with selling it—and keeping it sold—sometimes fall short in communicating that point. "I think we've got a lot of buyers in this business," Hughes

said, "but I question whether we have a lot of customers."

Hughes suggested that marketers do some research about what subscribers really think of cable television. At Prime Cable, he explained, the distance between corporate headquarters, where marketing strategy is planned, and the field, where marketing is carried out, is "kept short." Said Hughes: "One of the worst things I see in cable is policies that evolve at the corporate level and float down to people in the field." At his company, he said, "people who promulgate marketing plans are the same people who go out in the field."

Burt Staniar, president of Group W Cable, said he is trying to lead a company of "6,000 fanatics" in regard to customer service. He noted that cable penetration has remained stagnant the past couple of years at about 55% of the cable television universe "and for the most part has not pushed out." And disconnects, he said, "are sky high for multiple pay services."

A major problem for cable marketers, Staniar believes, is that they tend to "remain isolated and think of themselves as consultants." (Bonoma made a similar observation. Adapting a phrase from *Mad* magazine's Alfred E. Newman, he noted that too many marketers shun the low-level business chores. If asked to determine a service's value, they reply: "What? Me price?"). Group W tries to prevent insular attitudes, Staniar said, by stressing a "commitment from the

er L.P. Media meets the basic qualification of good character required of a commission licensee," ENA said.

In its filing, ENA also said that L.P. Media's short-form application should be reviewed by the full commission, not the Mass Media Bureau under delegated authority. "L.P. Media seeks to transform that [McCarthy] exemption into an across-the-board procedural entitlement for tender offerors, a novel request which demands *en banc* review in light of its plain inconsistency with the commission's traditional policy and the Communications Act's requirement of rigorous scrutiny of all applicants," ENA said.

ENA also said the FCC should seize this opportunity to reconsider and rectify its *McCarthy* holding. "The transfer of control to a voting trustee in a hostile situation inevitably will result in material changes in the operation and management of the target company," ENA said. "While the trustee may be for an interim period, these changes are not. It departs from common sense and corporate reality to suppose, as the commission did in [McCarthy], that an interim trustee established pursuant to a hostile takeover can maintain the *status quo* of the target company. The ownership change will be substantial, and long-form procedures are required. Moreover, an exemption cannot rationally be justified under Section 309(f) of the Communications Act. The plain language of this section and the commission's uniform practice before [McCarthy] demonstrate that the

section does not apply when, as here, an application is wholly divorced from any issue involving a possible interruption in the operations of the target company's broadcast stations."

In an opposition filing at the FCC late last week, L.P. Media said ENA had it wrong.

For starters, L.P. Media said its short-form application presented no new or novel issues requiring review by the full FCC. The application, it said, could and should be approved by the commission staff under delegated authority.

ENA's suggestion that expedited action on a voting trust arrangement should not be given when management has not yet announced specific countermeasures or produced a competing bid "is just an attempt to use commission processes to gain time in order to fashion defensive measures, to seriously impede the chances of the tender offer through delay and avoid the discipline of marketplace forces," L.P. Media said.

L.P. Media also said the creation of its deadline—that is, having its tender offer expire on Aug. 23—was in accord with the Williams Act. "If the time limits were longer, entrenched management would have substantial advantages, including the opportunity to implement a number of so-called 'scorched earth' policies that might harm the corporation," L.P. Media said. "To extend any of the dates would greatly advantage a management group that has already voted to 'vigorously oppose' through 'whatever

means necessary any efforts to dislodge it."

L.P. Media also said that ENA's "generalized allegations" of industrial espionage—allegations that L.P. Media said would be resolved by the courts—didn't mean the matter should be handled by the full FCC either. There have been no allegations leveled at Miller, L.P. Media noted. "To the extent substantial and material questions may be raised about L.P. Media—they have not been raised yet—such matters can be handled when L.P. Media's Form 315 is considered," L.P. Media said.

L.P. Media also alleged that ENA was attempting to create a "scandal" by "mischaracterizing" the way L.P. Media obtained ENA financial information. "The executive [L.P. Media did not mention a name] voluntarily supplied the information in question without such information being solicited and without any promises by L.P. Media or any of its principals of a job or other consideration," L.P. Media said. "There was nothing whatever illegal or improper about L.P. Media's actions. Indeed, the full facts of the matter raise substantial questions as to the propriety of ENA's incumbent management, which appears to have withheld this same information from its own shareholders at a time when it was making a tender offer for shares at a price that was one-quarter the price now being offered by L.P. Media. In any event, any character issues regarding L.P. Media are irrelevant to consideration of the Miller Form 316 application." □

top" and making sure "every employe" is concerned about customer service. Group W appointed a vice president of quality, for example, and developed quality teams that oversee and monitor service four times a year at Group W's larger systems. Both marketers and sales reps must believe that "the customer is the hero," Staniar said.

To insure that marketing and operations are working in tandem for the same objectives, Cox Cable—on a pilot basis—launched a "territory management" program in its Jefferson parish, La., system. Cox renamed the sale representatives there "area managers" who have full responsibility for specific territories. The Jefferson parish area manager, explained Cox Cable President David van Valkenburg, calls on delinquent accounts and pending nonpays, does some customer service work, swaps boxes, takes care of minor service problems, resolves installation scheduling difficulties, collects converters and back balances and even does reconnects when the normal scheduling days or times are not convenient for the customers.

One message repeated at the conference was the need to find ways around traditional channels of authority and communication when it's time to get the job done and no one's around to do it. Harvard's Bonoma related a story about a United Parcel Service depot manager who, on his own authority, leased a boxcar on Christmas Eve ("I'm not sure how much it costs, but I don't think it's the kind of thing you put on an Amex card") and diverted two of the company's jets to deliver Christmas presents to an orphanage in Florida. The day after Christmas the depot manager was not fired but promoted. "Concern for the customer is crucial," agreed Matt Blank, senior vice president of consumer marketing at HBO. "It is an integral part of our operating culture." Because of that, he added, marketers occasionally must possess a "willingness to supersede formal structure."

The new cable act has also changed the role of the consumer, the marketers were told. Explained Ron Dorchester, senior vice president at Prime Cable Corp.: "There's a shift of responsibilities from the cities to ourselves under the cable act. We're entering a total deregulation of rates—it's up to you how you offer your services and set your rates." But Dorchester warned that cable operators are unlikely to find they can get away with anything they want. "You may wish to have the mayor back instead of the customer as your regulator."

How high basic rates can go, said Howard Horowitz, a principal of his own consulting firm, is at least 50% more than is currently being paid. "Consistent research shows that basic with a full complement of services [can be expected to rise to] a \$15-\$18 range. The fall-off in demand at the better price still leaves us better off," he said.

Kay Koplovitz, president of the USA Network, agreed that the higher prices to be paid for basic are in line with that service's "value in the marketplace." She said that five years ago the total share of viewing of basic services was less than 2% among all television

households. Today, it's 15%. "That's greater than all viewership to pay."

But to remain competitive, Koplovitz said, the quality of basic programming services must be equal to that of all other television. "To the subscribers, we're all equal," she said. "That quality costs money. We cannot offer something similar to, but less than." The bottom line: "We're going to continue to need a revenue stream from the cable operators," she said.

Not surprisingly, the appeals court decision declaring the FCC's must-carry rules unconstitutional (BROADCASTING, July 22) was the subject of much discussion. Robert Ross, vice president and general counsel for Turner Broadcasting System, who argued the case on TBS's behalf, said the decision was a "significant step forward" for cable operators and effectively granted operators full First Amendment rights.

He said that the FCC's indications that it would not appeal the decision "leaves it to the other intervenors—of which there are plenty." But he hailed the decision as "extremely well crafted" and "based on sound law" and noted it was a unanimous three-judge decision. Ross said he doubted broadcasters would seek a rehearing at the appellate level, and predicted it was "not unlikely" that the Supreme Court would deny review within six to nine months, thus allowing the appeals court decision to stand.

Asked if the appeals court decision applied also to local and leased access channels, Ross replied he didn't have a definitive answer at the moment, but at first glance he suspected it could. However, Ross cautioned cable operators against immediately dumping signals they didn't want to carry, and advised them to hold off adding new UHF channels as well. "Quite frankly, the cable

industry is sitting with all the cards at the moment," he said.

The real-world effects of the must-carry decision are not likely to be felt right away, said CTAM conference chairman Townsend. He said one result may be that cable operators are "coming closer to being more like independent broadcasters" in the sense that "we can drop stations" in the same fashion stations drop low-rated programs.

Despite the bad news that pay growth is off—both HBO and Showtime lost subscribers in the first six months of 1985, according to industry analyst and publisher Paul Kagan—the overall tone of the conference was upbeat.

There was also a sense that more money is being targeted to marketing departments than in the past. Robert G. Thole, executive vice president of Heritage Communications, cited industry estimates that, on average, 3.7% of a cable company's annual revenue is targeted to marketing. Although there are different ways of computing that percentage, when the session broke up into smaller workshops some marketers reported the percentages at their companies were higher, usually 5% or more. But whatever the figure, most thought marketing deserved more.

This year's CTAM conference reflected the back-to-basics attitude that prevailed at the National Cable Television Association meeting more than two months ago. Observed Charles Younger, senior vice president at Continental Cablevision, in the early days of cable conventions everybody was asking: "What is cable?" Then the buzz word became "blue sky cable." Last year, it was the somber "reality cable." This year, he said, the unofficial theme appeared to be "responsible cable." And next year, he hoped, it would be "forever cable." □

Murdoch expected to acquire Metromedia Producers Corp.

As Rupert Murdoch went home to Australia for two weeks last week, it appeared that sale of Metromedia Producers Corp. (MPC) had finally been made, with Murdoch as buyer. Murdoch and 20th Century Fox Chairman Barry Diller met with the general managers of Metromedia's six independent television stations on Sunday, Aug. 4, informing them that a deal to buy MPC had been struck. An announcement is expected early this week.

The company has been in limbo since the sale of its parent company was announced. While MPC, whose properties include *Dynasty*, has been valued at between \$10 million and \$30 million according to industry estimates, the sale price was said to be closer to \$40 million.

Why Metromedia put MPC up for bid still remained a mystery. According to a source, after Metromedia Broadcasting Corp. President Robert Bennett passed up an opportunity to buy MPC, the "rights of first refusal" went to Paul Rich, MPC vice president. MBC, however, decided to put the company up for bid to test its real value soon after discussion between Metromedia management and Rich could not bring about a sale.

The future of *Dynasty* has previously been reported as uncertain given a clause that releases Metromedia stations from any liabilities if the show is dropped ("Closed Circuit," July 29). If the show is used, payment is scaled to an amortized license fee depending on the number of episodes used. The clause was inserted because of Murdoch's concern over the serial's low performance as a repeat.

According to one source, Murdoch will, for the time being, operate MPC and the syndication division of 20th Century Fox as separate companies. But eventually, the source thought, the two operations will be combined in some way.

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"All My Children"
DARNELL WILLIAMS



OUTSTANDING DIRECTION IN CHILDREN'S PROGRAMMING

"Mom's on Strike"
JOAN DARLING
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OUTSTANDING CINEMATOGRAPHY IN CHILDREN'S PROGRAMMING

"Out of Step"
BARRY SONNENFELD
(ABC Afterschool Specials)

OUTSTANDING FILM EDITING IN CHILDREN'S PROGRAMMING

*"Backwards:
The Riddle of Dyslexia"*
MICHAEL LYNCH
(ABC Afterschool Specials)

OUTSTANDING LIGHTING DIRECTION IN CHILDREN'S PROGRAMMING

*"Henry Hamilton,
Graduate Ghost"*
MARC PALIUS
(ABC Weekend Specials)

ABC TELEVISION NETWORK



ACT calls on FTC to restrict TV ads for phone services aimed at children

Action for Children's Television cites children placing calls without permission, running up phone bills, as evidence for ruling ads deceptive

Action for Children's Television has asked the Federal Trade Commission to declare television advertisements for recorded telephone message services—variously called 976 numbers, "dial-it" numbers or "scoop lines"—unfair and deceptive. In a petition filed at the FTC last Tuesday (Aug. 6), ACT said that even when the price of the call is prominently displayed on the television screen during the ad, or when there "are clear admonitions" not to call without parents' permission, "the 10-year-old child... cannot make a reasonable decision about the appropriate size of the monthly phone bill as against the family income or other claims upon it."

The phone message services, which usually provide information for a flat charge of between 50 cents and \$2.00 per call ("whatever the market will bear," ACT said), often include anything from sports scores or weather information to stories read by popular children's characters.

Among the advertisements cited in the ACT petition were those aired last Christmas offering Dial-Santa programs. Some children, according to ACT, "placed dozens of calls per day" to the Santa phone number, including one six-year-old of a single mother who "made so many 976 calls that the telephone bill was \$299 larger than expected." The ACT petition also cited Tri-State Industries' Captain K.C. service and the dial-a-

Whoa. The National Association of Broadcasters, the Association of Independent Television Stations, the Association of Maximum Service Telecasters, the Corporation for Public Broadcasting, KNO Inc. and the National Association of Public Television Stations have asked the Court of Appeals in Washington to reject a request by Quincy Cable TV Inc. seeking to get the court to make its vacating of the must-carry rules effective immediately. The broadcasters said the normal practice under the rules of court, which the court indicated it would stick to in its must-carry decision, called for the rules to remain effective until either the time for filing a petition for rehearing has expired (Sept. 3) or seven days after the court disposed of such a petition. "Quincy has not demonstrated good cause for departing from the general practice," the broadcasters said. The broadcasters also said they intended to file either a petition for rehearing or for a motion for stay to seek Supreme Court review.

Muppet service formerly offered by Henson Associates Inc. Tri-State has advertised on television stations "having sufficient power to transmit across state lines," ACT said, with the cost being borne by the home making the call. ACT said that Tri-State does give refunds when a customer sends a copy of the phone bill to the company when there are "excessive calls beyond the norm."

ACT said that ads are "especially" unfair and deceptive since children can "purchase" the service by dialing the number listed in the advertisement, and do not necessarily have to "persuade an adult" to buy the advertised product. ACT said that many of the spots often are shown in markets with a high percentage of "latchkey children" who are home without parental or adult supervision.

ACT suggested that one solution "that will permit the presentation of the ad and still effectively protect against its unfair and deceptive nature as to young children" is to shift the burden to the advertiser. "If young children (12 and under) do make use of the service without the parents' permission, there should be no payment to the company," ACT said.

"It follows that the advertising company should be required to contract with the telephone carrier so that the latter's bill will contain a clear notification that the bill contains a charge for a story service that need not be paid if the call was made by a child (12 or

under) without the parents' permission," ACT said, adding that phone carriers receive a "substantial amount of revenue" from these services and that any that "balk at cooperating" should be brought "into the proceeding as respondents and ordered to comply."

In related action, Representative Timothy Wirth (D-Colo.), who had called on the FTC to investigate television advertisements of the telephone services (BROADCASTING, June 10), praised Henson Associates for suspending their telephone scoop line service featuring Muppets telling jokes and talking with each other.

Said Wirth: "I am most pleased to see this responsible action taken by [Muppet creator] Jim Henson. His concern with protecting the interests and welfare of children has been clearly demonstrated by his long history of providing high quality children's television programming and by this decision. I hope to see this issue fully resolved soon" by the FTC, Wirth said. Wirth said that with scoop lines "even very young children have the capability of immediately 'purchasing' the advertised product—simply by placing a telephone call—without their parents ever being consulted." □

FCC votes for no preferences for women in MMDS lotteries

Perhaps clearing the way to hold lotteries for multichannel multipoint distribution service, the FCC (with Commissioner Mimi Dawson concurring in part and dissenting in part and Commissioner Henry Rivera concurring in part) voted against granting women a lottery preference for mass media services. The FCC essentially argued that the statute authorizing lotteries didn't give the commission authority to grant such preferences. Dawson said she agreed with much of the commission's analysis. But she asserted the commission had the "residual" authority to grant such a preference, something she believed the commission should have done.

Whether the FCC must do something more before it can reschedule the MMDS lotteries—which were stayed by the Court of

LPTV definition. Legislation was offered in the House and Senate last month that would clarify the copyright status of low-power television stations so that they could not be defined as distant signals and subject to cable TV royalty payments. The identical bills (S. 1526 and H.R. 3108) were introduced by Senate Copyright Subcommittee Chairman Charles McC. Mathias (R-Md.) and House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.). The bills' definition of a "local service area" for LPTV's spells out whether they are to be considered a local or distant signal.

Both Kastenmeier and Mathias expressed concern about the issue last year and wrote to the Copyright Office asking for a clarification of LPTV copyright status. The Copyright Office said it would not question a cable system's determination that a LPTV signal is local and asked Congress to amend the law to eliminate any ambiguity. A local signal, not subject to royalties, would be defined as: LPTV stations "located outside the 50 metropolitan statistical areas with the largest populations based on the 1980 census; that area would comprise a radius of 35 miles from the low-power station's transmitter site." And in "heavily populated areas represented by the top 50 metropolitan statistical areas, however, the area of local service would be reduced to 20 miles."

In a statement, Kastenmeier said the clarification will result in "increased programming possibilities in underserved small communities, promotion of localism, the freer flow of information and ideas and more satisfied viewers."

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DC AUGUST 85: Spring Arbitron results show Drake-Chenault delivering scores of #1 and #2 winning demos among its 300 radio stations.

As America's radio stations respond to fragmented listening, Drake-Chenault prepares the debut of a brand new kind of radio format carefully researched and designed to deliver the elusive 35-44 year old NONROCK audience. EVERGREEN is the name — be prepared to watch it grow!

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Appeals in Washington—is unclear. The appellate court's stay—which appeared to direct the FCC either to postpone the lotteries until the commission resolved the women's preference rulemaking or to modify its lottery procedures to protect women MMDS applicants until the preference issue was resolved (BROADCASTING, July 1)—was ambiguous, to say the least. The FCC hadn't determined precisely how it should proceed as of last Wednesday (Aug. 7).

The FCC's refusal to grant women's preferences is already facing challenge in the appellate court. Stella Pappas, who filed MMDS applications in 105 markets, challenged the FCC's decision not to award women preferences and had asked the court to protect her applications until the issue was resolved. In her court brief, Pappas—the wife of broadcast group owner Harry Pappas—contended that the history of legislation authorizing lotteries clearly expressed Congress's intention that women be granted a preference. And, after the FCC's action last week, former FCC Commissioner Stephen Sharp, who is representing Pappas, said he and Pappas will pursue judicial review on an expedited basis. "I don't think they [the FCC] have a very good case," Sharp said. □

Brennan responds to Hall charges

Former Copyright Royalty Tribunal Chairman Thomas C. Brennan has defended the agency against charges leveled last month by another former chairman. Brennan, who served on the tribunal from 1977 to 1984, responded to charges made by former Chairman Marianne Mele Hall, who resigned in May after coming under fire for her part in the preparation of a controversial book, "Foundations of Sand." Hall criticized the tribunal in a number of areas and suggested it be "disbanded immediately" (BROADCASTING, July 15). (Her call for abolition of the agency was contained in a statement voluntarily submitted to the House Copyright Subcommittee during an oversight hearing.)

Among other things, Hall claimed the CRT's "seven-year precedents for incompetence, ineffectiveness, apathy and apparent corruption have rendered it totally useless and totally unjust."

Brennan, who was asked by the tribunal's current acting chairman, Edward W. Ray, to comment on Hall's statement, had this to say: "In the opinion of this observer, Commissioner Hall had an inflated view of the current mission of the tribunal and showed signs of an advanced case of 'empire-building.'" (His remarks were also submitted to the subcommittee.)

"Whatever may be the proper assessment of the tribunal's role, it is not contingent on the membership of Mrs. Hall, or any other commissioner, past or present," Brennan maintained. "The tribunal has not been rendered 'totally useless' because circumstances have brought a sudden end to her service."

He also found fault with several other assertions Hall made. If Hall had evidence the agency was corrupt, Brennan argued, she should have turned it in to the proper law-enforcement agency. "I have personal knowledge that Mrs. Hall is aware of the proper law-enforcement authority," he wrote. "One afternoon while working in my office, Commissioner Hall phoned me from her residence, said she was reading the Copyright Act and did not understand how a criminal charge of copyright infringement

arises in court. I explained the role of the Department of Justice and the office of the U.S. attorney. If the charge is a matter of rhetoric, Mrs. Hall should have exercised her skills as an editor, for which she has received national recognition."

Brennan also refuted Hall's charge that files from major proceedings were missing. "I never encountered a situation when my assistant or other staff person could not produce materials requested by me," he stated. □

Washington Watch

Telco rates protested. ABC, CBS, NBC, Hughes Television Network, Association of Independent Television Stations, National Association of Broadcasters and Public Broadcasting Service have contended that local telephone companies, in responding to FCC tariffs investigation, have not been able to justify current video transmission rate structure. In filing at FCC, broadcasters said \$53.5 million in claimed investment in polyethylene shielded video cable within TV service rate base is unneeded and unused by video users and should be disallowed. They also said that current video access rate structure is defective "because it does not reflect the reality of television service access provisioning." □

Reversal. Reversing initial decision, FCC Review Board has granted applications for new AM daytimer stations on 840 khz of Philip and Martha Hahn in Purcellville, Va., Vernon H. Baker, in Earlysville, Va., and Edward A. Baker in Denton, Md. Board denied application of Archilla-Marcocci Spanish Radio Co. for new AM daytimer station on that frequency in Annandale, Va., which is in Washington metropolitan area. Administrative Law Judge Edward Kuhlmann had granted Archilla-Marcocci's application, contending it would establish first local outlet for larger and faster-growing community than would proposals of competitors, all of which could be granted only if Archilla-Marcocci's were denied (BROADCASTING, March 18). Board, however, said it believed it better to grant "three independent facilities, rather than one, particularly where that [latter] facility would be located in the midst of a large, well-served urbanized area." Philip Hahn is Purcellville real estate developer. Neither he nor his daughter, Martha, has other media interests. Vernon Baker, resident of Blacksburg, Va., owns WBZI-AM-FM Xenia, Ohio; WESR-AM-FM Onley-Onancock and WKGM(AM) Smithfield, both Virginia. Vernon's son, Edward Baker, owns radio paging company in Blacksburg, Va. □

Satellite fix. Orion Satellite Corp. expressed confidence it had resolved difficulties cited by FCC in deferring action on Orion's application for separate international communications satellite system (BROADCASTING, July 29). Orion, which in March 1983 became first to file for system that would compete with Intelsat, filed technical amendment to its proposal on file at commission. Orion said amendment assures that its system will conform to International Radio Regulations and "to any other technical standards designed to assure orbit/spectrum efficiency." □

Mexican OK. Reversing staff action, FCC (with Commissioner James Quello dissenting) has authorized Spanish International Network Inc. to transmit programming from U.S. to four Mexican television stations. Programming from Mexican television stations can be received in U.S. Staff had dismissed SIN's application on grounds it had not complied with citizenship requirements of Communications Act. SIN is 75% owned by Televisa, S.A., Mexican corporation, and two of its three directors are Mexican citizens. FCC majority said it had discretion to impose citizenship requirement on permits to transmit programming to Mexico, but that's not mandated by statute, "and it is no longer necessary to the public interest to impose a citizenship requirement on parties wishing to transmit programming to foreign stations." □

Congressional summit. Violence on television is fast becoming major concern of Illinois Senator Paul Simon. Simon, Democrat who sits on Judiciary Committee, has expressed interest in issue to major television networks and cable industry. He has called for meeting in September with network and cable executives to discuss subject. Senator is also considering introduction of legislation that would require 10-second warning which would read—Warning to Parents. Viewing this program may be dangerous to the mental health of your children—at beginning of programs or commercials that contain excessive violence. Simon noted in editorial column on matter that he does not favor censorship. "But, somehow we have to deal with this problem in a meaningful way."

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Turner's sports detente

TBS signs agreement with Soviets for Goodwill games, to be played in Moscow in 1986; TBS to have all U.S. broadcast rights; production of coverage to be joint venture between TBS and Soviet broadcast authority

Turner Broadcasting System announced last week an agreement with Soviet broadcasting and sports authorities for the staging of what the parties involved say will be a quadrennial amateur sports event—the Goodwill Games, featuring competition among amateur athletes in selected sports such as swimming, gymnastics and track and field. If the games come off as planned, in July of 1986 in Moscow, say Turner officials, it will be the first time Soviet and American amateur athletes will have competed in an international summer festival of games since the 1976 summer Olympics in Montreal.



Last week's announcement was a media event in itself. A live, international video press conference linking New York, Moscow, Phoenix, and by voice circuit, London, was the vehicle used by TBS to make the announcement. Ted Turner played host to

reporters at the Waldorf-Astoria in New York, while TBS Executive Vice President Robert Wussler represented TBS's interests in Moscow, where he could be seen via the satellite connection signing the agreements with officials of the Soviet broadcast authority, Gostelradio, and the Soviet sports authority, Soyuzsport. In Phoenix, Olympic diver Gregg Louganis, who could not make it to New York, was tied into the conference by satellite to give his reaction to the announcement. In London, a group of reporters representing the Western European press were gathered.

In effect, the proposed games would be a warm-up for the Olympics, although the Goodwill Games would be much smaller, with only 18 sports represented, compared to about 30 sports for the Olympics.

Under the agreement, with Moscow serving as the first host, Gostelradio would

NBC turns in win number 11

NBC captured its 11th consecutive prime time ratings victory for the week ending Aug. 4 with a 12 average rating and a 23 average share based on Nielsen's National Television Index (NTI). CBS had an 11/20 and ABC a 10.7/20 for the week.

HUT levels for the week were down 8%, to 53.7, compared to the same week a year ago when the Olympics help put HUT levels at 57.3. Combined ratings were down 21% from the same week a year ago, from 42.9 to 33.7, and combined shares were off from last year's 76.3 to 62.8.

Among the week's specials was the *CBS Reports*, "Hiroshima, 40 Years and Counting," which placed 55th on the schedule of 65 programs with a 7.7/14.

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

Monday was dominated by CBS's regular schedule. It took every hour that night, boosted by the third-, fourth- and fifth-ranked shows of the week. Monday tied with Thursday as the highest-rated night of the week (15.7).

The three hours that comprise NBC's regular schedule, led by eighth-ranked *Riptide*, outperformed the other two networks Tuesday night. ABC's schedule included a pilot, *Love Long Distance* (7.7/15).

NBC's regular schedule took every hour on Wednesday. It included the seventh-ranked *Highway to Heaven* and the 11th-ranked *Facts of Life*.

NBC's Thursday night schedule included the number-one ranked *Cosby Show* and the second-, 10th-, 16th-ranked shows, *Facts of Life*, *Cheers* and *Night Court*. NBC lost the 10-11 p.m. block to ABC's *20/20*.

ABC won Friday despite losing the 9-11 p.m. block NYT to a *CBS Special Movie Presentation* (12.3/24), "Tarzan, the Ape Man." From 8-9 p.m. NYT, ABC beat the competition with *Webster* and *Comedy Factory*.

ABC took Saturday with its regular schedule. The *CBS Saturday Night Movie*, "The Champ," scored a 7/14.

While the *ABC Sunday Night Movie*, "The Blues Brothers," was the 15th ranked show of the week, it could not give ABC the night, as CBS won on strength of the sixth-ranked *60 Minutes* and the 14th-ranked *Trapper John, M.D.*, both of which won their time periods.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	19.6/38	23.	Simon & Simon	CBS	13.2/24	45.	Hotel	ABC	10.0/18
2.	Family Ties	NBC	17.6/33	24.	MacGruder & Loud	ABC	13.1/24	46.	Rock 'n' Roll Summer Action	ABC	9.5/18
3.	Newhart	CBS	17.0/28	25.	TV Bloopers & Practical Jokes	NBC	12.4/23	47.	Gimme A Break	NBC	9.3/19
4.	Cagney & Lacey	CBS	16.9/29	26.	Tarzan, the Ape Man	CBS	12.3/24	48.	T.J. Hooker	ABC	9.2/21
5.	Kate & Allie	CBS	16.4/29	27.	Seesions	NBC	12.3/21	49.	Monday Night Baseball	ABC	9.2/16
6.	60 Minutes	CBS	16.3/33	28.	Webster	ABC	12.1/27	50.	Knots Landing	CBS	9.0/16
7.	Highway to Heaven	NBC	16.2/30	29.	St. Elsewhere	NBC	12.0/22	51.	Silver Spoons	NBC	8.1/16
8.	Riptide	NBC	16.2/28	30.	Two Kinds of Love	CBS	11.8/21	52.	Ripley's Believe it or Not	ABC	7.8/16
9.	20/20	ABC	16.1/29	31.	Ravagers	NBC	11.8/21	53.	Royal Match	CBS	7.7/17
10.	Cheers	NBC	15.8/29	32.	Life's Embarrassing Moments	ABC	11.7/22	54.	Love, Long Distance	CBS	7.7/15
11.	Facts of Life	NBC	15.8/28	33.	Hail to the Chief	ABC	11.6/19	55.	Hiroshima, 40 Years	CBS	7.7/14
12.	Remington Steele	NBC	14.9/27	34.	Benson	ABC	11.5/23	56.	Airwolf	CBS	7.6/17
13.	A Team	NBC	14.8/28	35.	Hunter	NBC	11.4/23	57.	Baseball—White Sox/Yankees	NBC	7.6/16
14.	Trapper John, M.D.	CBS	14.8/26	36.	Comedy Factory	ABC	11.2/24	58.	Dynasty	ABC	7.1/12
15.	The Blues Brothers	ABC	14.5/26	37.	Roulupe, Bleeps & Blunders	ABC	10.8/20	59.	It's Your Move	NBC	7.0/15
16.	Night Court	NBC	14.3/25	38.	People Do the Craziest Things	ABC	10.7/21	60.	The Champ	CBS	7.0/14
17.	Double Trouble	NBC	14.3/25	39.	Finder of Lost Loves	ABC	10.6/21	61.	Punky Brewster	NBC	6.9/14
18.	Crazy Like a Fox	CBS	14.2/24	40.	Three's A Crowd	ABC	10.6/20	62.	Summer of Innocence	ABC	6.8/12
19.	Murder, She Wrote	CBS	13.8/26	41.	Love Boat	ABC	10.4/21	63.	Our Time	NBC	6.5/15
20.	Who's the Boss?	ABC	13.8/23	42.	Mama's Family	NBC	10.3/20	64.	The Idolmaker	CBS	5.9/10
21.	Scarecrow & Mrs. King	CBS	13.5/26	43.	Knight Rider	NBC	10.3/19	65.	Baseball Pregame	NBC	5.6/14
22.	Hill Street Blues	NBC	13.3/24	44.	Magnum, P.I.	CBS	10.1/19				

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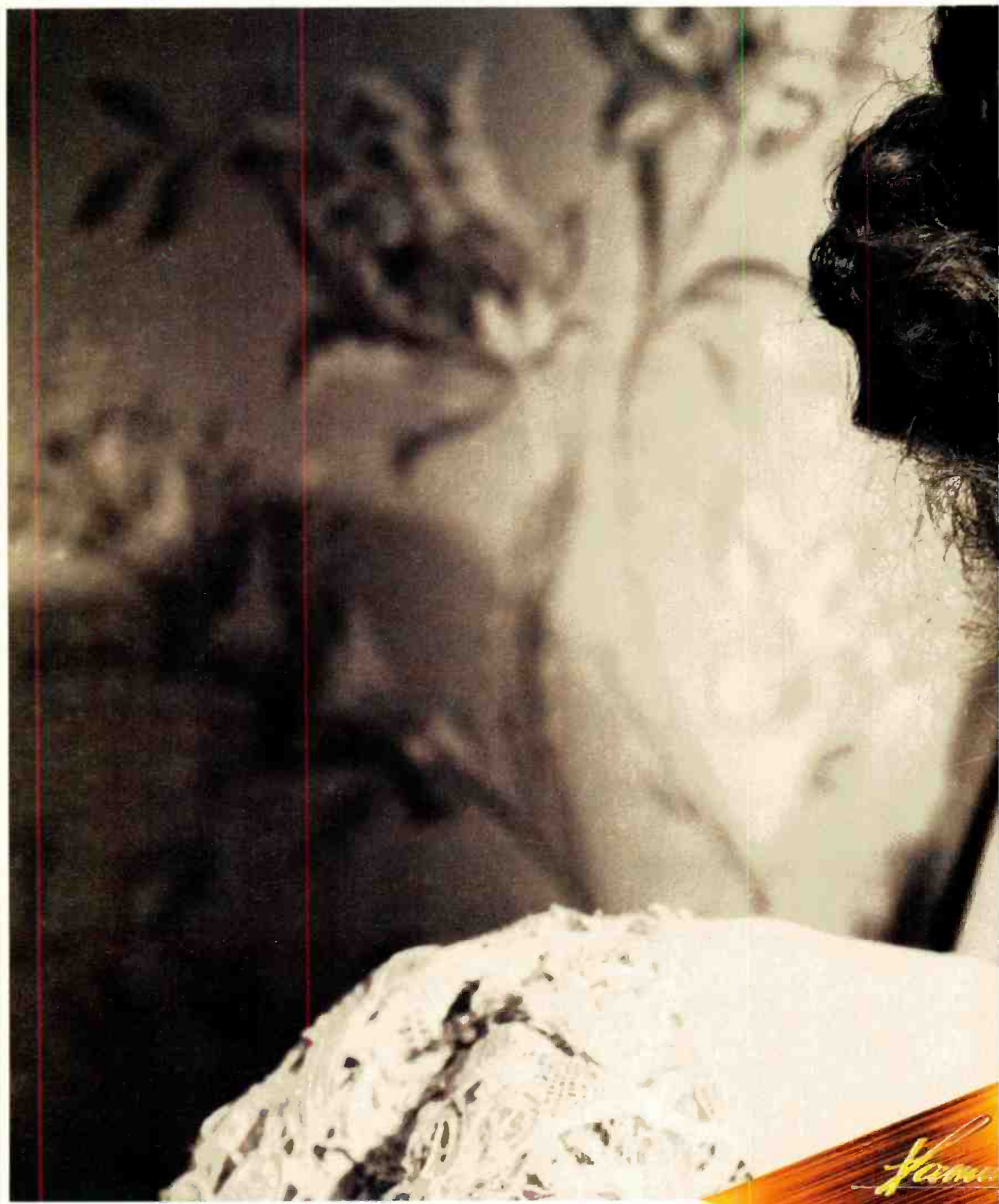
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have the rights to broadcast the games in the Soviet Union and would be responsible for the international feed. (If the games are hosted by the U.S. as planned in 1990, TBS would supply the international feed.) TBS receives all U.S. broadcast rights.

Last week, the company said its plans for broadcasting and cablecasting the games

back to the U.S. were not in place, but those plans would probably involve a minimum of 75 hours of coverage on WTBS and perhaps some syndicated coverage as well. At the press conference, Turner said the production of the coverage would be a "joint venture" of TBS and Gosteleradio, involving the use "mainly" of Soviet equipment and manpow-

er. Turner also said the games would be distributed worldwide, and that those syndication revenues (not including U.S. syndication) would be split "50-50" with Gosteleradio.

Why has TBS entered into this agreement? The same reason Turner is negotiating to buy MGM/UA (see "Top of the Week")—

Syndication Marketplace

Capital Cities Television Productions has cleared *High on the Job*, a one-hour look at substance abuse, particularly of cocaine, in the workplace. The program is hosted by Stacy Keach, recently released from a British prison where he had been doing time for possession of cocaine. William G. Mulvey, director of marketing at Capital Cities, said that Keach was asked to host the program while still in prison. *High on the Job* has already been cleared on more than 140 stations, according to Mulvey, who said the show should set a record clearance level for the company of 97%-98%. Normal level for the company is about 90%, he said. Clearance of the program is on a barter basis, with stations and Capital Cities each getting four-and-a-half minutes of advertising time. ■ Two distributors are offering their help in locating missing children. **Prijatel Productions** has cleared *The Missing Children Network*, now in its second year, on 96 stations. Each week stations get three one-minute programs that include the pictures and descriptions of three missing children. A hotline number is presented throughout the report. Prijatel supplies any parent of a missing child with booklets and brochures identifying all sources of help. Among stations carrying the announcements are WDIV(TV) Detroit, KMSP-TV Minneapolis, WKJW-TV Cleveland, WXIA-TV Atlanta, WPLG(TV) Miami, KMOX-TV St. Louis, KUSA-TV Denver and KCRA-TV Sacramento, Calif. **Syndicast** is including one 20-second public service announcement for the National Center for Missing and Exploited Children in *The 1985 Mrs. America Pageant*, cleared in 85% of the country, and two Elvis Presley specials, cleared in 98% of the country. Both shows' windows begin in August. ■ *At the Movies*, the movie review program featuring critics Gene Siskel, of the *Chicago Tribune*, and Roger Ebert, of the *Chicago Sun-Times*, has been cleared by **Tribune Entertainment** in 149 markets going into its fourth season. Latest clearances include wxow-TV La Crosse and

getting three-and-a-half minutes of advertising time and Tribune getting two-and-a-half. According to Tribune, its advertising time has been completely sold out. Sponsors include Pillsbury, Frito-Lay, Clorox, Hunt Wesson and G.D. Searle. ■ **D.L. Taffner** has now cleared *Three's Company* in 200 markets with the addition of KTVZ(TV) Bend, Ore. The 200 episodes of the show are sold for cash for six runs over six years. Other new clearances include KATN(TV) Fairbanks, Alaska; KF5M-TV Fort Smith, Ark.; WBRZ(TV) Baton Rouge; WGHP-TV High Point, N.C.; WRCB-TV Chattanooga, Tenn.; KFTV(TV) Hanford, Calif., and WB0C-TV Salisbury, Md. ■ **Sally Jesse Raphael**, a half-hour talk show strip sold by **Multimedia**, has now been cleared on KHJ-TV Los Angeles. The show is already cleared on WNBC-TV New York, KTZO(TV) San Francisco, WCVB-TV Boston and WQVM-TV Washington. Sales are for cash, and include 45 weeks of first-run and seven weeks of repeats. ■ **Warner Brothers Television** has now cleared the Aaron Spelling Production, *Matt Houston*, in 29 markets. The latest markets include WDLZ(TV) Miami; KRKB-TV Sacramento, Calif.; KGSW(TV) Albuquerque, N.M.; KAKE-TV Wichita, Kan., and WXXA-TV Albany, N.Y. ■ **Colbert Television Sales** has cleared Barry & Enright Production's *Tic Tac Dough* in 65 markets, covering 60% of the country, on a cash basis. Now in its eighth season, the show will have a new host, Jim Caldwell, who replaces Wink Martindale. New sales include WBNX-TV Cleveland, KZEI-TV Houston, WKRC-TV Cincinnati, WTVF(TV) Nashville and WFTV(TV) Orlando, Fla. In its ninth season, *Joker's Wild* has been cleared in 52 markets, covering about 50% of the country, also for cash. The new markets include WKRC(TV) Cincinnati; WFTV Orlando, Fla.; KTLA-TV Texarkana, Tex.; WEAR-TV Pensacola, Fla., and WTLV(TV) Jacksonville, Fla. Sales of both shows include 175 first-run episodes and 85 repeats. ■ **Lorimar** has launched the sale of *Cowboys and Indians*, a package of 32 westerns from the United Artists library. The films are being sold for cash and will be ready for January. Among the titles in the package are "The First Texan," starring Joel McCrea; "The Forty-Niners," starring Wild Bill Elliot and Henry Morgan, and "The Gun Hawk," starring Rory Calhoun and Rod Cameron. ■ The five ABC O&O's have purchased **MG Perin's Gateway to Liberty**, a series of 50 30-second inserts commemorating the 100th birthday of the Statue of Liberty. The messages are delivered by celebrities, among them New York City Mayor Ed Koch, former Chicago Mayor Jayne Byrne, former vice presidential candidate Geraldine Ferraro, sex therapist Dr. Ruth Westheimer and former FCC Commissioner Newton Minow. The messages are sold for cash for unlimited runs. A three-second "billboard" for commercial sponsors will appear at the top of the spots, and a 30-second commercial will follow. MG/Perin is also selling *The Winning Moment* for the sixth season. The 30-second features from Super Bowls of the past will be packaged in the same manner as the *Gateway* announcements, and will also be sold for cash. Availability is from Sept. 1 through Jan. 26. ■ **Primetime Entertainment**, whose first feature film package, *Primetime One*, has been cleared in more than 60 markets, has announced that its newest package of 10 theatricals, titled *Primetime 90's*, has cleared more than 30 markets, including WXNE-TV Boston; WTVJ-TV Miami; KRIV-TV Houston; KRLD-TV Dallas; WDAF-TV Kansas City, Mo.; WTVT-TV Tampa, Fla.; WOKR-TV Rochester, N.Y.; WTIC-TV Hartford, Conn.; WFFT-TV Fort Wayne, Ind.; WZZM-TV Grand Rapids, Mich.; WCQR-TV Washington; KOVR-TV Sacramento, Calif.; WTTV(TV) Indianapolis; WJAR-TV Providence, R.I.; WNOL-TV New Orleans; WCMH-TV Columbus, Ohio; WXXA-TV Albany, N.Y.; KSAF-TV San Antonio, Tex., and KICU-TV San Francisco. Primetime Entertainment said it is in the process of acquiring additional titles for another package to be sold as *Primetime Three*. ■ **Worldvision Enterprises** has sold the entire first season of *The Little House on the Prairie* to China Central Television, Beijing. According to Worldvision, sale of *Little House* to the People's Republic of China brings the "global audience" of the series to an estimated two billion viewers. The show is seen in 105 countries and has been dubbed or subtitled into more than 35 languages.



Siskel and Ebert

woow-TV Eau Claire, both Wisconsin, and KTVQ(TV) Billings, Mont. The weekly show is already cleared on WPIX(TV) New York, KABC-TV Los Angeles, WGN-TV Chicago, WCAU-TV Philadelphia, KRON-TV San Francisco and WBZ-TV Boston. Production is at WGN-TV and sales are for 52-week commitments (46 first-run episodes), on a barter basis with stations

to acquire unique programming for superstation WTBS and for syndication. Turner offered an additional explanation last week: "It's the first time since 1976 that [U.S. and Soviet amateur athletes] will compete together. [We hope to] promote the strengthening and cooperation of good will among all nations on earth."

Turner refused to discuss the costs of the project to TBS, but there was one report the total might be \$40 million or more. In addition to the costs the network will bear relating to production of the games, Turner said last week TBS will bear the expenses of getting the American team to and from Moscow to participate. Without being specific, he suggested the Soviets will bear the brunt of the costs of the games as the host nation. "It will cost the Soviets a ton" of money to stage the games, he said. The American team may well number 200, including many of the athletes who participated in the 1984 summer games. (Only one winter Olympics sport is on the list of events for the Goodwill Games—figure skating.) That's according to Ollan Cassell, executive director of the Athletics Congress, a national governing of U.S. amateur track and field sports which is coordinating the U.S. presence at the proposed games.

Cassell said the Goodwill Games concept was a "farsighted step" on Turner's part. "It's something that is sorely needed," he said. Cassell said that from discussions with other international amateur groups, he had the sense that "they are committed to providing strong teams" to the proposed games. It was unclear last week as to who would bear the cost of sending the teams of other countries to Moscow.

One reporter attending the press conference in New York last week asked a Soviet official, Marat Gramov, chairman of Soviet sports authority, Soyuzsport, whether Soviet participation in the proposed Goodwill Games was a signal that the Soviets would also participate in the 1988 summer Olympics at Seoul, South Korea. The reply that while the Soviets would "prepare seriously" for both the Goodwill and Olympics contests, a decision on whether to participate in the Seoul games would come only at the deadline, eight months prior to the games.

Another issue that dominated questioning at the news conference was the potential for the games to become highly politicized, as well as the potential for WTBS to be used as a propaganda tool by the Soviets. But Turner refused to answer such questions directly, saying he would "cross that bridge when we come to it." As the host country, TBS officials acknowledged last week, the Soviets have complete control of which countries, aside from the U.S., get invited to the games. Asked how TBS would respond if it appeared that decisions to include or exclude certain countries were based on political considerations, Turner replied, "What if, what if... anything is possible. The sky could fall... we'll cross that bridge when we come to it."

TBS said it would lay out its plans for broadcasting the games, including advertising and marketing plans for the games, around the first week of September. □

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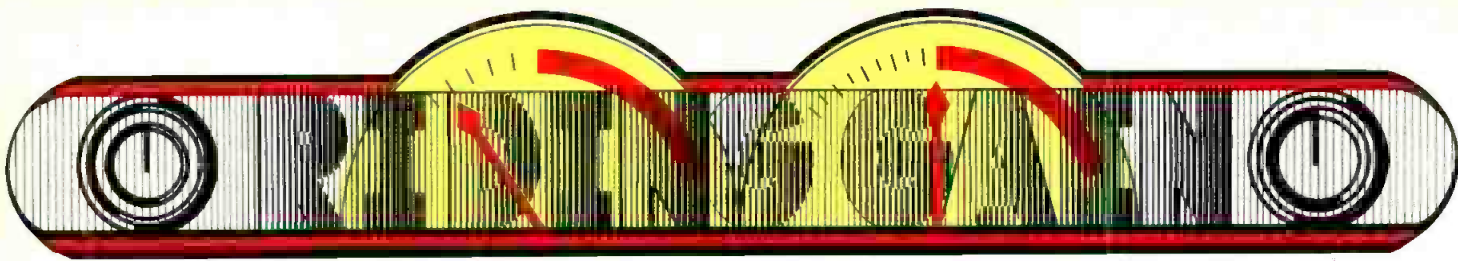
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Hispanic study

Radio is a bigger part of the life of Hispanics than that of the general population: 98% of Hispanics listen to radio each week, two percentage points above Americans as a whole, and the average Hispanic listens 30 hours a week, five hours more than the national average.

These are a few of the findings in a new study by Arbitron Ratings: "Radio Today: The Hispanic Listener." It focuses on Hispanic listening to all radio stations, and is based on 3,408 diaries used in Arbitron's 1984 surveys of radio listening in New York; Los Angeles; Miami; San Antonio, Tex.; Albuquerque, N.M.; Corpus Christi, Tex.; San Jose, Calif., and El Paso. Other findings include:

- By and large, radio reaches more Hispanic women than Hispanic men. Hispanic women aged 65 plus listen the most, an average 37 hours a week, or 23% more than women 65 plus in the general population. Hispanic men in that age group average 32

hours a week. Among teens, girls listen 27 hours per week while boys listen 23 hours.

- Weekend listening by Hispanics is also above the national average. The largest average quarter-hour Hispanic audience, 12 and up, is 30.4% in the 10 a.m. to 3 p.m. period on Saturday. On weekday mornings (Monday-Friday), the 6 a.m. to 10 a.m. average is 28.9%. In the general population, the comparable figures are 25.6% on Saturday mornings and 26% on weekday mornings.

- From 6 a.m. to midnight, Monday through Friday, the median age of Hispanic listeners is 31, compared with 35 among the national population. On weekday mornings, the median age of Hispanic audiences is 32; on Sunday mornings, 35. All in all, evening listeners tend to be younger than morning listeners.

- Nearly three out of 10 Hispanics (27%) may be reached by radio overnight (midnight to 4 a.m., Monday through Sunday, age 12 plus, come). The median age of this audience is 29 during the week and 25 on weekends. About a third of Hispanic girls in

the 12-17 age group (32%) and of Hispanic men aged 18-34 (34%) are in this overnight audience.

- The percentage of weekday listening done at home is highest at 5-6 a.m. (82%). From 2 to 3 p.m., 48% of the listening is done at home, 16% in the car and 36% in some other place. In-car listening peaks at 25% in the 5-6 p.m. hour and is lowest at 9-10 p.m. and at 10-11 a.m., when it is about 10%.

"The Hispanic marketplace is a strong one, 16 million people," said Rip Ridgeway, Arbitron Ratings vice president for radio sales development. Advertisers spend \$100 million annually [1983 estimate] to reach them through radio. "Radio Today: The Hispanic Listener" is our first comprehensive look at the way this group uses radio. It is intended to help stations, advertisers and their agencies learn how to use radio to reach Hispanics."

Country simulcasts

Radio stations around the country are being invited to participate—or at least negotiate toward participating—in simulcasts of The Nashville Network's *Grand Ole Opry Live* broadcast to its cable affiliates. On TNN since April, the Opry show at 8 p.m. NYT on Saturdays "has become the highest-rated half-hour on The Nashville Network," according to program officials. (The *Grand Ole Opry* has been airing live over WSM[AM] Nashville every Saturday night for the past 59 years.)

"The simulcast of *Grand Ole Opry Live* offers a powerful consumer promotion for the cable operator, directed at the country radio listener, a prime candidate for TNN viewership," said Lloyd Werner, senior vice president for sales and marketing at Group W Satellite Communications (GWSC), which handles marketing and distribution for TNN. "In addition, the radio station gets an excellent program with three minutes of local commercial time within the program to sell. Where the cable operator sells local avails, the radio and cable spots may be sold in a package, thus enhancing the value to the local advertiser."

TNN said it is not charging either the cable operator or the radio stations for the programming. GWSC and the cable operator negotiate with the station to air the audio of the program live. In exchange, TNN receives five minutes of air time each week from the radio station which are credited to a "time bank" to be used for TNN promotional spots. TNN will provide the radio spots, customized for the cable system.

TNN said its 3,200 U.S. cable systems as well as Canadian affiliates are eligible to participate. Stations interested in taking part are advised to contact their local cable systems or GWSC in Stamford, Conn.

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Quarterly design

The Arbitron Radio Advisory Council, at its summer meeting in Napa Valley, Calif., passed a resolution fully endorsing the redesign of Arbitron's quarterly market rating books, which will be in vertical page form, and suggesting that Arbitron to implement the changes beginning with the fall 1986 survey period. Those changes include some modification to the original prototype model introduced last year (BROADCASTING, Dec. 17, 1984).

The council also passed a resolution recommending that Arbitron change its "100% rule," which states that agreement is necessary by all Arbitron subscribers in a market in order to change the metro market definition. (Arbitron uses the Office of Management & Budget guidelines for establishing metro market definitions.) The council suggested that "in markets of five or more subscribers, those subscribers may change their OMB metro market definition with agreement by not less than 80% of the subscribers. And in markets of four subscribers or less, 100% agreement would be required." Arbitron said it agreed with the council's recommendation.

Additionally, Arbitron officials told the council that the company will be looking into the feasibility of surveying children.

In another development, Elaine Pappas, vice president/research director for Hillier, Newmark, Wechsler & Howard, has replaced Carol Mayberry, former vice president and director of research, Katz Radio Group, as a member of the council. The next meeting is scheduled for Dec. 3-6 in Scottsdale, Ariz.

Contemporary switch

Outlet Communications' contemporary hit radio (CHR) KIOQ(FM) Los Angeles switched to Transtar Radio Networks' burgeoning

adult contemporary Format 41 sound citing "erosion of the audience base on the current CHR format." In the 1985 spring Arbitron report, the station finished with only a 1.5 12-plus metro share—down from 2.2 in the winter book (BROADCASTING, July 22). The switch now leaves only CBS's CHR-formatted KKHR(FM) to do battle alone with the Malrite top 40 powerhouse, KISS-AM-FM.

Playback

Westwood One has signed the rock group Tom Petty and the Heartbreakers to an exclusive agreement for radio concert broadcasts through 1986, said company president Norm Pattiz. Westwood recorded the band live last month during the group's tour through Texas and Oklahoma and plans to broadcast the performance on Westwood's *Superstar Concert Series*. The concert is set to air Labor Day Weekend (Aug. 31-Sept. 2).

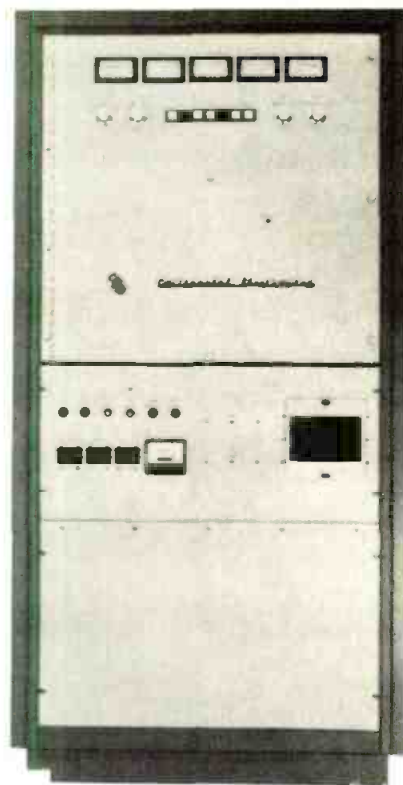
The CBS Radio Network plans to broadcast the 116th running of the Travers Stakes live from the Saratoga Race Course in Saratoga, N.Y., Saturday, Aug. 17. Anchoring the network's coverage, which will begin at 5:25 p.m. NYT, will be CBS Radio sportscaster Win Elliot. It will be CBS's sixth consecutive year broadcasting the race.

ABC Radio Networks, through an agreement with the Bronx, N.Y.-based Progressive Radio Network, this week will begin feeding affiliates of ABC's youth networks (Contemporary, FM and Rock Radio) short comedy bits varying in length from three-second one-liners to 60-second routines. The bits will include the comedy of Eddie Murphy, Rodney Dangerfield, the Marx Brothers, Abbott & Costello, Lily Tomlin and Steve Martin.

Washington Broadcast News is launching a 10-week series exploring the effect of farm



Atlantic accord. The Westwood One Radio Networks, Culver City, Calif., has signed a three-year agreement with the British Broadcasting Corp.'s (BBC) Transcription Service for the exclusive U.S. distribution rights of the BBC's rock and pop music programs. The pact calls for the BBC to provide Westwood One a minimum of 80 hours of programming annually which will include 26 original rock and pop music concerts. Some programming will be marketed as *The BBC on Westwood One* while other material will be included on already existing Westwood One programs. Pictured in London after the agreement was finalized were (l-r): Arthur Levine, executive vice president and chief financial officer, Westwood One; Brian Heimerl, vice president/production, Westwood One; Norm Pattiz, chairman and president, Westwood One; Ted Dougherty, business manager, BBC Transcription Service; Alan Bilyard, head of the BBC Transcription Service, and Aidan Day, managing director for Westwood One's London office.



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price supports on consumers. The two-minute, weekly broadcast, titled *Consumer Price Report*, will be anchored by noted consumer columnist Peter Weaver and will be distributed to stations at no charge each Friday evening via the satellite facilities of both Mutual and UPI radio networks.

□

NBC Radio Entertainment will air a live, 90-minute music/interview program with Billy Joel, as part of its *Album Party* series, Aug. 13 at 10 p.m. NYT. The show, which will originate from NBC studio 8B in New York, will feature a listener call-in segment

through a toll-free 800 number. Affiliates of NBC's young adult Source network will have right of first refusal for the broadcast, which will be hosted by New York radio personality Dan Neer.

□

Associated Press Broadcast Services will launch a series of three, one-hour, self-help programs Sept. 7. The shows will focus on gardening, home repairs and personal computers. They will be transmitted via Westar III over AP's "wideworld network," which currently airs the weekend *Ed Busch Talk Show* and the Music Country Network, an overnight country/talk service, which is a

co-venture with AP. Each self-help program will offer an toll-free 800 number for listener call-ins, said AP.

All that jazz

American Public Radio will feed live, via satellite, 24 hours of the Chicago Jazz Festival on Aug. 29-Sept. 1. Scheduled to perform are the Buddy Rich Big Band, Count Basie Sextet Reunion (featuring trumpeter Clark Terry, clarinetist Buddy DeFranco and saxophonist Charlie Rouse), and saxophonist Stan Getz. Noncommercial WBEZ(FM) Chicago will produce the program.

Business

UPI to issue private offering document to prospective bidders

Federal mediator has been brought in to handle dispute between union and wire service management

UPI management and the UPI creditors committee, meeting in New York last Thursday, agreed to issue a private offering document to potential buyers this week that would establish a deadline for bids to purchase the company. At press time that deadline had not been established, but it is believed that management and creditors are looking at a cut-off date that would be 30 to 60 days from now. The private offering document will be delivered to those parties which have already expressed interest in the company but which have not submitted formal bids. In addition, other companies, targeted by two investment bankers working on behalf of UPI management and the creditors committee, Bear Sterns and Ladenberg Thalmann & Co., will be invited to submit a bid for the wire service.

Meanwhile, both the guild and principal UPI stockholders William Geissler and Douglas Ruhe have filed objections with the U.S. bankruptcy court in Washington to UPI management's request for a 90-day extension to the period (which is to expire Aug. 28) during which it has exclusive right to file a reorganization plan.

Also last week, an attorney representing Ruhe and Geissler confirmed they had authorized the transfer of 6.5% of the stock in Media News Corp., to UPI employees, pursuant to an agreement made last fall.

In addition to its other problems, the wire service almost faced a strike on Aug. 2, but both management and union representatives have agreed to work with a federal mediator. The mediator who will attempt to resolve the differences, which involved further demands for employe concessions the guild contends are unreasonable, is Edward McMahon, who has been a mediator for 33

Bottom Line

Count of Multimedia. Donald Barhyte, Multimedia's chief financial officer, told BROADCASTING company has not yet decided how it will account for proposed repurchase of 1.6 million shares owned by previous sultor, Jack Kent Cooke. In past, other companies have treated difference between prevailing market price of share and price paid in privately negotiated transaction (often involving "greenmail") as capital expense and amortized amount over period of "standstill"—during which selling shareholder promises not to acquire any more stock—or other settlement agreements. Proposed change was made in accounting practice by Financial Accounting Standards Board (FASB) on July 8, which suggests that difference between market price and price paid be treated as expense. If applied to July 19 settlement between Multimedia and Cooke—at \$70 per share or roughly \$6 above trading price—third-quarter earnings of Greenville, S.C.-based publisher, group owner and MSO could be reduced by \$11 million. However, reply comments on FASB proposal are not due in until Sept. 6, and companies are given option how to treat matter, pending formal adoption of proposal. Barhyte confirmed that Multimedia was party that initiated discussions on share repurchase. He said there was concern on company's part that Cooke's offer would be two-tiered, with all-cash offer for only 40% of shares with cash-debt offer being made for rest. Chief financial officer said there was concern that "no sell" agreements among family members and institutional investors might fall apart under pressure of proposed \$70.01 tender offer by Cooke. Barhyte said that he was not aware of any shareholder's suits opposing buyback of Cooke's shares and added that company's proxy statement should be out within week.

□

Fifth estate fellows. Two broadcast journalists are among six winners of this year's Bagehot Fellowship in Economics and Business Journalism. Fellowship offers journalists with at least four years experience free tuition and stipend for nine months at Columbia University, including specially arranged seminars and briefings. Fellows for 1985-1986 include Craig Miller, money reporter for KDKA-TV Pittsburgh, and Rosa E. Morales, producer at WKAR-TV East Lansing, Mich. Corporate contributors to 11-year old program include McGraw-Hill, Westinghouse Broadcasting and Cable and Time Inc.

□

Registered debt from Des Moines. Heritage Communications announced proposed offering of \$75 million senior notes due Aug. 15, 1995. Des Moines-based MSO and group owner said, "proceeds from the sale of the notes will be used for general corporate purposes, principally acquisitions in cable television (including the Dallas cable television system acquisition), broadcast television and other communications businesses." Offering will be underwritten by Goldman, Sachs & Co.; Kidder, Peabody & Co., and R. G. Dickinson & Co.

□

Refinancing in particular. John Barber & Co., Providence, R.I.-based investment banking firm, said it obtained \$6.5 million in bank revolving credit for four North Carolina radio stations owned by Bernie Mann, president of National Radio Broadcasters Association. Announcement said loan was used to "refinance existing bank and subordinated debt, retire warrants held by a subordinated debt holder and for working capital purposes."

years.

The current impasse between UPI and the union involves concessions that management says it needs to maintain a minimally profitable course for the company—a course the company contends is essential to attracting potential new investors or buyers to UPI. The additional concessions ask for a delay in the restoration of August 1984 wage levels for all UPI employees, who consented to a 25% temporary wage cut at that time, also giving up three wage increases. Wages were supposed to have been fully restored by July 15 but currently stand at 95% of August 1984 levels. Management wants employees to accept an additional 2.5% cut, leaving wages at 92.5% of August 1984 levels, which would remain in effect at least through January of 1986. The current labor agreement extends through April of 1986.

UPI management also seeks relief from certain medical and severance agreements contained in the current union contract. But Wire Service Guild President William Morrissey believes UPI employees have given up enough. "We have been providing relief since 1983," he said last week. He said concessions by the union have saved the company "many millions" and that the union is committed to keeping the current agreement in force. Both sides are scheduled to have their first meeting with mediator McMahon this Wednesday (Aug. 14).

UPI recently reported a profit for the month of June, which it said was its ninth consecutive profitable month. For June, the company said it earned \$365,000 on revenues of \$7.9 million. Nine-month earnings through June 30 were slightly more than \$2.1 million. Up until the fourth quarter of last year, the company had not made a quarterly profit in 22 years. The nine-month revenue figure for the company was a little over \$69 million.

As to UPI management's petition for an extension of the time period in which they, along with a creditors' committee that has been established, would have the exclusive rights to file a reorganization plan, a company spokesman said it was a "fairly routine" request. But the union and principal stockholders Ruhe and Geissler do not see it that way. Each has objected to the request, arguing that they, with vested interests in UPI, should have an equal opportunity to file a reorganization plan—which in this case, the parties agree, means coming up with a buyer for the company, for steering the company out of its current straits. "We want to be in a position to submit a plan," said union attorney Dan Stoltz, which best benefits UPI employees. "The employees," he added, "are the company." Stoltz said the union had been approached by one party expressing an interest in buying UPI, which had been rejected by UPI management. He would not identify the party for publication, however. He said the union officials would meet with the party to examine its proposal. Added guild president Morrissey: "Everyone [involved] should have the right to file a plan" for the company's reorganization. He said the union did not have a plan in mind at present, but wanted the right to file in the event it does come up with one.

Separately, Frankel confirmed Ruhe and

Geissler had authorized the transfer of 6.5% of Media News Corp., the UPI holding company, to trustees representing company employees. The company had agreed to give the employees 6.5% of the stock in exchange for the severe wage cuts they accepted last August. At this point the stock is worth very little, as a UPI story reported last week, be-

cause Media News Corp.'s only holding is UPI, which has \$20 million in assets and \$42 million in liabilities. Frankel said the stock will be formally transferred in about a week. Asked for comment on the transfer last week, guild president Morrissey said, "It's only about 11 months late... I'll believe it when I see it." □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Artel	Second	\$1,601	60	\$89	-31	\$0.03
A.H. Belo	Second	\$100,990	6	\$8,132	-48	\$0.70
Chris-Craft	Second	\$51,217	9	\$5,330	NM	\$0.75
Cohu	Second	\$7,787	31	\$455	22	\$0.25
Dun & Bradstreet	Second	\$661,246	13	\$77,025	15	\$1.01
Heritage	Second	\$40,671	33	\$2,967	39	\$0.19
Mairite	Second	\$22,317	12	\$1,292	32	\$0.10
New York Times	Second	\$346,405	13	\$31,288	13	\$0.78
Storer	Second	\$154,951	13	(\$15,885)	NM	(\$0.84)
Telecrafter	Third	\$1,417	-23	\$32	NM	\$0.02
Viacom Enterprises	Second	\$90,840	15	\$9,469	13	\$0.56
Walt Disney	Third	\$546,909	13	\$52,567	16	\$1.56
Warner	Second	\$467,429	-2	\$28,557	NM	\$0.41
Washington Post	Second	\$284,302	11	\$34,096	26	\$2.61

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

■ **A.H. Belo's** pre-tax earnings from operations were down 13% to \$26.2 million. Broadcasting revenue declined 1% to \$45.5 million. James M. Moroney Jr., chairman and chief executive officer, said, "In broadcasting, four of our television stations showed increases in revenues during the second quarter. However, our Houston station reported lower revenue in the period... As in the first quarter, Houston's weak local spot advertising has had the most impact." ■ In prior-year's quarter, **Chris-Craft** lost \$17 million. Earnings include \$5 million pre-tax income from subsidiary's, BHC Inc., ownership of Warner Communications common stock. Chris-Craft said that "total income for BHC's six television stations was about the same as for last year's corresponding period." ■ **Cohu** said largest gain in profits came from television camera operations. ■ Worldwide television revenue for **Disney** doubled to \$35.2 million, while home video and nontheatrical revenue increased 15% to \$26.3 million. ■ **Heritage** second-quarter net earnings per share increased 19% (less than net earnings) because shares outstanding rose 20% to 13.7 million. Des Moines-based company said cable TV revenue increased 17% to \$16 million. Segment's operating income increased 23%, to \$3.8 million, and cash flow was up 25%, to \$7 million. Company said pay TV subscriptions "decreased moderately in the second quarter from the prior quarter and continue to be disappointing compared to earlier expectations." Basic subscribers now number 490,509 and pay units are 341,804. ■ **Mairite** said cash flow in second quarter grew 15% to \$6.6 million. ■ Broadcasting and cable operations of **New York Times** had 14% revenue increase in second quarter to \$17.2 million and 19% operating increase to \$3.1 million. Company's net interest expense increase more than five times because of recent newspaper acquisitions. ■ In second quarter of previous year, **Storer** showed net loss of \$1.1 million. In just reported quarter, income from operations increased 53% to \$30.8 million while television division showed 13% revenue increase to \$58 million. Operating profit, before depreciation, rose 21%, to \$25.9 million. Cable TV revenue rose 13%, to \$96.9 million, while income before depreciation rose 23%, to \$35.5 million. Interest expense for company was \$16.2 million, 24% decline company attributed to conversion of subordinated debentures, reduced bank debt and lower interest rates. Special items in second quarter included loss of \$14.2 million on sale of Minneapolis suburban cable systems and \$14.2 million in expenses related to recent proxy fight and leveraged buyout proposal. ■ **Telecrafter** had net loss in third quarter of last year of \$3.1 million. ■ **Viacom** reported 8% decrease in net earnings per share due to 32% increase in shares outstanding. Common stock offering, along with lower interest rates, allowed company to reduce net interest expense 31%. Earnings from operations were flat, primarily due to Viacom's interest in Showtime/TMC and Cable Health Network. Showtime/TMC revenue increased 6% in second quarter to \$88.9 million, but earnings from operations declined 52% to \$7.4 million and net earnings dropped 62% to \$3.1 million. Pre-tax loss of Lifetime cable channel, one-third owned by Cable Health Network, was \$5.2 million. ■ **Warner** had net loss of \$437.6 million last year, primarily result of write-down of Atari unit. Positive results this year reflect improved operating results of both film entertainment and record music and music publishing units. Sale of company's 20% stake in Hasbro Inc. resulted in \$8.2 million after-tax gain. Also, corporate and administrative expenses declined by more than half and interest expense was reduced almost 50%. Company said total debt now stands at \$560 million, down \$280 million from beginning of year. ■ **Washington Post** said TV station revenue increase 16% in second quarter. Net interest expense of company more than doubled because of 1.2-million share repurchase.

GTE wins HI-NET contract

Satellite deal for Ku-band programming network worth \$40 million

GTE Spacenet Corp., McLean, Va., has been awarded a \$40-million, seven-year contract to supply satellite capacity to HI-NET Communications for a Ku-band satellite network that will deliver news and entertainment to hotels and motels and interconnect them for videoconferences.

Under terms of the agreement, GTE will provide HI-NET with three transponders on GSTAR I, a Ku-band satellite launched last May.

With the transponders, HI-NET, a joint venture of Holiday Inns Inc. and Comsat General, plans to offer four programming services to affiliate hotels and motels: Showtime, CNN Headline News, ESPN and Satellite Cinema, a proprietary nightly pay-per-view service created by Showtime/The Movie Channel Inc.

According to Fritz Hofmann, executive vice president, HI-NET, the network will transmit six signals over GSTAR I, two on

Petitions to deny. Telecommunications Research and Action Center, Black Citizens for Fair Media, the Health and Medicine Policy Research Group, the New York Public Interest Research Group and several individuals have asked the FCC to deny Rupert Murdoch's request for temporary waivers of the crossownership rules to retain his daily newspapers in New York and Chicago for two years after his proposed acquisition of Metromedia's television stations, which include WNEW-TV New York and WFLD-TV Chicago. In its petition, the group also asked that the FCC vacate its acceptance of Murdoch's applications for assignment and hold off on any further action on those applications until Murdoch obtains U.S. citizenship. "The applications are defective because they are patently not in accordance with the citizenship requirements of the Communications Act," the groups said. In a separate filing, the Washington Association for Television and Children (WATCH) also petitioned to deny. WATCH said Murdoch's News America had failed to provide the commission with any concrete information as to why its acquisition and operation of the Metromedia stations, or WTTG(TV) in particular, is in the public interest.

each of the three wide-band (54 mhz) transponders. One transponder will beam CNN Headline News and ESPN across the entire country. One will beam eastern feeds of Showtime and Satellite Cinema to the eastern half of the country. And one will beam the western feeds of Showtime and Satellite Cinema to the western half of the country. HI-NET will use the daytime hours of the transponder capacity slated for Satellite Cinema for the production of videoconferences.

Hofmann said HI-NET considered offers

of Ku-band satellite capacity from Satellite Business Systems and RCA Americom as well as GTE, but settled on that of the latter primarily because of cost.

HI-NET plans to scramble its satellite feeds, Hofmann said, and is now in discussions with Scientific-Atlanta for the use of its B-MAC enhanced video/scrambling system. The system was developed by S-A in cooperation with Comsat's now-defunct satellite broadcasting subsidiary, Satellite Television Corp.

The satellite capacity was the last major



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element of the HI-NET network to fall into place. According to Hofmann, HI-NET has awarded contracts to S-A (\$40 million-\$45 million) and RSI of Sterling, Va., (\$12 million) for approximately 1,600 4.5-meter earth stations and their installation at affiliated hotels and motels. Under its contract, he said, S-A will also supply control computers and addressable in-room converters for each of the affiliates.

The heart of the HI-NET network will be at Holiday Inn's corporate headquarters in Memphis, Tenn. There, HI-NET will downlink ESPN, CNN Headline News and Showtime from Galaxy I, a C-band satellite, and then uplink them along with Satellite Cinema to the GSTAR I transponders. The origination center will cost about \$2.5 million, including a \$1.6-million contract with Harris Corp. for the supply and installation of the satellite gear.

The Holiday Inn chain comprises about 1,500 owned and franchised hotels and motels. Hofmann said HI-NET hopes to have all of them equipped with earth stations by the middle of 1986. The first four should be on line by the end of August; the first 45, by the end of September, he said.

The network is not limited to Holiday Inns, Hofmann said. HI-NET plans to offer earth stations and participation in the network to the hotels and motels of other chains, he said.

The satellite contract is an important one for GTE. It had expected that much of the capacity of GSTAR I would be used by United Satellite Communications Inc., but that pioneer satellite broadcasting service went out of business on April 1, leaving GTE with a lot of extra capacity to sell. GSTAR I contains 16 transponders. □

Another C-band direct competitor enters field

Viewers First National signs deal for subscribers to SelecTV

Viewers First National Inc. has become the latest entry in the race to scramble and package satellite networks, offer them to owners of backyard earth stations and, thus, become a leader in the so-called C-band direct business.

And VFN, formed last spring by a home satellite industry executive, is off to a fast start, having struck a 15-year deal for the exclusive home satellite rights for SelecTV, a satellite-delivered movie service now seen mostly by STV and SMATV subscribers.

"We believe that earth station consumers deserve the finest possible array of television programming at reasonable prices," said James L. LeVitus, president of SelecTV, in a prepared statement. "SelecTV has entered into this long-term agreement because we believe the earth station market is here to stay and is a vital element in our nation's entertainment and information distribution system. We believe Viewers First is the best vehicle for getting scrambled services to

earth station consumers because of its close association with the earth station industry and its well thought out plan."

VFN President Sandy Wirth said home dish owners will "welcome the agreement." It guarantees them, he said, "premium programming at a competitive price." According to Wirth, who is also chairman of Delta Satellite Corp., a home satellite equipment distributor, the number of home dishes has surpassed 1 million and is growing at the rate of 50,000 per month.

According to Vivian Goodier, a consultant

to VFN during its start-up phase, VFN is talking with a number of cable networks in hopes of securing the right to offer them in a package along with SelecTV to the owners of the backyard dishes.

At least three others are pursuing the C-band direct market: Satellite Broadcasting Co., a start-up company headed by former Warner Amex executive Holmes Harden; Showtime/The Movie Channel Inc., purveyor of the two pay cable services, and a group of basic cable programmers led by Turner Broadcasting System (superstation

BBC news blackout. Television and radio journalists of the British Broadcasting Corp. went on a 24-hour strike Aug. 7 to protest the cancellation of a television documentary featuring an interview with an alleged leader of the Irish Republican Army. Adding support to their cause were hundreds of journalists with Britain's independent television and radio news services, causing a blackout of most, if not all, news broadcasts throughout Britain during the strike. For the 120 million BBC listeners around the world who may have tuned in to the BBC last Wednesday, there was taped music and a recorded notice that the strike was called "in protest against the decision by the BBC board of governors to withdraw a television documentary about extremism in Northern Ireland following a request by the British government." The 45-minute film at issue, *At the Edge of the Union*, featured two men, Protestant Gregory Campbell and Catholic Martin McGuinness, both elected politicians on extreme ends of the conflict in Northern Ireland. The latter represents the predominantly Catholic Sinn Fein, a political arm of the IRA.

The crisis leading to the strike began when Home Secretary Leon Brittan wrote to the government-appointed BBC board of governors, saying it was "contrary to the national interest" to broadcast the program. Brittan, along with British Prime Minister Margaret Thatcher, reportedly said the program would "give succor to terrorism" used by the IRA. In response to Brittan's letter, the BBC board screened the program July 30 and ordered it canceled. The BBC journalists then voted to strike, charging government interference with the BBC's editorial independence. Vincent Hanna, a BBC reporter who represents BBC broadcast journalists at the National Union of Journalists, which called for the strike, said on the Public Broadcasting Service's *MacNeill/Lehrer NewsHour* last Wednesday that the decision by the BBC board of governors "damaged the BBC because they have been perceived to have kowtowed to... state dictate. I've looked at the BBC's own log of press comment around the world tonight, and the comments from... the media in those countries [where the overseas service is carried] are reporting the BBC as having sacrificed a part of its independence."

The BBC director general Alistair Milne and Brittan met last Wednesday, at which time Brittan reaffirmed that the BBC would retain its independence. (He has repeatedly denied any attempt to censor the BBC board.) The assistant press and publicity officer for BBC external services, Tony Gwyn Jones, told BROADCASTING that Milne said in a statement to the BBC staff that the BBC board of management "regrets that the board of governors couldn't accept the clear warning on the effect their decisions would have on the BBC's perceived independence at home and abroad and on the morale and confidence of the staff in its domestic and external services." The BBC director general said the "intention of the program was proper," but that additions can be made "for purposes of greater clarity and without impairing the integrity of the program." The BBC is expected to air an edited version of *Union* at an unspecified future date.

The strike did not go unnoticed. Each of the U.S. commercial networks reported it and *NewsHour* spent most of their first half-hour on the issue. Additionally, Radio Moscow reportedly said that the incident proved that the BBC World Service, which has an audience reported to be about 14.5 million in the Soviet Union, was a tool of the British government.

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WTBS(TV) Atlanta, CNN and CNN Headline News). In addition, cable operators are interested in controlling the C-band business and are considering forming a consortium to help them do so.

According to Goodier, SelecTV will scramble its signal sometime next year. After that, VFN will be able to offer it and whatever other scrambled services it has lined up to the dish owners.

A scrambling system hasn't yet been selected, Goodier said. Those of M/A-COM (Videocipher II), Scientific-Atlanta (B-MAC) and Clarion Co. are under consideration, she said. The Clarion system may have the inside track; Clarion is the principal owner of SelecTV and now provides decod-

ers for SelecTV's STV service in Los Angeles.

VFN plans to distribute its service directly to consumers as well as through "qualified affiliated" dish dealers. Betraying its home satellite roots, it said it expects that at least half of its sales will be made through the dealers.

The investors in VFN include Sandy Wirth, chairman of Delta Satellite Corp.; James Rothbarth, chairman, Satellite Technology Services; Charles Ross, president, Birdview Satellite Communications Inc., and Rick Brown, a Washington communications attorney who serves as general counsel to SPACE, the home satellite industry's principal trade association. □

Changing Hands

PROPOSED

KLAC(AM)-KZLA(FM) Los Angeles and KSSR-FM Houston □ Sold by American Broadcasting Companies contingent on merger with Capital Cities Communications Inc. to Malrite Communications Group for \$75.5 million (see "Top of the Week").

KTKS-FM Denton, (Dallas) Tex. □ Sold by ABC and Capcities (see above) to Gannett Co. for \$16 million (see "Top of the Week").

KAEZ-FM Oklahoma City, Okla. □ Sold by All American Broadcasting Corp. to Price Communications Corp. for \$3.3 million. **Seller** is principally owned by James E. Miller, who has no other broadcast interests. **Buyer** is publicly traded New York-based station

group of six AM's, four FM's and three TV's headed by Robert Price. It also owns *The National Law Journal* and *New York Law Journal* and outdoor advertising firm. **KAEZ-FM** is on 107.7 mhz with 100 kw and antenna 860 feet above average terrain. *Broker: Blackburn & Co.*

KZEL-FM Eugene, Ore. □ Sold by Emmanuel (Mike) J. Pappas and his wife, Noula, to Eugene Broadcasting I, Ltd. for \$2,273,000, comprising \$700,000 cash and remainder note. **Sellers** also have interest in KTRB(AM)-KHOP(FM) Modesto-Stockton, Calif. **Buyer** is owned by Richard H. Ostberg, Gary M. Clouse and George Mac Vogelei. It recently purchased KQDI-AM-FM Great Falls,

Mont. (BROADCASTING, June 24). **KZEL** is on 96.1 mhz with 100 kw and HAAT: 870 feet. *Broker: Blackburn & Co.*

KYSR-AM-FM El Paso, Tex. □ Sold by KYS Radio Inc. to Tichenor Spanish Radio Group for \$1.3 million. **Seller** is principally owned by Al Greenfield, president. It has no other broadcast interests. **Buyer** is subsidiary of Tichenor Media System Inc., Harlingen, Tex.-based station group of four AM's, one FM and one TV owned by McHenry Tichenor and family. **KYSR** is on 920 khz with 1 kw day and 500 w night. **KYSR-FM** is on 97.5 mhz with 60 kw and antenna 1,050 feet above average terrain.

WKCH-TV Knoxville, Tenn. □ Sold by Knoxville Television Ltd. to Media Central Inc. for \$1,250,000. **Seller** is owned by H. Bernard Dixon, David J. Gooch and Martha D. Kent. Dixon owns WDBD(TV) Jackson, Miss., and 6.63% of buyer. Martha Kent is wife of principal owner of buyer. Gooch has no other broadcast interests. **Buyer** is principally owned by Morton J. Kent and family. It owns KEKR-TV Kansas City, Mo.; KBSI(TV) Cape Girardeau, Mo.; KHAI-TV Honolulu; WOAC(TV) Canton, Ohio, and WZDX(TV) Huntsville, Ala. **WKCH-TV** is independent on channel 43 with 55 kw visual, 5.5 kw aural and antenna 1,150 feet above average terrain.

KXOL(AM) Fort Worth □ Sold by Turner Broadcasting to Universal Broadcasting Co. for \$900,000. **Seller** is owned by Tom Turner, who also owns KBUC-AM-FM San Antonio and KRYG(AM) Corpus Christi, both Texas. **Buyer** is Mineola, N.Y.-based station group of eight AM's and four FM's owned by Marvin Kosofsky and Howard Warshaw and latter's wife, Miriam. **KXOL** is on 1360 khz with 5 kw day and 1 kw night. *Broker for seller: Norm Fischer & Associates; for buyer: Chapman Associates.*

WREY(AM)-WMVB-FM Millville, N.J. □ Sold by Thompson Communications to Crisp Communications Inc. for \$750,000 cash. **Seller** is principally owned by James B. Thompson, general manager of KYW-TV Philadelphia. **Buyer** is owned by Don A. Crisp, who also owns WSUX-AM-FM Seaford, Del., and WBEJ(AM) Elizabeth, Tenn. **WREY** is daytimer on 1440 khz with 1 kw. **WMVB-FM** is on 97.3 mhz with 5.2 kw and antenna 275 feet above average terrain. *Broker: Kozacko-Horton Co.*

WAML(AM)-WEEZ(FM) Laurel, Miss. □ Sold by New Laurel Radio Station Inc. to Vango Broadcasting Inc. for \$600,000, comprising \$130,000 cash and remainder note. **Seller** is owned by Dave Matison and family and Frank Sumerall. It has no other broadcast interests. **Buyer** is principally owned by Otto Goessel, vice president and general manager of WRNO(FM) New Orleans. **WAML** is on 1340 khz full time with 1 kw. **WEEZ** is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: John Mitchell & Associates.*

KPUR(AM) Amarillo, Tex. □ Sold by Lone Star Broadcasting Co. to Alfred Broadcasting Inc. for \$600,000 cash. **Seller** is owned by Charles B. Jordan, who has no other broadcast interests. **Buyer** is owned by James Alfred Speegle and A.W. Lair. It owns KHBQ-FM Canyon, Tex. **KPUR** is on 1440 khz with 5

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WCVC(AM) Tallahassee, Fla. □ Sold by Plantation Radio Inc. to WCVC Inc. for \$500,000. **Seller** is owned by William R. Crewes and his wife, Freda, who have no other broadcast interests. **Buyer** is equally owned by John M. Van Der Aa, Wendell Borriak and his wife, Carolyn, and Robert A. Cook and his wife, Coeren. It recently purchased WGEC(AM) Springfield, Ga. (BROADCASTING, July 29). WCVC is daytimer on 1330 khz with 5 kw. **Broker: Wilkins & Associates.**

WFFV(FM) Front Royal, Va. □ Sold by B-W Inc. to Stabler Radio Organization Inc. for \$450,000, comprising \$50,000 cash and remainder note at 10% over 10 years. **Seller** is principally owned by James J. Wilson, who has no other broadcast interests. **Buyer** is equally owned by William S. Stabler and his wife, Sara. They have no other broadcast interests. Stabler is newscaster with Voice of America. WFFV is on 99.3 mhz with 3 kw and antenna 500 feet above average terrain. **Broker: The Holt Corp.**

KIOX(AM) Bay City, Tex. □ Sold by Estate of John G. Long. to Bay City Broadcasting Co. for \$425,000, comprising \$70,000 cash and remainder note. **Seller** has no other broadcast interests. **Buyer** is principally owned by Brenda Clark, owner of Brenda Clark & Associates, Houston-based business consulting firm. KIOX is on 1270 khz with 1 kw day and 250 w night. **Broker: Jamar-Rice & Co.**

KOSE(AM)-KHFO(FM) Osceola, Ark. □ Sold by Osceola Broadcasting Corp. to Pollack Broadcasting Co. for \$400,000, comprising \$100,000 cash and remainder note at 9.5% over 10 years. **Seller** is principally owned by Don Whitney, who has no other broadcast interests. **Buyer** is owned by Sydney Pollack and his wife, Marilyn, and their sons, William, Robert and David. It also owns WDXR(AM) Paducah, Ky. KOSE is daytimer on 860 khz with 1 kw. KHFO is on 98.1 mhz with 50 kw and antenna 350 feet above average terrain. **Broker: Ralph Meador, Media Broker.**

WKBZ(TV) Angola, Ind. □ Sold by James A. Chase to Manna for Modern Man Ministries Inc. for \$300,000 cash. **Seller** has no other broadcast interests. **Buyer** is nonprofit corporation headed by Dr. Paul E. Paino. It has no other broadcast interests. WKBZ is independent on channel 63 with 23.4 kw visual, 4.68 kw aural and antenna 300 feet above average terrain.

CABLE

Systems serving Milan, Union City, Savannah, Lexington and Henderson, all Tennessee □ Sold by Group W Cable to The Essex Group for approximately \$14 million. **Seller** is New York-based cable subsidiary of Westinghouse Broadcasting & Cable, subsidiary of publicly traded Westinghouse Electric Co. Cable subsidiary is headed by Harry F. Murray. **Buyer** is Greenwich, Conn.-based cable MSO principally owned by Paul L. Field and Dave W. Pardonner. It owns cable systems in five states serving over 80,000 subscribers. Tennessee system passes 14,750 homes with 13,250 subscribers and 260 miles of plant. **Broker: Daniels & Associates.**

System serving Kearney, Hayden, Winkelman, Dudleyville, Mammoth, San Manuel and Oracle, all Arizona □ Sold by Kiner Cable TV of Arizona to Empire Communications for approximately \$5 million. **Seller** is owned by Dean Kiner, who has no other cable interests. **Buyer** is owned by William D. Petty, former senior vice president of Capital Cities Cable, Bloomfield Hills, Mich.-based cable subsidiary of Capital Cities Communications Inc. System passes 5,000 homes with 2,885 subscribers. **Broker: Hardesty, Puckett, Queen & Co.**

System serving Galaz, Hillsville, Fries and Independence, all Virginia □ Sold by American Cablesystems of Virginia to Cablentertainment of West Virginia Inc. for approximately \$4 million. **Seller** is Beverly, Mass.-based MSO with cable systems in seven states. It is headed by Steven B. Dodge, president and CEO. **Buyer** is Edison, N.J.-based MSO with systems in five states. It is headed by Robert E. Baum, president. System passes 6,078 homes with 4,150 subscribers and 144 miles of plant. **Broker: Communications Equity Associates.**



Closed-captioned expansion. Telepictures Corp. and LJM Toys Ltd. are spending \$75,000 to finance the closed captioning of the syndicated animated series, *Thundercats*, set to premiere next fall on more than 120 stations. John E. D. Ball, president of the National Captioning Institute, said closed captioning the 65 half-hour *Thundercats* episodes would add two-and-a-half hours of captioned programming to the 70 hours per week scheduled to be on the air during the 1985-86 season. Present when Telepictures and LJM Toys handed over the check to NCI were (l-r): Robert O'Connor, vice president and general manager, WTG(TV) Washington; Abbott Washburn, Telepictures director and former FCC commissioner; Richard T. Robertson, executive VP, Telepictures; Marlene Moss, marketing specialist, NCI; Ball; Jack Friedman, president, LJM Toys; Peter Temple, vice president, Telepictures.

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TELECASTINGS



NBC's Emmy showing

NBC came in with the most prime time Emmy nominations announced last week, getting over twice as many (125) as its nearest rival. CBS had 57, ABC 41, PBS 30, syndicated programs 12 and Operation Prime Time five. Leading all shows with 15 nominations was *Miami Vice*, up for best dramatic series, best actor in a dramatic series (Don Johnson), best supporting actor in a dramatic series (Edward James Olmos) and two direction awards, among other nominations.

Following *Miami Vice* in nominations were *Cheers* (12), *Hill Street Blues* (11), *Cagney & Lacey* (10), *St. Elsewhere* (9) and *The Cosby Show* (8). Bill Cosby refused to be nominated for an individual award because he does not believe in competition between performers. Performers or producers nominated do so on a "voluntary basis," according to awards director John Leverence.

In the daytime Emmys, awarded Aug. 1, CBS captured 23, ABC took eight, syndicated programs took four, PBS won three and NBC took one.

Wise 'Owl'

A new weekly series of 10 half-hour programs offering what the producers call "a new approach to nature and science television for children 7 to 11" will start the week of Nov. 3 on the Public Broadcasting Service. Called *Owl/TV*, the series is co-produced by the National Audubon Society and the Young Naturalist Foundation, publisher of *Owl*, a Canadian magazine for children. It is a presentation of noncommercial WNET(TV) New York.

Owl/TV will feature children working with wildlife, science and technology, exploring and discovering for themselves various aspects of the natural world. Each half-hour program contains four segments presenting different facets of nature, science and the environment. The segments are linked by games and puzzles.

Fighting illiteracy

Noncommercial KCET(TV) Los Angeles has received \$500,000 for research, development and production of a pilot program for

The American Ticket, the working title of a 26-part, national television series designed to "teach basic communication skills and literacy in American English," the station said. The money came from the Newport Beach, Calif.-based Harry and Grace Steele Foundation. Using a magazine format, the program will be aimed at school dropouts age 15 and older; native English speakers "who are functionally illiterate," as well as "limited-English speakers," the station said. In addition, KCET plans to develop ancillary materials to accompany the program, such as guides for teachers, students and viewers and video and audio cassettes.

Open solicitation

The Corporation for Public Broadcasting has funded 19 projects in the third open solicitation round of fiscal year 1985. Twelve of the projects are independent productions, five are noncommercial television station productions and two are independent/station co-productions. Eight of the projects are "by or about" minorities, CPB said. The funding falls into three categories—children's and cultural, news and public affairs and drama and arts—and includes a dramatic adaptation of Henry James's novel, *The American*; a documentary on South African political activists Nelson and Winnie Mandela, and a 13-part series about the impact of TV on "the modern world's culture and social life."

New address

The Newsfeed Network, Westinghouse Broadcasting and Cable's syndicated service providing news and sports to some 80 TV stations in the U.S. and abroad, has settled into new quarters at its Network Operations Center, co-located with Westinghouse's KYW-AM-TV at Independence Mall in Philadelphia. The new center includes a large newsroom, an administrative wing and a dedicated satellite control room.

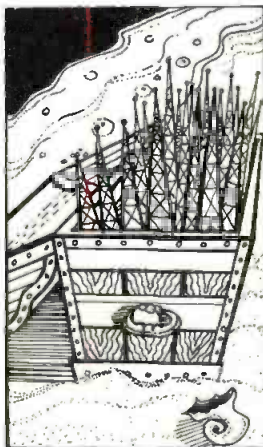
"Our new technical facility is fully interconnected with our broadcast television operation," said Terry O'Reilly, news director of Newsfeed. "We have access to C-band satellite uplinks and downlinks, Ku-band, as well as terrestrial microwave networks and connections to video transmission networks. In short, we've now established what may be the best 'connected' facility around for our member stations," said O'Reilly.

The Newsfeed Network currently coordinates more than eight-and-a-half hours a week of news and sports material transmitted by satellite to member stations. Those feeds are due to be expanded to 11 hours a week late this summer with the introduction of a new feed primarily for members in the Western U.S. In addition to regularly scheduled feeds, the network also provides "Flashfeeds," on breaking news as it occurs.

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Syndicator acquisitions

Last week Orbis Communications and LBS Communications announced the acquisition, in part or in whole, of other syndicators.

Orbis said that it will acquire Horizon Entertainment and operate it as a wholly-owned subsidiary. Neil Russell, Horizon president, becomes senior vice president, concentrating on development, acquisition and cash sales. Orbis and Horizon have been developing a comedy game show, for joint distribution, either to be sold to a network or in syndication on a cash basis.

LBS Communications announced its purchase of a minority share of All American Television, saying that several new projects joint will be announced shortly. The two companies have collaborated on *America's Top Ten* and *America's Choice*.

Synes signing

Bob Synes Productions has been signed by Telepictures to develop and produce first-run programming. Synes has produced *All New Let's Make a Deal*, and wrote and produced *Circus of the Stars*, *All-Star Salute to Mother's Day*, *Festival of the Stars/Mexico*, as well as *Split Second* for ABC-TV.

To your health

The Institute of Mental Health Initiatives, a Washington-based group of mental health professionals, is inviting television producers and writers to the Norton Simon Estate in Malibu, Calif., on Aug. 24 to discuss anger and its role in television programs. According to a spokeswoman, the IMHI hopes to persuade the producers and writers to create characters that can cope with anger and serve as positive role models. The seminar will be led by IMHI President Rhoda Baruch and Executive Director Suzanne Stutman.

Learning to rock

Rockschool is a new eight-part series on non-commercial WNET(TV) New York that will present the "technique, theory and craft" behind contemporary blues, rock, reggae and new wave music. Produced by the BBC, the program will air nationally on U.S. non-commercial stations, premiering the week of Oct. 21. Guest appearances include the Police, John Taylor of Duran Duran, B.B. King and Nile Rodgers, producer of David Bowie, Diana Ross and Mick Jagger, WNET said.

Roasting Cronkite

Walter Cronkite will be the focus of the Society of Professional Journalists, Sigma Delta Chi, "Roast for the First," Nov. 14, at the organization's 1985 national convention in Phoenix (Nov. 13-16). Attendees will be asked to donate \$10 "or more" for the event at the Phoenix Hilton hotel, with contributions going to the SDX legal defense fund. Earlier that day, the society will co-host an awards program with the Walter Cronkite School of Journalism and Telecommunications at Arizona State University. Other events at the convention include seminars on health and religion reporting, libel, business news, ethics, photo editing, broadcast news writing and First Amendment "hot-lines."

Syndicated soap

Centaur Distribution is re-editing 195 half-hours of what it says is the first made-for-syndication soap opera, *Strange Paradise*. Originally produced in 1969 for first-run syndication by Metromedia, Kaiser and the Canadian Broadcasting Co., *Strange Paradise* is a "modern tale of the occult in which the richest man in the world makes a pact with the devil to bring his dead wife back to life." The distributors are showing stations two pilot versions of the show, featuring new inserts with a "strange lady" narrator. If the inserts prove to be popular, 585 live insert segments will be produced. The show is aimed at a late-night fringe audience, and

the distributors hope it will become a "camp classic." Originally planned for distribution in September, the show will be available on a barter basis.

Performances from the park

Beverly Sills, opera star and general director of the New York City Opera, will host a new series of television specials, *On Stage at Wolf Trap*, on the Public Broadcasting Service next fall. Filmed live at the Wolf Trap Farm Park, outside Washington, the concerts will feature the performances of and interviews with, among others, singer Ella Fitzgerald, jazz pianist Oscar Peterson, composer and conductor Mstislav Rostropovich.

July 1, 1985

Traded

An exchange of cable television systems passing 446,000 homes and serving more than 205,000 basic subscribers has been transacted between

Storer Communications, Inc.

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Arizona, and southern Orange County,
California

and

Times Mirror Cable Television

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Connecticut weighs AM stereo ad law

Consumer protection agency says state should require manufacturers to make clear what signals radios receive

The Connecticut Department of Consumer Protection has recommended that the state require manufacturers and sellers of AM stereo radios to disclose in labels or tags affixed to the radios and in advertisements which type or types of AM stereo signals their radios can receive.

Before the regulation can go into effect, however, according to Steven Schwane, senior administrative hearing attorney in the legal division of the DCP, it must pass muster with the state's Regulation Review Committee, which comprises members of both houses of the state's legislature.

The DCP will forward the regulation, which has already been cleared by the attorney general's office, to the committee next week, which is expected to take it up in October, he said. If it approves the regulation, he said, it will go into effect about 30 days later. He said he couldn't predict what the committee will do, but added that he wasn't aware of "any strong opposition" to the regulation.

The recommended regulation is the latest twist in the broadcast and consumer electronic industries' struggle to come up with a de facto AM stereo standard. Two systems—Motorola's C-Quam and Kahn Communications' single sideband—are vying to become the standard by inducing broadcasters and receiver manufacturers to adopt their systems.

As things now stand, the C-Quam system seems to have the best chance of prevailing. Some 225 stations are now broadcasting C-Quam signals. What's more, several major receiver manufacturers, led by Delco Electronics, are making and marketing C-Quam

From the NAB. The National Association of Broadcasters' executive committee has refuted the claim of Kahn Communications President Leonard Kahn that statements made by an unnamed NAB staff member at the board's June meeting have "damaged" Kahn's efforts to make its AM stereo system the nation's de facto standard, although the NAB acknowledged the statements in question were "off the mark."

In a July 9 letter to the NAB, citing reports from two board members, Kahn said the employe "declared that the AM stereo contest is over, that Motorola had won, and that a poll of AM stereo broadcasters indicated that out of 500 stations, 480 were operating on the Motorola system." He said the "false" and "grossly misleading" statements "may well severely damage my firm and indeed AM broadcasting." (According to Motorola and Kahn, some 225 stations use the Motorola system and about 85 use Kahn's.)

In its response, the executive committee called Kahn comments "mischaracterizations." "NAB has before considered and passed resolutions supporting the swift introduction of AM stereo into the consumer marketplace... [but] has... bent over backward to be evenhanded and neutral in its treatment of this issue." The inaccurate numbers cited by the employe were eclipsed at the meeting, NAB wrote, by a reminder that NAB has "consistently refused to become more involved in this marketplace battle."

Kahn declined to comment on the NAB response, but expressed continuing concern that the radio board members at the meeting were left with an impression of the market based on "violently erroneous" information. Kahn said has no immediate plans to press damage claims.

radios. Motorola estimates that about 1.5 million such radios have been manufactured.

But the Kahn system is hanging in there. Between 80 and 85 stations are broadcasting Kahn signals and, although nobody is making Kahn-only radios, Sony and Sansui are selling multisystem radios capable of receiving both the Kahn and C-Quam signals.

Connecticut's tentative regulation is aimed primarily at suppliers of the C-Quam AM stereo radios. The DCP found that consumers may purchase C-Quam-only radios unaware that they will not be able to pick up in stereo the Kahn-equipped stations. The disclosures, said Schwane, would let consumers know whether a particular radio could receive the C-Quam signal only or both Kahn and C-Quam signals.

(According to Kahn Communications' Leonard Kahn, there are four, and soon to be five, Kahn stations in Connecticut and only one C-Quam station. In New York, to which

many Connecticut residents commute, there are two Kahn and no C-Quam stations. Connecticut's involvement in AM stereo was instigated by two of the Kahn-equipped stations in the state: WELI New Haven and WILI Willimantic.)

At a May 31 public hearing, Motorola's Chris Payne testified against the imposition of the disclosure regulation. He argued that such a rule would lead some manufacturers of C-Quam radios to stop making them and some retailers to stop selling them. "The displaying of a special tag on a dashboard of [a car]... would distract from the dealer's efforts to sell the car by drawing attention to what a potential buyer could only presume was a warning as to a possible drawback on the receiver and would likely lead the dealer to order only cars which did not offer AM stereo," he said.

But last week Payne was downplaying the possible impact the regulation would have on Motorola's push to make its system the national standard. Even if it is approved by the legislative committee and goes into effect, he said, the C-Quam system will prevail. "Delco still wants to fight the regulation," he said. "The others are not pleased, but if it's only labeling they can probably live with it. It's just another annoyance."

What really concerns the manufacturers, Payne said, is the possibility that other states may enact regulations as Connecticut did. That could result in manufacturers and distributors having to put different labels and tags on radios destined for different states, he said, and that would run up the cost and, ultimately, the retail price. Consumer electronics manufacturers are able to keep down the cost of their goods by selling the same goods everywhere, he said.

But the concern over proliferating state regulations has little basis, Payne said. "As far as we know, there is no actual substantial

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movement toward regulations in any other state," he said.

Motorola is aware that Utah has put out an advisory on AM stereo and it supports the move, Payne said. "We are in favor of the consumers' understanding the AM stereo

situation," he said. Motorola is not trying to "snooker" consumers into buying radios they don't want, he said.

Leonard Kahn was delighted by the DCP's action. He hopes that the Connecticut regulation and similar ones in other states will

slow Motorola's momentum and allow his system to catch up. "It's what we have been waiting for," he said. "If the receiver manufacturers have to tell the truth [about their C-Quam-only radios]," he said, "they won't be able to sell them." □



Trans-Atlantic TV

The first protected, 24-hour private satellite carrier dedicated to international television services will be activated this September by Netcom and DGT (Direction Generale des Telecommunications) of France, assuming tariff authorization by the FCC.

Netcom, a Burbank, Calif.-based satellite transmission company regularly contracted by CBS, Financial News Network and others, announced an agreement July 31 with DGT, the French representative to Intelsat, under which the companies would lease a full-time, two-way satellite channel on the Intelsat major path I satellite, one of three Intelsat Atlantic Ocean satellites fully protected against transmission pre-emption. International links will be made at a Comsat earth station in Andover, Me., and a French earth station at Pleumeur Bodou, France.

According to Bill Tillson, chairman of Netcom, end distribution of broadcast, video-conference and closed-circuit feeds in the U.S. would be handled through his company's transponders on RCA Americom's Satcom I-R. DGT will distribute European traffic on Telecom I, European domestic satellites or landlines.

Netcom expects to add to the European satellite service with interconnects from the Middle East and South America by the end of October, Tillson told BROADCASTING. The company also expects to provide users with complete point-to-point transmissions, using its own transportable uplinks, two West Coast downlinks and temporary microwave capabilities, if needed.

The two-year lease on the Intelsat channel, with an option to extend the deal, will cost the two companies approximately \$3.7 million, with Netcom paying \$106,000 per month for the transponder use and uplink-downlink services, and DGT paying \$50,000 per month.

The cost to end users for the service, said Tillson, will be "substantially lower than for an occasional buy from Comsat," with costs 10% to 45% lower, depending on whether use is regular or occasional.

CBS-TV has already signed a contract for use of the Netcom-DGT service, according to Tillson, although both he and a CBS representative declined to detail the agreement.

Post post-production

The Post Group in Hollywood has opened a post-production sound facility that has already taken on jobs for Warner Bros., Columbia and Embassy Television.

The new department, which cost the

company nearly \$1 million, includes two audio suites and a voice-over/announcing booth, and houses a Neve 48-track recording console, Neotek stereo console, Otari recorders (including the centertrack time-code, two-track MTR-20), CMX machine control and other monitoring and processing gear.

The facility had its official opening on Aug. 1 when it was scheduled to begin stereo audio sweetening for Embassy's *Facts Of Life* and *227*, to be aired in stereo by NBC next fall.

100-plus stereo

Additions to the TV stereo station list bring the total to 106. Two took to the air in the 61st market, Mobile, Ala.-Pensacola, Fla.: CBS affiliate WKRG-TV on July 9, followed by noncommercial WSRE-TV on Aug. 1.

In the 65th market, Fresno, Calif., independent KMSG-TV signed on the air in stereo July 17, and in the 85th market, Kingsport,

Tenn., ABC affiliate WKPT-TV began its stereo broadcasts June 14. NBC affiliate KXXV-TV in 95th Waco-Temple, Tex., completed its stereo conversion July 24, and independent KIDY-TV in 193d market, San Angelo, Tex., has been wiring its stereo signal through the local cable operator's headend since May.

NBC, which plans to bring its weekly stereo broadcasts up to 16 hours with nine stereo sit-coms in the fall (see "Closed Circuit", July 29), still has the largest number of stereo affiliates and owned-and-operated stations, with at least 30. Independents are the next largest group with 26 stereo stations.

Auricle award

Developers of the Auricle Time Processor, a computer software program used by television and film composers and music editors, have been chosen for an engineering Emmy award by the Academy of Television Arts and Sciences board of governors. The



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Emmy, for outstanding achievement in engineering development, will be presented to system developers Ron and Richard Grant of Sherman Oaks, Calif., during the annual ceremony Sept. 7 in Hollywood.

The selection, made by a panel of two dozen network, studio, and manufacturing engineers, is distinct from technical Emmys awarded earlier this year by the National Academy of Television Arts and Sciences to RCA for its CCD camera technology, and ABC and Sony for the development of the super-slow-motion TV recording techniques.

Good deal

Group W Satellite Communications announced it will give Connecticut Public Television access to its telecommunications center in Stamford, Conn. The state-of-the-art facility would house CPTV's WEDW(TV) Bridgeport, Conn., provided CPT can raise \$4 million in private and state funds. The announcement was made before a group of Connecticut legislators and corporate leaders by Group W's chairman, William F. Baker, who said the donation "should mean somewhere about \$2 million for CPTV." Connecticut Public Broadcasting's president and chief executive officer, Jerry Franklin, said that "for our \$6-million investment, CPTV has the opportunity to utilize \$30 million worth of assets, housed in a \$50-million facility."

Back for more

Three veterans of ADDA Corp., manufacturer of digital video systems, and a former president of the videotape editing equipment firm, Control Video Corp., have created a new company to design, make and sell digital TV equipment for use with three-quarter-inch and half-inch industrial and low-end broadcast systems.

The new business, Alta Group Inc., is based in San Jose, Calif., and brings together Frank Alioto, former ADDA director of marketing, and Ron Long and Mike Tallent, members of ADDA's engineering development and management staff, with Wayne Lee, formerly of Control Video, who will be president and CEO of the operation.

Alta's first product will be a \$6,000-\$7,000 production system designed for A/B-roll editing, with digital dual-channel time base correction and the ability to provide wipes, dissolves and other digital effects, as well as handle live video inputs and audio switching.

Salt Lake star

The largest geographic market in the country no longer seems so large to KUTV(TV) Salt Lake City's News Director Mike Youngren, now that the station has its new Conus Newstar satellite newsgathering van on the road.

Taking delivery of the 22-foot unit July 5 and sending it on its first assignment, a weather shot, several days after, Youngren has since sent the van to cover flash floods in southern Utah, a Shakespeare festival in Idaho, a wild horse round-up in Wyoming, and expected the unit to easily cover an August golf tournament on the other side of Salt Lake mountain range.

"It's modified our sense of the news," said

Youngren, "We're going after stories we wouldn't have done before, and we're still learning what we can do."

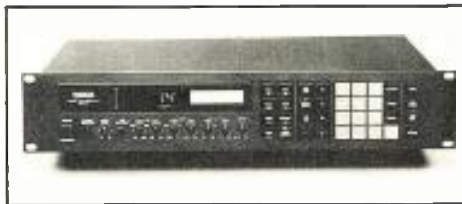
Youngren also said KUTV has made ready use of Newstar SNG vans belonging to other Conus stations, such as KCNC-TV Denver and KOB-TV Albuquerque, N.M.

Added Al Seethaler, vice president and general manager of KUTV: "The Conus system is the key to our news growth [and] will be a major contributor to our newscasts. The cooperation of member stations gives us new range and economy while flexing our journalistic muscle."

There are now 23 stations in the Conus system, according to Charles Dutcher, Conus vice president and general manager. The latest announced is WISN-TV Milwaukee, the Hearst Corp.-owned ABC affiliate. The 23d, already signed on, has not yet gone public with the decision, Dutcher said.

Gearing up

Yamaha International Corp. has introduced a new stereo reverberator, the REV7. Used to simulate the acoustic properties of various environments, the unit has 30 preset effects and can create, store and recall an addition-



al 60, while tonal coloring is controlled by a three-band parametric equalizer. Price for the unit will be announced mid-August, with deliveries from the company's Professional Products Division to begin in September.

The component video production switcher introduced by **Grass Valley Group** last spring will now also be available in an M-format YIQ version. The Grass Valley, Calif., company had originally developed only a Beta component version of its 1984 model 100 composite switcher, and planned to make an external transcoder available for M-format users. The \$18,950 products will begin initial deliveries early this fall, with a 26-week wait for current orders.

Times Fiber Communications has developed several new cable products, including RG-611 drop cable, the TX Series low attenuation semiflex cable, and for its Mini-Hub II system, a programmable remote controlled unit, an outdoor strand mount enclosure and a drop powering method to supply power to the Mini-Hub tuner from the power supply in subscribers' homes. The T4 drop cable, first shown this summer, has already been ordered, according to the Wallingford, Conn., company by several major cable system operators, such as Scripps-Howard for a new plant in Sacramento, Calif.; Rollins Inc. for a Newport, R.I., system, and Storer Communications for use in its Houston system and other aerial installations.

A new line of production switchers will be introduced by Gainesville, Fla.-based **Vital**

Industries at the October Society of Motion Picture and Television Engineers Conference in Los Angeles. The 3000 Series switchers includes four 16-26 input models: three with either one, two and three mix/effects systems and an optional line key section, and a fourth four-M/E model without line key. Vital declined to reveal the products' price range.

A series of CATV products, including head-end equipment and subscriber terminals, has been introduced by **Scientific-Atlanta** of Atlanta. For cable headend operations, the company has developed the Series 8345 4.5-meter receive-only earth station for C-band or Ku-band operation, selling for approximately \$6,000, as well as a new RG-59 type coaxial cable with a tinned, copper-clad steel center conductor. Two set-top terminals, the 80-channel model 8555 unit for 550 mhz expanded bandwidth systems and the model 8525 programable unit, were also made available by the company. Introduced as well was the new series 2400 pay-per-view system, based on S/A's design for the Holiday Inn Hi-Net Communications installations.

Eastman Kodak has unveiled a new 16mm, high-speed, color negative film. The 7292 film, while aimed primarily at Western European producers and broadcasters, has a "strong market" in the U.S. for 16 mm work transferred to videotape for postproduction and distribution, according to Kodak. The film replaces 7294 color negative, with improved sharpness and grain, the Rochester, N.Y.-based firm added.

Continuing to show life after its recapitalization last year is **Intergroup Video Systems** of Gainesville, Fla. ("In Sync," March 11), which has designed several enhancements for its production switcher line. Included is the development of a \$2,700, model 9026 autotransition-event storage unit for use with the company's 903 and 904 switchers. Upgrades for the 903 production switcher include an increase in inputs from 10 to 20, and, for both the 903 and 904 switchers, improved software control and illuminated pushbuttons.

Share and share alike

Increased UHF TV spectrum-sharing for land mobile radio operators will be on the agenda for a newly-formed FCC technical advisory committee holding its first meeting Sept. 5 in Washington.

Formed by the commission in July, the group's primary concern is consideration of minimum field strength ratios between UHF and land mobile signals for co-channel and adjacent channel operation. The committee will submit a final written report, along with any suggested changes to the FCC's proposed sharing plan, to the commission by March 1986.

William Torak, deputy chief of the FCC's spectrum management division, is acting chairman, with nominations for the post to be considered at the September meeting. Kenneth Nichols is designated FCC liaison

Stock Index

Closing Closing Net Percent P/E Market
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Aug 7 Jul 31 (000,000)

BROADCASTING

ABC	114	3/8	113	7/8	1/2	0.44	17	3,324
Capital Cities	209	1/2	212	3/4	- 3/4	- 1.53	20	2,700
CBS	107	3/8	115	5/8	- 8/4	- 7.14	18	3,196
Clear Channel	18	1/4	18	3/4	- 1/2	- 2.67	25	53
Cox	74	7/8	74	3/4	1/8	0.17	23	2,112
Gulf Broadcasting	15	1/4	15	1/2	- 1/4	- 1.61	139	679
Jacor Commun.	3	3/4	3	3/4				21
LIN	31	7/8	31	3/4	1/8	0.39	24	839
Mairite	13	1/2	12	1/4	1/4	10.20	16	113
Mairite 'A'	13	1/8	11		2/8	19.32	16	56
Orion Broadcast		1/32		1/32				2
Price Commun.	10	5/8	11	1/2	- 7/8	- 7.61		63
Scrpps Howard	43		43	1/4	- 1/4	- 0.58	25	444
Storer	85	1/2	85	7/8	- 3/8	- 0.44		1,406
SunGroup Inc.	3	5/8	3	5/8				5
Taft	79	5/8	79	1/4	3/8	0.47	15	718
United Television	23	3/8	23	5/8	- 1/4	- 1.06		256

BROADCASTING WITH OTHER MAJOR INTERESTS

Adams Russell	25	1/8	27	1/2	- 2/3	- 8.64	17	154
Affiliated Pubs	45	5/8	45	3/4	- 1/8	- 0.27	20	558
American Family	22		21	7/8	1/8	0.57	12	657
Assoc. Commun.	27	3/4	27	3/4				132
A.H. Belo	51	1/2	54		- 2/2	- 4.63	18	596
John Blair	17	3/4	18		- 1/4	- 1.39	89	142
Chris-Craft	48	3/8	47	3/4	5/8	1.31		309
Gannett Co.	59	1/4	59	7/8	- 5/8	- 1.04	21	4,750
GenCorp	45	3/4	45	7/8	- 1/8	- 0.27	51	1,002
Gray Commun.	104		104				18	52
Jefferson-Pilot	44		45	3/4	- 1/3	- 3.83	7	1,350
Josephson Intl.	8	5/8	8	3/8	1/4	2.99		41
Knight-Ridder	36		37	1/4	- 1/4	- 3.36	17	2,009
Lee Enterprises	40		40	7/8	- 7/8	- 2.14	19	517
Liberty	29	1/2	28	5/8	7/8	3.06	14	298
McGraw-Hill	46	1/2	47	1/8	- 5/8	- 1.33	16	2,342
Media General	77		78	1/4	- 1/4	- 1.60	15	538
Meredith	63		68	1/4	- 5/4	- 7.69	14	595
Multimedia	59		58	5/8	3/8	0.64	29	985
New York Times	45	3/8	45	1/8	1/4	0.55	17	1,815
Park Commun.	37		37	1/2	- 1/2	- 1.33	24	340
Rollins	25	3/8	26	1/8	- 3/4	- 2.87	35	371
Selkirk	23	1/2	23	1/8	3/8	1.62	51	191
Stauffer Commun.	65		65				11	65
Tech Operations	70	5/8	74	1/4	- 3/5	- 4.88	16	57
Times Mirror	53	3/4	52	5/8	1/8	2.14	16	3,859
Tribune	45	1/4	45	5/8	- 3/8	- 0.82	17	1,831
Turner Bcatg.	19		20		- 1	- 5.00	40	414
Washington Post	115	3/4	118		- 2/4	- 1.91	16	1,484

PROGRAMMING

American Nat. Ent.	1	3/4	111	1/16	1/16	3.70	9	4
Barris Indus	14	7/8	16	- 1/8	- 7.03	25		96
Coca-Cola	71	1/4	72	1/4	- 1	- 1.38	15	9,321
Disney	89	3/8	87	1/8	2/4	2.58	60	2,952
Dow Jones & Co.	42	3/4	43	7/8	- 1/8	- 2.56	21	2,749
Four Star	5		5	1/2	- 1/2	- 9.09	5	4
Gulf + Western	37	3/4	38	3/8	- 5/8	- 1.63	12	2,648
Fries Entertain.	10	5/8	11	1/4	- 5/8	- 5.56	152	36
King World	20	3/4	20	1/2	1/4	1.22	17	106
Robert Halm		2/7/16		2/7/16				42
Lorimar	34	5/8	37		- 2/3	- 6.42	9	264
MCA	63	1/8	61	3/8	1/3	2.85	33	3,123
MGM/UA	24	1/4	16		8/4	51.56		1,205
Orion	10	1/4	10	3/4	- 1/2	- 4.65	35	97
Reeves Commun.	10	1/2	10	5/8	- 1/8	- 1.18		130
Sat. Music Net.	13	1/2	9	3/4	3/3	38.46		92
Telepictures	24	7/8	25		- 1/8	- 0.50	19	194
Warner	30		30	5/8	- 5/8	- 2.04		1,827
Wrather	19	3/4	19	3/4				139

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Aug 7 Jul 31 (000,000)

SERVICE

BBDO Inc.	44	1/2	46	3/4	- 2/4	- 4.81	13	281
Compact Video	6		6	1/8	- 1/8	- 2.04		26
Comsat	33	3/4	35	3/8	- 1/5	- 4.59	11	611
Doyle Dane B.	22	1/2	25	1/2	- 3	- 11.76	15	119
Footo Cone & B.	53	3/4	55	3/8	- 1/5	- 2.93	12	190
Grey Advertising	196		201	1/2	- 5/2	- 2.73	12	118
Interpublic Group	41	3/8	41	5/8	- 1/4	- 0.60	14	449
JWT Group	32	7/8	34	5/8	- 1/3	- 5.05	18	296
Movielab	8	1/4	8	1/4				13
Ogilvy & Mather	43	3/4	45		- 1/4	- 2.78	16	400
Sat. Syn. Syst.	6	3/4	7		- 1/4	- 3.57	11	39
Telemation	5	5/8	5	1/2	1/8	2.27	6	6
TPC Commun.		3/8		3/8				4
Unitel Video	7	7/8	7	3/8	1/2	6.78	26	17
Western Union	13	3/8	12	1/2	7/8	7.00		326

CABLE

Acton Corp.	2	1/2	2	3/8	1/8	5.26		15
AM Cable TV	2	3/4	2	5/8	1/8	4.76		10
American Express	42	7/8	44	1/4	- 1/3	- 3.11	15	9,345
Anixter Brothers	16	5/8	16	7/8	- 1/4	- 1.48	18	302
Burnup & Sims	8	1/4	8	3/4	- 1/2	- 5.71	7	74
Cardiff Commun.		15/16		15/16				94
Comcast	18	3/4	19	7/8	- 1/8	- 5.66	28	365
Gen. Instrument	16	3/4	18	1/2	- 1/3	- 9.46		543
Heritage Commun.	16	7/8	17	3/8	- 1/2	- 2.88	35	245
Jones Intercable	6	3/4	6	1/2	1/4	3.85	13	62
Maclean Hunter X	13	3/8	13	5/8	- 1/4	- 1.83	19	493
Pico Products	3	3/8	3	1/2	- 1/8	- 3.57		12
Rogers Cable	9	3/8	9	1/2	- 1/8	- 1.32		214
TCA Cable TV	23	1/4	23	1/2	- 1/4	- 1.06	33	155
Tele-Commun.	31	5/8	31	3/8	1/4	0.80	288	1,476
Time Inc.	59	7/8	57	1/8	2/3	4.81	18	3,639
United Cable TV	31		32	1/8	- 1/8	- 3.50	48	312
Viacom	47	7/8	47	1/2	3/8	0.79	21	747

ELECTRONICS/MANUFACTURING

Arvin Industries	23	1/4	24		- 3/4	- 3.13	9	270
C-Cor Electronics	7	3/4	8	1/4	- 1/2	- 6.06		23
Cable TV Indus.	3	1/8	3		1/8	4.17	20	9
Cetec	6	1/2	6	3/8	1/8	1.96	8	14
Cytron	6	5/8	7		- 3/8	- 5.36	13	61
Cohu	9	3/4	10		- 1/4	- 2.50	9	17
Conrac	13	1/2	13	7/8	- 3/8	- 2.70	6	81
CMX Corp.	1	3/4	1	5/8	1/8	7.69		7
Eastman Kodak	45		45	1/8	- 1/8	- 0.28	12	10,269
Elec Mls & Comm.	10	7/8	12		- 1/8	- 9.38		32
General Electric	62	1/2	64	1/8	- 1/5	- 2.53	12	28,430
Geotel-Telemet	1	3/4	1	7/8	- 1/8	- 6.67	22	5
Harris Corp.	27	1/2	28	5/8	- 1/8	- 3.93	13	1,106
M/A Com. Inc.	20	5/8	20	7/8	- 1/4	- 1.20	21	898
Microdyne	6	5/8	6	3/4	- 1/8	- 1.85	83	30
3M	80	1/8	80		1/8	0.16	13	9,199
Motorola	36		36	1/4	- 1/4	- 0.69	12	4,282
N.A. Philips	34	1/8	34	1/2	- 3/8	- 1.09	7	984
Oak Industries	1	1/4	1	1/4				25
RCA	43		43	1/2	- 1/2	- 1.15	12	3,530
Rockwell Intl.	40	1/2	41	1/8	- 5/8	- 1.52	11	6,032
Sci-Atlanta	13	1/8	13	1/4	- 1/8	- 0.94	20	305
Signal Cos.	43	3/8	44		- 5/8	- 1.42	17	4,798
Sony Corp.	15	3/4	14	7/8	7/8	5.88	13	3,637
Tektronix	63	5/8	63	1/4	3/8	0.59	9	1,239
Texcan	2		2	1/4	- 1/4	- 11.11	33	13
Varian Assoc.	30	3/4	31	1/4	- 1/2	- 1.60	15	679
Westinghouse	34		35	3/8	- 1/3	- 3.89	11	5,952
Zenith	19	1/4	20		- 3/4	- 3.75	7	444

Standard & Poor's 400 209.20 212.53 - 3.33 - 1.57

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.

As compiled by BROADCASTING, Aug. 1 through Aug. 7, 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

- KOSE(AM)-KHFO(FM) Osceola, Ark. (AM: 860 khz; 1 kw-D; FM: 98.1 mhz; 50 kw; HAAT: 350 ft.)—Seeks assignment of license from Osceola Broadcasting Corp. to Pollack Broadcasting Co. for \$400,000, comprising \$100,000 cash and remainder note at 9.5% over 10 years. Seller is owned by Don Whitney, who has no other broadcast interests. Buyer is owned by Sydney Pollack and his wife, Marilyn, and their sons, William, Robert and David. It also owns WDXR(AM) Paducah, Ky. Filed Aug. 1.
- WSUB(AM)-WQGN(FM) Groton, Conn. (AM: 980 khz; 1 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 275 ft.)—Seeks assignment of license from Lightfoot Broadcasting Co. to H&D Wireless Inc. for \$2.9 million, \$1.4 million and remainder notes. Seller is owned by Richard Lightfoot, who also owns WAZY-FM Lafayette, Ind. Buyer is owned by Joel M. Hartstone and Barry J. Dickstein, who also own WDOV(AM)-WDSO-FM Dover, Del. and WUHN(AM)-WUPE(FM) Pittsfield, Mass. Filed Aug. 1.
- WCVC(AM) Tallahassee, Fla. (1330 khz; 5 kw-D)—Seeks assignment of license from Plantation Radio Inc. to WCVC Inc. for \$500,000. Seller is owned by William R. Crews and his wife, Freda, who has no other broadcast interests. Buyer is equally owned by John M. Van Der Aa, Wendell Borriak and his wife, Carolyn, and Robert A. Cook and his wife, Coreen. It recently purchased WGEC(AM) Springfield, Ga. (BROADCASTING, June 22). Filed July 29. Broker: Wilkins & Associates.
- WCKJ(AM) Augusta, Ga. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from SKC Inc. to Paine College as donation. Assignor is owned by Gordon C. King, James L. Snyder and Joel Chaseman. They have no other broadcast interests. Chaseman is president of Post-Newsweek Stations. Assignee is nonprofit corporation headed by Dr. William Harris. It has no other broadcast interests. Filed

Aug. 1.

- WLRB(AM)-WKAI(FM) Macomb, Ill. (1510 khz; 1 kw-D; 250 w-N; FM: 100.1 mhz; 3 kw; HAAT: 190 ft.)—Seeks transfer of control of Lipper Broadcasting Co. from George A. Lipper to Donald L. Sharp for \$175,000, comprising \$125,000 cash and remainder note at 10%. Seller has no other broadcast interests. Buyer is owned by Donald L. Sharp (52%), his brother, Jay (42%), and Bruce Lauerman (6%). They have no other broadcast interests. Filed July 30.
- WJEQ(FM) Macomb, Ill. (103.1 mhz; 3 kw; HAAT: 265 ft.)—Seeks transfer of control of McDonough Broadcasting Inc. from William J. Clark (73% before; 4% after) to Mary Ratliff Clark (4% before; 73% after) for \$51,094.66 cash. Seller and buyer are husband and wife who also own KTOC-AM-FM Jonesboro, La. Remainder of station is owned by eight others owning less than 7%. Filed July 26.
- WKBZ(TV) Angola, Ind. (ch. 63; ERP vis. 23.4 kw; aur. 4.68 kw; HAAT: 300 ft.; ant. height above ground: 240 ft.)—Seeks assignment of license from James A. Chase to Manna for Modern Man Ministries Inc. for \$300,000 cash. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Dr. Paul E. Paino. It has no other broadcast interests. Filed July 30.
- WBDN(AM) Escanaba, Mich. (600 khz; 1 kw-D)—Seeks assignment of license from Bay de Noc Broadcasting Inc. to Richard R. Raymond for assumption of liabilities. Seller is principally owned by Marc Tall. It has no other broadcast interests. Buyer has no other broadcast interests. Filed July 31.
- KIRX(AM)-KRXL(FM) Kirksville, Mo. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 94.5 mhz; 42 kw; HAAT: 410 ft. [CP: 100 kw; HAAT: 405 ft.])—Seeks assignment of license from Community Broadcasters to KIRX Inc. for \$1.3 million, comprising \$1 million cash and remainder noncompete agreement. Seller is principally owned by Vera F. Burk and family. It has no other broadcast interests. Buyer is equally owned by David L. Nelson and Alvina M. Britz. Nelson has interest in WAYY(AM) Chippewa Falls and WAXX(FM) Eau Claire, both Wisconsin. Filed July 29.
- WREY(AM)-WMVB-FM Millville, N.J. (1440 khz; 1 kw-D; FM: 97.3 mhz; 5.2 kw; HAAT: 275 ft.)—Seeks assignment of license from Thompson Communications to Crisp Communications Inc. for \$750,000 cash. Seller is principally owned by James B. Thompson, general manager of KYW-TV Philadelphia. Buyer is owned by Don A. Crisp, who also owns WSUX-AM-FM Seaford, Del., and WBEJ(AM) Elizabeth, Tenn. Filed July 31.
- WHRC-FM Fort Henry, N.Y.—Seeks assignment of license from Peter E. Hunn to Russel Kinsley and his wife, Susan, for \$200,000, comprising \$50,000 cash and remainder note at 10% over 15 years. Seller has no other broadcast interests. Buyer is 20.7% owner and technical director at WIZN(FM) Vergennes, Vermont. Filed July 30.
- WKCH-TV Knoxville, Tenn. (ch. 43; ERP vis. 55 kw; aur. 5.5 kw; HAAT: 1,150 ft.; ant. height above ground: 1,079 ft.)—Seeks transfer of control of Knoxville Television Ltd. from H. Bernard Dixon, David J. Gooch and Martha D. Kent to Media Central Inc. for \$1,250,000. Seller, Dixon,

owns WDBD(TV) Jackson, Miss., and 6.63% of buyer Martha Kent is wife of principal owner of buyer. Buyer is principally owned by Morton J. Kent and family. It owns KEKR-TV Kansas City, Mo.; KBSI(TV) Cape Girardeau Mo.; KHAI-TV Honolulu; WOACTV) Canton, Ohio, and WZDX(TV) Huntsville, Ala. Filed July 29.

■ WLNT(AM) Loudon, Tenn. (1140 khz; 1 kw-D)—Seeks assignment of license from Tellico Broadcasting Co. to Loudon Broadcasters Inc. for assumption of liabilities. Seller is owned by Clinton H. Swafford and Roy B. Watson, who have no other broadcast interests. Buyer is equally owned by Gene Chrusciel and Doyle Lowe. Chrusciel has interest in WDEH-AM-FM Sweetwater, Tenn. Filed July 29.

■ WTIG(AM) Massillon, Ohio (990 khz; 250 w-D)—Seeks assignment of license from West Stark Broadcasting Co. to Dale Broadcasting Co. for assumption of \$216,000 note. Seller is principally owned by Daniel N. Lorusso Virgil L. Musser, Lawrence Chivaroli, Amalio Colangelo and M.K. Kamel. It has no other broadcast interests. Buyer is owned Donald D. Smith, who also owns WBKC(AM) Chardon, Ohio. Filed July 26.

■ WTPR-AM-FM Paris, Tenn. (AM: 710 khz; 1 kw-D FM: 105.5 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from H-M-S Broadcasting Co. to Sosh Broadcasting Group Inc. for \$485,000, comprising \$165,000 cash and remainder note at 10.25% over 10 years. Seller is owned by Robin H. Mathis and her husband, Ralph, J.B. Skelton and Ricky J. Huffman. It owns WSJC-AM-FM Magee, WCPA-AM-FM Houston, WSAO(AM) Senatobia, all Mississippi WDXE-AM-FM Lawrenceburg, Tenn., and WJXL(AM) Jacksonville, Ala. Buyer is owned by William Lon Sosl (80%) and Henry Gilbarre Royse (20%). Sosh is former owner of WRUS(AM)-WAKQ(FM) Russellville, Ky., and is now general manager of WDBL-AM-FM Springfield, Tenn. Royse is chief engineer at WCDS(AM)-WOVO(FM) Glasgow, Ky. Filed July 25.

■ KIXZ(AM)-KMML(FM) Amarillo, Tex. (AM: 940 khz 5 kw-D; 1 kw-N; 98.7 mhz; 100 kw; HAAT: 480 ft.)—Seek assignment of license from Tillis Communications Inc. to M.S.T. Communications Inc. for \$3.5 million, comprising \$2 million cash and remainder note at 10% over seven years with interest only payments for first four years. Seller is owned by Mel Tillis, country music entertainer. Buyer is owned by Richard Haines and family. He is station's general manager. Filed July 31.

■ KPUR(AM) Amarillo, Tex. (1440 khz; 5 kw-D; 1 kw N)—Seeks assignment of license from Lone Star Broadcasting Co. to Alfred Broadcasting Inc. for \$600,000 cash. Seller is owned by Charles B. Jordan, who has no other broadcast interests. Buyer is owned by James Alfred Speigl and A.W. Lair. It owns KHBQ-FM Canyon, Tex. Filed July 26.

■ WFFV(FM) Front Royal, Va. (99.3 mhz; 3 kw; HAAT 500 ft.)—Seeks assignment of license from B-W Inc. to Stabler Radio Organization Inc. for \$450,000, comprising \$50,000 cash and remainder note at 10% over 10 years. Seller is principally owned by James J. Wilson, who has no other broadcast interests. Buyer is equally owned by William S. Stabler and his wife, Sara. They have no other broadcast interests. Stabler is newscaster with Voice of America, Washington, D.C. Filed July 26.

■ WSTX-AM-FM Christiansted, St. Croix, V.I. (AM: 970 khz; 5 kw-D; 1 kw-N; FM: 100.3 mhz; 38 kw; HAAT: 23 ft.)—Seeks assignment of license from Virgin Island Broadcasting Corp. to Suburban Caribbean Communications Inc. for \$625,000 cash. Seller is owned by Hope Carpenter and Raymon Antonio De La Cruz, who have no other broadcast interests. Buyer is subsidiary of Suburban Radio Group, Belmont, N.C.-based station group of six AM's and four FM's owned by Bob Hilker and William Rollins. Filed July 26.

New Stations

Applications AM's

■ Soledad, Calif.—Anita L. Levine seeks 700 khz; 1 kw D; 500 w-N. Address: 10880 Wilshire Blvd., Los Angeles 90024. Principal is wife, of Saul Levine, owner of Lo

EDWIN TORNBURG & COMPANY, INC.

Negotiators
For The Purchase And Sale Of
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Angeles-based station group of one AM, three FM's and one TV. Filed July 30.

■ Stratmoor, Colo.—Four Brothers Broadcasting seeks 890 khz; 10 kw-D; 1 kw-N. Address: 335 E. Union St., Circleville, Ohio 43113. Principal is equally owned by Ed Burns, David Dawson, Tom Brankamp and Mark Puttick. It has no other broadcast interests. Filed July 29.

■ Dalton, Mass.—Lighthouse Broadcasting Co. seeks 890 khz; 10 kw-D. Address: 19 Candlewood Terrace, Medford, N.J. 08055. Principal is owned by Paul E. Schumacher and his wife, Nancy. It owns WSJL(AM) Cape May, N.J. Filed July 29.

■ Flemington, N.J.—Hunterdon Mercury Communications Inc. seeks 1040 khz; 5 kw-D; 1 kw-N. Address: 688 Route 202, 08822. Principal is owned by Delane R. Lipka and Charles A. Hecht. It has no other broadcast interests. Filed Aug. 1.

■ Bernalillo, N.M.—Marlene V. Borman seeks 890 khz; 10 kw-D; 1 kw-N. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal has no other broadcast interests. Filed July 29.

■ Fayetteville, N.Y.—Upstate Broadcasters seeks 890 khz; 250w-D. Address: Rt. 1, Box 136, Ararat, Va. 24053. Principal is owned by Stuart Epperson and family. It owns eight AM's and two FM's. His brother, Ralph, owns three AM's and two FM's. His other brother, Harry, owns two AM's and one FM. It is also app. for new AM in Schickshinny, Pa., and Stafford, Va. (see below). Filed July 29.

■ Solvay, N.Y.—Solvay Radio seeks 890 khz; 500 w-D. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is owned by Jane A. Filler, who has no other broadcast interests. Filed July 29.

■ Bethel Park, Pa.—Western Pennsylvania Broadcasters seek 890 khz; 2.5 kw-D. Address: Church & 5th Streets, Herminie, Pa. 15637. Principal is owned by Carl C. Auel, who has interests in six AM's and one FM. Filed July 29.

■ Schickshinny, Pa.—Central Pennsylvania Broadcaster seeks 890 khz; 2.5 kw-D. Address: Rt. 1, Box 136, Ararat, Va. 24053. Principal is owned by Stuart Epperson and family. He owns eight AM's and two FM's. His brother, Ralph, owns three AM's and two FM's. His other brother, Harry, owns two AM's and one FM. It is also app. for new AM in Fayetteville, N.Y., and Stafford, Va. (see above and below). Filed July 29.

■ Anthony, Tex.—Southwestern Broadcasters seeks 890 khz; 10 kw-D; 1 kw-N. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by James E. Auel, who has interest in four AM's. Filed July 29.

■ Falmouth, Va.—Lighthouse Broadcasting Co. seeks 890 khz; 10 kw-D. Address: 19 Candlewood Terrace, Medford, N.J. 08055. Principal is owned by Paul E. Schumacher and his wife, Nancy. It owns WSJL(AM) Cape May, N.J. Filed July 29.

■ Stafford, Va.—Greater Virginia Broadcasters seeks 890 khz; 1.5 kw-D. Address: Rt. 1, Box 136, Ararat, Va. 24053. Principal is owned by Stuart Epperson and family. It is also app. for new AM in Schickshinny, Pa., and Fayetteville, N.Y. (see above). Filed July 29.

■ Surry, Va.—Spann Communications seeks 890 khz; 25 kw-D. Address: 5525 S. State St., Chicago, 60621. Principal is owned by Pervis Spann, who owns WVON(AM) Cicero, Tenn., and WXSS(AM) Dover, Fla. Filed July 29.

TV

■ Las Vegas—4-A Communications seeks ch. 33; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,143 ft.; ant. height above ground: 80 ft. Address: 4329 Ginnalter Way, 89121. Principal has no other broadcast interests. Filed July 25.

Facilities Changes

Applications

AM's

Tendered

■ WIXR (1500 khz) Mount Pleasant, S.C.—Seeks CP to change freq. to 1480 khz. App. July 31.

■ WMSO (640 khz) Collierville, Tenn.—Seeks CP to change city of lic. to Germantown, Tenn. App. Aug. 1.

■ WSKT (1580 khz) Knoxville, Tenn.—Seeks CP to change freq. 1180 khz; change ERP to 1 kw, and change TL. App. Aug. 5.

Accepted

■ WFLZ (1200 khz) Thonotosassa, Fla.—Seeks MP to change TL and make changes in ant. sys. App. Aug. 5.

■ KKIC (950 khz) Boise, Idaho—Seeks CP to change daytime TL and replace ant. App. Aug. 1.

■ KT CJ (690 khz) Minneapolis—Seeks mod. of lic. to operate by remote control from main SL. App. Aug. 5.

■ WYAK (1270 khz) Surfside Beach, S.C.—Seeks CP to make changes in ant. sys. App. Aug. 5.

■ KRUN (1400 khz) Ballinger, Tex.—Seeks mod. of CP to request specified hours of operation. App. Aug. 1.

■ KLO (1430 khz) Ogden, Utah—Seeks CP to change TL. App. Aug. 5.

FM's

Accepted

■ WKR G-FM (99.9 mhz) Mobile, Ala.—Seeks mod. of CP to change HAAT to 1,804 ft. App. Aug. 1.

■ WREZ (103.3 mhz) Montgomery, Ala.—Seeks CP to change ERP to 100 kw; change HAAT to 991 ft., and change TL. App. Aug. 1.

■ K SUR-FM (99.5 mhz) Greenfield, Calif.—Seeks CP to change HAAT to 492 ft. and change TL. App. Aug. 1.

■ KDOL-FM (97.7 mhz) Mojave, Calif.—Seeks mod. of lic. to install new transmission sys. App. Aug. 5.

■ KZYR (103.1 mhz) Avon, Colo.—Seeks CP to change HAAT to 460.5 ft. App. Aug. 1.

■ KAZY (106.7 mhz) Denver—Seeks CP to change HAAT to 987 ft. App. Aug. 1.

■ KKM G (98.9 mhz) Pueblo, Colo.—Seeks CP to change TL and change HAAT to 1,210 ft. App. Aug. 1.

■ WO VV (95.5 mhz) Fort Pierce, Fla.—Seeks CP to change ERP to 100 kw; change HAAT to 982.69 ft., and change TL. App. Aug. 1.

■ WVEE (103.3 mhz) Atlanta—Seeks CP to change HAAT to 1,022 ft. and change TL. App. Aug. 1.

■ W W K I (100.5 mhz) Kokomo, Ind.—Seeks CP to change ERP to 28 kw. App. Aug. 1.

■ K K K X (95.7 mhz) Ottawa, Kan.—Seeks CP to change HAAT to 981 ft. App. Aug. 1.

■ KMAJ (107.7 mhz) Topeka, Kan.—Seeks CP to change HAAT to 1,214.4 ft. and change TL. App. Aug. 1.

■ KHAA (106.7 mhz) Port Sulphur, La.—Seeks CP to change ERP to 100 kw; change HAAT to 981 ft., and change TL. App. Aug. 1.

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
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.

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Seeks CP to change ERP to 50 kw. App. Aug. 1.

■ WRPM-FM (107.9 mhz) Poplarville, Miss.—Seeks CP to change ERP to 92 kw; change HAAT to 1,459 ft., and change TL. App. July 31.

■ KRXL (94.5 mhz) Kirksville, Mo.—Seeks CP to change TL and change HAAT to 990 ft. App. Aug. 1.

■ KNSS (98.1 mhz) Carson City, Nev.—Seeks CP to change TL; change ERP to 5.9 kw, and change HAAT to 2,274.52 ft. App. Aug. 1.

■ WITU (103.5 mhz) Cobleskill, N.Y.—Seeks mod. of CP to change TL and change HAAT to 492 ft. App. Aug. 1.

■ WPAC (92.7 mhz) Ogdensburg, N.Y.—Seeks CP to change ERP to 3 kw. App. July 31.

■ WFMX (105.7 mhz) Statesville, N.C.—Seeks CP to change HAAT to 100 kw and change TL. App. Aug. 1.

■ WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 230 ft., and install DA. App. Aug. 1.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to install aux. sys.; change TL; change SL to 1905 10th St., Floresville, Tex., and change HAAT to 300 ft. App. Aug. 1.

■ KWNS (104.9 mhz) Winstonsboro, Tex.—Seeks CP to change HAAT to 282 ft. App. July 31.

■ WKDE-FM (105.5 mhz) Alta Vista, Va.—Seeks CP to change TL and change HAAT to 328 ft. App. Aug. 1.

■ *WJYJ (90.5 mhz) Fredericksburg, Va.—Seeks CP to change ERP to 50 kw and change HAAT to 538 ft. App. Aug. 1.

■ WMJR (107.7 mhz) Warrenton, Va.—Seeks CP to change ERP to 45 kw; change HAAT to 515 ft., and change TL. App. Aug. 1.

TV's

Accepted

■ *KBDI-TV (ch. 12) Broomfield, Colo.—Seeks CP to change ERP to vis. 229 kw. aur. 25 kw. App. Aug. 1.

■ WCB D-TV (ch. 2) Charleston, S.C.—Seeks MP to change TL and change HAAT to 1,949.7 ft. App. July 31.

Actions

AM's

■ WHOF (1320 khz) Coleman, Fla.—Granted app. to change SL. Action July 26.

■ WKLS (970 khz) Atlanta—Granted app. to change SL to 1800 Century Blvd., Atlanta. Action July 25.

■ KLLA (1570 khz) Leesville, La.—Granted app. to make changes in ant. sys. Action July 22.

■ WQKA (850 khz) Penn Yan, N.Y.—Granted app. to make changes in ant. sys. Action July 22.

■ KKNX (1400 khz) Huntsville, N.Y.—Granted app. to increase nighttime power to 1 kw. Action July 22.

■ KOZI (1230 khz) Chelan, Wash.—Dismissed app. to change TL. Action July 24.

■ KAAR (1480 khz) Vancouver, Wash.—Granted app. to reduce daytime power to 1 kw and make changes in ant. sys. Action July 24.

■ WXCO (1230 khz) Wausau, Wis.—Granted app. to make changes in ant. sys. Action July 22.

FM's

■ KBRQ-FM (105.1 mhz) Denver—Granted app. to change TL and change HAAT to 1,328.9 ft. Action July 24.

■ *WETA-FM (90.9 mhz) Washington—Granted app. to make changes in ant. sys. Action July 29.

■ WBOD (100.9 mhz) Canton, Ill.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action July 30.

■ WQTZ (92.7 mhz) Decatur, Ind.—Granted app. to change TL; change HAAT to 396.88 ft., and make changes in ant. sys. Action July 23.

■ WCLS-FM (99.5 mhz) Detroit—Granted app. to change ERP to 21 kw. Action July 29.

■ *WTHS (89.9 mhz) Holland, Mich.—Granted app. to change submission of measure FM DA data. Action July 29.


■ WOKQ (97.5 mhz) Dover, N.H.—Returned app. to change TL; change HAAT to 499.9 ft., and make changes in ant. sys. Action July 25.

■ WLCQ (98.3 mhz) Clarksville, Va.—Granted app. to change HAAT to 298.48 ft. Action July 30.

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Call Letters

Applications

Call	Sought by
New AM	
WWRM	Juarez Communications Corp., Sterling Heights, Mich.
New FM	
KHBO	Auldridge Broadcasting Inc., Canyon, Tex.
Existing AM	
KLCZ	KDON Grace Broadcasting Inc., Salinas, Calif.
Existing FM's	
WNYZ	WIBQ James & Hunter Communications Group Inc., Utica, N.Y.
WMJZ	WAXC Keymarket Communications of Ohio, Wapakoneta, Ohio
KATP	KHBO Alfred Broadcast Inc., Canyon, Tex.
Existing TV	
KBRR	KFOM-TV Fargo Broadcasting Corp., Thief River Falls, Minn.

Grants

Call	Assigned to
New AM's	
KQPL	Dale A. Owens, dba Owens Communications, Windsor, Calif.
WKII	Harold M. Kneller Jr., Port Charlotte, Fla.
WAMN	Golden Rule Organization Workshop Inc., Green Valley, W. Va.
New FM	
*WGCC-FM	Genesee Community College, Batavia, N.Y.
Existing AM's	
KRKO	KGHX Great Alaska Radio Co., Fairbanks, Alaska
KXTL	KCEZ Mountain Sky Broadcasting Inc., Butte, Mont.
WJFX	WKLL Community Broadcasting Associates, Aikens, S.C.
WGSL	WSSL Keymarket Communications Inc., Greenville, S.C.
WBBX	WYLO Hometown Broadcasting Corp., Kingston, Tenn.
Existing FM's	
KRKO-FM	KRKR Great Alaska Electric Radio Co., Fairbanks, Alaska
KSNO-FM	KTUS Albert W. Vontz, Snowmass Village, Colo.
WNLT	WMGG Metroplex Communications Inc., Clearwater, Fla.
WXGA-FM	WPOO Georgia Public Telecommunications Commission, Waycross, Ga.
WDJX	WKJJ-FM Great Trails Broadcasting Corp., Louisville
Existing TV's	
KJTM-TV	KMJD-TV Television Corp. of Arkansas, Pine Bluff, Ark.
KDEB-TV	KMTC Charles Woods Television Corp., Springfield, Mo.
KVRR	KVNJ-TV Fargo Broadcasting Corp., Fargo, N.D.
WUPW	WDMA-TV Toledo Telecast Inc., Toledo, Ohio

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Sales manager Shreveport's biggest and best, KWKH-AM/FM offers lifetime career opportunity, if you are qualified to be our new general sales manager. Looking for people oriented, skilled executive who wants to be a general manager someday. Send resume and qualifications to: Gene Dickerson, KWKH Radio, P.O. Box 31130, Shreveport, Louisiana 71130. Equal Opportunity Employer.

General Manager with religious background for full-timer in Southeast metro area. Strong sales background a must. Small equity possible for right person. 404-992-0014.

Growing group needs aggressive sales manager for regional country giant. Prior sales management success helpful. Strong possibility for promotion, future equity. Write: Wanda Williamson, VP, WMCL, 108 N. 10th St., Mt. Vernon, IL 62864. EOE, M/F.

GM Georgia strong sales motivation: Full time COUNTRY, Equity available, call Ben A. Korngold, 912-236-4444. EOE, M/F.

KTOO-FM, Alaska's first community licensed public radio station, is seeking a highly motivated, public broadcasting professional to manage this outstanding radio station. Located in Juneau, Alaska's capital city, KTOO-FM is an outstanding opportunity for an individual with desire to lead by example. Both KTOO-FM and Juneau are environments that foster creativity, growth, and an unfettered opportunity to expand the horizons of community radio. If you have three to five years of progressively responsible public broadcasting management and would like more information and a job description then call me and we will talk. The position is open now and the right person will make a difference in their life and ours. CCBI is an AA/EO employer. Don Rinker, President and General Manager, KTOO-FM & TV, 224 Fourth Street, Juneau, AK 99801, 907-586-1670.

New group operator seeks top level management. Equity participation possible. Only the best need apply. S-55.

HELP WANTED SALES

South Florida. Need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

I need pro's. If you can sell and can prove it, name your price. Arbitron top-rated FM in 14 county area in Northwest Missouri. Very ag oriented. Resume and sales history to Dick Harlan, Sales Manager, KMZU, 102 N. Mason, Carrollton, MO 64633.

23.3 SHARE. Number 1 in market. WOMP-FM has a sales position open with an outstanding list for an aggressive salesperson with the right qualifications. Resume and references to: Bob Dodenhoff, WOMP AM/FM, Box 448, Wheeling, WV 26003. EOE.

Sales Position at Richmond, VA combo. Excellent opportunity for experienced salesperson looking to get in on the ground floor. Aggressive stations in a growing group, soon to impact Richmond Metro. Excellent draw/commission structure. EOE. Call 804-732-3478.

General Sales Manager, new high power FM, medium market, Great Lakes area. Salary plus incentive. Ideal candidate presently top biller at existing station. EOE/AA. Resume and examples of sales record to Box S-34.

Regional Sales Director. West Virginia's largest metro. Highly rated station seeks aggressive person with agency experience and rate integrity. Growing company with future advancement opportunities. Resume and salary requirements to Box S-37.

Small Market sales manager—Looking for community-minded, promotionally-oriented street fighter to lead the sales department as well as work closely with operations manager. Call Nancy Cooper at 704-786-9111 or send resume to me at WEGO, P.O. Box 128, Concord, NC 28025. EOE.

Advertising Sales Manager. Major mid-west cable TV system needs experienced Ad Sales Manager. You must have a proven record of success in television or radio sales and management. You must be ready to take on the challenge of creating policy and building a sales force for one of America's top 20 cable systems. Send your resume to S-56. An equal opportunity employer.

Growing Broadcast company looking for account executives with management potential. Must have at least two years experience with heavy retail background. Must be one of the top billers as current station account representative. Looking to fill a sales position at the number one station in Las Vegas. First year income to range from thirty to fifty thousand. Inquiries and resumes should be directed to Tom Humm at 702-367-9494, c/o 2300 Paseo Del Prado, B-112, Las Vegas, NV 89102.

Sales Pro for winning AM/FM on Florida's Gulf Coast. Fantastic opportunity with growing group that promotes from within. Generous compensation, benefits. Send resume to Sales, Box 1929, Punta Gorda, FL 33950. EOE.

Effective with the Sep. 2, 1985 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

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Sick of high crime, traffic jams, low ratings, but love to sell radio advertising? 3 years' experience minimum. Send resume to: Marty Green, Director of Sales, WAXX radio, P.O. Box 6000, Eau Claire, WI 54702.

HELP WANTED ANNOUNCERS

Classical music station, major market, seeks announcer for evenings & some overnight. Language skills & knowledge of classical music a must. Reply: PD, WGMS, 11300 Rockville Pike, Rockville, MD 20852.

South Florida Gulfcoast. Country morning DJ metro 300,000. Near beach. Resume and tape confidential. Box 278 Fort Myers, Fla. 33902. An equal opportunity employer.

AM Radio morning personality, who loves on-air, start \$18,000.00, but will consider experience, presentation, professionalism and enthusiasm. Must love prep of show, production and Public Relations in the community. Send tape and resume to Box 1981, Kettering, OH 45429.

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Versatile announcer capable of and willing to perform in all areas needed for Mid-South satellite net station. Resume to Box S-61.

HELP WANTED TECHNICAL

Chief engineer. KPLX-FM, Dallas. Susquehanna Broadcasting is seeking an experienced Chief Engineer for our Country format, Class C. Strong Audio, RF, & Studio Maintenance with construction experience. Send resumes to Norman Philips, Western Region Engineering Manager, 411 Ryan Plaza Dr., Arlington, TX 76011. E.O.E. M/F.

Florida Suncoast: Immediate opening AM/FM seeks hands-on chief engineer. Studio/transmitter experience. Established company. Benefits. Ideal community. Resume/salary requirements. WDUV-FM/WBRD-AM. P.O. Box 240, Bradenton, FL 33506.

KSMK-FM in Cottonwood, Arizona seeks transmitter & audio engineer. Benefits, EEO Employer--Resume to P.O. Box 7040, Salt Lake City, UT 84107.

Chief Engineer wanted for California AM/FM stations. Experience with studio, microwave, DA, and transmitters required. Resume and salary requirements to Box S-73.

HELP WANTED NEWS

News Reporter for AM/FM. One of Tennessee's outstanding news stations. Rush T&R to R.M. McKay, Jr., WKRM, P.O. Box 1377, Columbia, TN 38401.

Programming/news director. PA. Major market news-radio station offers significant career opportunity for experienced programming and news manager. Must love news and be able to motivate people. Programming knowledge and skills important. Box S-15.

News Anchor/Reporters wanted. 2 openings. Street work and creative use of sound encouraged. Send tape and resume to: Georgeann Herbert, WTAR/WLTY, 720 Boush Street, Norfolk, VA 23510.

Highly Rated station in the South looking for afternoon news anchor that can break the belief radio news is only wanted in the morning. Immediate opening for self-starter with a good voice and smooth delivery. Must still be able to get excited about news stories. Salary unlimited. Resume to Box S-79.

Reporter/anchor/on-air position. Open immediately. Opportunity to learn sales, sports, production and other work if desired. Nationally-recognized WDME AM/FM, Dover-Foxcroft, ME, 207-876-4120.

Radio Events Producer. University of Northern Iowa. Public radio stations KUNI (100kw FM) and KHKE (10kw FM) are accepting applications for an Events Producer to assist Program Director and production staff in the completion of various remote and local program production assignments; assume major responsibility for live stereo remote broadcasts; mix music; handle multi-channel edits and dubs; and turn out first-rate stereo radio productions. B.A. in Broadcasting, Communication or related field. One to two years' experience; solid production skills; and thorough knowledge of control board operations required. \$15,687 to \$17,515. Send letter of application, resume, three letters of reference and recent audition tape by 8-26-85 to Carl Jenkins, Program Director, KUNI/KHKE (FM), UNI, Cedar Falls, IA 50614. AA/EOE.

News Anchor/Reporter needed for growing medium market news staff in a university city. Morning news slot. Experience and solid writing necessary. Send T&R to: Terri Walker, ND, WCLG AM/FM, P.O. Box 885, Morgantown, WV 26505.

News-caster/reporter to fill vacancy in 3 person staff. Experience preferred. Salary commensurate with experience. Contact Robert or Oscar Wein, WDLG, P.O. Box 920, Port Jervis, NY 12771. Equal Opportunity Employer.

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GM by age 25 and ownership by 29. Now with 16 years' experience as GSM, GM, and CEO. Have programmed some of America's largest, most dominate ARB shares and have been responsible for some phenomenal sales successes. Looking for group executive and major/medium market position commensurate with topflight abilities and track record. R-163.

Seventeen year management pro. Strong on administration, budgeting & programming. Shirt sleeve manager who gives 110%. Call Mike 412-528-3153.

GM, 25 years in all forms of media, former ad agency owner. Wants to relocate, manage your station and put you deep in the black. Box S-23.

High performing general manager, 19 years' experience managing all markets. Expertise includes building sales and profits, heavy promotions, programming. No-nonsense hands-on professional that leads by example. If you want a quality leader, write S-41.

Ambitious seasoned leader with sales experience seeks friendly community; growing large family. Small-/medium market. Equity opportunity? Mike 505-325-4149.

You have sales manager, sales reps, programming-engineering-administration people. You need: Experienced manager with background in sales/programming/automation/computers/promotions/people skills, to keep it all working together. Now managing plains state property up for sale. Available soon. All stable offers considered. S-42.

There's A Reason-- if your station could do better but doesn't. Top market pro finds and corrects it. My experience delivers. Box S-51.

GM with strong sales and ratings tracks available today. FM or combo. Kirk. 601-636-5193. 601-634-8505.

Group owners. Experienced Pres. & GM seeking position of radio group head. Corp. knowledge in all areas. Successful record. Excellent credentials and references. Employed. Would like to meet in person at Dallas Convention. S-53.

Former Small market owner looking to return to same in management capacity. Proficient in sales, programming and engineering. Prefer dixie. Box 4212, Daytona Beach, FL 32019.

SITUATIONS WANTED SALES

Salesman. If you have a need for a \$6200 plus per month street salesman, expert, country, light adult contemporary, or MOR music programmer and income producing Sunday big band show host, let's communicate. Ron Robie, Box 179, Buffalo, WY 82834.

Degreed Accountant, three years experience including computers, seeks sales position. Former AM drive OM. I understand your product and your bottom line. My goals are sales, then management. Only growing groups seeking future manager reply. Ready now, anywhere. Box S-63.

SITUATIONS WANTED ANNOUNCERS

Anywhere now! Trained broadcaster. Adult, top 40, MOR, good production. Henry, 201-836-5166.

Sportscaster: Extremely knowledgeable, excellent PBP and color, good interviewer, hard worker. Experienced with journalism degree. Will relocate. Call Bill, 914-623-5651.

Successful morning personality in small market looking for larger market. 7 years' experience. Prefer Southeast but will consider other. Football PBP. College degree. 919-283-8253, after 3 EDT.

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.

Announcer situation wanted: Experienced, enjoys playing popular, country, polkas, waltzes of old time radio. Will furnish. Amanda Schaubberger, Apt. #304, 2003 Aldrich Ave. South, Minneapolis, MN 55405, 612-872-9375.

Announcer with 15 years' experience seeks job with A-C, MOR, or Big Band station in Midwest of East. Will consider all offers. 313-395-2233.

Announcer with experience seeks full time position with airshift. Will relocate. Call Ron Naldi 718-948-1444.

Columbia School of Broadcasting graduate. Entry level position. Good production and news. John Dickson, 316-852-3347, Colony, KS 66015.

SITUATIONS WANTED NEWS

Sportscasting professional is ready to settle behind your sports microphone for many seasons to come. Call Dennis in Ohio, 614-666-7033, anytime.

All news, news-talk? Need leadership that understands audience? Staff motivation? This twenty year pro believes in hard work and goals. ND, PD, OM, or small market station manager. Offer expires September 1. S-62.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced Program director, production manager, news and sports director interested in moving to Hawaii. 7 years' experience. Please write box R-160.

Copywriter plus! Pursuing my speciality writing effective copy quickly and creatively. Production with character voices, too! Tim, 608-784-3725.

Mr. GM, let sales take care of same and I'll give them winning programming and promotions to sell. Prefer Country or BB. Fifteen years all facets of operation including engineering. 102 Blue Skies Dr., Daytona Beach FL 32019.

Have Format--will travel. Specialty Big Bands, feature programs, production news. Box S-68.

TELEVISION

HELP WANTED MANAGEMENT

Operations manager. Network affiliate, top 40 market. Send resume, salary requirements to Box R-137. EOE.

Research director. Network affiliate, top 40 market. Responsibilities include determining needed projects, rating book and programming analysis. Reports to general manager. Requires experience in broadcast research at station, agency or rep. firm. Send resume/salary requirements to Box R-138. EOE.

General Manager: Network VHF station seeks energetic, sales-minded manager. We're in a small market with big league competition from other TV, radio and newspaper. So we're looking for a dynamic GM to motivate, promote, train, manage and sell. Salary is \$35,000 plus incentive based on performance. If you're interested in joining a fine young TV company in a great Western community, send resume in confidence. EOE. Box S-1.

Business Manager: Supervise television business department and Computer system. Experience required in billing, credit/collections, payroll, payables, film amortization, financial statements, and budget preparation. Prefer experience with Columbine and IBM Mapiacs software. Send resume to: Bill Service, V.P. & GM, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. EOE.

Top 20 independent seeks experienced TV programming/operations manager, candidate should have strong knowledge of syndicated and film product along with good production background. EEOC. Send resume to: Terry Brown, KDVR-TV-31, 100 Speer Boulevard, Denver, CO 80203.

Local Sales manager. Hands-on Mgr. for Network Aff. in Fayetteville, Ark. Must have proven sales ability. Excellent salary. Send resume to Jo Edgel, P.O. Box 1867, Fort Smith, Ark. 72902.

General manager. Group owned ABC affiliate in Northeast; prefer person with general manager experience, but will consider strong general sales manager who is ready to move up; experience in budgeting, programming, sales, and expense control important; send resume to Box S-75. EOE/MF.

PBS presently has excellent opportunity in our office of Program Business Affairs. Manager is responsible for negotiations, review, preparation and subsequent supervision of contracts for all public broadcasting service's program purchases. Bachelor's degree in TV production, Business Administration or related area required. Minimum 5 years' experience in TV production or similar field preferably with financial and/or budgetary responsibilities. Supervisory background a must. We offer a competitive starting salary with an excellent non-contributory benefits package. Interested applicants should submit resume with letter of interest, state salary requirement and the names of three professional references to: PBS, ATTN: Sheila Ellington, 475 L'Enfant Plaza, S.W. Washington, DC 20024. EEO/AA.

National sales manager. WTOG-TV Tampa-St Petersburg has immediate opening for an aggressive, creative seller with minimum 3 years broadcast experience. We will be selecting the individual who exhibits good judgment. Sells beyond numbers and who thinks outside the square. Send resumes only to Ron Inman, GSM, P.O. Box 21044, St Petersburg, FL 33742. EEO/MF.

Operations coordinator. Requires strong commercial, program and news production background. Two years' experience as production, commercial, or operations manager or equivalent. Send resume by Aug. 23 to Personnel Director, WHOI-TV, 500 N. Stewart. Creve Coeur, IL 61611. EOE.

Broadcast manager. Public TV station WIPB seeks aggressive professional to direct the on-air operations, oversee programming, production and development in a growing university/community-oriented station. Have the best of both worlds--excellent growth opportunity and stable employment, with outstanding benefits. Requires BS degree in broadcasting or related field (MS preferred), 2-3 years' experience in programming a television station plus 2-3 years' production experience and demonstrated leadership in developing community-oriented programming. Salary commensurate with experience. Send resume, postmarked by 8-15-85 to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

HELP WANTED SALES

ABC affiliate seeks professional salesperson with proven track record. Sales Manager, WOLO-TV Box 4217 Columbia, SC 29210. 803-754-7525.

General sales manager opportunity at new independent station in Detroit. Mail resume to: Stephen Taylor, WIHT-TV, 3530 Bomar Rd., Douglasville, GA 30135. EOE.

Account executive. Sunbelt Seacoast top 50 network affiliate is seeking an experienced account executive. A team oriented person with proven record of excellence and the ability to sell in an extremely competitive market. This is a chance to join a growing ownership corporation. Send resume to Box S-54. We are an affirmative action, equal opportunity employer, MF.

Advertising sales manager. Major Mid-west cable TV station needs experienced ad sales manager. You must have a proven record of success in television or radio sales and management. You must be ready to take on the challenge of creating policy and building a sales force for one of America's top 20 cable systems. Send resume to S-57. An equal opportunity employer.

Account executive. Mid-Atlantic market, 44 ADI, independent station seeks strong local-oriented account executive. Candidate should have minimum of two years broadcast experience. Box S-60. EOE/MF.

HELP WANTED TECHNICAL

Leading Chicago film and tape production company seeks experienced, self-starting engineer. This key person will be responsible for maintenance and operation of our 1" edit system, cameras, etc. 5 years' experience and college degree preferred. Excellent salary and benefits. Box R-119.

TV Master control operator needed for single person operation of automated master control and remote control of UHF transmitter. Previous master control experience with references required. Experience with UHF transmitter operation and single person operation desired. Bi-lingual (Eng./Span.) preferred. Send resume to P. Gallagher, 1139 Grand Central Ave., Glendale, CA 91201. EOE.

TV studio maintenance engineer. Must have minimum 2-3 years' video and maintenance experience, possess FCC license. Work with full color studios with cable channel. Do occasional remotes. Salary commensurate with background, experience. Position open: Sept. 1, 1985. Application deadline: Aug. 19 or until filled. Send up-to-date resume and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 master's students, 11 faculty/staff members. Located in southwestern Kentucky near large lakeland area. An equal opportunity/affirmative action employer.

Maintenance Engineer. Large Philadelphia TV production facility. Excellent pay/benefits. Background in Sony 1100, 2000, HL-79E, and Digital desired. Also ADO, Paint Box, Dubner, Chyron, IV & CMX helpful. Call Clint, 215-568-4134

Video Technician for TV broadcast station: operate 1" and 3/4" videotape recorders, adjust cameras, some editing. Some video training and experience required. Experience with Sony BVU800, NEC DVE, Chyron RGU, and Ampex 1" desired. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

Maintenance Technician needed to install, repair and operate all types of broadcast equipment. Two year electronics degree or equivalent, ENG maintenance experience required. Send resume and salary requirements by August 16, to Personnel Director, WHOI, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Engineering Manager for a top 25 midwest network affiliated station. Exceptional studio and transmitter building with state of the art equipment. Ideal candidate will have an extensive knowledge of installation and maintenance, experience with capital and operating budgets, degree or equivalent, positive people-handling skills and strong desire to excel. Top salary and benefits. All letters will be confidential. EOE. Reply Box S-22.

ENG cameraperson needed. Must have experience with three tube cameras, 3/4" portable recorders, field lighting and audio. Basic editing skill desirable. Bilingual (Eng./Span.) preferred. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

TV studio supervisor needed to handle lighting and set construction. Also work as cameraperson. Experience and references required. Bi-lingual (Eng./Span.) preferred. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

Maintenance engineer. Two immediate openings for full power UHF independent in Gulf States. Seeking self-starter with minimum 2 years' hands-on technical experience. 1st ticket a plus. Competitive salaries and benefits. Contact Mark Mooty, KMSS-TV, P.O. Box 30033, Shreveport, LA 71130. 318-631-5677

Assistant chief engineer for New Orleans full-power independent station. Duties include maintenance, repair, installation, scheduling and construction at 18-month old state of the art facility. Applicants should have 5 years' minimum television maintenance background and 3 years' minimum supervisory experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Transmitter supervisor for New Orleans 5,000,000 watt independent station. Duties include maintenance, repair, and installation at 18-month old RCA 110 KW transmitter and state of the art facility. Applicants should have 3 years' minimum television transmitter maintenance background with strong trouble-shooting experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Apply today, don't wait! Northeast major market television station/production house needs an assistant chief engineer with 3-5 years of broadcasting managerial and technical experience. Box S-40.

Maintenance engineer: San Jose, CA. ABC net affiliate has a current opening. Applicants must possess strong broadcast maintenance background, be experienced working with the latest digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send resume/salary history to Dick Swank, CE, KNTV, 645 Park Ave., San Jose, CA 95110. 408-286-1111. An equal opportunity employer.

Chief engineer. Excellent opportunity in small market. Generous salary, extraordinary benefits. KNOP-TV, North Platte, NE 69103 - Call Ulysses Carlini, 308-532-2222.

Maintenance supervisor for New Orleans full-power independent station. Duties include maintenance, repair, and installation at 18-month old state of the art facility. Applicants should have 3 years' minimum television maintenance background with strong trouble-shooting experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Chief engineer needed at college-owned public television station set to go on-air during fall 1985. Salary range from \$30,000 upward, with special consideration given for experience and additional educational background. Send resume to KOCV-TV, 201 W. University, Odessa, TX 79764 or call 915-335-6336. EOE.

Master control operators wanted, entry level. Electronics training in TV studio & RF equipment helpful for possible advancement into engineering, not required. Send info to: Walter Ward, CE, KLBV-TV, 990 S. Range, Suite 4, Colby, KS 67701. EOE.

TV maintenance engineer. WCBD-TV is seeking a TV maintenance engineer capable of maintaining TV transmitter, studio and news electronic equipment. General class FCC license required. TV broadcast experience desirable. Call Chief Engineer, 803-884-2222 or write P.O. Box 879, Charleston, SC 29402. WCBD is an equal opportunity employer.

TV maintenance engineer. One of America's top independent TV broadcast facilities on the Sun Coast of Florida seeks a qualified maintenance engineer with strong electronics background and 3-5 years' hands-on broadcast equipment maintenance. Knowledge of 3/4 inch equipment and 1 inch tape machines as well as TCR-100 quad tape machines desirable. Secure future and growth for the right person. Send resume to WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. Attn: Rick Anderson.

Videotape editor. For more information see Grace & Wild Studios' display ad in the display section.

HELP WANTED NEWS

News general assignment reporter/anchor and news production director who can switch a tight creative news--Experience required in both positions--Medium market station on the move to #1. Send Resume to Box R-134. An Equal Opportunity Employer.

Major Market capitol bureau seeks aggressive reporters, who can work fast and produce bright well moving packages under tight deadlines. S-10.

Meteorologist needed for weekday anchoring. Send resume and tape to: Ron Wildman, WGXA-TV, Box 340, Macon GA 31297.

Midwest CBS affiliate needs M-F, 6 & 10PM anchor and a weekend anchor-producer. Number one in news and we're looking for persons to help maintain dominance. Both positions require on-air experience and excellent writing skills. An equal opportunity employer. All replies strictly confidential. Send resume, references, salary requirement and 3/4" tape to: Richard Rodin, Esq., c/o Hogan & Hartson, 815 Connecticut Avenue NW, Washington, DC 20006.

Weekend anchor/reporter. Candidate needs a strong on-air presence and production skills. Three day a week general assignment reporting. Must have experience to fill in for weekday news anchor. Send tape and resume by August 16, to Personnel Director, WHOI, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

South Pacific: dominant station in Micronesia is losing it's senior reporter to Hong Kong. The person who will replace him will be able to run the desk, do some anchor work and produce investigative reports. Good company benefits, ideal locale. Tape and resume to John Morvant, News Director, Guam Cable TV, 92 W. Bellevue Drive, Pasadena, CA 91105.

TV News Reporter for award winning Gulf Coast station. Experienced reporters only. Send tape, resume and salary requirements to: James Smith, News Director, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Weekend anchor/reporter. An aggressive, fast-growing CBS affiliate needs a mature, experienced weekend anchor to complement its female co-anchor. Please no recent college graduates. Send tape, resume and salary history to: Mark Robertson-Baker, News Director, KFDA-TV, Box 1400, Amarillo, TX 79189-1400.

Producer 72AD/CBS. 6 & 10PM news. Emphasis on writing and story production. NPPA-oriented. ADO. Tape and resume to Mike Beecher, News Director, KFVS-TV, Box 100, Cape Girardeau, MO 63701. EOE.

Assignment editor 72AD/CBS. Issue-oriented. Two live bureaus. Two live units. Requires previous desk experience. Resume to Mike Beecher, News Director, KFVS-TV, Box 100, Cape Girardeau, MO 63701. EOE.

Assignment editor. Top-rated CBS affiliate in medium Florida market looking for no-nonsense, hard-driving person with strong news judgements, high organizational skills and demanding news values. Two years experience a must. Job requires dedicated, determined professional to work with young, highly motivated staff of aggressive professionals. This is a high pressure job in a highly competitive market, requiring utmost news savvy. Salary and references in first letter. All replies to Box S-30. EEO.

West TN net affiliate seeks news anchor-reporter Four years' proven experience preferred. Minorities encouraged to apply. Send tape and resume to GM WBBJ-TV, 346 Muse, P.O. Box 2387, Jackson, TN 38302. EOE.

Troubleshooter/consumer reporter wanted. Send tape and resume to Steve Porricelli or Jackie Roe PrimoPeople, Inc., Box 116, Old Greenwich, CT 06870 203-637-3653.

Weekend anchor/reporter. An aggressive, fast-growing CBS affiliate needs a mature, experienced weekend anchor to complement its female co-anchor. Please no recent college graduates. Send tape, resume and salary history to: Mark Robertson-Baker, News Director, KFDA-TV, Box 1400, Amarillo, TX 79189-1400.

Weather anchor or meteorologist. CBS affiliate needs experienced TV personality for Mon-Fri news casts. Send tape & resume to George Stephenson WSEE-TV, 1220 Peach St., Erie, PA 16501. An equal opportunity employer.

News director. Growing indy in top 20 West Coast market. Send resume to Box S-58.

News anchor. Opportunity at growing indy in top 20 West Coast market. Send resume to Box S-59.

News director. Mid-West mid-sized market. Affiliate. Need experienced newsperson to build top news department. Send resume to Box S-52 EOE.

Anchor: We are a growing station in a top 30 market looking for a strong weekend anchor to complement our established female co-anchor. Candidates should have several years' experience as a prime anchor in a medium market or weekends in a large market. Send resume, tape and references to Michael Sullivan, News Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville TN 37210. EOE.

Photographer. Three years' experience. Send resume and tape to News Director, Box 4, Nashville, TN 37202

Executive news producer. Top 20 VHF seeks strong producer, writer, leader with aggressive attitude towards news gathering for number 2 post in news room. Major market producers and medium market news directors encouraged. Resume and cover letter only. Mark Engel, News Director, WSB-TV, 1601 W. Peachtree St., NE, Atlanta, GA 30309.

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HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion Manager. Network affiliate, Top 40 market. A creative decision maker. Must be experienced in the creation and execution of campaigns for all media, including on-air promotion and ad agency direction. Send Resume/Salary requirements to Box R-139. EOE.

Assistant Production Manager needed to fill a creative director position--responsible for quality of all locally produced commercials. Send resume and tape to Program Director, WTVO-TV, Box 470, Rockford, IL 61105.

Producer/director: Top 30 southeast network affiliate seeks a highly creative individual with experience in producing and directing studio and remote productions. Strong background in news and live programming is a necessity. EOE. Send resume and salary requirements to Box S-9.

Director of Membership for WGBY-TV, community licensee in western Massachusetts with a highly sophisticated computer system, an aggressive direct mail campaign, and an ambitious goal for future growth. Applicants should have experience with computer systems, strong speaking and writing skills, and a marketing orientation. WGBY is a division of the WGBH Educational Foundation. EOE. Send resume to Development Manager, WGBY-TV, 44 Hampden Street, Springfield, MA 01103 by August 16.

Creative Field & live remote producer: Good Company needs that special field producer who loves the challenge of setting up and executing a variety of pieces. The person must be skilled at producing 3 1/2-4 minute tape packages with heavy talent involvement, as well as field producing live remotes. At least a year's experience and an impressive audition tape are required. Please send letter, resume and tape to: Good Company; ATTN: Mimi Pizzi, Dept. FP, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Producer: Top quality TV news department in Minnesota needs quality producer with daily show experience, writing flair and clear understanding of graphics. Our satellite capabilities also demand excellent organizational skills. Please send resumes and tapes to: Chris Balamut, Executive Producer, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

Promotion Manager: Aggressive affiliate in top 20 market is now accepting applications for the position of Promotion Manager. Must have strong managerial skills, as well as extensive experience in creating, print, radio and on-air campaign. No beginners. Send resumes only to Box S-19. Equal opportunity employer, M/F.

Videographer/ field director. Creative, professional with a minimum of three years' experience shooting, directing, and editing single camera documentaries, featured, performances, and promos. Thorough understanding of both historical and state-of-the-art cinematic/video techniques required. \$14,000-\$16,000 plus good benefit package. Personnel Office, WNPB-TV, Box TV-24, Morgantown, WV 26507. Resume and tape deadline: August 16th. EOE.

Producer/Writer. We need a creative, experienced producer/writer to assist in the creation of local and national programs. This is a challenging position in an environment which demands and rewards first rate work. Superior writing and producing skills required, plus ability to make public presentations and develop programs form concept to broadcast. Position begins Sept. Salary to mid 20's. Please send resume, writing samples and reel to: Box S, KTCA-TV, 1640 Como Avenue, St. Paul, MN 55108. An equal opportunity employer.

Estrella Communications is now accepting resumes in the areas of production, engineering, sales, programming, promotion, news and clerical assistance for a new Spanish-language TV station in Los Angeles. Bilingual preferred. Send resume to B. Maggio, Box 5224, Glendale, CA 91201. EOE.

Producer/director. Medium market PBS station seeks a producer/director for its Public Affairs projects. These include a weekly interconnect, documentaries, specials, and election coverage. This position will entail both producing and directing, ENG, and editing skills required. Send resume and cover letter to: R. Peotter, WCBB-TV, 1450 Lisbon St., Lewiston, ME 04240. No calls or tapes, please. Deadline 8/30/85.

West Tennessee net affiliate seeks self motivated production director. 4 years' proven experience, degree, and/or related experience preferred. Send demo tape and resume to General Manager, WBBJ-TV, P.O. Box 2387, Jackson, TN 38302. EOE.

Production manager: position available for highly motivated individual with strong leadership, operational, and organizational abilities. Will head creative fifteen-member production staff at market's #1 station. Strong emphasis on quality production techniques. Technical aptitude required. Experience, college degree, and professional hands-on ability required. Salary negotiable. EOE. Tape and resume to Program Manager, WPTA-TV, 3401 Butler Rd., Fort Wayne, IN 46806.

Immediate opening for on-air promotion director Number two person responsible for creativity, consistency, and quality of on-air promotion including news, entertainment, and special projects. Directly responsible for two department producers. Thorough understanding of production techniques and animation essential. Minimum 4 years' production experience required. Send resume/tape/portfolio/salary requirements to Promotion Manager, KUTV, P.O. Box 30901, Salt Lake City, UT 84130.

PM Magazine co-host wanted for #1 station in top 40 market. Seeking mature, dynamic individual to work with female co-host. Resume and tape to Executive producer, WRAL-TV, Box 12000, Raleigh, NC 27605.

Channel 34/WNIT-TV, an equal opportunity employer is looking for a program director to be responsible for the direction and coordination of the overall programming effort of the station. Must have at least 2-3 years' of PTV related programming experience, knowledge of television production and excellent communication, organizational and planning skills. A Bachelor's degree is required. Salaried \$22,000 - \$26,000 yearly D.O.E. Send letter of application, resume and three professional references to: Program Director Search Committee, WNIT-TV/Channel 34, P.O. Box 3434, Elkhart, IN 46515. Deadline for application is August 30, 1985 with a starting date in October.

Production manager, two years' minimum experience, able to coordinate production department, work with agencies, service clients, knowledge of Ampex 4100 and NEC. Resume and tape to: Steve Pozezanac, Operations Manager, WFFT-TV, Box 2255, Fort Wayne, IN 46801. EOE/AA.

Editor/director needed to work with growing eastern PA production company. Experience in 3/4" EFP, 3/4" to 1" type C editing. Ability to work well with producers and clients. Must be motivated self-starter and willing to travel. Fulltime or freelance. Send resume and salary requirements (no tapes) to Box S-66.

Producer and associate producer needed to work with growing eastern PA production company on medically related projects. Ability to work under pressure and within budget. Experience in writing, directing and 3/4" EFP and 3/4" to 1" on-line editing. Fulltime or freelance. Send resume and salary requirements (no tapes) to Box S-67.

SITUATIONS WANTED MANAGEMENT

TV GSM with 16 years' experience wishes to move onward and upward. Experience includes indy and affiliate stations; national, regional and local sales. Prefer Georgia or Florida, but will consider Southeast. Box S-24.

Currently GSM in medium market ready to move up in rank or market size. Proven track record in both local and national sales management. Will consider NSM in top 50 market. Box R-84.

General manager or station manager: over 20 years solid results in programming, sales, news and budget control. Industry leader with best credentials. Box R-149.

SITUATIONS WANTED NEWS

Lost sheep wants to return to flock. Former major market news writer/assignment editor, now in production, is itching to return to newsroom. I'm the experienced, hard working professional you need. Let's talk. Box S-38.

Need a reporter? Why not hire someone who really understands local business and can explain personal finance to your viewers. I've got network credentials and an MBA. Evenings: 901—795-4822.

TV meteorologist, fun-loving, enthusiastic and knows weather. Over five years fulltime on-air experience. Box S-31.

Feature reporter, 40's market, warm, witty, humorous. Desires larger market east of Mississippi. Box S-64.

Reporter/anchor. I make local stories come alive clearly and accurately. I'm an articulate, experienced, black man. Available immediately. Box S-76.

Sportscaster: With PBP and general assignment experience at large So. California cable system. Looking for small to medium market opportunity. Call Greg--805—492-3629.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Top 20 A.D. is ready to call the shots. Looking for A.D. position with real career potential or directing slot. Let me be an asset to your staff. Box S-39.

Ambitious June college graduate seeks TV production assistant job. TV internship in Boston market. Will relocate. Barbara, 305—271-2299.

Hardworking, intelligent, motivated liberal arts graduate seeks entry-level position in television production. Production internship with network station, Boston market. Lydia, 301—229-3488.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast Journalism Instructor: Application deadline extended until September 1, 1985, or until position is filled. Job description in June 10, 1985 issue of Broadcasting. Contact: Michael Norman, Chairman, Department of Journalism, UW-River Falls, River Falls, WI 54022.

Faculty opening. Located in the picturesque Monadnock Region of New Hampshire, Franklin Pierce, an independent four year undergraduate college, has a full time faculty opening commencing September 1985. Will teach mass communications theory, broadcast programming and management and new technologies. Also, develop and coordinate radio/TV curriculum, supervise broadcasting internships and college radio station. Proficiency in audio production, programming analysis and media management essential. Advanced degree, teaching and professional broadcasting experience preferred. Resume to Director of Personnel, Franklin Pierce College, Rindge, New Hampshire 03461, an equal opportunity employer.

HELP WANTED TECHNICAL

Engineering Consultant. A.D. Ring & Associates, P.C. consulting radio engineers since 1941, seeks radio/TV engineers with 3-5 years industry experience and BS in EE or physics. Prior consulting experience not necessary; relocation required. EOE, M/F. Send resume and salary requirements to 1140 19th St., N.W., Suite 500, Washington, DC 20036.

HELP WANTED NEWS

Looking for a job? Professional Broadcasters can help. Box 66173-B, Roseville, MI 48066.

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.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

MISCELLANEOUS

Time sales training manual: Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent television, specials, prospecting. Written by professional with 20 years' experience. Antonelli Media Training Center, 212—206-8063.

Promotional Bonanza: 80 selected pages from recent issues of two nationally circulated promotion news-letters. \$17.50 postage paid. PROMO, Box 50108, Lighthouse Point, FL 33064.

Your ticket to a career in political communications awaits you at the Republican Congressional Campaign Academy. We're looking for people who want more than a challenge. Men and women who thirst for the cutting edge between winning and losing. Professionals who want to make politics their business, not their hobby. If you've ever wanted to be a communications director for a congressional campaign, call the Academy now at 202-479-7037. Or write the Republican Congressional Campaign Academy, 320 First Street, SE, Washington, DC 20003.

Wanted 2" video tape machines. Donate your obsolete VTR to public television station KLVX and receive a tax deduction. Contact Martin Vodovoz 702-737-1010.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Used 660ft. tower inside ladder, very heavy, ideal for TV, Class C FM, etc. Excellent condition, can re-erect this area \$40,000.00 Buzz or Gary DeJarlais. Phone 507-895-2285.

50KW AM, CONTINENTAL 317 C1(1968), upgraded in part to C2 by factory in 1981, on air, full power, many spares, w/FCC proof. Call M. Cooper/Transcom Corp., 215-379-6585.

Class A FM equipment package, complete including 300ft. tower, studios, audio and monitors. *UNDER \$50,000* Call Transcom Corp., 215-379-6585.

20KW FM & 5KW AM, CCA 20,000DS (1972) w/exciter and stereo, on air w/FCC proof. Gates BC5P excellent cond. 125% Mod., spares & FCC proof. Call M. Cooper/Transcom Corp., 215-379-6585.

New manufacturer of UHF, LPTV, FCC type accepted solid state transmitters has three 100 watt prototype units for sale. New warranty, \$13,500 each, immediate delivery, call CommTele anytime 713-479-1614.

FM transmitters: 20, 10, 7.5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental communications. Box 78219, St. Louis, MO 63178, 314-664-4497.

2-TCR100 video cart machines, Pinzone systems, well maintained and operating, with 2700 carts. John McNally, KWTW 405-843-6641.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses. CCU's with Multi Core interface, rear V.F. zoom & focus controls. Contact Walter J. Edel, 212-689-1040.

3KW FM, CCA 3000E (1973) w/1980 solid state synthesized exciter. On air, full power, proof, exc. cond. Call M. Cooper/Transcom Corp., 215-379-6585.

New Conrac color monitors, summer inventory reduction sale, 6200 Series 13" & 19" rack mount and cabinet models. List prices \$5000.00, sale price \$3400.00 for any model in stock. US 800-531-5143, TX 800-252-8286.

Used Truscon 4-leg angle, self supported tower, 183' excellent condition, Clearwater, FL. \$15,000.00. 813-461-1341. Can erect on your site.

Over 60 AM-FM transmitters. All powers. All spares, all books. All our inventory. World leaders in broadcast transmitters. BESCO International, owner, Dick Witkouski, owner, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. 26th year of service to the broadcast industry.

Blank tape, half price! Perfect for editing, dubbing, field or studio recording, commercials, resumes, student projects, training, copying, etc. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., collect. 301-845-8888.

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 Norelco Camera heads. 3 camera control units. 1 Angenieux 10 x 18 x J1. 3 CBS enhancers. 1 rapid Q audio tape. 1 Bogen tube amplifier. 1 camera pedestal. 5 200 ft TV 81 camera cable. Pieces can be sold separately. Phone 305-849-5070.

VPR-3s, VPR-2Bs, VPR-2s, TR-600s (high & low serials) TK-760s, TK-29, Quantel VEP-5000, TP-66s, TP-15s, TP-7s, HL-79s, Athena 4000, Sony BVH-500A, Ampex 1200B, NEC FS-15 Frame Sync. Call Media Concepts 919-977-3600.

Automation system, SMC ESP-1 complete with 4 otari, 4 Carousels, logging package, etc. Call for details, WMMQ 517-372-3333.

Ikegami HL83 camera and Sony BVU 110 package \$16,000. Excellent condition. Metro Video 212-825-8696.

Attention: Sign-on stations, independents, cable companies and low power TV stations...We have for sale: Two TK-761 studio cameras (Plumbicon) including Angenieux 15Z1 lenses, CCU's, 45 meter cable, and carrying cases. Only 2 years old. We recently upgraded. \$20,000 each or make your best offer. Call Dale Stafford, Operations Manager, WGXA-TV, Macon, GA 912-745-2424.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

Townsend 55KW UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. 2 for \$25,000 each. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

Needed-RCATP-66s for immediate application. Several new start ups ready now! Call Media Concepts, 919-977-3600.

RADIO

Help Wanted Management

Broadcast Group looking for sales oriented aggressive General Manager for well established full service radio station in northeast. Could be Sales Manager on the way up. EOE. Box S-4.

Help Wanted Sales

CETEC ANTENNAS SALES

Cetec Antennas, a world leader in the field of FM and TV Broadcast Antennas is growing. We need highly motivated broadcast professionals to join our dynamic sales team. Cetec Antennas, a division of Cetec Corporation, offers an ideal setting in beautiful Northern California for the right person. Make your move now by sending qualifications and work history to:

Mr. James Oliver, Vice President and General Manager, Cetec Antennas, P.O. Box 28425, Sacramento 95828. We are an equal opportunity employer.

EAST COAST REPS

Sophisticated KLOK-FM San Francisco is looking for polished East Coast sales people who want to make a name for themselves on the West Coast.

**Contact
Philip C. Davis
415-788-2022**

100,000 WATT FM RADIO STATION NEEDS SALES MANAGER

Top station in southwest Florida has career opportunity for radio sales management professional. Need experienced, mature motivator and sales training expert with proven leadership abilities. Good people skills, community minded, and team player. Large group owner offers excellent salary, full benefits including retirement program. Send resume to: Box S-48. EOE.

Situations Wanted Announcers

THE MOST FROM YOUR MORNING!

Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only! If you're serious about success, we should talk. 609-737-1421.

CCA®

Regional Sales Manager Positions Available



Broadcast media's *oldest*, nationally and internationally known, *thirty-year-old* Radio/TV sales promotion company with a *coast-to-coast*, 50 state, track-record, servicing over 100 AM/FM/TV clients yearly, has immediate openings for several Regional Sales Managers to call on station VP/General Managers.

Media sales experience required. *Full-Time travel (Monday through Friday), five state area.* Expense advance provided against substantial commission. Send resume including references, insured of complete confidentiality. Include current or prior earnings. Personal interview arranged.

COMMUNITY CLUB AWARDS® P.O. BOX 151 WESTPORT, CT 06881 Tel. 203/226-3377

Help Wanted Sales Continued

Radio Sales

Katz Radio - America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Dick Romanick
President

Katz Radio
1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5560

KATZ COMMUNICATIONS INC
An Employee-Owned Company



A Katz Radio. The best.

Help Wanted Technical Continued

Chief Engineer needed for fast growing Radio group in NE, SE and MW. Send resume and references to: Lynn Deppen, P.O. Box 669, Augusta, GA 30903. EEO Employer.

Help Wanted News

COMPUTER EDITOR

Opening for an editor experienced in 1" computer editing, with ADO of SQUEEZOOM/DVE and Grass Valley Switchers or suitable equivalents.

MUST have excellent client skills, speed and technical proficiency.

LOUISVILLE PRODUCTIONS

Attn: Chief Editor
520 West Chestnut Street
Louisville, Kentucky 40202

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing, Production, Others

ON-AIR PRODUCER

Leading independent in top ten market looking for that unusual promotion producer who can merchandise our station's programming in a way that is fresh and imaginative. The candidate must possess the kind of creativity, motivation and sense of humor that generates "rating points." Particular strengths in news and local programming promotion a must. College background should be relevant and candidate should have 7 to 10 years experience in all aspects of on-air production. In addition to being an innovative conceptualizer and adroit writer, candidate must have a thorough knowledge of all State of the Art graphic equipment capabilities.

Send resume to: Box S-46.
An Equal Opportunity Employer.

Situations Wanted Management

GROUP OWNERS

Experienced Pres. & GM seeking position of Radio Group head. Corp. knowledge in all areas. Successful record. Excellent credentials and references. Employed. Would like to meet in person at Dallas Convention. S-53.

Situations Wanted Management Continued

MAJOR MARKET VP & GM

Currently employed by West Coast group broadcaster now seeking a new challenging opportunity. Top credentials and proven bottom line results with exceptional people skills. All replies in strict confidence. Available Sept. 1--Reply Box S-65.

BLACK RADIO MANAGEMENT PRO.

Over 20 years experience, 10 years major market management, programming, and sales. Successful track record and reputation. Looking for station owner who wants dedicated professional. (817) 599-0804.

Situations Wanted Programing, Production, Others

ATTENTION APPLICANTS FOR NEW FM'S.

I'm currently programming for a national broadcaster. Seek to join group as a principal. Can tailor format to be a winner. Write Box S-72.

OWNERS & GM'S

Interested in "Talk" or "News-Talk"? ... Philadelphia's STAN MAJOR invites you to read his article on "talk" in the July RADIO ONLY Magazine ...

Copies available by calling
215-825-8592

Stan Major/Talk Programmer
38 Barclay Court
Blue Bell, Pa. 19422

TELEVISION

Help Wanted Management

AUDIENCE PROMOTION MANAGER

KYW-TV Philadelphia

KYW-TV is looking for a No.2 person for their Creative Services Department.

If you have excellent writing/producing skills with administrative and supervisory experience, contact Brian O'Neill, Creative Services Director KYW-TV, Independence Mall East, Philadelphia, PA. 19106

Do it today.

KYW-TV 3 GROUP

An equal opportunity employer.

Help Wanted Technical

CHIEF ENGINEER

Major New York City AM station is seeking a Chief Engineer with strong management experience. Applicants must have AM directional antenna experience, experience on various AM transmitters, remote and studio operations, and a strong background in radio station maintenance. Knowledge of FCC rules and regulations is a must. Our Chief Engineer must interact with a staff of technicians and all other departments of the station. Please send complete resume to:

Dept. 312231
1501 Broadway,
New York, NY 10036

An equal opportunity employer, M F

**Help Wanted Management
Continued**

**JOIN CHANNEL 57 IN PHILADELPHIA
AND CHANNEL 66 IN CHICAGO!**

We need experienced television broadcast professionals with a minimum of 5 years experience who want the challenge of building the new Channel 57 serving the Philadelphia area and Channel 66 serving Chicago. We promise you a unique opportunity for professional growth and a rich and rewarding experience as Grant Broadcasting expands its operation to Philadelphia and Chicago.

If you want to be a part of the original team in one of these major markets, send a resume to Milton Grant, P.O. Box 4633, Miami, Florida 33014. Opportunities are available for:

- 1) Chief Engineer
- 2) Studio & Transmitter Supervisor
- 3) Program Director
- 4) Salespersons
- 5) Executive Secretaries
- 6) Traffic Manager
- 7) Promotion Manager
- 8) Production Manger
- 9) Accounting Personnel
- 10) Art Director
- 11) Producers

All contacts will be strictly confidential
E.O.E.-M/F

GRANT BROADCASTING SYSTEM, INC.

**Help Wanted Sales
Continued**

SR. MARKETING REPRESENTATIVE

BROADCAST SERVICES

The Communication Satellite Corporation (COMSAT), a world leader in the transmission of international television, has an immediate opportunity in its subsidiary, COMSAT International Communications, Inc for a Broadcast Services Senior Marketing Representative to implement an aggressive marketing program for our international broadcast services.

This individual will be responsible for ensuring that the requirements of our broadcast services customers are being met, developing new sales to new customers, recommending to management new broadcast services, developing sales of these new services, and achieving revenue forecasts.

A BS degree in Business or Engineering, 5-7 years of recent experience in the marketing of satellite transmission services for television/video requirements (demonstrated sales capability), and knowledge of the U.S. and international television business is required.

COMSAT offers a full benefits package, including stock ownership, medical/dental/life insurance coverage and much more. To apply, send your resume, including salary history and specific experience in the marketing and sales of satellite transmission services for television/video requirements, in complete confidence to: COMSAT Staffing, Dept. 118-85, 950 L'Enfant Plaza, S.W., Washington, DC 20024. An equal opportunity employer.



Help Wanted Sales

**MARKETING
EXECUTIVE**

Nielsen TV Ratings

Recent growth in syndication and business creates an immediate opening in New York.

Responsibilities will include selling and effective servicing of syndicators and program producers. Background should include syndication sales or buying, familiarization with ratings data, good academic credentials and a stable employment history.

Pay and benefits are competitive...working environment stimulating.

Send letter (which must include desired salary) and resume to:

**Carolyn Thomas
Personnel Administrator, Dept. B**

A.C. Nielsen Company

1290 Avenue of the Americas
New York, NY 10104
An Equal Opportunity Employer m/f
No Phone Calls, Please

**ACCOUNT
EXECUTIVE**

Top rated, Group W station in Baltimore has an immediate opening for a seasoned Account Executive to generate business from local and regional agencies, as well as targeting new business development.

Qualified candidate will have 3-5 years television sales experience, handling agency and direct accounts.

We offer a competitive salary and excellent benefits. Please send your resume to: WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.

Help Wanted Technical

VIDEOTAPE EDITOR

Rapidly expanding production/post production facility looking for Editor with minimum 3 years experience on 1" computer editing systems, ADO, and multi-mix effects switchers. Client awareness and perception equally important to technical skills. If special effects (including Mirage), interactive video discs, industrial programs and commercials in a major market interest you, and you have experience, confidence and skill, we will provide a stimulating and rewarding environment with a future.

For immediate consideration, send resume and tape (no telephone calls please) to:



Director of Operations
Grace & Wild Studios, Inc.
23689 Industrial Park Dr.
Farmington Hills, MI 48024

**Help Wanted Technical
Continued**

**TV TECHNICAL
DIRECTOR**

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, located in Virginia Beach, Va. has an immediate opening for a Technical Director in their Production Services division. The qualified candidate will have 5 years experience in live television with news experience a must. Position requires qualified video operator with general knowledge of engineering, audio/video routing, digital video effects, and all areas of production...camera, audio, lighting, videotape. Must be able to work well under pressure and willing to work nights, holidays and weekends. If you feel led and wish to serve, send resume and salary requirements, in confidence to:

**The Christian Broadcasting Network,
Inc.
Employment Dept., Box TD
CBN Center
Virginia Beach, VA 23463**

CBN is an equal opportunity
employer.

Help Wanted News

CBN NEWS EXPANSION WASHINGTON, D.C.

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has several superb opportunities to join a vastly expanding news effort.

The nightly CBN World News Report beginning in October, and other news features and expanding in the Washington Bureau and Virginia Beach.

WASHINGTON, D.C.

Field Producer	Editors (Assignment/Copy/Tape)
Guest Coordinator	Weekend Assists. (perfect for students)
Maintenance Engineer	Camera & Audio Pros (FT/PT)

VIRGINIA BEACH

Producers (Graphic/Tape)	Writer
Technical Director	Graphics Designer

If highly motivated and ready to interview, send resume and salary history at once to:

The Christian Broadcasting Network, Inc.
Employment Dept - Box GLR
CBN Center
Virginia Beach, VA 23463

CBN is an equal opportunity employer.

Help Wanted Programing, Production, Others Continued

Associate Director of Programming Katz Television Continental

Katz Television Continental is expanding its programming department and has an immediate opening for an Associate Director to consult its represented stations on programming and promotion strategies.

If you have a proven track record in station programming and/or program research, marketing and promotion, send resume (no calls please) to Mitchell Praver, Programming Director, Katz Television Continental, One Dag Hammarskjold Plaza, New York, N.Y. 10017.

Katz Television is an Equal Opportunity Employer.

KATZ TELEVISION CONTINENTAL

A division of Katz Communications Inc



Katz. The best.

Help Wanted Programing, Production, Others

TELEVISION PROJECT MANAGER

The Christian Broadcasting Network, Inc. an evangelical Christian ministry located in Virginia Beach, VA has an immediate opening for a Project Manager. This position encourages individual responsibility, creativity and resourcefulness, with minimal supervision. Duties similar to a Production Supervisor, Unit Manager, and/or Production Manager. Directly supervises productions in studio and on location. Minimum 6 years experience in all areas of TV and/or film productions required.

If you feel led and wish to serve, send resume and salary history, in confidence to: The Christian Broadcasting Network, Inc., Employment Dept. - Box PM, CBN Center, Virginia Beach, VA 23463.

CBN is an Equal Opportunity Employer.

CORPORATE EDITING SERVICES MANAGER

A new computer-assisted editing suite in a major new corporate TV production facility in St. Louis, Mo., awaits the creative, hands-on editor who is looking for the challenge of producing high-quality television programming in cooperation with a demanding team of broadcast professionals.

The ideal candidate will possess not only exceptional technical skills but also a creative eye that results in video excellence. The individual will have achieved this standard of excellence. This facility regularly produces programming that's widely recognized in the corporate television industry.

In addition to overseeing three edit suites (each mastering on 1" videotape), the individual who fills this newly-created management position will serve as lead editor in a suite equipped with ACE touch-screen editor, ADO, Grass Valley 300 switcher, Chyron 4100 and Ampex VPR-3s.

This corporate complex (14,000 square feet with two studios and an audio production suite) will produce 150 programs in a wide variety of formats this year.

Compensation package includes excellent benefits. Send detailed resume (a demo tape will be required at time of interview) with experience and educational background. to: S-44. Equal opportunity employer.

CREATIVITY TO BURN...

that's just the first requirement you'll need to become the Senior Promotion Producer at KDKA-TV in Pittsburgh. You must also be a first rate writer, equally adept with television, radio and print copy. You must work well with a variety of intense creative types, yet be comfortable taking charge during studio and field production. you'll need at least two years major market experience. And did we mention your superb organizational skills? Send a letter, resume, and cassettes of your television and radio promos to Arthur Greenwald, Creative Services Director, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. KDKA-TV, a Group W station, is an equal opportunity employer.

NEW L.A. SPANISH TV STATION

Offers ground floor, solid opportunity to experienced personnel desiring to be a force in the Hispanic community.

- Programming & Production
- News
- Sales
- Sales Promotion
- Administration
- Secretarial & Clerical

Bi-lingual preferred. Medical/Dental Insurance plans. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

VIDEOTAPE TECHNICAL SUPERVISOR

Video post-production facility seeks Videotape Supervisor with extensive knowledge of Sony 1" and 3/4" equipment and CMX editing systems. Engineering background a plus. Administrative and organizational abilities required. Midwest location. Box S-18.

BUYERS WANTED!

We have available an excellent selection of small, medium and metro market stations located in fine markets in the Mid-Atlantic and Northeast regions. Many of these stations include seller-financed terms. Let us know your needs.

KOZACKO • HORTON COMPANY

P.O. Box 948 • Elmira, New York 14902 • (607) 733-7138

**SPECIALIZING IN
FORMAT SEARCH, RATINGS PROJECTIONS
AND MARKETING STRATEGIES FOR
NEW STATIONS AND ACQUISITIONS**

Advanced audience research and analysis to find your most profitable niche. Ratings projections including demographic breakouts for each format alternative. Get the research and radio expertise behind some of radio's biggest success stories. Call us at 313-540-9499.

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SUCCESS STRATEGIES FOR RADIO

**BROADCAST
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BUSINESS PLANS
FEASIBILITY STUDIES**

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Dulles International Airport
Washington, DC 20041
(703) 378-7766



CHAPMAN ASSOCIATES

nationwide media brokers

COLORADO AM/FM

Underdeveloped combo in area of 25,000 pop. \$600,000 with excellent terms. Contact - David LaFrance 303-534-3040.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This AM station located in a rapidly growing top 100 southeastern market has excellent ratings and positive cash flow. \$450,000 on negotiable terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

**UTAH COMBO \$2.5 mil cash
DEEP SOUTH \$3 mil cash**

Details quickly after establishment of financial ability. Box S-20.

PORTLAND METRO AM

Stand alone AM; state-of-the-art equipment; includes 8 acres real estate. Asking \$950,000 with \$300,000 down/terms. Contact Jerry Dennon, The Montcalm Corporation, 206-622-7050.

**PENNSYLVANIA DAYTIMER
FOR SALE**

Eastern Pennsylvania daytimer; non-directional in University town; market size 650,000. Owners retiring. \$300,000. Reply to Box S-45.

**AM DAYTIMER
MAJOR MARKET IN TENNESSEE
\$295,000.00
BOX S-70 FOR FULL DETAILS**

"TWENTY YEARS OF 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

6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

Dan Hayslett
 & associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
 10509 Berry Knoll Dr., Dallas 75230

For Sale Stations Continued

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
 "Specializing in Sunbelt Broadcast Properties"
 5050 Poplar · Suite 1135 · Memphis, TN 38157

JAMAR·RICE CO.
Media Brokerage & Appraisals
 William R. Rice
 William W. Jamar
 (512) 327-9570
 950 West Lake High Dr. Suite #03 Austin, TX 78746

CLASS A FM

Suburban class A FM with competitive signal in medium market. Attractive owner-operator opportunity. Will consider selling for \$500,000. Some terms maybe available to qualified purchaser. Box S-32.

A GREAT PLACE TO BE

Regional Class C FM in stable Montana metro market. A proven winner with excellent terms to qualified buyer. Attractive real estate included. Reply to R-130.

INDEPENDENT TV

Small market independent UHF in mixed market. Asking price \$5,500,000 cash. Significant upside potential for more aggressive management team. Already delivers 6% audience shares. Please include financial qualifications in first letter. Box S-29.

NORTHEAST
5,000 WATT DAYTIME STATION
FM FREQUENCY AVAILABLE
J.W. CORNELL & ASSOCIATES, LTD.
716—825-2345

CONSTRUCTION PERMIT
MAJOR MARKET AM

CP granted for daytime clear channel operation top 50 market. Transmitter real estate under option for purchase. Opportunity to enter broadcasting for expenses (under \$35,000); construction costs (under \$100,000); and consultancy to present holder of CP. Excellent opportunity for minimum cash investment for entry into top 50 market. Box S-27.

SMALL MARKET NETWORK VHF

Unique circumstance creates a rare opportunity to acquire a very promising small market network VHF. Outstanding staff, community acceptance, equipment. Needs aggressive sales leadership. \$5 MM cash. Box S-3.

500 WATT AM DAYTIMER

PSA & PSSA authority. In mid-size Northern market. Break even now. Financing can be handled by small increase in monthly billing. \$295,000. Qualified buyers only. Reply to Box S-69.

SOUTHWEST

Fulltime 1KW AM in small single West Texas market. 150K including real estate with good terms to qualified buyer. Box S-78.

5 KW AM REGIONAL

Solid fulltimer in highly desirable Western metro market. Breaking even now with good profit potential. \$2 million. Box S-2.

Class C FM in booming Carolina coastal resort area. \$2.2 million cash or \$2.6 million on terms with \$1 million down. Serious inquiries only, please. Box S-49.

MIDWEST UHF

Independent in four station market, experiencing strong sales growth with steadily improving cash flow and good programming library. Price: \$5.5 million. Principals only reply to Box S-50.

BILL - DAVID ASSOCIATES
BROKERS-CONSULTANTS

303—636-1584
 2508 Fair Mount St.
 Colorado Springs, CO 80909

FLORIDA UHF

Naples/Ft Myers, FL - 2nd fastest growing area in the country. Super-coverage LPTV CP, 33 KW @ 600 ft. Hurry, won't last long! 3590 S. 60th Ave., Suite 9, Hollywood, FL 33023.

EXCELLENT NC OPPORTUNITY

Owner-Operator dream in beautiful area includes building, land & good equipment 2.5KW daytimer - \$50K cash & assume loan. Write Box S-43.

TOP TEN STATION

seeking creative, energetic person, a total pro, to team with our female co-host for highly successful morning talk show. Zany to serious, you'll do it all! Super staff; great benefits. Send your resume and photo to Box S-26. EEO M/F.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROAD-

CASTING, 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: 85¢ per word. \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word. \$7.50 weekly minimum. All other classifications: 95¢ per word. \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 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



Sosson

CBS announced appointment of new vice presidents and general managers at four of its radio stations. Two appointments were at former Taft-owned stations, which CBS took over on July 31. **George Sosson**, vice president and general manager of CBS-owned KRQR(FM) San Francisco, has been named vice president and general manager of WSUN(AM)-WYNF(FM) Tampa, Fla., replacing **Ed Sander**, who becomes vice president and general manager of Taft-owned WNDE(AM) Indianapolis. **Shawn Portmann**, general sales manager of WSUN, named station manager. **Miles Sexton**, general sales manager, CBS-owned KKHR(FM) Los Angeles, named vice president and general



Sexton



Calarco

manager of KLTR(FM) Houston. **Rod Calarco**, general sales manager at WCBS-FM New York, replaces Sosson as vice president and general manager of KRQR. CBS bought San Francisco and Tampa radio stations along with KTXQ(FM) Dallas, KLTR(FM) Houston and WLTJ(FM) Washington from Taft for \$107.5 million.

Al Evans, general manager, KNBY(AM)-KOKR(FM) Newport, Ark., and regional manager for parent, Sudbury stations, named manager of group operations for Sudbury, which owns five AM's and four FM's, all in Arkansas.

At merger of Cox Enterprises and Cox Communications, **William Schwartz**, president and chief executive officer, Cox Communications, will become president and chief operating officer of newly formed parent. **Charles Glover**, president and chief executive officer, Cox Newspapers, assumes additional duties as executive VP, Cox Enterprises. **Carl Gross**, senior VP, Cox Newspapers, assumes additional duties as senior VP, chief administrative officer, Cox Enterprises. **John Dillon**, VP, finance, Cox Communications, assumes additional duties as VP, chief financial officer, Cox Enterprises.

Jack McSorley, executive VP and general

manager, KIOI-FM San Francisco, named senior VP, radio, for parent, Price Communications.

Jerry McKeown, general manager, Caravelle Broadcast Group's WISP(AM)-WQDW(FM) Kingston, N.C., joins co-owned WIOU(AM)-WZVZ(FM) Kokomo, Ind., in same capacity. **Sammy Knowles**, operations manager, WISP(AM)-WQDW(FM), succeeds McKeown.

Dwayne Patterson, from Staten Island Cable, New York, joins TKR Cable Co. as system manager, Long Beach Island, N.J., system.

Joe Golenowski, VP, Southern division, and general manager, American Family Broadcast Group's WAFF-TV Huntsville, Ala., joins co-owned KFVS-TV Cape Girardeau, Mo., as VP and general manager. **Lee Brantley**, assistant general manager, WAFF-TV, joins KFVS-TV there in same capacity.

Robert Snowdon, general manager, Tar River Cable TV, Rocky Mount, N.C., joins WAIZ(AM)-WQFX(FM) Gulfport, Miss., as general manager.

Joe King, VP, affiliate operations, HBO, Los Angeles, joins Dallas Metroplex, Heritage Communications's Dallas cable television system, as VP and general manager.

Elliott Troshinsky, VP, television sales, Taft Television and Radio Company, Cincinnati, joins Taft's WCIX-TV Miami as VP and general manager.

Phillip Press, director of sales, WCBS-TV New York, joins KTVU(TV) Oakland, Calif., as VP and general manager.

John Weber, executive producer, WCAU(AM) Philadelphia, named manager, broadcast operations.

Robert Geweniger, recent graduate, graduate program, University of Maryland, College Park, Md., joins WXC-FM Clifton Forge, Va., as general manager.

John Quigley, Midwest sales executive, Lionheart Television, joins WTTT-TV Columbus, Ohio, as station manager.

Jacqueline Sandherr, regional sales director, Cable AdNet, Philadelphia, named general manager, Oakland, Calif., office.

Pat Pierantozzi, from WTAF-TV Philadelphia, joins WDRV(TV) Wilmington, Del., as business manager.

Ronald Alexander, manager, internal auditing, SFN Cos., named director, planning and internal audit.

Robert Stratton, director of operations, Cannell-Heumann & Associates, Los Angeles, joins NBC there as director, space allocation and architecture, architectural design and planning department, West Coast. **Lucy Kochik**, marketing consultant, Adventist Health Systems West, Glendale, Calif., joins NBC, Los Angeles, as employee assistance specialist.

Ronald Alexander, manager, internal audit-

ing, SFN Cos., Glenview, Ill.-based diversified communications company, named director, planning and internal auditing.

John Kopchik, controller, Viacom Cable, Pleasanton, Calif., named chief financial officer.

Ron Werth, VP, research, Mutual Broadcasting System, Arlington, Va., joins United Stations Radio Networks, New York, as senior VP, research.

Judith Bokelmann, senior accounting analyst, Johnson & Johnson, San Francisco, joins KFRC(AM) there as controller.

Kenneth Comeau, recent graduate, University of Connecticut, Storrs, Conn., joins WNLC(AM)-WTYD(FM) New London, Conn., as business development executive.

Sandra Kutik, unit manager, noncommercial KQED(TV) San Francisco, named TV administrator.

Marketing

Appointments, Henderson Friedlich Graf & Doyle, New York: **William Doyle**, chief operating officer, to president and chief executive officer; **Charles Fredericks**, chairman of Fredericks Kullberg Amato Piscane, New York, succeeds Doyle and also becomes executive VP; **Bruce Fridelich** and **Bill Henderson**, formerly president and chairman, respectively, continue as vice chairmen, with Friedlich serving as chairman of executive committee.

Joseph Hoke, president and creative director, Mintz & Hoke Advertising and Public Relations, Avon, Conn., assumes additional duties as chief executive officer.

Joseph Plummer, executive VP and director of research services, Young & Rubicam, New York, named executive research director for all Y&R agencies; **Satish Korte**, VP, Y&R Inc., named marketing director, and **Susan Gianinno**, senior VP, director of creative research services, named director of research, Y&R, New York. **Maureen Howard** and **John Leonard**, account supervisors, Y&R, New York, named VP's.

Richard Stollenwerck, president, Wunderman International-France, named senior VP, management supervisor, Wunderman, Ricotta & Kline, New York.

Joe Barrett, senior management representative, BBDO, New York, named executive VP and member of board of directors.

Nick Arend, senior VP, management supervisor, Tracy-Locke, Dallas, named senior VP, management representative.

Bob Mitchell, senior copywriter, Lord, Geller, Federico, Einstein, New York, joins HCM/New York as VP, creative supervisor.

J.P. Minsinger, senior broadcast negotiator, D'Arcy MacManus Masius, San Francisco, named broadcast manager.



Smith

Appointments, Berkeley & Evergreen, Shawnee Mission, Kan.: **Bill Smith**, VP, account supervisor, Sandven Advertising, Kansas City, Mo., to senior VP, account supervisor; **Tracey Roberts**, from D'Arcy MacManus Masius, New York, to account coordinator, and **Karen Ruttan**, marketing director, Panache International, Kansas City, Mo., to account executive.

Spencer Plavoukos, chairman and chief executive officer, and **Frank DeVito**, president and director of creative services for SSC&B: Lintas Worldwide, New York, named to board of directors.

Raphael Hockstein, research director, Viacom Broadcasting, New York, joins Christal Radio there as director of research. **Margaret Belden**, account executive, New York, joins Christal Radio there in same capacity.

Thom Jones, assistant art director, Clarke-GowardFitts, Boston, joins Quinn & Johnson/BBDO there as assistant art director.

Robert Harlin Jr., operations manager, Tennessee properties, Dowden Communications, Atlanta-based cable MSO, named director of marketing.

Diana Richardson, broadcast marketing consultant, joins Media General Broadcast Group, Tampa, Fla., as director of marketing. Group comprises WXFL(TV) Tampa-St. Petersburg, Fla.; WJKS-TV Jacksonville, Fla., and WCBS-TV Charleston, S.C.

Lynn Crowder, account coordinator, Harold Cabot & Co., Boston, joins Quinn & Johnson/BBDO there as assistant account executive.

Lou Fernandez, sales manager, KSDO-AM-FM San Diego, Calif., named general sales manager.

Virginia Westphal, director of advertising sales, cable division, Viacom, Pleasanton, Calif., named VP, advertising sales.

David Jernigan, local sales manager, American Family Broadcast Group's WAFF(TV) Huntsville, Ala., joins co-owned KFVS-TV Cape Girardeau, Mo., as general sales manager.

Karen Meekins, from Richardson, Myers, Donofrio Advertising, Baltimore, joins WBAL-TV there as marketing service director.

Jon Foley, general manager, Newburyport (Mass.) Cablesystems, named regional director of advertising for Massachusetts parent, American Cablesystems Corp.

Clarence VanCure, general sales manager, Caravelle Broadcast Group's WISP(AM)-WQDW(FM) Kinston, N.C., joins co-owned WIOU(AM)-WZWZ(FM) Kokomo, Ind., in same capacity. **William Horn**, account executive, WISP-WQDW succeeds VanCure.

Daniel Viles, from WRGT-TV Dayton, Ohio, joins WTZA-TV Kingston, N.Y., as general sales manager.

Dick Call, VP, sales, KIIS-AM-FM Los Angeles, joins KNWZ(FM) Palm Desert, Calif., as sales

manager.

Miles Chandler, national sales manager, KRBE-AM-FM Houston, named local sales manager.



Calvert-Smith

Donna Calvert-Smith, from Petry Television, Atlanta, joins KMSS-TV Shreveport, La., as general sales manager. Station is scheduled to go on air in October 1985.

Mona Grow, account executive, King Broadcasting's KING-FM Portland, Ore., joins co-owned KING-FM Seattle as general sales manager.

Kim Cleaver, account executive, KTTV(TV) Sioux City, Iowa, named local sales manager.

Curtis Jones, account executive, WFOX-FM Atlanta, named local sales manager.

Deborah Bevilacqua, account executive, WRFM(FM) New York, named national sales manager.

Gavin Stief, regional sales executive, WKSZ(FM) Media, Pa., named national sales manager. **Joan Barone**, senior account executive, WKSZ, named local sales manager.

Mark Turak, account executive, WRFM(FM) New York, named retail sales manager. **Ann Marie LaPorta**, assistant account executive, Katz Radio, New York, joins WRFM(FM) account executive.

Ken Stanciel, sales manager, WVON(AM) Cicero, Ill.-WGCI-FM Chicago, joins WPWR-TV Chicago as account executive.

Rhona Waxenberg, from WPIX(AM) New York, joins Major Market Radio there as account executive.

Bruce Cynar, from WPTA-TV Spartanburg, S.C., joins WANE-TV Fort Wayne, Ind., as account executive.

Brenda Caver, sports director, Western International Media, Los Angeles, joins KBHK-TV San Francisco as account executive.

Julius Schweich, from KSDK-TV St. Louis, joins KDNL-TV there as account executive. **Jackie Blumer**, retail services director, KDNL-TV, named account executive.

Pat Slover, account executive, KPLR-TV St. Louis, joins KSDK-TV there in same capacity.

Craig O'Neill, media supervisor, Western International Media, New York, joins WQTV(TV) Boston as account executive.

Diane Wilson, account executive, Profile Marketing, Seattle, joins KOMO-TV there as account executive.

Karen Emerson, from Delta Computers, Alexandria, La., joins KTVF(TV) Fairbanks, Alaska, as account executive.

Programming

Scott Holtzman, senior counsel, Columbia Pictures Industries, New York, named assistant general counsel.

Nancy Reiss Tellem, senior counsel, Columbia Pictures Industries, New York, named as-

sistant general counsel.

Bruce Heller, director of business affairs, Showtime/The Movie Channel, New York, named VP, business affairs.

Bob Greenway, director, sports programming, HBO, New York, named VP, sports programming. **Steve Ujlaki**, director, HBO Premiere Films, Los Angeles, named VP, HBO Pre-



Greenway



Ujlaki

miere Films. **Ilene Kahn**, VP, program development, D.L. Taffner, Los Angeles, joins HBO Premiere Films as VP. **Henry McGee**, director, HBO Enterprises, New York, named VP, home video, HBO.

Jerry Rife, manager of television budget estimating, Paramount Network Television, Los Angeles, named director of estimating.

Mary Dillon, supervisor, sales services, CBS, New York, named manager, affiliate administration, CBS RadioRadio.

Howard Sagalow, accounting and data processing operations manager, Creative Artists Agency, Los Angeles, joins 20th Century Fox Film Corp. there as credit manager.

Lisa Ann Woodcock, assistant to president, Four Star International, Los Angeles, joins Republic Television there as Southeast sales manager.

Appointments, Sports Legends Inc., Bala Cynwyd, Pa.: **Krista Clark**, syndication coordinator, to VP, syndication: **Lisa Jacobs**, recent graduate, Glassboro (N.J.) State College, to syndication coordinator, and **Lori Busch**, recent graduate, Glassboro State College, to syndication assistant.

Lisa Pagnato, from HBO, Los Angeles, joins Fries Entertainment there as VP, series development, television division.

Micheline James, administrative coordinator, Blair Entertainment, New York, assumes additional responsibilities as story consultant, *Divorce Court*, syndicated by Blair Entertainment.

David Fischer, from WKBN-TV Youngstown, Ohio, joins WCMH-TV Columbus, Ohio, as producer-director.

Raul Rivero, associate producer, *Capital Edition*, WDVM-TV Washington, named producer.

Lawrence Forsdick, director of special projects, Worldvision Enterprises, New York, named VP, special projects.

David Gneiser, general sales manager, WCXI-AM-FM Detroit, joins United Stations Radio Networks there as sales manager, Detroit region.

Daura Gutierrez, marketing manager, business analysis, cable division, Viacom, Pleasanton, Calif., named director of programming, cable division.

Greg Kimmelman, independent television producer, New York, joins Viscom International, New York, U.S. production and transmission subsidiary of Visnews Ltd., London, as marketing representative.

Clyde Formby, station operations manager, KBVO-TV Austin, Tex., joins Rollins Communications, Atlanta, as corporate director of programming for Rollins Telecasting.

Neal Mullins, program director, WDAF(AM) Kansas City, Mo., joins WHN(AM) New York in same capacity, replacing **Joel Raab**, who leaves to form consulting firm.

Mary Taten, music director, WRQX(FM) Washington, assumes additional responsibilities as assistant program director.

Pat Evans, program director, Infinity Broadcasting's KOME(FM) San Jose, Calif., joins co-owned WXRK-FM New York in same capacity.

Mark Di Dia, music director, WYSP(AM) Philadelphia, joins WXRK-FM in same capacity.

Robert Gelb, part-time producer, WCAU(AM) Philadelphia, named sports producer.

John DeMott, sports director, KLZZ-AM-FM San Diego, joins KGW-AM-FM Portland, Ore., in same capacity.

Mary Vance, from noncommercial KLRU-TV Austin, Tex., joins KVUE-TV there as host, *Good Morning America*.

Marianne Banister, anchor-reporter, KRDO-TV Colorado Springs, joins KOVR(TV) Stockton, Calif., as noon anchor.

Joan Siefert, morning news anchor, WBT(AM) Charlotte, N.C., joins WJR(AM) Detroit as anchor-reporter.

Gigi LaFiura, part-time anchor, WNLC(AM)-WTYD(FM) New London, Conn., named morning news anchor.

Bob Price, news director and morning anchor, KNEW(AM) Oakland, Calif., joins KCBS(AM) San Francisco as anchor-reporter.

Dennis Bounds, anchor-reporter, KSTP-TV Minneapolis-St. Paul, joins KSLA-TV Shreveport, La., as 6 and 10 p.m. anchor.

Mike Lewis, from WDEF-TV Chattanooga, joins WVEC-TV Hampton, Va., as co-anchor, *News-Midday*.

Appointments, news department, WDVM-TV Washington: **Dave Statter**, reporter, WTOP(AM) Washington, to reporter; **Bill McKnight**, from WBBH-TV Fort Myers, Fla., to photographer-editor, and **Leigh Foster**, from Post-Newsweek Productions, Washington, to associate news producer.

Karen Friedman, reporter, WITI-TV Milwaukee, joins WPVI(TV) Philadelphia in same capacity.

Dave Platta, weekend sports anchor, WGHP-TV High Point, N.C., joins WTVM-TV Columbus, Ga., as sports director.

Ken Capps, general assignment reporter, WSMV-TV Nashville, joins KDFW-TV Dallas in same capacity.

Penny Daniels, from WKBW-TV Buffalo, N.Y., and **Del Walters**, from WDAF-TV Kansas City, Mo., join WJLA-TV Washington as reporters.

John Ostapkovich, freelance writer, reporter and anchor, joins KYW(AM) Philadelphia as writer-reporter. **Kyle Ruffin**, desk-production assistant, KYW, named newsroom administrator.

Jon Loufman, from WOAC-TV Canton, Ohio, joins WSPA-TV Spartanburg, S.C., as chief meteorologist.

Charlie Steiner, sports director, RKO Radio Network (now United Stations Radio Network), New York, named sports reporter for RKO-owned WOR(AM) New York.

Carolyn Miles, reporter, WJKS-TV Jacksonville, Fla., joins WJXT(TV) there in same capacity.

Tom Kuelbs, from WBAL-TV Baltimore, joins WLWT-TV Cincinnati as reporter.

Steve Jarriel, reporter, WFTV(TV) Orlando, Fla., joins WATE-TV Knoxville, Tenn., as reporter.

Gary Apple, sports reporter and weekend anchor, WTOG-TV Savannah, Ga., joins WNYT-TV Albany, N.Y., as sports anchor-reporter.

News and Public Affairs

Jave Cooke, vice president, director of news, United Stations Radio Networks, New York, resigns. He has not yet announced future plans.

Jay Newman, news director, WCAU-TV Philadelphia, joins WBBM-TV Chicago as news director, succeeding **Greg Caputo**, who has been offered other CBS-TV division news posts which he has not yet accepted.

Bill Clausius, reporter, WISC-TV Madison, Wis., joins WHSV-TV Harrisonburg, Va., as news director.



Robert Kearney, communications supervisor, Wichita Kansas Public Schools, joins KAIT-TV Jonesboro, Ark., as news director.

Eva Pallad, news-writer, KNX(AM) Los Angeles, joins KNWZ(AM) Palm Desert, Calif., as news director.

Russ Bensely, executive producer, CBS News, New York, retires after 34 years with CBS. His assignments at network have included producer and executive producer, *CBS Evening News with Walter Cronkite*, and more recently weekend editions, *CBS Evening News, On the Road with Charles Kuralt, American Parade* and *Crossroads*.

Javid Cochran, news manager, WJZ-TV Baltimore, joins WALA-TV Mobile, Ala., as news director.

Javid Gwizdowski, news producer, WCVB-TV Boston, joins WPRI-TV Providence, R.I., as assistant news director.

Technology

Maurice Jones, maintenance technician, Mutual Broadcasting System, Arlington, Va., named manager, technical maintenance.

Broadcasting
The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

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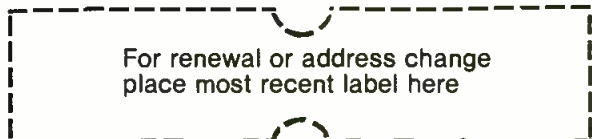
- Broadcasting Magazine**
 - 3 years \$175
 - 2 years \$125
 - 1 year \$65

(International subscribers add \$20 per year)

- Broadcasting Cablecasting Yearbook 1985**

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes No
 (required)



The one to read when there's time to read only one.

Grace Major, president, Teleced, Reston, Va., telecommunications consulting firm, joins Mutual Broadcasting System, Arlington, Va., as director, telecommunications marketing and customer service.

Nana Greenwald, director, film evaluation, Vestron Video, Los Angeles, named VP, film evaluation.

Jonathan Leess, sports unit manager, ABC Broadcast Operations and Engineering, New York, joins ABC Sports there as director of remote operations and program control.

Tom Jones, from Editel, Los Angeles, joins Trans-American Video there as VP, sales and marketing.

William Winter, regional sales manager, Birdview Satellite Communications, Overland Park, Kan.-based manufacturer of receive-only earth stations, named national sales manager.

Gene Bidun, president, ACP-Abacus, Columbia, Md.-based microwave equipment manufacturer, joins Artel Communications, Worcester, Mass., as video product sales manager.

Jacqueline Nist, customer service representative, AT&T, Columbus, Ohio, joins Pioneer Communications there as regional sales representative.

David Eells, studio colorist and off-line editor, Century III Teleproductions, Boston, named CMX editor.

Jack Tiller, chief engineer, noncommercial WAJC(FM) Indianapolis, joins Caravelle Broadcast Group as director of engineering. He will be based at Caravelle's WIOU(AM)-WZVZ(FM) Kokomo, Ind.

Herb Gilbert, assistant chief engineer, WSB-TV Atlanta, named director of engineering.

William Brister Jr., director of engineering, WTHI-AM-FM-TV Terre Haute, Ind., joins KCBR-TV Des Moines, Iowa, as chief engineer.

Mark Himmler, chief engineer, KNOP-TV North Platte, Neb., joins WVNY(TV) Burlington, Vt., as chief engineer.

Frank Scalise, news photographer, KSDK-TV St. Louis, named engineering supervisor.

Promotion and PR

Arthur Hecht, president of own advertising agency, Arthur Hecht & Partners, New York, joins NBC there as creative director, corporate advertising and promotion.

Michael Ortman, communications manager, Home Team Sports, Washington, named communications and affiliate relations manager. **Maria Puglisi**, from Washington sports public relations firm, Charles J. Brotman & Associates, joins HTS as marketing coordinator.

Don DeMesquita, president, TV distribution, Rogers & Cowan, New York, joins Stone-Hallinan Associates there as executive VP, television group.

Kathryn Woods, from Ruder Finn & Rotman, New York, joins HCM, New York, as director of public relations. **Helene Guss**, from Burson-Marsteller, New York, joins HCM as manager of public relations.

Women first. The Women in Film Foundation, Los Angeles, is instituting a Wallis Annenberg Scholarship, a \$5,000 educational grant enabling "a woman over 30 to continue her education in the fields of film, television communications or media journalism." The foundation was established to "inspire, create and fund activities in motion pictures and television that will enhance the media image of women, increase employment and promote equal opportunity." Applications are available from Women in Film, 8489 West Third St., Los Angeles 90048.

James Boyle, public affairs and legislative assistant, Congressman Frank Wolf (R-Va.), joins NBC, Washington, as publicity representative.

Mark Mathis, director of marketing, KWVL-TV Cedar Rapids, Iowa, named VP, promotion and marketing.

Laura Benavides, member of promotion department, WDIV-TV Detroit, named promotion and publicity coordinator.

Joe Johnson, traffic director, WMAZ-TV Macon, Ga., named promotion director.

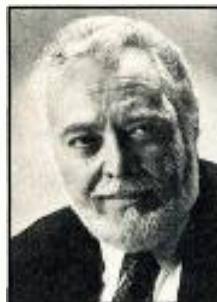
Judy Reto, traffic-continuity director, non-commercial WGTB-TV Toledo, Ohio, joins WDMA-TV there as promotion director.

Allied Fields

Sanford (Bud) Wolff, national executive secretary, American Federation of Television and Radio Artists, Miami, resigns after 16 years in post to pursue private law practice in New York. Wolff will be retained as consultant and



Wolff



Hall

negotiator for both national network contracts—which expire on Nov. 15, 1985—and prime time contracts—which expire June 1986. **John Hall Jr.**, associate national executive secretary, AFTRA, succeeds Wolff.

Irving Gastfreund, partner, Washington office of Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, joins telecommunications department of Finley, Kumble, Wagner, Heine Underberg, Manley & Casey, Washington, as of counsel.

Robert Kahle, research analyst, Reyster & Gersin Associates, joins Maritz Market Research, Detroit, as senior project director.

Howard Horowitz, former vice president of Opinion Research Corp. and founder-director of Cable Video Research Center, has formed Horowitz Associates Inc., research, marketing and management consulting service in communications and entertainment fields. It will be based in New York and Larchmont, N.Y.

Susan Galardi, assistant editor, *Musical America*, ABC publication, New York, joins Radio Advertising Bureau there as editor, *Sound Management*.

Joanne Brough, VP, Lorimar Productions Los Angeles, named to programs board, National Academy of Television Arts and Sciences Foundation.

Elected officers, New England Cable Television Association, Hyannis, Mass.: **Robber Clark**, New England Cablevision, Gloucester, Mass., chairman; **David Keefe**, American Cablesystems Corp., Quincy, Mass., vice chairman of board; **Mark Ellingwood**, Simmons Cable TV of St. Johnsbury, St. Johnsbury, Vt.; **Ralph McPhall**, TCI/Taft Cablevision Associates, South Yarmouth, Mass. treasurer.

Ernie Kovacs, station manager, KLZZ(FM) San Diego, Calif., joins Unidyne Research and Direct Mail Company, San Diego, as general sales manager, responsible for company's radio sales division and TV and cable divisions.

Elected directors-at-large, National Radio Broadcasters Association, Washington: **Joseph Dorton**, Gannett Radio Division, St. Louis; **Martin Greenburg**, Duffy Broadcasting, Dallas; **Carl Hirsch**, Malrite Communications, Cleveland; **Nick Verbitsky**, The United Stations, New York; **Norman Wair**, Metroplex Communications, Cleveland. Elected regional directors, odd-numbered regions: **Scott Knight**, Knight Quality Stations Boston, region one; **Larry Keene**, WWOC(FM) Avalon, N.J., region three; **Mike Osterhou**, WRBQ-FM Tampa, Fla., region five; **Don Newberg**, WGOW(AM)-WSKZ(FM) Chattanooga, region seven; **Jerrell Shepherd**, KWIX(AM) Moberly, Mo., region nine; **Jim Van Sickle**, KBEZ(FM) Tulsa, Okla., region 11; **Gar Grossman**, KRKT(AM) Albany, Ore., region 13, and **Bill Clark**, KABL-FM San Francisco region 15.

Deaths

Steve W. Hawkins, 30, president, Hawklin Broadcasting Co., Marble Falls, Tex., who owns KHLB(AM)-KMRB-FM Burnet, Tex., at applicant for KOAW(AM) Rui Doso, N.M. died July 18 of injuries sustained in auto accident in Marble Falls. His father, Jim Hawkins, and grandfather, Jack Hawkins, are former Texas broadcasters. Jim was owner of KFST(AM) Fort Stockton, Tex. Steve Hawkins is survived by his wife, Janette, and daughter.

Frank Faylen, 79, veteran character actor who played Herbert Gillis, father on CBS-TV *The Many Loves of Dobie Gillis* (1959-63) died of pneumonia Aug. 3 at St. Joseph hospital, Burbank, Calif. He is survived by his wife, Carol, and two daughters.

Bernard (Bud) Brode, 61, account executive WPHL-TV Philadelphia, died of heart attack July 30 at his home in Norristown, Pa. He is survived by his wife, Mena, son and daughter.

Alecia Gardner Tolander, 24, reporter, WEAU-TV Eau Claire, Wis., died in auto accident July 26. Prior to joining WEAU-TV in 1983, she worked as writer-producer, WOI-TV Ames, Iowa. She is survived by her husband, Greg

A good view from the top

The president of the Paramount Television Group has a 5,000-year "time line" stretching across one wall of his Los Angeles office. The framed display identifies the major historical events of 13 cultures, with the 50-odd years of television occupying a tiny sliver of time at the end of the chart.

"When people come in frantically describing an earth-shaking problem, I suggest they look at the time line to place it in proper perspective," explains Mel Harris, the chief of television activities for Paramount. "It usually takes all the fury and vitriol away."

It is his ability to place television in perspective that has helped guide 42-year-old Harris from duty as morning man on a Kansas radio station to one of Hollywood's most influential executives.

"I looked at broadcasting as a career path from the time I was a teen-ager on a wheat farm in the Great Plains of Kansas," Harris recalls. "I realized what a tremendous eye-opener it had been for me and what an enjoyable vehicle it was for me as a consumer. I thought, 'That's a nice life to have, making people feel good with something you do and send out to their homes.'"

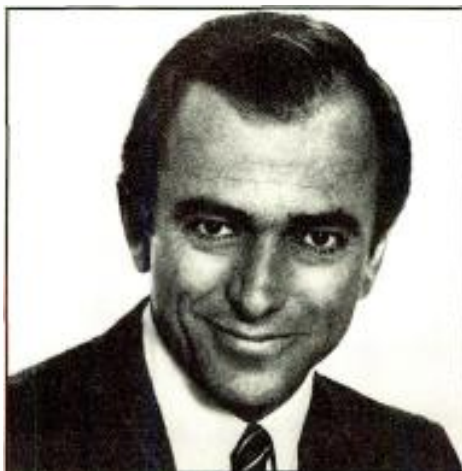
Harris worked his way through three mass communications degrees in Kansas and Ohio, interrupted briefly by a U.S. Army tour that earned him a Bronze Star for combat service in Vietnam.

Upon his return, Harris wrote a PhD dissertation on changes in television viewing behavior. "I likened the expansion of available channels to the creation of a programing supermarket for television viewers," he said, and concluded: "you must get your program onto the viewer's preferred choice list. But it isn't enough to just make a good show; you also have to make it conveniently available."

Despite his academic training, Harris never considered a teaching career. Instead he took a programing position with a struggling independent UHF station in Cleveland, later transferring to a Kaiser-owned independent in Philadelphia.

"I learned a great deal about audience behavior and alternative viewing," he observes. "We really had to scramble for programing and an audience at those stations."

The experience led to a two-year position with Metromedia Television Sales in New York, promoting independent stations to advertisers and agencies. In 1977, Harris joined Paramount with the mandate to help launch a "fourth network." Although the venture did not go forward as originally conceived, it laid part of the groundwork for Paramount's aggressive development of first-run syndicated programing that subsequently included such trailblazing series as *Entertainment Tonight* and *Solid Gold*. From 1978 through last year, Harris was



MEL HARRIS—president, Paramount Television Group, Los Angeles; b. Oct. 2, 1942, Arkansas City, Kan.; BA, broadcasting, Kansas State University, Manhattan, Kan., 1964; MA, mass communications, Ohio University, Athens, Ohio, 1965; PhD, mass communications, Ohio University, 1971; announcer, KMAN(AM) Manhattan, Kan., 1962-64; program director, WOUB-AM-FM Athens, Ohio, 1966-67; U.S. Army Signal Corps, 1968-70; program coordinator, WKBF-TV Cleveland (now WCLQ-TV), 1971-72; general manager, WKBF-TV 1972-74; VP president and general manager, WKBS-TV Philadelphia, 1974-75; VP, sales development and research, Metromedia Television Sales, New York, 1975-77; VP, Paramount Television Services, 1977; VP, program marketing, Paramount Domestic Syndication, 1978-79; senior VP, Paramount Television and Video Distribution, 1979-81; president, Paramount Video, 1981-84; president, Paramount Network Television and Video Distribution, 1984-85; present position since March 1985; m. Ruth Lichten, Nov. 25, 1966; children—Chad, 13.

the primary architect of Paramount's wide-ranging cable and home video ventures. In 1982, Paramount Video began releasing "blockbuster" films at half-price. Such sales now contribute about 50% of the group's revenue.

Last December, Harris became president of Paramount Network Television and Video Distribution and was elevated to his present post when Rich Frank departed for Walt Disney Productions last March.

"I believe my role is to be a cheerleader and a horizon-watcher, so that the people who work for me and the talent that we contract and bring to the lot are provided with an enthusiastic set of people and a work environment that is appropriate to the medium they're working in," says Harris. He says that Paramount is investing heavily in state-of-the-art videotape facilities and computer graphics, contending that "both will play a major part in the future of television."

The increase in the number of television choices has made everyone in the industry

more cognizant of their need to serve the customer, says Harris. "You have to chase him," Harris contends. "He's not just there because he happens to live in your town any more. That's why I think we're headed into the most flowering creative time in the history of communications—because if you want to compete for eyeballs to be delivered to advertisers or for direct dollar payment you have to be creative and do a good job of production and marketing."

Although the impact of the videocassette recorder is profound, Harris believes that the advertiser-supported services in this country are going to remain dominant because consumers appreciate the information in advertising messages and the big-budget programs they provide.

Harris feels there is still "a kind of magic" involved in the production of a successful program, noting that some shows never work even when all the obvious elements seem accounted for. Conceding that he is not an artist himself, Harris says his skills are those of an educated consumer.

"I personally am a great consumer of popular culture and always have been. I was an avid comic book reader as a child. I took radios out of used cars and put them on my father's tractor so I could listen to rock and roll in the fields. And I think because I have such eclectic tastes I recognize a lot of trends before someone whose tastes may be more refined or defined. It is my belief that the artist is always closer to the public pulse than any executive. Therefore the way to win in this business is to get creative people as close to the public as possible and interfere with them as little as you can."

The broadcasting business can no longer afford to be complacent, Harris maintains, insisting that the rapid growth of independents "has made what were stodgy old sleepy affiliates in a lot of markets come alive. The local retail outlet—the television station—is where the business either lives or dies. As you get more competitive channels from satellite, cable, and the VCR, the difference in the skill of the local retail manager is going to be ever more important." Harris says "the single weakest link" in entertainment is the retailing segment.

Partly for that reason, Harris is proud of Paramount's reliance on a large number of station-trained executives. "There is a learning process that takes place at that retail store-customer level that you never appreciate if your life has only been coming up through the Hollywood or New York ranks and you have never had to face the prospect of a blank slot on the schedule at 4 o'clock."

Harris is disturbed by a recent trend toward "the science of management" that is popular in corporate culture. "I like the word passion," he declares. "America has really embraced the entrepreneur in the 80's. It's a revitalization of passion. People who are really excited about what they do, do things better."

National Cable Television Association board of directors met in Washington last week to discuss **NCTA staff's plan for facilitating scrambling of cable programing and subsequent sale of services to home satellite market** (BROADCASTING, July 22). According to NCTA President Jim Mooney, most board members like plan. "The proposal takes care of most of the legal problems," he said. "The question is will the programers play and how can we adjust the plan in such as way to attract the participation of the programers." Under plan, cable operators would form consortium to set up central computer center for activating and deactivating decoders, which would be open to any programing service which met certain, yet-unspecified objective criteria. Only operators belonging to consortium will be able to use center, but they will be obliged to make own arrangements with programers for marketing service to backyard dish owners.

In **July sweeps**, according to **Arbitron** figures (July 10-Aug. 6), NBC was up 25% from same period year ago with 12.6 rating, CBS was up 19% at 11.7 and ABC was down 34% at 10.6. According to **Nielsen** (July 11-Aug. 7), NBC was up 26% at 12.7, CBS was up 19% at 11.7, and ABC off 35% at 10.6. ABC was running Olympics during sweep period last year.

Alternative funding activity. *WNET(TV) New York is selling 30-second spots or "general support announcements" (GSA's), that may include the display of a company's logo, as well as the company's location, brand name and trade name. Music, without lyrics, and a brief verbal description of the product or service may also be included. Previously, the station was only airing corporate logos and names. The new announcements are priced at \$1,500 each for corporate contributors and \$1,000 for others and are expected to produce \$1.2 million in revenue between now and next July.*

The GSA's are being offered as a vehicle for contributions on a smaller scale than corporate underwriting, such as AT&T's \$11-million support of the MacNeil/Lehrer NewsHour. The spots will appear within the two-minute pods between shows. They will be separated from underwriting announcements by a brief buffer, such as a station identification, and will not be scheduled for specific time slots as underwriting announcements are.

The PBS spots will be used by buyers to voice their support of WNET's schedule, or for a nonprofit cause, such as advocating support of a museum.

A detailed picture of what public broadcasters in general are doing with underwriting was revealed in a survey sponsored by the National Association of Broadcasters. The NAB, which opposes advertising on noncommercial stations, has revived its interest in aiding public broadcasters in their search for alternative funding, and has reinstated its task force on the matter.

NAB commissioned Communications Research Center at Florida State University to randomly survey 101 public station managers on the supplemental funding sources they use. Twenty-four percent said they operate subsidiary businesses to earn revenue.

NAB found that programing production and facilities and equipment leasing were the most frequently used methods to raise revenue. It also showed that 90% of the stations favored "enhanced underwriting guidelines that went into effect in 1984." And 75% thought those underwriting guidelines should not be liberalized. Indeed, 86% said they did not consider advertising an "appropriate means of support for public broadcasting."

As for the degree of product identification allowed in each underwriting credit, the survey found 16% of the managers allow more identification than PBS guidelines permit and 20% reported using less. The majority of managers, NAB discovered, reported a 45% increase in underwriting in 1984 and predicted a 31% increase in 1985. The average station received about \$400,000 in underwriting support from businesses in 1984.

Senators Paul Trible (R-Va.) and **Slade Gorton** (R-Wash.), in letter to FCC Chairman Mark Fowler, asked commission to reconsider decision not to appeal D.C. circuit court of appeals' ruling on **must-carry rules**. Senators, who are members of Commerce Committee also suggested "thorough review of the must-carry rules, in conjunction with all interested parties, to determine how the rules could be redrafted to pass constitutional muster under the current decision." Letter notes that FCC has recognized rules for 20 years. "The court's decision should not be seen as a directive to retreat from this goal. Rather, the commission should treat it as an opportunity to examine the issue in light of the technical progress that has taken place since the concept of must carry was originally developed."

Randy Reiss, president of **Paramount** domestic television and video programming since 1977, announced last week he **will leave the company** later this year to form new communications/entertainment investment enterprise. Reiss called new move "180% change from anything I have been doing." As-of-yet untitled investment group which begins operations in January 1986, will acquire, create and manage entertainment and communications properties. Reiss said new venture will not act as studio and, in fact will be unrelated to the studio system. "As for rumors of numerous job offers to various entertainment concerns, Reiss said things "got intense" times, especially during recent weeks.

By 2-1 margin (with Commissioner Henry Rivera not participating, Commissioner Dennis Patrick reserving his vote and Commissioner James Quello dissenting), **FCC** last week **voted to pre-empt states from imposing "any regulation that has the effect of prohibiting the provision of 'institutional' transmission service by cable companies over facilities used for interstate service."** Action responded to petition for declaratory ruling by Cox Cable Communications seeking broader relief. Cox's Comline subsidiary is stumbling block in Omaha when Nebraska Public Service Commission directed company to get state license to offer high-speed digital services in area. That kind of licensing can be used by states to protect local telephone companies from competition. FCC's action last week pre-empted Nebraska's requirement. Reiss said he would either vote with majority or concur, depending on precisely how final order was written. He thought ruling should be drafted more narrowly than Chairman Mark Fowler and Commissioner Mimi Dawson.

Multimedia announced last Thursday (Aug. 8) it would **increase shareholder's option to purchase equity in recapitalized company**. Rather than purchasing 527 shares for \$5.27, new proposal would allow them to purchase 58 shares for \$5.80. Other aspects of recapitalization including, trading in existing shares for various combinations of cash and notes, recently valued at about \$10 million, remain same. Multimedia said new proposal settled long-standing shareholder suits relating to recapitalization and needs approval of court of common pleas in Greenville, S.C.

Recording Industry Association of America (RIAA) President Seymour M. Gortikov last week said record companies will "individually apply **inscription on packaging of future recording releases to identify blatant, explicit lyric content** in order to inform concerned parents and children." Action is in response to campaign against so-called "pornographic" rock lyrics by Washington-based Parents Music Resource Center (PMRC), (BROADCASTING, July 15). Gortikov, in a page letter to PMRC President Pam Howar, said RIAA will work with group to determine precise language of advisory and offer following statement as example of inscription: "parental guidance: explicit lyrics." Center, however, is not satisfied with commission. Instead, parent's group is asking for industry panel of experts to set uniform guidelines to define "blatant explicit lyric content" in records. Different standards, PMRC officials say, "would create confusion among consumers." In letter to Gortikov, they said recording industry and broadcasting are not "mutually exclusive" while you may not control their programming decisions, you do not control over a substantial portion of the product that is offered to broadcasters. A use of the airwaves is a use that is affected with

lic interest, and as concerned parents we must continue to press the escalating trend of objectionable lyrics until it is satisfactorily resolved." As for National Association of Broadcasters' protest that recording companies provide radio stations with lyrics of all newly-released songs, Gortikov said songs are usually copyrighted by music publishers. He added that "every radio station which programs music has on its programming staff, musical artists well skilled in evaluating content of what they unilaterally use to air. . . . That is its [radio station] responsibility, not the responsibility of the recording company."

Entertainment President Brandon Tartikoff announced last Friday (Aug. 8) **Lorne Michaels is "coming home again" as executive producer of Saturday Night Live** (11:30 p.m.-1 a.m. NYT). Six-time Emmy winner Michaels was creator of show, and producer from 1975-80. For past five years, Dick Ebersoll has been executive producer. Show begins new season Nov. 9 with entirely new cast. Michaels has said it would be difficult to have present SNL stars to continue in repertory company.

Informed Comsat by letter last week that **it would terminate its lease of Comstar IV**, four-year-old satellite, effective Sept. 8. According to AT&T spokesman, reason for dropping \$1 million-a-month lease was simple: "We just didn't need it." Comsat executives were taken by surprise. Said one: "We are going to go and discuss the whole thing with them." Termination of Comstar IV would be end of relationship, stretching back to 1976 in which Comsat launched satellites for AT&T to lease and use. If it can't persuade AT&T to change its mind, Comsat can expect to have a tough time finding customer or customers to replace AT&T transponders. AT&T spokesman said its Telstar 303 satellite, which was launched in June, will be moved to 125 degrees west longitude.

Mass Media Bureau has ordered **Faith Center Inc. to cease operation of KHOV(FM) Los Angeles** by 12:01 a.m. Oct. 8 and to **cease operation of KVOF-TV San Francisco** by same time on Oct. 18. Bureau said that FCC had dismissed Faith Center's renewal applications for each station but authorized licensee to continue operation of stations until 90 days after judicial review had been completed. U.S. Court of Appeals in Washington affirmed FCC's decision on FM case July 9; appellate court affirmed FCC's decision on TV case July 19.



Ralph Oman, chief counsel for Senate Copyright Subcommittee, named **Register of Copyrights at Library of Congress**. Oman succeeds David Ladd, who resigned in January. Oman has been with subcommittee since 1975 and assumes post on Sept. 23.

Pat Robertson, president of CBN Continental Broadcasting Network, and host of *The 700 Club*, syndicated religious talk show, is **considering bid for Republican presidential nomination**. Robertson, CBN spokesman, has been approached by several people on matter, and is "cautiously" considering possibility of running for office.

Radio and television personality **Dick Clark will relinquish his duties as host of Mutual Broadcasting's Dick Clark's National Music Survey**, weekly, three-hour contemporary music countdown program, effective Oct. 31.

Radio talk show host **Larry King** has been named recipient of this year's **Radio Award by National Association of Broadcasters and National Radio Broadcasters Association** "for his long-term involvement and continuing contribution to the radio industry." Award will be given during upcoming Radio '85 Management and Programming Conference in Dallas, Sept. 11-14.

Association fallout. The National Radio Broadcasters Association's call to establish a "Super Radio-Only Association" (*BROADCASTING*, Aug. 5) has struck a nerve at the National Association of Broadcasters. The proposal has renewed past tensions between the rival trade associations. Indeed, many of NAB's radio directors are disturbed and there is talk of canceling future joint NAB-NRBA Radio Management and Programming Conferences. (This year's conference, set for Sept. 11-14 in Dallas, doesn't appear to be in jeopardy.)

"It certainly creates a hostile atmosphere," said one NAB radio director. "A super radio association has already been tried once, and they call it NRBA," said one NAB director. Still another NAB board member described his colleagues as being "mad as hornets." Although NAB's initial strategy was to refrain from "coming on too heavy" in response to the NRBA proposal, by week's end some officials changed their minds.

NAB initially responded to the NRBA idea by agreeing to participate in exploratory talks with NRBA and others. NRBA has since replied that it won't meet with NAB until after its own board meets on Sept. 10. "As indicated in the text of the memorandum, the resolution must first be submitted to the NRBA board for its approval at the Sept. 10 meeting in Dallas," wrote NRBA Chairman Bill Clark, Shamrock Broadcasting, San Francisco, to NAB President Eddie Fritts. Despite NRBA's absence, the NAB is meeting Aug. 16 with officials representing RAB, RTNDA, BFMA, RNA and the SRA.

"There is some concern," Fritts said, "that NRBA is making a grandstand play and will upset the equilibrium of the convention." NAB, he said, is willing to discuss the proposal, but "what sounds good doesn't always work." He also pointed out that NAB has "bent over backwards" to accommodate the joint meeting and that some board members are questioning whether NAB should continue that effort. NAB's radio directors will meet Sept. 12 at the convention to discuss that subject.

Clark told *BROADCASTING* that before he "had the opportunity to respond to Eddie's letter, the meeting Aug. 16, was apparently set in concrete." (NRBA President Bernie Mann, however, told *BROADCASTING* after receiving NAB's letter on Aug. 2, that NRBA would not meet with NAB until after the resolution is presented to the board.) Clark said the executive committee would present its resolution to the full NRBA board on Sept. 10, "regardless of what, if anything," comes out of the meeting in August. "I don't understand the urgency of holding the meeting Aug. 16," Clark said. "It's not as though we're faced with some kind of deadline in this proposal. Told of the talk of canceling future joint NAB-NRBA conventions, Clark said, "I'd like to ask those fellows how this would best serve radio."

NAB's Joint Board Chairman Ted Snider, Snider Corp., Little Rock, Ark., noted that some NAB board members are suspicious because NRBA won't attend the meeting. "We're ready to talk; I don't understand the delay," Snider said. And one NAB radio director said NRBA's reason for not attending the meeting was "hogwash."

"It flies in the face of the recent harmonious atmosphere and understanding we've tried to create," said William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., an NAB board member. "Apparently, there still are a lot of would-be industry statesmen with very strong egos looking for a forum to search for a quick fix to problems," O'Shaughnessy said.

NAB was not the only organization sorry to hear that NRBA was not participating in the meeting. "I am disappointed they're not attending," said RAB President Bill Stakelin. "I personally have reservations about the proposal, but I am willing to listen and talk," he said.

Meanwhile, NRBA is stumping for Super Radio. President Mann told Wisconsin broadcasters last week: "If you believe, as we do, that this is the right direction for radio's representation in government, we ask you to make your voice heard within the association of which you are members."

Editorials

Still at it

With considerably less fanfare than is usually contrived to accompany such introductions, chairman Timothy Wirth (D-Colo.) of the House Telecommunications Subcommittee, has produced a new bill requiring commercial television broadcasters to carry quotas of educational programming for children under 12 years of age (BROADCASTING, Aug. 5). Wirth's 1985 bill is stiffer than its 1984 predecessor. It has upped the per-station quota to seven hours a week from five. But its author has made no attempt to attract the attention he previously craved when visiting kiddie-land.

Wirth watchers will recall that the Wirth bill of 1984 was announced at a press conference featuring Wirth and Peggy Charren, the one-woman children's television lobby, not to mention two dozen small children brought along to make strong newsmen weep. This time, Wirth slid the bill into the hopper with merely a statement for the *Congressional Record*, which only its proof readers read.

Why? Well, maybe Wirth thinks his seven-hour quota will remind commercial broadcasters to think of ways to finance educational programming on the noncommercial system that was designed to carry that sort of thing. In his statement, Wirth didn't put it that bluntly, but he said Eddie Fritts and the National Association of Broadcasters had "indicated a willingness to work with me" in fostering the development of "alternative programming including programming designed to meet the educational needs of children."

Whatever Wirth's motives, his bill on the surface offends the First Amendment. When the Congress can tell broadcasters what to broadcast, the program directors of U.S. television stations can all look for other work.

Downfield block?

For the moment at least, FCC Chairman Mark Fowler must be taken at his word that the FCC's report concluding its inquiry into the legality and application of the fairness doctrine ranks with the works of John Peter Zenger and William O. Douglas in the annals of defense of journalistic freedoms. The report itself, presumably undergoing final grooming, has yet to be put on public view.

Outsiders are left to deduce from the FCC's press release and a concurring statement of Commissioner James H. Quello that the commission ducked a central question raised in its proceeding: Does the agency have the power to repeal the fairness doctrine, or was the doctrine incorporated in the Communications Act when the act's equal-time provision was amended in 1959? The press release said the FCC felt it unnecessary to reach an answer to that question. Quello restated his belief that the doctrine is now in the law and that the commission was right "to defer to Congress on this matter."

Deferring to Congress was, of course, the only course open to the FCC unless the agency intended to commit political suicide. In a position long entrenched and firmly held last week, the House leadership has sworn to retain the fairness doctrine against all onslaughts. When it comes to voting in the Senate, the same sentiment prevails.

That leaves any hope of liberation from the fairness doctrine reposing in the courts, and the FCC's report, if it lives up to advance billing, could be of value there.

The report, according to the press release, identifies a significant increase "in the number and types of information sources" in

recent years and concludes that the developed marketplace has obviated any need of a governmentally imposed fairness doctrine. The report adds that the record compiled in the FCC proceeding "demonstrates that the fairness doctrine in operation thwarts the laudatory purpose it is designed to promote." Instead of stimulating discussion of controversial issues, the doctrine inhibits it. The report "found that broadcasters opt not to present controversial issues in an effort to avoid the burdens associated with the requirement to provide reasonable opportunity for opposing viewpoints," according to the press release.

Those findings speak directly to two footnotes voluntarily appended to the Supreme Court's 1984 decision declaring unconstitutional a law prohibiting noncommercial broadcasters from editorializing (BROADCASTING, July 9, 1984). One of the footnotes said, in effect, that the court was ready to hear evidence, if it could be supplied, that the so-called "spectrum scarcity" that has been "the prevailing rationale for broadcast regulation" is nonexistent. The other footnote said that the court would reconsider its *Red Lion* decision of 1969, which held the fairness doctrine to be no violation of the First Amendment, upon a showing that the doctrine has inhibited the presentation of controversy on the air.

Can a way be found to get into court with the evidence collected by the FCC? That is the broadcasters' challenge.

"Today's report," said Fowler, "is an indictment of a misguided government policy...a statement by this commission that we should reverse course and head ballistically toward liberty of the press for radio and television."

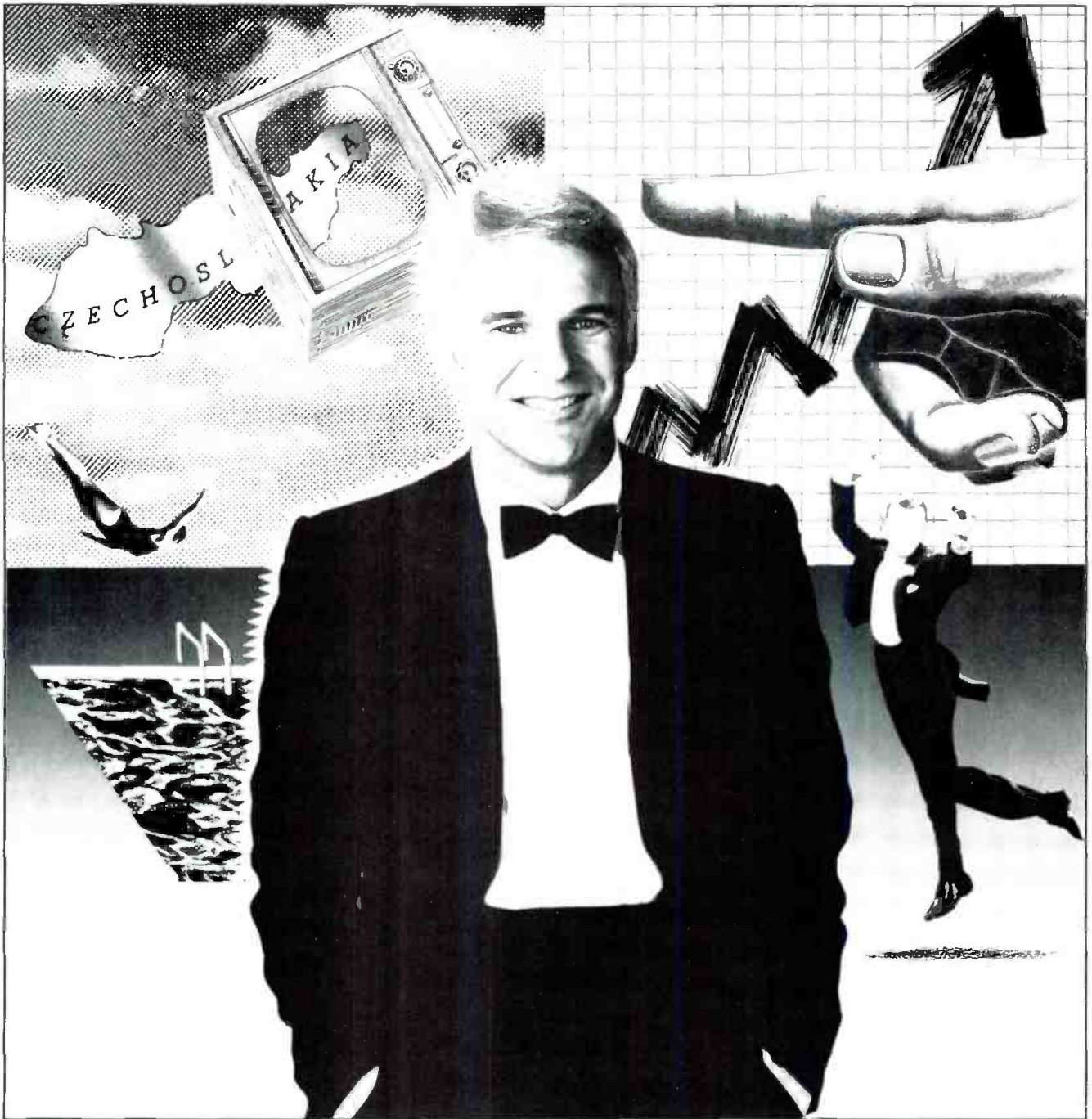
If that is a fair appraisal of what the FCC has done, the agency has performed a lasting service.

Gaposis. As noted, the observations appearing in the editorial above are based not on a reading of the FCC's report on its fairness inquiry but on a press release briefly describing the report. This page would prefer to review the real thing.

It has become FCC practice in recent years to hold a public vote, issue an immediate press release describing the action and then wait weeks or months for perfection of the full text of the decision before its public release. Strange things can happen in the interval to create discrepancies between the press release and the final FCC document. Such discrepancies are likely to be discovered only by lawyers with an interest in the case, journalistic interest having waned after the action. There must be a better way.



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