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The networks order their fall pilots NCTA opens its Dallas convention "At Large" with Jim Mooney

SNEAK PREVIEW □ A rundown of the networks' fall pilots now in production. **PAGE 29.**

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Sky's limit

FCC Mass Media Bureau has reportedly recommended that commission eliminate all restrictions on duplication of programming by AM-FM combinations. Recommendation is currently being circulated among commissioners for nonpublic vote. Proposal was endorsed by National Association of Broadcasters but opposed by some broadcasters in comments (BROADCASTING, Jan. 6).

Stalled

Little headway was reportedly made during discussions last week between officials of National Association of Public Television Stations and National Cable Television Association on accommodation for public stations on must carry. NAPTS wants public television to be treated separately from commercial television with must-carry preference for all noncommercial stations. Cable believes public stations, if granted any preference, should fit into deal NCTA has already struck with commercial broadcasters (BROADCASTING, March 3). Nevertheless, talks are expected to continue.

Old talks, new issue

One more issue has emerged in already lengthy contract negotiations between ABC (now Capcities/ABC) and National Association of Broadcast Employees and Technicians—two parties don't see eye-to-eye on whether contract would cover currently nonunionized operations, including four television stations and several radio properties, that Capcities brought to newly merged company. Talks entered their second year last week still trying to resolve other disagreements over range of economic, jurisdictional and work-rule questions. One point has apparently been resolved with acceptance of four-year term for contract. NABET officials had originally sought two-year contract with two-year extension. If new agreement is reached, terms could apply retroactively to March 1985, when previous contract expired for nearly 4,000 company employees.

Rainy day

Many public and commercial broadcasters would apparently rest easier if FCC closed out docket in controversial proposal to permit noncommercial broadcasters to swap their VHF's for

commercial UHF's. Commission had opportunity to do that last week when it approved related concept of permitting commercial-noncommercial swaps of television channels in same band (see page 43) but intentionally ducked it. FCC said it isn't planning action on VHF-UHF swap proposal. But one FCC official also said commission wanted to keep option of approving V-U swaps in case federal budgetary cutbacks should make them more attractive to public broadcasters. "In the days of Gramm-Rudman, you never know," one high FCC official said.

Acid test

Market test of Festival, HBO's proposed service targeted to current noncable and basic-only viewers, will last as long as one year, source confided last week. No word yet on which of eight to 10 ATC systems (owned by HBO parent, Time Inc.) will be chosen as test sites, but source said company would begin test by end of this month as planned. ATC sales staff will sell Festival door to door during test. Service will also be marketed by direct mail, telephone, bill stuffers and radio and newspaper advertisements.

Austerity

New management at Capital Cities/ABC isn't kidding when it says it's out to cut costs. Along with dismissal of stretch limousines and fancy hotel suites comes letter to promotion managers at ABC affiliates informing them that network will no longer foot hotel bill for promotion managers attending Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual convention in Dallas this June, as it customarily has done. News wasn't all bad, however: ABC said it had cut deal with local hotel to offer affiliates discount rate.

Crossing curtain

U.S. Information Agency is seeking to include Soviet Union's Ivan Sixpack and his likes throughout Eastern European countries among its audience for Worldnet, agency's global satellite television network. Signal carrying Worldnet programming is now distributed in Europe by European Communications Satellite. But while cable systems and broadcasting stations routinely receive signal carrying two-hour *America Today*, with news and features, as principal daily fare Worldnet is

available in Soviet bloc only if residents use own antennas. And word from Soviet Union, at least, is that citizens are building backyard dishes. So USIA's Voice of America has begun broadcasting word on how those viewers can tune in Worldnet—what antenna angle and frequency to use in each country.

Effort to develop audience for Worldnet throughout Eastern Europe reflects American determination to gain reciprocity in international communications. Soviet programming transmitted by Gorizont satellite is used by Cable News Network. It is also monitored regularly by students at Columbia University's Harriman Institute. What's more, European television stations and cable systems routinely pick up Gorizont-delivered programming.

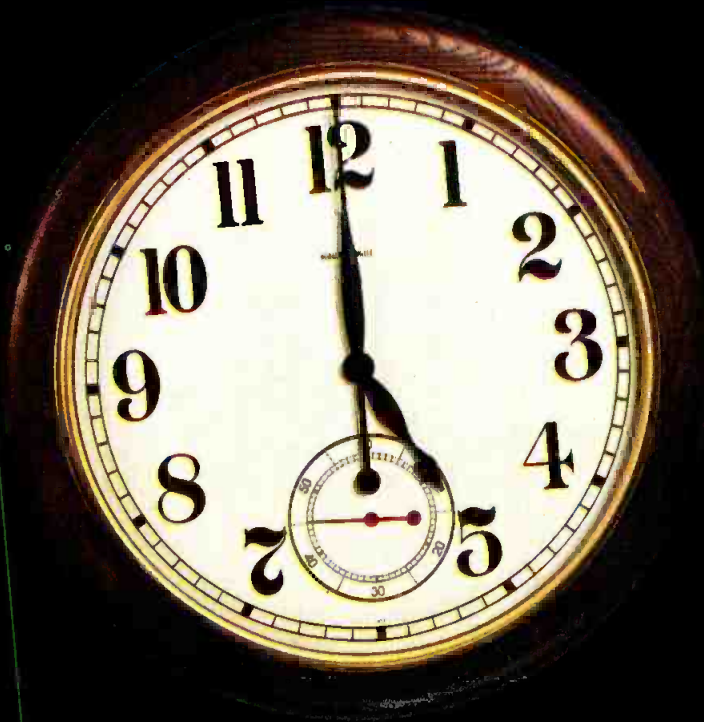
Headway

News was upbeat from delegation of broadcasters who met last week with Senator David Boren (D-Okla.) to discuss senator's legislation that would expand equal-time provisions of political broadcasting law (BROADCASTING, Jan. 6) as means of dealing with negative advertising funded by political action committees. Representatives of networks, National Association of Broadcasters and Radio-Television News Directors Association called on Boren, who said he had open mind and was willing to examine ways in which problem of negative political ads might be solved through voluntary rather than legislative approach. Boren also praised NAB for recent white paper suggesting broadcasters be more selective in accepting political ads.

Back to Geneva

Washington communications lawyer Leonard Marks will take second tour as head of U.S. delegation to World Administrative Radio Conference on shortwave broadcasting. Marks, who was given high marks for his performance as chairman of delegation to first session, in 1984, is to be named chairman of delegation to second session, to be held next January in Geneva. State Department is waiting for White House to give its approval—which is expected—before making announcement. Tony Shube, program officer for Board for International Broadcasting, will be delegation's executive director. He has already been detailed to State to prepare for WARC.

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M/A-Com tries to help

M/A-Com Cable Home Group has taken two steps to facilitate the distribution of Videocipher II home descramblers to dish owners: It has begun selling descramblers directly to dish owners through a toll-free number and it has begun "broadcasting" the Scrambling Information Channel to dish owners each evening (8 p.m.-11 p.m. NYT) via Westar V, transponder 22.

M/A-Com's direct sales scheme is the company's response to charges from the home satellite industry, which represents the interests of the dish owners, that descramblers have not been readily available since HBO began scrambling its two services (HBO and Cinemax) full time on Jan. 15. The descramblers are needed to subscribe to cable services that scramble using the Videocipher II system. Thus far, many of the popular services have said they would scramble with Videocipher II in 1986.

To buy a home descrambler, a dish owner may call M/A-Com at 1-800-672-9597 and order one. If the buyer uses a credit-card number as payment, M/A-Com promises to have the unit in the mail within 24 hours. The retail price: \$395.

M/A-Com will continue to make the units available through a network of home satellite

distributors and dealers and cable operators.

The Scrambling Information Channel, which began operation March 5, provides the latest information on which services are scrambling, when and where to get descramblers and how to use them. The channel will operate a minimum of three hours a day, seven days a week through the end of August.

In testimony before the House Telecommunications Subcommittee, James F. Bunker, senior vice president, M/A-Com, said that if consumers are not getting descramblers, it's not M/A-Com's fault, but the fault of the distribution network that was supposed to have been set up by home satellite distributors and dealers and operators.

He said M/A-Com is committed to produce 100,000 units by the end of May and another 100,000 by the end of the year. In addition, he said, M/A-Com has begun manufacturing 100,000 circuit modules, which are designed to be integrated into home satellite receivers. The entire production run will be completed later this year.

So far, he said, M/A-Com has shipped more than 20,000 descramblers, filling all current orders.

Bio input

Biotech Capital Corp., a New York-based "development company," has agreed to acquire a 47.5% interest in The Learning Channel through the purchase of newly issued common stock, it was announced last Monday (March 10). Under the purchase agreement, Biotech would also receive an option to acquire up to 51% of TLC's stock under certain unspecified terms.

Biotech holds substantial interests in a number of other public and private companies, including the Financial News Network. "The Learning Channel fills an important niche in the cable industry," said Earl W. Brian, chairman and chief executive officer, Biotech, in a prepared statement. Because of Biotech's experience with FNN, he said, "we appreciate the exciting profit potential of TLC's market approach."

According to Harold E. Morse, who is chairman and chief executive officer of TLC and president of the Appalachian Community Service Networks, which is, at least for the time being, the principal owner of TLC, the proceeds for the sale of stock will be used to expand TLC's programming day to 20 hours on Sept. 1 and to intensify the network's marketing efforts.

Launched in 1980, TLC now reaches more than 670 cable systems serving more than six million homes in the U.S., Canada and Puerto Rico.

Sales incentive

Home Shopping Network of South Clearwater, Fla., last week announced new incentive plans that would allow affiliates of its two services, HSN I and HSN II, to earn up to five times the commissions they now earn from the sale of merchandise over the networks.

"With bill stuffers and stand-alone mailings, we have many systems earning an average of between five and 10 cents per month, per subscriber," said HSN President Lowell Paxson. "This kind of cash flow will have a dramatic impact on the profits of cable."

The incentive plans benefit medium and large MSO's. MSO's with more than 150,000 subscribers that offer the services to at least 40% of their basic subscribers qualify for increased commissions, as do MSO's that offer them to at least 500,000 subscribers. HSN is also increasing commissions to affiliates of HSN I based on the length of their affiliation and to affiliates that carry both services.

Penetration figures

A.C. Nielsen said that the cable penetration estimate based on its Nielsen Station Index as of Feb. 1 was 46.8%, or almost 40.4 million homes, an increase of about 5% over a year ago when penetration was pegged at 44.6%.

Backyard news

Showtime/The Movie Channel Inc. announced a comprehensive, two-level marketing plan to enable home satellite dish owners to subscribe to its two premium pay services on a monthly basis.

Stephan Wm. Schulte, senior vice president for direct broadcast development, said Showtime/TMC Inc. will serve backyard earth station owners on a direct retail basis nationwide, and will also authorize its cable-system affiliates to retail the Showtime and Movie Channel services on a non-exclusive basis within the defined boundaries of their cable franchise areas.

For its direct sales, Showtime/TMC has set national retail rates at \$10.95 for Showtime, \$10.95 for The Movie Channel and \$16.95 for both services when ordered together. Participating cable operators will establish their own retail rates for the services within the areas they serve.

Schulte, recently named to head Showtime/TMC's direct broadcast satellite activities, said a national toll-free 800 telephone number will be operational by April 15 to provide complete information, ordering, customer service and billing for all direct home satellite subscribers. In addition, callers living within a cable franchise area will be referred to their appropriate participating cable operator.

To help provide the highest possible level of customer service, Schulte said, the company has signed First Data Resources to build, maintain and operate a complete customer service center for subscription activity under Showtime/TMC's direction.

Effective April 15, when the company plans to begin accepting telephone inquiries from potential home-dish subscribers, WATS Marketing Inc., which is affiliated with First Data Resources (FDR), will receive the calls, note the sales leads and send a brochure to all callers. In May, when full-time scrambling of all Showtime and Movie

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★ **Whitney Houston**
Best Pop Vocal Performance, Female
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★ **Tina Turner**
Best Rock Vocal Solo Performance, Female
HBO

★ **Carl Perkins**
"Blue Suede Shoes," the 1956 hit inducted into the National Academy of Recording Arts & Sciences' Hall of Fame
CINEMAX

★ **Manhattan Transfer**
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Phoenix, Az	KPHO-TV	Augusta, Ga	WAGT
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Orlando, Fl	WOFL	Fort Myers, Fl	WFTX-TV
Cincinnati, Oh	WXIX-TV	Rockford, Il	WQRF-TV
Milwaukee, Wi	WVTV	Corpus Christi, Tx	KIII
Nashville, Tn	WCAY	Wichita Falls, Tx	KJTL
Charlotte, NC	WCCB	Montgomery, Al	WAKA
New Orleans, La	WNOL-TV	Beaumont, Tx	KBMT-TV
Buffalo, NY	WNYB-TV	La Crosse, Wi	WLAX
Salt Lake City, Ut	KSTU	Terre Haute, In	WBAK-TV
Greenville-Spart., SC-Ash., NC	WHNS-TV	Macon, Ga	WMGT-TV
Raleigh, NC	WLFL-TV	Greenwood-Grnv., Ms	WABG-TV
Memphis, Tn	WMKW	Laredo, Tx	KLDO-TV
San Antonio, Tx	KRRT	Jackson, Tn	WBBJ-TV
Norfolk, Va	WTVZ-TV	Wenatchee, Wa	KCWT

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STIBUSTERS

Channel satellite signals begins, FDR will field all direct subscription inquiries coming into the special 800 number and will provide information and ordering capability, customer service and billing services. The FDR customer service center will interface directly with the M/A-Com authorization center, which Showtime/TMC said will afford the greatest programming choice to owners of VideoCipher II decoders.

"Customer service," Schulte said, "will be the hallmark of Showtime/The Movie Channel's backyard activities. We consider it to be an integral part of our product. Our cable experience has taught us that pay television always sells better when trained, articulate representatives answer the phones promptly and field both inquiries and complaints in a friendly, knowledgeable manner. FDR is perfectly oriented to this mandate and will provide the highest level of customer service to this new category of subscribers."

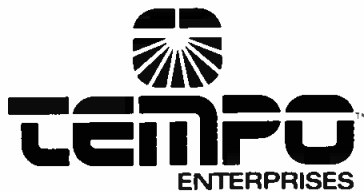
FDR is a subsidiary of American Express and is said to be the country's largest third-party processor of debit and credit card transactions, the largest telemarketing company and a major supplier of cash management, government and health management and computer maintenance services.

Name change

Satellite Syndicated Systems, a Tulsa, Okla.-based provider of products and services to the cable and satellite television industries, has changed its name to Tempo Enterprises Inc.

"While re-evaluating certain business

areas, we decided the time had come to consolidate and create a more unified corporate image," explained Tempo chairman,



president and chief executive officer, Edward L. Taylor. "We felt the best way to do this was to change our name and update our overall identity."

The new Tempo Enterprises name, created with the assistance of San Francisco-based Landor & Associates, will be officially unveiled during the National Cable Television Association convention March 15-18 in Dallas. SSS was founded in 1978.

As a result of the change, Satellite Program Network becomes Tempo Television, Star Ship Stereo is Tempo Sound, CableText is Tempo Data and Cable Southwest is Tempo Cable.

Boxing out

Showtime/TMC Inc. surprised everyone last week with the announcement that it had entered the sports program business by signing a deal with Top Rank to televise, as both a pay-cable and pay-per-view event, a minimum of five championship boxing

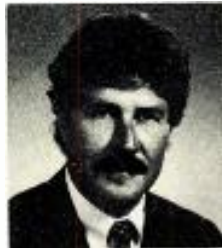
matches next year. The deal is designed to test potential program synergies (or the extent of cannibalization) between the network's two pay services and its Viewer's Choice PPV service. Viewer's Choice carried the Hagler-Mugabi and Hearn-Shuler matches last week from Las Vegas, although Showtime did not. While the bouts were not exclusive to Viewer's Choice (they were also carried by systems lined up by PPV entrepreneur Rick Kulis and via closed circuit), all future fights carried by VC will be exclusive and live, the network said. Showtime will carry some live and some taped fights (including last week's bouts carried live by VC), with the first live date set for June, when it will televise three fights from the Meadowlands Sports Complex in Rutherford, N.J. VC will also televise those fights.

The move was also seen last week as one more challenge to HBO, which has a regular menu of boxing events and other sports programming. A spokesman confirmed last week that the boxing schedule is VC's first sports program commitment and did not rule out others. Last week network executives were emphasizing the "event" nature of the boxing playdates and the cross-promotional benefits afforded to Showtime and VC. The latter was also an apparent incentive to Top Rank's Bob Arum for doing the deal. He was quoted in a prepared statement as saying the deal was attractive because Showtime is "the only national cable network with a PPV operation already in place." Therefore, he said, "we consider Showtime to be perfectly positioned to work with us in developing closed-circuit and PPV events as well as national pay cable exclusives." Top Rank has previously done fights with HBO, but the two had a falling out when HBO refused to play taped versions of some matches that network executives felt weren't exciting enough to justify feeding to a pay audience.

Scott Kurnit, executive vice president and general manager, VC, said last week that Showtime/TMC will license other programming for dual pay/PPV exhibition. The Top Rank deal, he said, "is the first of similar things to come," although he declined to discuss specific examples. He said, however, that programs for dual exhibition will not be limited to sports and will also include movies and concerts. Exhibition of the same programs on VC and Showtime or TMC, he believes, may generate greater buys on PPV from those reluctant to subscribe to a monthly pay service, while "enhancing the value of the pay service" to those who subscribe. He said the buy rate for the 275,000-home universe that was fed last week's fights was in the "4% to 8% range."

Basic thrust

HBO said last week that it would allow cable operators to put *Comic Relief*, the benefit performance it is sponsoring to help America's poor and homeless, scheduled for March 29, on basic tiers to extend the program's reach to the full cable universe of 39 million subscribers. The network said it was the first time HBO made a single program on the pay cable service available on basic. The network said it was doing so to "further raise public awareness of the plight of the poor and homeless, as well as significantly increase the event's fund-raising potential."



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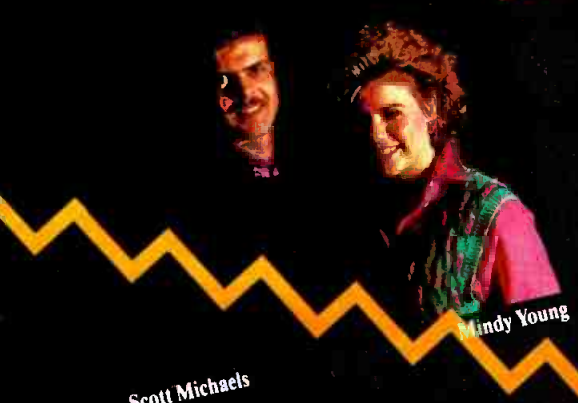
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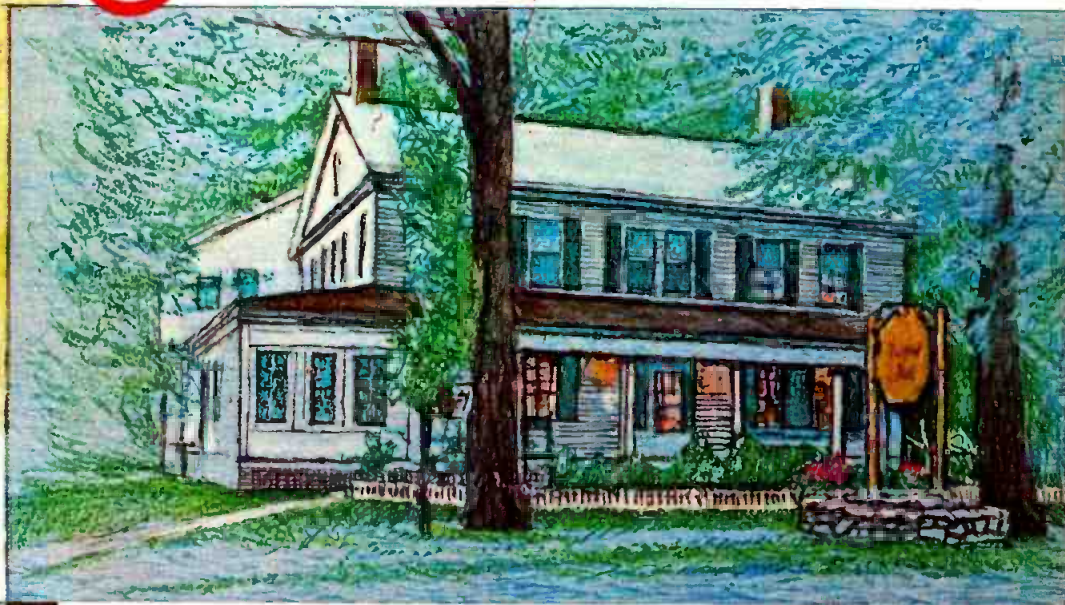


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Business Briefly

TV ONLY

North American Watch □ Advertiser launches second-quarter flight for its Concord and Movado watch lines in April and early May. Mvado line will be aired in New York from April 20 to May 18 and from May 29 and June 11; in Miami from April 24 to May 21, and in Boston, Chicago, Dallas, Houston and Los Angeles from May 1 to May 21. Concord line will be promoted in Miami from April 27 to May 22, and in Chicago, Dallas, Houston, Los Angeles and New York from May 4 to May 22. Promotions will run on Cable News Network from April 27 to May 22. Early and late news and prime dayparts will be used. Target: adults, 24-45. Agency: Viola Advertising, New York.

Meineke Discount Mufflers □ Advertiser launches flight in early April, to run through June. Ads will run in 98 markets, using morning and evening drive times and midday dayparts. Target: men, 18-54. Agency: M & N Advertising, Los Angeles.

Minnetonka Inc. □ New product, Check-Up Gum, designed to combat plaque on teeth, was introduced last week in three test markets—Minneapolis,



Denver and Grand Rapids, Mich. Duration of test has not been set but advertiser is aiming to place product nationally by end of year. Commercials will be carried in daytime, prime and in early and late evening news. Target: ladies, 25 and older. Agency: Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis.

Tyson Foods □ Advertiser promotes

Country Fresh Chicken beginning April 14 in eight Ohio valley markets, including Columbus and Cincinnati. All dayparts will be used. Target: women, 25-49. Agency: Noble & Associates, Springfield, Mo.

Toro Manufacturing □ Campaign for lawnmowers featuring engine guarantee (over 50% of total lawnmower line) begin April 1 and will run for approximately 22 weeks, depending on market. Top 70 Toro sales markets will be used with spots targeted in early and late news fringe dayparts. Target: men, 35 plus. Agency: Campbell-Mithun Advertising, Minneapolis.

Ed Zschau □ Congressman from the 12th district of California is airing spots for his U.S. Senate Republican primary candidacy in number of California markets. Ads began in Fresno last week, and will begin in San Francisco, Los Angeles and San Diego on March 24 and in Sacramento on March 31, all for two weeks. Commercials run in early morning, access, prime and late fringe day parts. Target: adults, 18 plus. Agency: Media Buying Service International Inc., New York.

Amoco Oil Co. □ Company's premium lead-free gasoline will be promoted in campaign beginning this week and continuing through summer and fall in 40 markets. Singer Aretha Franklin is latest



in group of celebrities who will appear in Amoco spots; others are Monty Hall, Lyle Alzado, Hacksaw Reynolds, former NBA pro Bill Russell and Lee Trevino. Commercials will be carried in prime, news and early fringe periods. Target: adults, 18-49. Agency: D'Arcy Masius Benton & Bowles, Chicago.

Eureka Vacuum □ Express line of vacuum cleaners will be promoted beginning April 14. The three-week flight will run in five New England markets during day and fringe dayparts. Target: adults, 25-45. Agency: Young &

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ORION

Rubicam, New York.

Lebanon Recovery Center □ Second-quarter campaign will begin in early April in four Southern markets for alcohol/drug recovery center. Fringe and daytime periods will be used for commercials. Target: adults, 25-54. Agency: Western International Media, Atlanta.

Keds Corp. □ Five-week flight is scheduled to kick off this week in about 10 markets, including Dallas, Houston and San Francisco. Commercials will appear in children's and fringe periods. Target: adults, children, 6-11. Agency: HBM/Creamer, Boston.

RADIO ONLY

Cumberland Farms □ Convenience stores chain will inaugurate campaign for seven weeks in 22 markets in Northeast, including Philadelphia, New York and Albany, N.Y. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Casey Media, Boston.

Belz Factory Outlet □ Outlet stores in mall launched three-week flight in mid-March in four markets, with additional flights in planning stages. Variety of products will be advertised in all dayparts. Target: adults, 25-54. Agency:

Mike Sloan Associates, Miami.

Fashion Bug □ Women's fashion chain will kick off one-week flight in several markets coinciding with opening of new stores. Chain is planning extensive campaign beginning in April. Commercials will be placed in all dayparts. Target: women, 18-34. Agency: Sciaky Advertising, Philadelphia.

RADIO AND TV

California Strawberry Advisory Board □ Three-week, 16-market TV campaign will begin April 14, and after one-week hiatus, run for another week beginning May 12. Radio ads will begin March 31 for two-week flight in six markets. Spots will run mainly in daytime dayparts. Target: women, 25 plus. Agency: BBDO, San Francisco.

California Tree Fruit Agreement □ As part of \$4.5-million advertising campaign, California fruits—pears, peaches, plums and nectarines—will be promoted in 18-week flight in 19 large markets throughout country, starting May 19. Commercials will run in all dayparts. Supplementing spot TV will be network radio. Commercials will be placed in all dayparts. Target: women, 25-34; 25-54. Agency: Busse & Cummins, San Francisco.

AdVantage

Close to home. Television Bureau of Advertising reports that home centers continue to be one of fastest growing retail store categories in advertising. Top 15 home center television advertisers increased spending in 1985 to \$37.6 million, up 39% over 1984's \$26.96 million. TVB, using figures supplied by Broadcast Advertisers Reports, reports leading television advertiser in 1985 was Payless Cashways, with estimated expenditures totaling \$6,010,000, up 11% from its \$5,430,000 year earlier figure. Home Depot ranked second with \$4,566,400 in TV expenditures, 97% increase over 1984's \$2,315,100. Wickes, of Wickes and Builders Emporium, was third with expenditures of \$3,605,400, up 20% over 1984's \$3,000,900.

Blair Radio's analysis. Study by Blair Radio shows that 25-54 continued as most requested demographic in 1985, although category remained flat with 1984, with business opportunities in each year amounting to 38.2%. Ranking second was 18-49, with 14.3% of opportunities, while 18-34 was third, with 14.3%. Among Blair Radio's network opportunities, 22.8% were for youth demographics and 56.6% for 18-54.

High on radio. Teen-agers picked radio as most effective advertising medium for reaching people their own age, according to Rand Youth Poll, New York market research firm. Poll shows 84% of teen-agers thought radio was "excellent" advertising medium. Research also shows this group is persuasive in urging parents to buy such products as videocassette recorders, home computers and cable television.

Joining forces. Boston-based subsidiary of BBDO International, Quinn & Johnson, will merge with 75-year-old Ingalls Associates, also of Boston. Joe Hoffman, Ingalls chairman and chief executive officer, says new agency will operate independently of its parent company, as does another BBDO subsidiary, Tracy-Locke of Texas. Hoffman plans to expand international client base and says agency will benefit from status as subsidiary of sixth largest advertising agency (in U.S. and 38 countries), which commands \$2.5 billion in billings (50% to 60% in broadcasting). Number of client conflicts are expected to be resolved before merger takes effect in September. According to Hoffman, Richard Garrison, currently president of Quinn & Johnson, will become president of Ingalls, Quinn & Johnson Inc. David Weiss, president of Ingalls, is leaving firm for personal reasons. Hoffman will remain chief executive officer in new agency. Agency will occupy six floors in new 11-story building at 855 Boylston Street.

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UP 53% in Women 18-49!
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CHICAGO · Versus November 1985 · WPWR-TV · M-F 6:00PM

**UP 108% in Women 18-34!
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DALLAS · Versus Closest Competitor · WFAA-TV · M-F 3:00PM

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

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

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

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

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



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A cable TV-broadcasting must-carry commentary from Roy Bliss, United Video, Tulsa, Okla.

Let's get back to the table

In the space of two short weeks recently, broadcasters were delivered good news and bad news. The good news was a must-carry compromise with cable, an industry that seemingly held all the cards due to a court ruling. The bad news came a week later, when promising negotiations between the National Cable Television Association and the Motion Picture Association of America on a flat-fee, per-subscriber copyright compromise fell through. Why is the failure of copyright negotiations bad news for broadcasters? Because there is no need for self-imposed must carry by the cable industry without a copyright compromise, and many in the cable industry are likely to turn their backs on must carry without the much-needed copyright reform. Thus, it may be back to the drawing board on both issues, a fact that should cause consternation in all three affected industries.

Though most in the cable industry have never agreed that copyright and must carry were truly related, the two emotionally charged issues have for political reasons become inextricably intertwined at a time when compromise on both is imperative to all three industries' well-being. The disappointment in much of the cable industry was palpable when it was learned that the time-consuming and generally productive negotiations, which had come so close to adopting a revamped copyright fee structure, failed at the last minute.

It's the latest in a long series of events related to cable copyright, currently in the most awkward and confusing disarray of its checkered history. Copyright was of little concern to broadcasters at the dawn of cable, because the only signals cable systems delivered were essentially local anyway. However, when cable systems began to "import" television signals, broadcasters weren't thrilled with the apparent segmentation of their audience. The MPAA was less thrilled that their membership's product was going unpaid for by cable systems. After several years of give and take came the creation of the Copyright Royalty Tribunal, which would supposedly adjust copyright fees based on current circumstances. Yet obvious problems remain, a full 10 years after the 1976 copyright compromise in which fees were negotiated and the compulsory license created.

Perhaps the most detrimental aspect of the current copyright payment scheme is its complicated nature. No one can say for certain whether the copyright payments are accurate, and some estimates of the additional revenue that would be added to the copyright pool if a flat rate were adopted range as high as 15%. Like taxes, the more complex the collection mechanism, the more difficult it is to track. Undoubtedly, there has been honest



Roy Bliss is executive vice president and chief operating officer of United Video, a Tulsa, Okla.-based cable programmer and satellite carrier. The son of a cable system operator, Bliss worked for his father while young. After college, he joined what would become United Cable and its then-subsidiary, United Video, in 1969. He became general manager of UC's microwave division, and when the company sold it in 1976 and it became United Video, Bliss was vice president. He was later named to his current position.

misunderstanding leading to reduced payment. A revenue-neutral, subscriber-based flat fee would lend ease of auditing to the copyright payment scheme.

Another major problem with the current copyright payment mechanism began when the FCC decided in 1980 there were no valid reasons for restricting the importation of distant signals and dropped its own rules. Yet when the CRT set the rates of the additional signals that cable systems began to carry, it used the same guidelines the FCC had just abandoned a few years earlier, guidelines adopted for a wholly different purpose. Thus came the birth of the infamous (at least in cable) 3.75% "penalty fee," a rule based in part on rules the FCC had vacated two years earlier because they were needless and inequitable. In so doing, the CRT certainly hindered the interests of at least two interested parties, including the MPAA, because cable systems dropped distant signals, or did not add signals where they might have. The MPAA lost revenue that would have gone straight into the royalty pool. Obviously, cable and cable subscribers were hurt, too.

That is part of the reason the MPAA and NCTA were able to come so close to a compromise before the MPAA insisted on a "sunset" provision for the compulsory license. The compulsory license is something cable can never do without—it is a founda-

tion of the industry. MPAA knew that demand doomed the compromise negotiations to failure.

Despite the failure of this round of negotiations, the discussions *must* go on, as the interests of cable, broadcasters and the copyright owners are all at stake. The complicated and inequitable copyright payment mechanism is unwieldy at best, and blatantly unfair at worst.

Copyright owners should also consider the potential impact of a case currently before a federal district court in Washington which may greatly reduce the size of the copyright pool as it stands today. In essence, the court may decide that cable systems needn't pay copyright on their entire basic subscriber revenue (as they do today), but instead on just that percentage of revenue that is derived from broadcast signal equivalents. For example, if a system carries 10 services on its basic tier, and five are broadcast TV signals, the amount owed by that system in copyright payments could be halved. Currently, cable systems must pay copyright fees based on their gross revenue from the entire basic service. If cable interests win this suit, copyright payments could be lowered substantially. If they lose, it maintains the status quo.

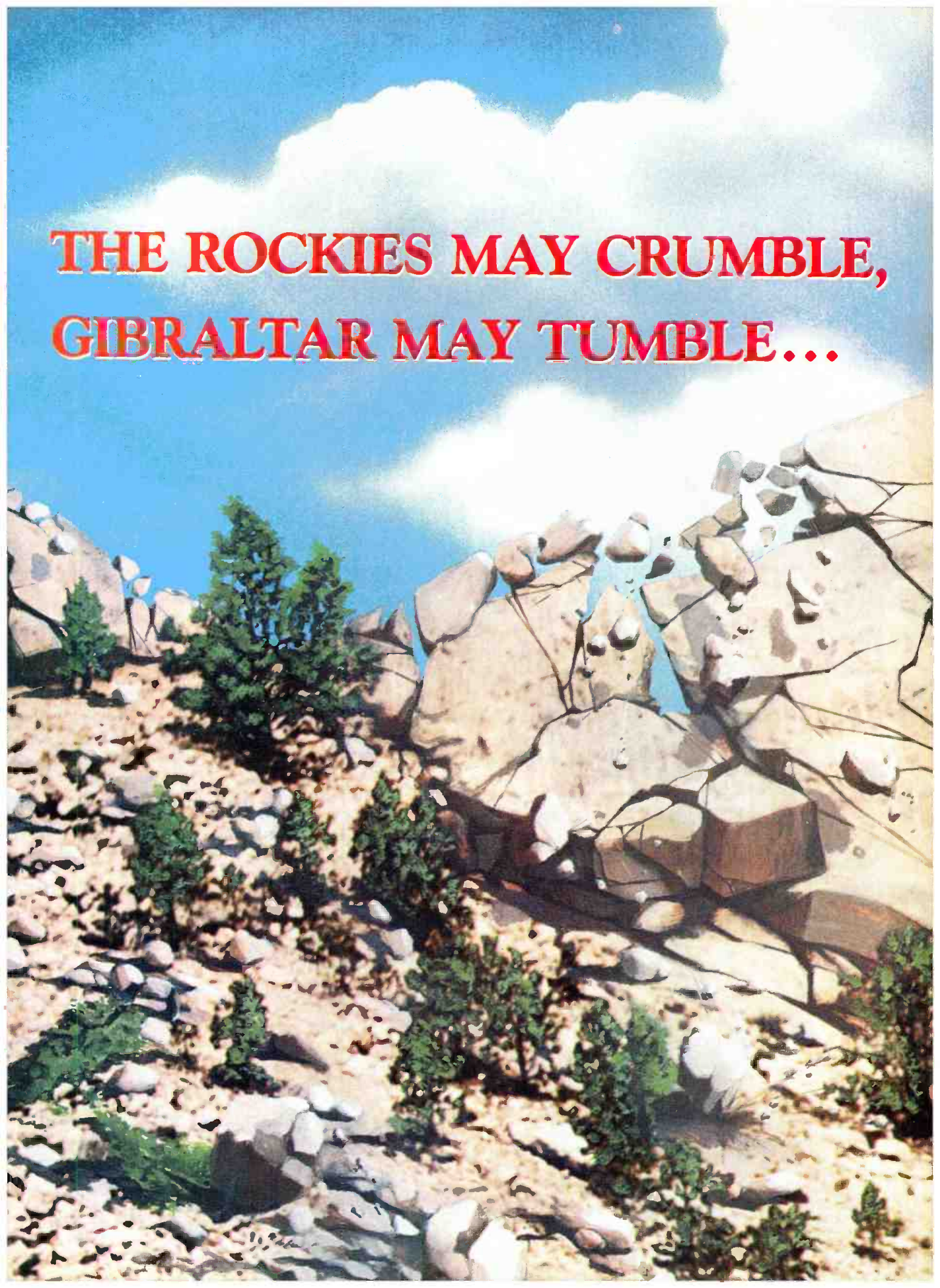
It's important to note that the copyright issue doesn't apply simply to those stations that are delivered to cable systems via satellite. Distant signals include many stations picked up off-air as well as those delivered via microwave relays.

Cable television has helped to drive television viewing in general. We all benefit when the nation's TV sets are turned on more often, and cable has aided in that trend. Given that the compulsory license must be retained, a flat rate compromise is the most beneficial solution for all interested parties. To take the decision-making role away from the CRT with a flat rate fee will simplify our business lives and save us from the unpredictability of future decisions.

Editor's note: NCTA President Jim Mooney disagrees with Bliss's contention that, with the collapse of the flat-fee deal, the cable industry has lost all incentive to support NCTA's must-carry compromise with the broadcasting industry. Cable still wants the broadcasters in its camp on copyright issues, Mooney said. "If Hollywood is now going to attack the compulsory license, it's important that the broadcasters not be lined up with them," he said.

On the other hand, Mooney shares some of Bliss's optimism that the cable and motion picture industries may ultimately reach agreement on cable copyright. In an interview with BROADCASTING two weeks ago, Mooney said Congress, after it tires of the copyright haggling in a year or so, may pressure NCTA and MPAA to compromise. ☐

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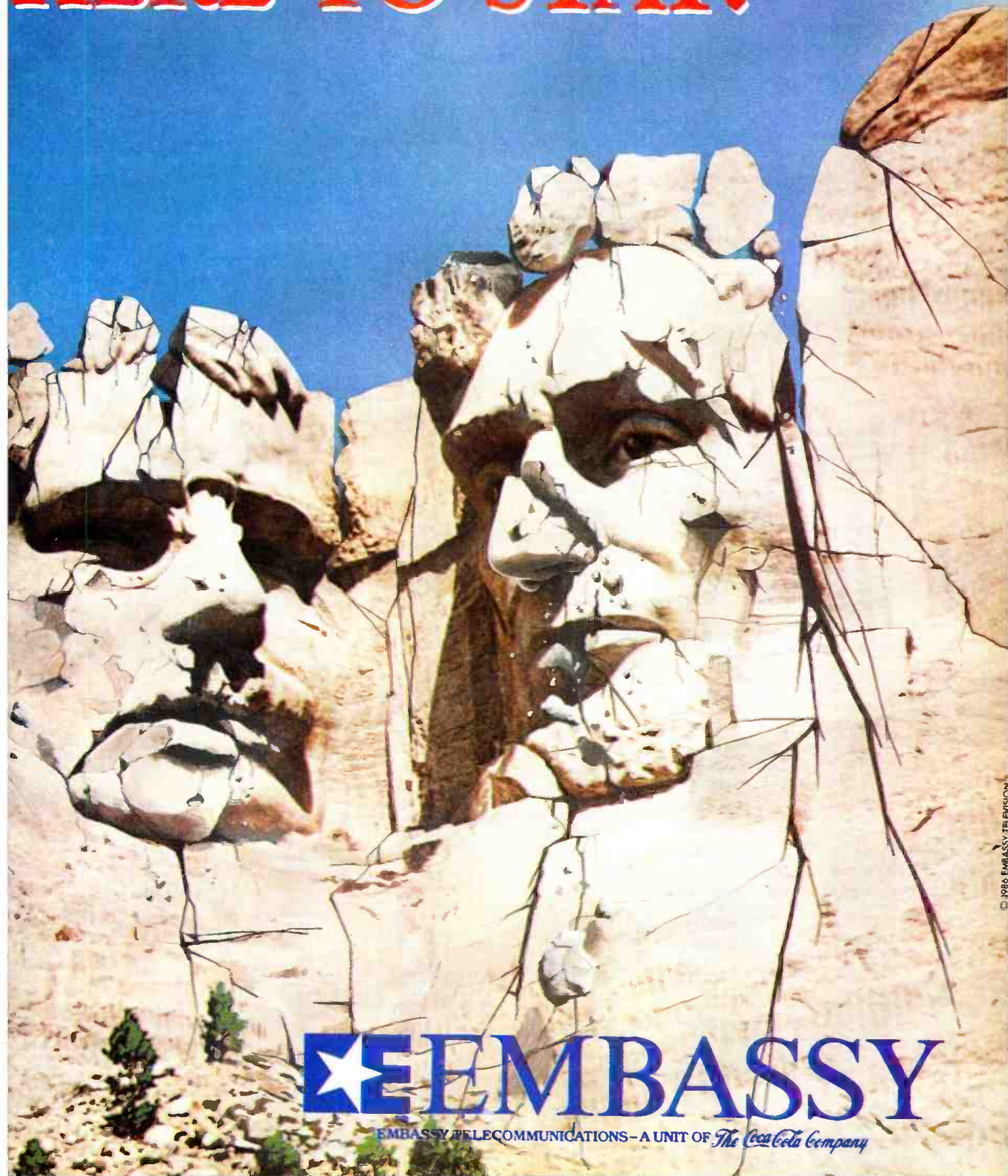


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This week

March 15-18—*National Cable Television Association* and *Texas Cable Television Association* combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

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

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

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

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

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

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

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

March 19—*American Women in Radio and Television*, Western New York chapter, meeting, "Marketing for Broadcasters: The Scales Aren't Tipped in Your Favor." Hyatt Regency hotel, Buffalo, N.Y.

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

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

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

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

March 21—Minority employment workshop, "Newswriting Techniques for Radio and Television," sponsored by *National Association of Broadcasters*. NAB, Washington. Information: (202) 429-5498.

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

March 21-23—*Foundation for American Communications* conference for journalists, "Medical Economics and Ethics." Co-sponsored by *NBC News*. Hyatt Islandia, San Diego. Information: (213) 851-7372.

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

Also in March

March 25—29th annual New York area Emmy awards.

sponsored *National Academy of Television Arts and Sciences, New York chapter*. Grand Hyatt New York. Information: (212) 765-2450.

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

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

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

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

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

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

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

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

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

March 31—Deadline for entries to "Summer '86 Student Internship Program" sponsored by *Academy of*

■ Indicates new entry

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

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

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

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

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

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

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

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

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

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

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

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

Major Meetings

att Regency, Maui, Hawaii.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

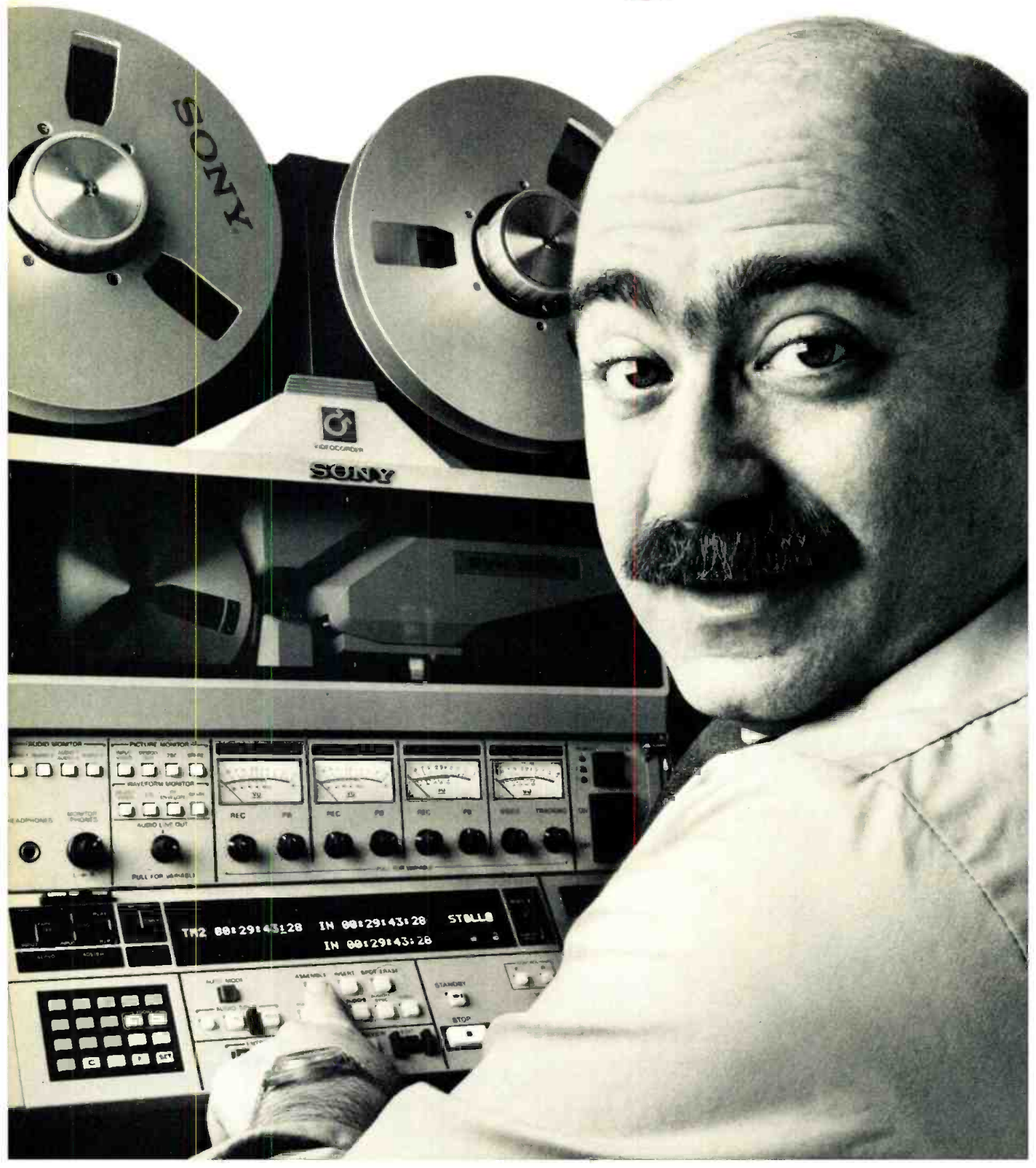


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Stay Tuned

A professional's guide to the intermedia week (March 17-23)

Network television □ **ABC:** *Triple Cross* (mystery), Monday 9-11 p.m. **CBS:** *If Tomorrow Comes* (three-part mini-series), continuing Monday and Tuesday, 9-11 p.m.; *Assassin* (action-adventure), Wednesday 9-11 p.m.; *Dallas: The Early Years* (drama), Sunday 8-11 p.m. **NBC:** *Bob Hope's Royal Command Performance From Sweden* (entertainment special), Wednesday 8-9 p.m.; *All Is Forgiven** (comedy series), Thursday 9:30-10 p.m. **PBS** (check local times): *Tell Me A Riddle* (drama), Monday 9-10:30 p.m.; *Trouble on Big Mountain* (documentary), Tuesday 10-11 p.m.; *Charters and Caldicott* (mystery), Thursday 9-10 p.m.; *Cavalleria Rusticana* (opera), Friday 9-10:30 p.m.; *By the Sword Divided** (drama series), Sunday 9-10 p.m.



Amadeus on The Movie Channel



Cavalleria Rusticana on PBS

Cable □ **Arts & Entertainment:** *American Dream** (dramatic series), Monday 8-9:30 p.m.; *Strataspere* (profile), Thursday 9:30-11 p.m.; *Morgan* (black comedy), Friday 8-10 p.m.; *Dinner at the Ritz* (comedy/melodrama), Saturday 10 p.m.-midnight. **Bravo:** *The Ballet Rambert Double Bill*, Monday 10-11 p.m. **The Discovery Channel:** *Hands** (craftsman profile series), Saturday 9-9:30 p.m.; *Lakeland Rock** (rock climbing series), Wednesday 7-7:30 p.m. **The Disney Channel:** *I Captured the King of the Leprechauns* (travel/legend), Monday noon-1 p.m. **The Movie Channel:** "Midnight Express" (drama), Monday 8-10 p.m.; "The Tin Drum" (foreign film), Tuesday 10 p.m.-12:25 a.m.; "Great Expectations" (drama), Wednesday 8-10 p.m.; "Being There" (comedy) Thursday 10 p.m.-12:15 a.m.; "Amadeus" (drama), Sunday 8-11 p.m. **WTBS(TV) Atlanta:** *Chiefs* (three-part mystery), Tuesday through Thursday, 8:05-10:05 p.m.; *12 Hours of Sebring* (conclusion of auto race, live), Saturday 10:25-11:35 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Famous Directors at the Museum of Broadcasting*, seminar with Arthur Penn, featuring discussion and highlights of director's work, Thursday at 5:30 p.m. *James Dean: The Television Work*, screenings of 25 live television performances, through April 29. *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. Information: (212) 752-4690, ext. 33.

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

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

Television Arts and Sciences. Information: (818) 506-7880.

April

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

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

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

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

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

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

■ **April 2—Advertising, Broadcasting and Communications Division of B'nai B'rith** dinner honoring Herbert Baum, president, Campbell Soup USA, and Harry Paster, executive vice president, American Association of Advertising Agencies. Grand Hyatt hotel, New York.

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

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

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

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

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

■ **April 3-5—Call for Action**, nonprofit action line affiliate of radio and television broadcasters, national conference. Broadcasters' breakfast: April 4. Sir Francis Drake hotel, San Francisco. Information: (212) 355-5965.

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

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

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

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

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

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

April 8—International Radio and Television Society "Second Tuesday" seminar. Topic: "Women in Electronic Communications—A Progress Report." Panelists include Jacquelin Smith, Capcities/ABC; Geraldine Laybourne, Nickelodeon; Ellen Hulleberg, McGavren-Guild Radio; Joan Lunden, ABC's *Good Morning, America*, abd Joan Hamburg, WOR(AM) New York. Viacom Conference Center, New York.

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

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

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KRIV-TV, Houston
WUAB-TV, Cleveland
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WCIX, Miami
WGNX-TV, Atlanta
KMSP-TV, Minneapolis
WTOG-TV, Tampa-St. Petersburg
KPLR-TV, St. Louis
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April 9—"Radio: In Search of Excellence," session in "Women at the Top" series sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 347-5412.

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

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

April 9—50th anniversary presentation of *Ohio State*

Awards. National Press Club, Washington. Information: (614) 422-0185.

■ **April 9**—*Women in Communications, New York chapter*, party to benefit Coalition for Literacy. Honorary hosts: Mrs. George Bush, CBS's Diane Sawyer and *Ms.* magazine editor Gloria Steinem. Studio 54, New York.

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

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

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

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loews Anatole, Dallas.

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

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

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

■ **April 13**—*Television Information Office* first general membership meeting, during NAB convention (see above). Dallas Convention Center, Dallas.

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

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

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

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

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

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

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

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

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

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

April 18-20—*Kentucky Cable Television Association* general membership meeting. Ramada Inn, Maysville, Ky.

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

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

April 18-20, 22-27—*Global Village* 12th annual documentary festival. Grants are made by *New York State Council on the Arts and National Endowment for the Arts*. Global Village is nonprofit video resource center. Public Theater, New York. Information: (212) 966-7526.

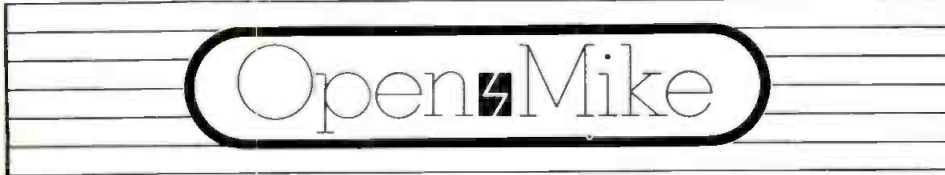
April 21—Telecast of Academy of Television Arts & Sciences "Television Hall of Fame." NBC-TV.

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

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

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

April 22-25—"Videographics" seminar, sponsored by *Poynter Institute*, nonprofit educational institution. Institute building, 801 Third Street South, St. Petersburg, Fla. Information: (813) 821-9494.



Renumbered

EDITOR: Thank you for your coverage of the International Radio and Television Society's award of its 1986 Gold Medal to Grant Tinker (BROADCASTING, March 10)—but his was not the 23d annual award. The NBC chairman is the 23d individual to be so honored, although this is the 27th year the award has been given, starting with David Sarnoff in 1960 through Ralph Baruch in 1985. In between, Gold Medals were awarded to three companies and one program, which accounts for the difference in numbering.—

Stephen B. Labunski, IRTS, New York.

Antiscrambling tactic

EDITOR: We do have recourse against HBO for its scrambling efforts. Let's all boycott Time-Life Publications. Now everyone who objects to the scrambling can cancel subscriptions to *Life, Time, People* plus monthly payments on books, etc. This will bring this problem into the proper perspective. Let's join together now.—*Bob Hansen, marketing director, Purchasing, Colorado Springs.*

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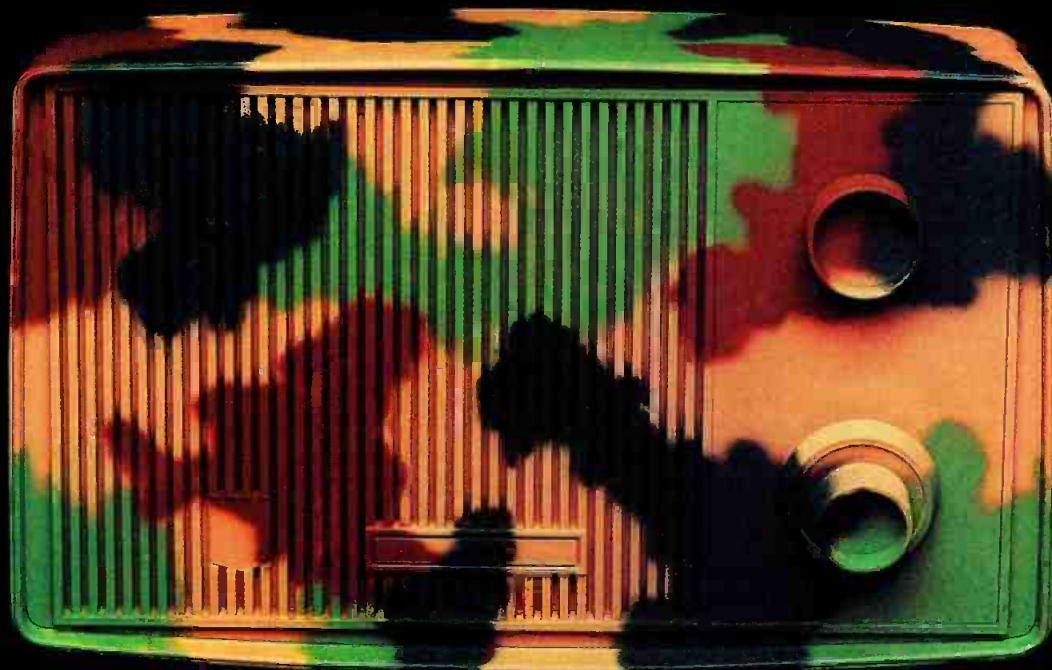
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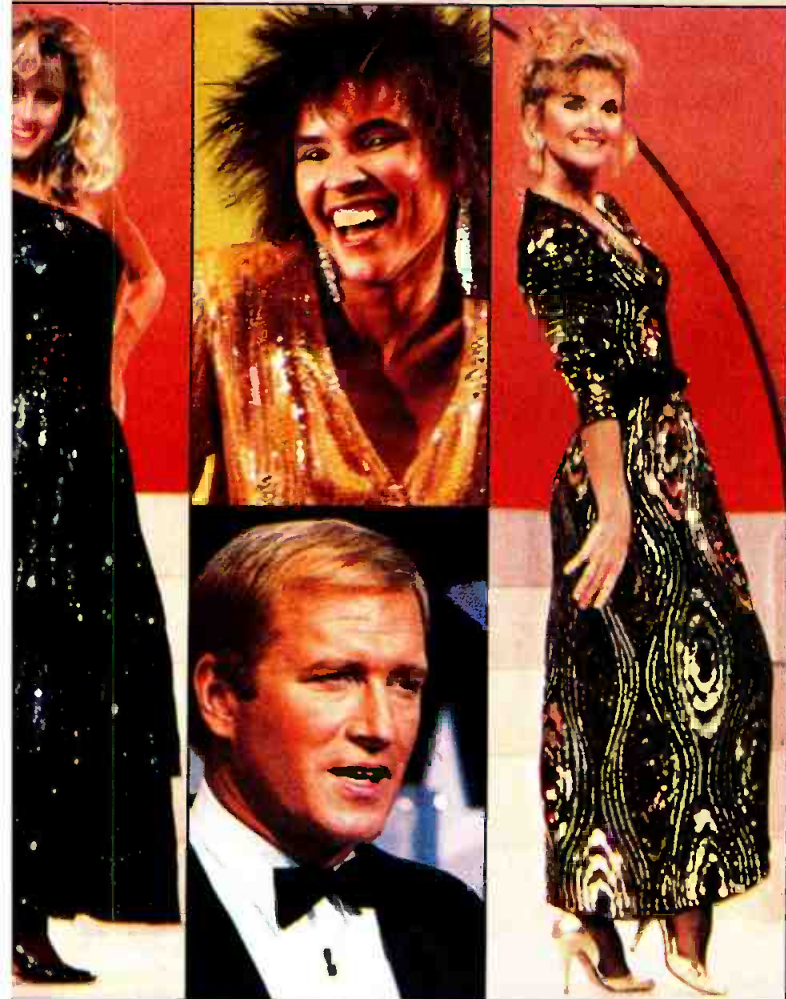
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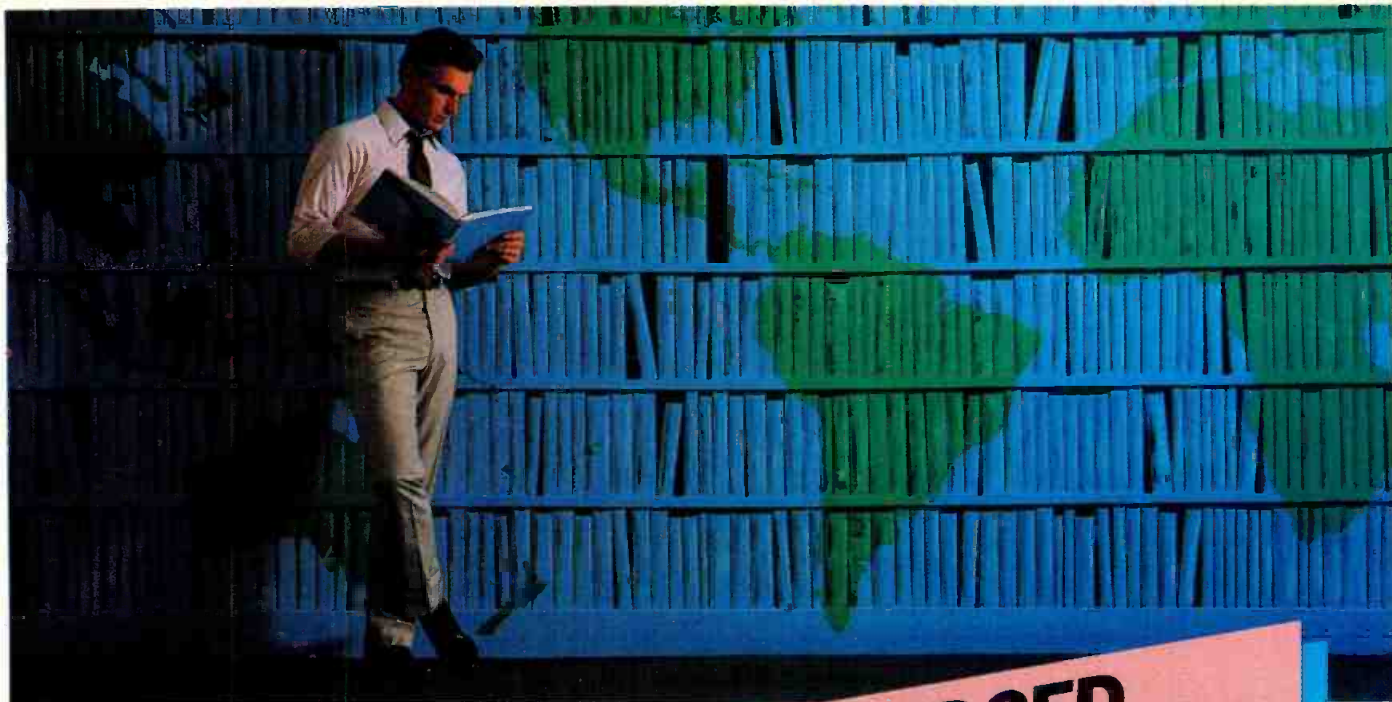
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WCIX	Miami/ Ft. Lauderdale	KVVU	Las Vegas
KSTP	Minneapolis/ St. Paul	KVRR	Fargo/Valley City
WXIN	Indianapolis	WJBF	Augusta
KTSP	Phoenix	KERO	Bakersfield
WKRC	Cincinnati	KAMR	Amarillo
WDAF	Kansas City	WOIO	Cleveland
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Broadcasting Mar 17

Vol. 110 No. 11

TOP OF THE WEEK

Searching for that 750-to-1 shot

ABC, CBS, NBC set to unveil pilots for 1986-87 prime time contention; law and order themes abound

This week 125 advertising executives will arrive in Los Angeles as guests of the three television networks' sales departments to be briefed on pilot development for the 1986-87 prime time season. Each network will take two days to walk the ad people through its pilot developments and perhaps show rushes from the studios. And although it will take a couple of weeks before the agencies begin to issue their annual reports on each pilot's prospects, what will be immediately evident is that detective shows and domestic sitcoms are popular with network programmers this season.

There are a total of 73 "firm-deal" pilots and series commitments at the networks, most of which will be delivered by the end of April—in time for the early May programing meetings when the networks pick the shows for their fall schedules. CBS is set to announce its prime time schedule about May 8, followed by ABC on May 13 and NBC on May 15.

The number of pilots is down from last season's 82, but about even with the 1984-85 development season total of 76. One of the reasons for the drop is that NBC is keeping its pilot commitment to a minimum because it is selectively ordering for specific time periods. Also, several projects are not going forward this season because the networks and studios have been unable to agree on license terms (BROADCASTING, March 10).

Not surprisingly, Capital Cities/ABC, third in ratings and most in need of rebuilding, will have the most pilots in the hopper—27 (15 pilots for one-hour series; 12 half-hour comedies). CBS has 25 (13 half hours, 12 hours) and NBC has 21 (12 half hours and nine hours). As always, each network could have a few late entries show up, but for the most part all have concluded their pilot ordering, and the following report represents a comprehensive list to date.

In a business as highly volatile as television programing, a studio's fortunes tend to rise and fall as fast as the ratings change. This year Paramount has the most projects: seven pilots (one of them a series commitment) at the three networks. The runners-up are MTM Enterprises, 20th Century Fox Television and Warner Bros. Television, each of which has six pilots. Columbia Pictures Television has five and Embassy Television and Lorimar-Telepictures have four each.

Law and order is the most popular topic at all the networks. Of the 73 pilots, 23 deal with some form of catching criminals—ei-



ABC's "Charley Hannah"



CBS's "D.C. Cop"



NBC's "Diary of a Perfect Murder"

ther detectives, undercover cops, international espionage or attorneys (*L.A. Law* from Steven Bochco and *Hardesty House* from ABC Circle Films).

A significant number of pilots, whether for financial reasons or to achieve a different "look," are also being produced outside Hollywood. CBS has seven pilots developed through its New York office; *Houston Knights* is being done in Houston, and *D.C. Cop* is being produced in Washington. Aaron Spelling is shooting a pilot called *Harry's Hong Kong* for ABC in that city.

There are many reasons to produce a show outside Hollywood, according to Josh Kane, vice president of program development for CBS Entertainment in New York. A big advantage, he said, is "to reach out to people who don't normally contribute to series television."

The pilot development process is a series of steps that narrows down the possibilities. Warren Littlefield, vice president of series programs at NBC Entertainment, said that for every 10 ideas the network hears—most pilot presentations by producers are done verbally—the network orders one script. And for about every five scripts it orders, one is picked for a pilot. Then, one of every three pilots becomes a series. And that's only the first step. Only two of every 10 new series make it to a second season. All that means that the ratio of ideas to shows that eventually make it to series is 150 to one, and the chances of having a hit with one of those ideas (that is, a series that returns for a second season) is 750 to one.

Perhaps to better the odds this season, producers and the networks have a record number of pilots that are spin-offs from regular series. Pilots have been ordered for spin-offs of *Cheers*, *Family Ties*, *Webster*, *Gimme a Break* and *Kate & Allie*. There is even a series commitment from a movie that was just released: ABC has ordered six episodes of a sitcom from Paramount titled *Gung Ho* and based on a movie of the same name that opened Friday (March 14).

This season the most important pilots may be those that never got ordered. Two Universal pilots—*The Ultimate Adventure Co.* from Don Bellisario and *Crime Story* from Michael Mann—broke down in the final negotiating stage because the network (NBC) and the studio could not come to terms on a license agreement. Because of the relative softness in the syndication marketplace for hour-long series, studios are not as eager to deficit finance a series when its after-market potential is risky.

To boost their chances of getting a series commitment from the networks, some studios are emphasizing that they will not turn

Leonard Goldberg is executive producer.

■ **Designing Women.** Columbia Pictures Television. Four Southern women, two of them sisters, form an interior decorating business. Executive producers are Linda Bloodworth and Harry Thomason.

■ **Home Improvements.** Scholastic Productions in association with Universal Television. A domestic comedy about a widower with three children who marries a divorcee with one child and moves to the New Jersey suburbs. Executive producer is John Matoian. Scholastic and Universal also produced *Charles in Charge*.

■ **Late Bloomer.** Reeves Entertainment. Stars Lindsay Wagner as an actress who returns to school after 14 years to study psychology and moves back into the home of her Brooklyn parents. The pilot will be based on this season's last episode of *Kate & Allie*.

■ **A Town Like Ours** a.k.a. *The 13th Ward*. Bill D'Angelo Productions in association with Group W Productions. The son of a Chicago alderman takes on his father's job but finds his idealism challenged by a pragmatic older politician. Bill D'Angelo is executive producer.

■ **Pals.** Bill D'Angelo Productions and P&G Productions in association with Group W Productions. A father returns to college and becomes roommate with his son.

■ **The Pam Dawber Project.** Warner Bros. Television. Pam Dawber, the co-star of *Mork and Mindy*, is a San Francisco photojournalist who opens her door to her 16-year-old sister who has run away from home. Burt Metcalfe, who produced *M*A*S*H*, is executive producer.

■ **The Popcorn Kids.** MTM Enterprises. An ensemble comedy about children who work at a movie theater.

■ **The Real Thing.** MTM Enterprises. An older woman strikes up a relationship with a younger man.

■ **Rita.** 20th Century Fox Television. A domestic comedy starring Rita Moreno as a toy design-

er married to a successful businessman. They decide to have a third child after their first two reach their mid-to-late teens. Pat Nardo is the producer of a script by Alan Leicht.

■ **Squad R.** Lorimar-Telepictures. About a white teen-ager from Beverly Hills who moves to New York City and joins an all-black basketball team at an inner city high school. Executive producers are Stuart Sheslow and Jeff Freilich.

■ **Tommy Chong Project.** Blue Collar Productions in association with Embassy Television. An atypical family situation featuring an Auntie Mame-type mother, a straight-A student daughter and an attorney son and his streetwise best friend. Tommy Chong, of the Cheech & Chong comedy team, developed the pilot. Chong and Howard Brown are executive producers.

Hours

■ **Adams Apple.** CBS Productions. Stars Sidney Walsh as Tony Adams, a female private investigator. Executive producer is Frank Abatemarco (*Cagney & Lacey*, *Mike Hammer*). *Adams Apple* will be filmed in New York.

■ **D.C. Cop.** Stonehenge Productions in association with Paramount Television. Stars Washington actor Cotter Smith (Bobby Kennedy in Operation Prime Time's *Blood Feud*) as a former investigative reporter who becomes a Washington cop. Executive producer is Dick Berg (*Hometown* and mini-series, *Space*). From a pilot co-written by Berg and Grady. Also stars Robert Hooks. To be filmed in Washington.

■ **Houston Knights.** Jay Bernstein Productions in association with Columbia Pictures Television. Stars Michael Pare, Michael Beck and Leigh Taylor Young. Pare plays a hip Chicago cop who transfers to Houston and gets partnered with a straight-laced Texas police officer (Beck). Their boss is played by Young. Pilot being shot in Houston with series production there as well.

■ **Kay O'Brien, Surgeon.** Orion Television.

Stars Patricia Kalember (co-starred in *The Equalizer* pilot) as a second-year resident at New York's Bellevue hospital. She must cope with the trials of residency and a profession largely dominated by men. Bill Asher is producer, Richard Michael is director. Will be filmed in New York and Toronto.

■ **Lily.** Viacom Productions. Action adventure series starring Shelley Duvall as an associate curator at a Washington museum. When when not searching for artifacts, she is a trouble-shooter, searching for stolen art. Executive producers are Duvall and Andy Borowitz. Pilot written by Borowitz. Supplier is Duvall's Platypus Productions in association with Viacom Productions. Production began on March 11 with location shoots in Los Angeles, Washington, London and Acapulco.

■ **Outlaws.** Universal Television. Stars Rod Taylor, William Lucking, Charles Napier, Richard Roundtree and Patrick Houser. Romantic western. Executive producer is Nicholas Corea, producer is Steve Caldwell.

■ **Shell Game.** Warner Bros. Stars Margot Kidder and James Read. About a con artist couple. He, trying to escape his past, gets a job producing a local TV show solving other people's problems. She still wants to con them. Executive producer is Michelle Rappaport.

■ **Spies.** Lorimar-Telepictures. Executive producer is Gary Adelson. About an older, master spy (played by Tony Curtis) and his young, protege/partner. The master spy is a high-living, playboy and his protege is assigned by their agency to keep an eye on him. Production begins March 24.

■ **Starting Over.** Warner Bros. Stephanie Powers is a recent widow who lives in London and goes to work as an assistant for PR firm owner, Ava Gardner, and finds adventure. Producer is London-based Bill Hill, who was the English producer of the 1984 mini-series *The Last Days of Pompeii*.

■ **Untitled project with Reeves Entertainment.** Stars Matt McCoy and Leah Ayres in a romantic comedy about two people who work for a reclusive, eccentric multimillionaire and pose as wealthy socialites during his frequent absences. They manage to "do good" while acting out their charade. Executive producer is Merrill Grant along with Alan Wagner.

■ **The Wizard of Elm Street.** 20th Century Fox. Stars David Rappaport (the dwarf in the theatrical movie, "The Bride") as a tinkering toy maker whose genius for gadgetry and illusion proves a strategic weapon for both the U.S. government and private citizens. Executive producers are Paul Radin, Michael Berk and Doug Schwartz.

■ **Mickey Spillane's Mike Hammer.** Jay Bernstein Productions in association with Columbia Pictures Television. After a year's absence from the network's schedule, *Mike Hammer* is again under consideration. A new pilot is being produced with Stacey Keach returning in the title role and Lauren Hutton in the female lead. The producers are making the new Hammer more like Raymond Chandler's Phillip Marlowe character. To broaden the show's appeal, they are toning down what some critics saw as Hammer's sexist attitude. Executive producer is Jay Bernstein. New, two-hour pilot will air this spring.

Burger denies Mutual coverage request

Chief Justice Warren E. Burger has left no doubt his opposition to broadcast coverage of the Supreme Court—whether by radio or television—remains as firm as ever. The Mutual Broadcasting System tested Burger's feelings on the matter with an offer to cover live and without commercial interruption the oral argument the high court is scheduled to hear April 23 on the constitutionality of the Gramm-Rudman-Hollings budget-balancing act. Burger's answer, in effect: "No way, Jose."

Mutual's law correspondent Stephen Nevas, originally made the proposal in a letter dated Feb. 10. He said the broadcast would be delivered by satellite to Mutual's 850 affiliate stations and could be accomplished without interfering with the court proceedings; Mutual could use the audio signal generated by the court's existing high-quality sound system. Nevas said he had been encouraged to make the proposal by a speech Burger had made to the National Press Club on Dec. 19 in which, Nevas said, Burger "seemed to imply" there were conditions under which he would consider broadcast coverage of the high court's proceedings.

Eight days later, Burger replied—tersely: "There is no basis whatever 'to imply' that any circumstances would exist in which I would favor television coverage of Supreme Court proceedings," adding, "That is entirely incorrect."

Nevas took what he could from the letter's exclusive reference to television. He sent another message to the chief justice to argue that, "whatever problems televised courtroom proceedings might present, a different view could be taken of radio in similar circumstances."

All to no avail. On March 6, Burger wrote Nevas to say, "It is not possible to arrange for any broadcasting of any Supreme Court proceeding." Then he added in a handwritten note, "When you get cabinet meetings on the air, call me!"

However, Mutual is not giving up. Ron Nessen, vice president for news, said in a statement that the Supreme Court is "the sole remaining branch of government" forbidding such coverage. But, he said, "We will continue to request permission to broadcast important Supreme Court cases."

NBC

Half hours

■ **A.L.F.** NBC Productions. The title stands for "Alien Life Force." Stars Max Wright (*Buffalo*

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A photograph of a monkey in a dense jungle, looking towards the right. The monkey is the central focus, with its body and face clearly visible against the dark, textured background of the forest. The lighting is dramatic, highlighting the monkey's features and the surrounding foliage.

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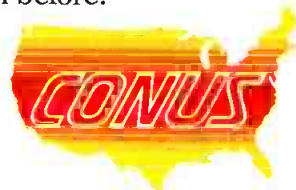


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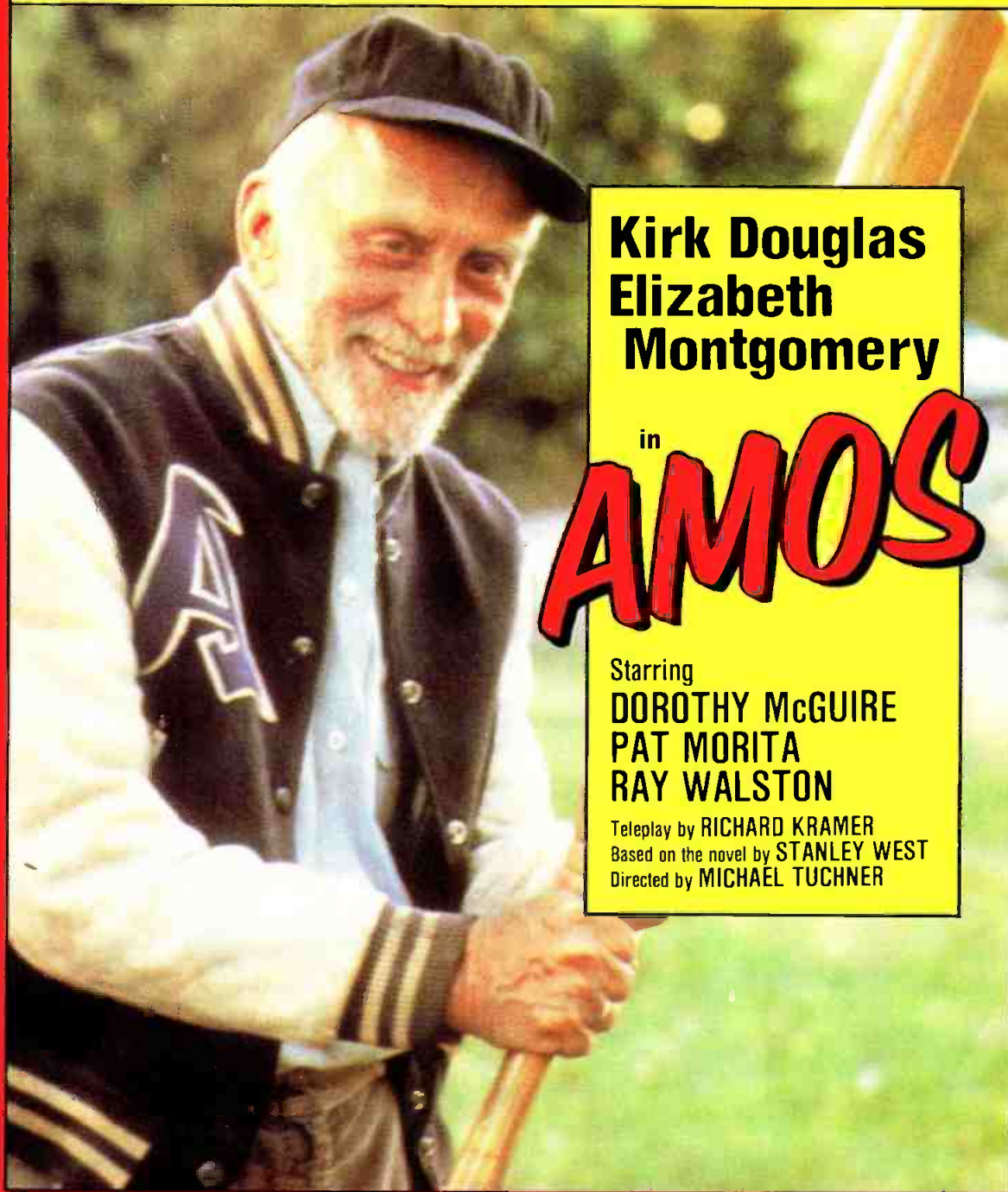


Life on the upside with Jim Mooney

The president of the National Cable Television Association has had a trying—and testing—time of it since assuming office in 1984. And, from the perspective of hindsight, a largely triumphant time. Among the accomplishments that leap immediately to mind: passage of the Cable Communications Policy Act and, most recently, the must-carry agreement worked out with key elements of the broadcasting industry (if not yet with the FCC). Neither Mooney nor NCTA has run out of regulatory concerns to occupy their attention, but both seem in command of their turfs. That's the tone struck in this overview of the cable universe, conducted with BROADCASTING editors on convention eve (see page 54).

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Starring

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Teleplay by **RICHARD KRAMER**

Based on the novel by **STANLEY WEST**

Directed by **MICHAEL TUCHNER**

**... And There's
More To Come**



ENTERTAINMENT

Source: Based on Nielsen Television Index.

SIAs (Sept. 16, 1985-Feb. 23, 1986).

Telecast by CBS-TV, Sun., Sep. 29, 1985, 9-11 P.M.



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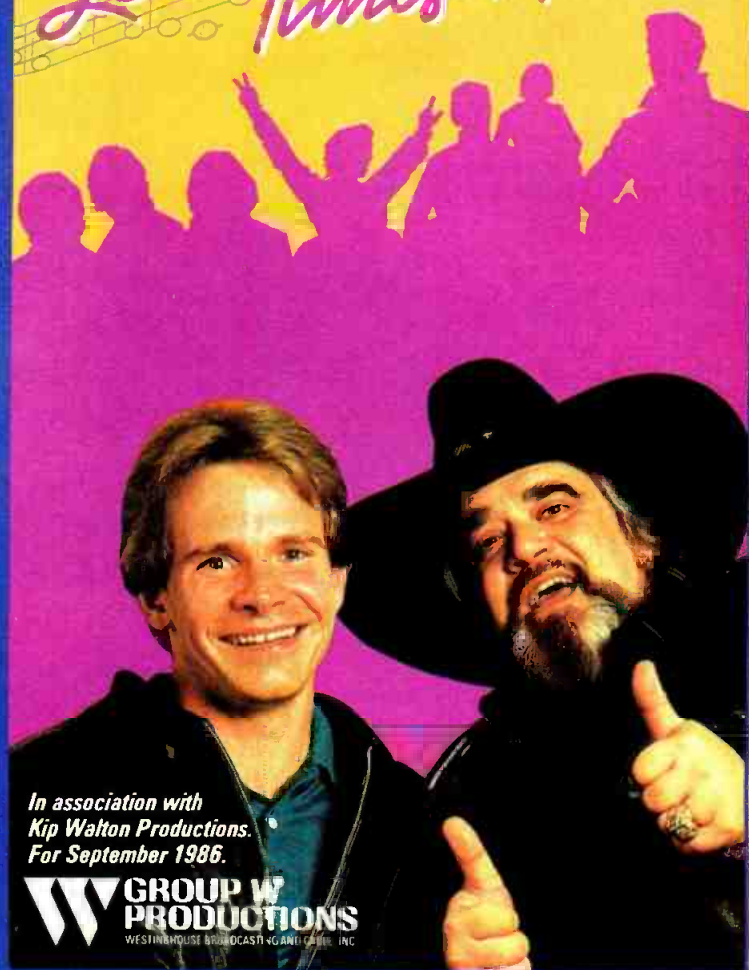
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To start with last things first, how did you get started with negotiations with the motion picture industry for a flat fee?

We had some conversations with Jack Valenti and his people following Jack's speech at the Western Cable Show, wherein he suggested that the two of us might want to work out some solution to this perpetual conversation we have on cable copyright. They suggested that the way to do it might be to go to a flat-fee-per-subscriber-per-signal system instead of the current system, which is so complicated and requires the Copyright Royalty Tribunal to exercise its discretion from time to time.

We have been negotiating on the flat fee for almost a year. Initially there was too much on the table for both sides, and ultimately the staffs of the two associations recommended to Valenti and to me a very streamlined, simple, flat fee scheme. But knowing that these things are inherently sensitive and difficult, both withheld our approval until we talked to our people. It became apparent a couple of months ago that there was some serious trouble inside the MPA community with the flat fee solution. We decided we'd just hold our fire and wait to see if they were going for it. Ultimately, they decided not to.

What was the trouble within the MPA?

I think the trouble was over the fact that any flat fee would reduce the disincentive to carry additional distant signals that had been created by the CRT's 3.75% ruling. They wanted that disincentive to remain [to stem the spread of superstations, which, they feel, depress the value of their syndicated programming], but if you go to a flat fee, inherently you're taking that disincentive out.

Why was that such a good deal for you?

It wasn't a terrific deal for us. It wouldn't have been a great coup for us, and on an industrywide basis, it would have saved us very little, if any, money. What it would have done was precisely what the movie guys ultimately objected to—it would have taken out the disincentive to carry additional distant signals posed by the 3.75 decision. But in a larger sense, it also would have rescued us from the periodic outrages committed upon us by the CRT community, and would have given us some stability.

Is this deal dead?

It is quite dead. When Jack and I met he told me that they decided their bottom line was that they had to have a sunset clause for the compulsory license, and I told him, as I've told him many times before, that there's no way that'll happen. He looked at me and I looked at him and nobody blinked and that was it.

Now, I would hazard a guess that he and his troops will go to the Hill and agitate for repeal of the compulsory license, and we certainly will go to the Hill and resume our crusade for repeal of 3.75 and for enactment of CRT reforms, and perhaps after a year or so of this controversy, Congress will get sick of it, the relevant committee chairman will call in all parties and say, "Here, go work this out."

What I've been trying to do is to rebuild the system so as not to have that continuing controversy. Because it eats up our time; it's a terrible waste.

Does must carry fall under the category of structural problems that stand between you and various other parts of the universe?

Well, the structural problems I was referring to are interior to the copyright law. The principal structural problem is that you've got a substantial amount of discretion invested in an agency with no accompanying guidelines for exercising that discretion.

What will be the next move you make on copyright?

We'll go back to the Hill and urge that which we urged prior to the commencement of the negotiations—elimination of 3.75 and our laundry list.

Are there things other than the may-carry status that have to be cleaned up in order to effectuate the must-carry rule?

In order to effectuate the must-carry rule, nothing has to be cleaned up.

Not the may carry?

Well, you'll have to be a little more precise about what you mean by may carry.

Those stations that used to be must carry under the old must-carry rules, will be may carry under the new rules, but if they are distant signals there's a need to exempt them from copyright...

You're dealing with two different things here. Those signals that used to be must carry under the old rule and now would be may carries don't have any problem. The problem, if any, is that there may be a few signals here and there—and I'd like somebody to tell me exactly where they are—that now are distant signals but would be must carries under the new rule. And the deal says if that situation arises, then the operator doesn't have to carry them.

I said that we'd consider going to the Hill to help fix that one but I haven't said that we absolutely will, and I sure as hell am not going to go out and create a vehicle at the risk of creating a vehicle for some other bad rule. Especially given the current state of hostility which appears to exist between us and the motion picture community.

It's not a big deal. There are going to be so few and far between of these that it's almost a theoretical problem.

What about your must-carry deal itself? Does it carry within it compulsory license protection as opposed to just the NAB and the other broadcasters agreeing not to go after the compulsory license? Is there anything in the must-carry law that says the compulsory license stays?

Well, the commission can't instruct the Congress what to do. The deal envisions a free-standing must-carry rule.

But what if Valenti were to be successful in getting the compulsory license repealed?

Then you'd have a problem. You can't have a must-carry rule without a compulsory license, at least for local signals. You can't require somebody to carry something on one hand and then open it up to copyright liability, or infringement liability because he does.

But please! The chances of the Congress repealing the compulsory license for either distant or local signals are about as likely as the chance that it will snow in July. You're setting up the interest of 10 guys in Hollywood against 37 million television households that have gotten used to it and want to continue receiving distant signals. It just isn't going to happen.

It will be a pain in the butt for us to have to have a fight with Hollywood about this, but it's unlikely that it will happen.

What do you think of the must-carry negotiation and its results?

Well, we haven't undergone a Damascus Road conversion with respect to our attitude on must carry; we don't think that must carry is a particularly good idea. But we think that from a political and practical perspective, it's a pretty good deal and certainly a livable deal from our side. Otherwise we would not have agreed to it in the first place.

And now, I suppose, the question is whether the commission will accept it—and I do not know the answer to that.

Do you have a guess or feeling?

Well, I hope they'll accept it, but my opinion has not changed since St. Maarten as to who will have to do the intellectual work required to get the commission to accept it. We're not going to go out and all of a sudden argue that this is absolutely constitutional, and this is absolutely necessary to the public interest, and absent this there is a substantial threat to the survival of local broadcasting. Because I don't know any of those things to be the case. What our role will be is to make clear that we have agreed to this.

So that's as far as you'll go with it?

Yes. I would point out that it has been crafted with an eye to the constitutional problems and it has been crafted with an eye to leaving the cable operator a reasonable amount of discretion and latitude in running his business. We seriously recommend that the commission adopt this, but there is a certain quantum of intellectual analysis that

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will have to accompany this that runs to such questions as why this is necessary to the public interest and how this is necessary to prevent unacceptable harm to local broadcasting. The broadcasters will have to provide that analysis.

Are you going to be able to keep your horses in line?

I think there probably will be some opposition within the cable industry, but I don't expect there will be a great deal. I've talked to quite a few people in the last few weeks, and I think we have a consensus that this is something that we ought to do, but no more than this.

How do you square your brief in the *Preferred* case—which as I read it holds that cable is just like a newspaper—how do you square that, with recommending to the FCC that they take channels away from you?

I square that by observing that a foolish consistency makes survival in this town very difficult.

Isn't it a very real fact, however, that you may be undermining your case in the Supreme Court because they'll see that cable is really not serious about this constitutional issue? Doesn't that hurt you?

I think it would show excessive hubris for me to believe that the Supreme Court decides constitutional issues according to what deals Jim Mooney makes or doesn't make. I think the court—which, after all, is composed of senior jurists appointed for life and who do not have to seek re-election—will make whatever they think is the right decision on cable's constitutional status under established theories of law.

But those clerks up there, who do a lot of the thinking, might be saying to themselves that cable speaks with a forked tongue, that it doesn't really believe that it is like newspapers, because if they really believed that they were like newspapers, they would have told the broadcasters to hit the bricks.

I think the court will make its judgment based not on whether the cable people think they are like newspapers, but on whether the court thinks cable is like newspapers.

I have never said that this must-carry deal does not have serious constitutional problems, and I can't say with certainty that this deal is in fact constitutional. All I know is that it is a whole lot less unconstitutional than the old rules were. It is much less an egregious intrusion into the cable operator's editorial judgment than was the previous rule.

Isn't that a principle in law, that you have to impose the least onerous restraint?

Yes. It is an explicit principle of the O'Brien test, which is probably the test that governs these cases. That states simply that in order to overcome someone's First Amendment rights, we first have to set up substantial governmental interest, and then demonstrate that the nature of the remedy selected is the least intrusive means of accomplishing it.

What is the worst-case scenario of losing the *Preferred* case?

I suppose the worst case would be that the Supreme Court will say that we don't have any First Amendment status, but I don't think that's going to happen.

Frankly, I increasingly feel better about the *Preferred* case. I think it's unlikely that there would be a result in *Preferred* that would be seriously damaging to the industry, whichever way the court goes on the technical issue that is before it, which is an issue involving the right of a city to franchise cable systems and to have them franchised, more or less, per se. I don't think there is a likelihood of this case coming out as a big downside for cable. The real question is how much of an upside there will be.

But if there's too much upside, you're going to go right over the hill and down again. What if the court says there's nothing the cities can do, not even to require universal service, which is one of the things you suggested would be OK? And they say, "Well, anybody can do

anything they want out there because it's just like a newspaper," and so I start stringing cable through my neighborhood.

It's not really a question of whether it's like a newspaper; it's whether it's identical to a newspaper.

I can't say it's identical to one.

I kind of doubt it. That's why we said that we thought it might be legitimate for a city to require each cable operator to build out the whole jurisdiction.

What's the difference between alike and indential?

Well, I suppose you could say that a terrier is like a beagle, but not identical to a beagle.

I'm beginning to hear a no-discouraging-words theme—that they can't really get you on copyright, that you don't think it's going to go bad in the *Preferred* case and you don't really care what happens on must carry from here on out. It sounds as if there's no downside at all.

I wouldn't say that; I wish it were that simple.

You know if must carry were the only issue we had to worry about, we wouldn't have bothered to try to work anything out with the broadcasters. But we have a whole array of public policy interests that we have to look out for, including copyright, plus pole attachments and telco crossownership, plus cable being able to offer data transmission services and so forth.

We have to defend our interests in some issues, as with scrambling. And I suppose we're never going to entirely escape from the inherent tendency of people who, when they see a wire, want to regulate it. And I regard the public policy responsibility that NCTA has as being not merely one of fighting battles, but really, one of managing this entire array of public policy interests. Sometimes that requires fighting battles and sometimes it requires working things out—and sometimes I suppose it could even require deferring certain elements on our agenda.

But I certainly don't want to be Pollyanna-ish or to suggest that there are not potential pluses or minuses in any approach that we might take toward any of these things.

I don't take anything for granted—including the compulsory license. You know, we've been on a winning streak for a while now, and when you are deep into a winning streak is precisely the time when you begin to get careless. A good part of my job is making sure that we don't get careless.

What do you hope to accomplish on the pole attachment issue?

We've got some trouble on that. A federal court of appeals in Atlanta threw the whole law out as an unconstitutional taking of property. And while that is not yet the law of the land, the case is on appeal to the Supreme Court, and I might add, should the Supreme Court ultimately agree with the Atlanta court—which I hope it will not—then I suppose we would have to go back to Congress to get the pole law fixed.

In the meantime, the FCC is not adjudicating complaints.

On the compulsory license, let's say that for 10 or 15 years you manage to keep it alive, despite a concerted and continued onslaught by the movie people.

Well, the broadcasters have promised that they will not go for it, and I think it's worth noting that as part of the deal Ted Turner made with baseball last year, baseball promised that it would not seek repeal of the compulsory license. So the movie people appear to be in this alone.

Is that agreement with the broadcasters worth the paper it's written on?

Well, I doubt if you could sue them, but you have to assume they're honorable. But it really isn't appropriate at this point to speculate on possible perfidy in the ranks of the broadcasters. I think they are honorable men, and I trust I will not be proved wrong.

My point was, at what point will the cable industry—or will it ever—be able to survive the loss of the compulsory license? Would that be

Armageddon for you?

Oh, I don't think it would be Armageddon for us at any point. I think the real question is, at what point might the cable industry agree to relinquish the compulsory license. I don't have any answer to that, except that it won't be real soon.

Are you worried about any of the antiscrambling bills entered by the home satellite industry?

Let's put it this way. They have about as much chance of succeeding as the bill to eliminate compulsory license. Or less.

You know, unless somebody can demonstrate that there is a problem, I don't think Congress is going to act. And I don't think that anybody has demonstrated that there is a problem.

What do you see as NCTA's role in this whole scrambling, TVRO business?

Our role has really been an educational one—one of providing a forum to discuss scrambling in broad terms. We are for scrambling; we take it as axiomatic that if we're going to be in the pay television business, we have to take reasonable steps to protect the economic integrity of the product.

But beyond that, we as a trade association do not have any role insofar as specific distribution deals are concerned. I don't know what has transpired between Viewers First National and the programmers, nor in fact do I know what has transpired between cable operators and the programmers, other than what I read in the trade press.

But you have a policy role, don't you? Don't you have an obligation to say how all this fits?

Our principal obligation is to manage the industry's interest in whatever the political issue is, to try to point out to Congress that this is not a problem which requires a legislative solution or which would be helped by a legislative solution.

Do you think that's under control?

Yes and no. Because I don't think there really is a problem.

You know, this issue has gone through a whole series of manifestations. It started out with the dish people being against scrambling, per se, and then they gave up on that. And then the issue got to be programming—whether programming was going to be made available to dish owners. And it became clear that the answer to that question was yes. And then the issue got to be whether multiple decoder boxes would be necessary, and the answer to that became clear when the M/A-Com technology acquired general acceptance. Then the issue got to be whether programming would be made available at a reasonable price. But now everybody, including Viewers First National, appears to agree that a reasonable price is a price approximate to that charged to the cable subscriber. And so forth.

And you really begin to wonder after a while what the issue is, and the issue ultimately may be whether Rick Brown [counsel to SPACE] can get a contract to distribute Showtime. And if that is the issue, I don't think Congress is going to lend its full force or majesty to helping out one particular guy who may or may not have the wherewithal to be in the distribution business.

I think the issue is: Does Congress have to step in to so structure the market that there is some kind of competition here? Or is it just going to let things go along as they are and not worry about it?

In order to persuade Congress to step in, they're going to have to show real evidence of a conspiracy to lock up the market and exclude the competition. And I really don't think that proof of that kind can be shown because it doesn't exist.

If the product is being made available to dish owners at a price approximate to that charged to cable subscribers, what is the consumer issue?

That they should get it for less than the cable subscriber because they bought the hardware.

But where is it written that the pricing of a product like this has to be the same as pricing conventions, for example, in the home remodeling business, where it is normally done on a cost-plus-markup basis.

Is it not a fact that pricing a product of this kind generally is established by what the market tolerates? Is it not a fact that pricing a product of this kind is established by the optimum nexus between price and penetration—which is to say, that price which generates the optimum revenue? Isn't that how videocassettes, for example, are priced? Isn't that how books and magazines are priced, or movie tickets?

A leftover note on must carry. What is likely to be the resolution of the public broadcasting issue?

Well, I've been talking with the public broadcasting people for quite a few months now about this, and there has been an understanding that should we be able to work something out with the commercial broadcasters, we will then talk to the public broadcasters and see if we can get some mutually agreeable solution to their problem. And I intend to do that.

Do you have a solution in mind?

No comment.

Have you heard about the suggestion that they might use access channels?

Yes, I have.

Could you disclose your view of the state of the industry, on the eve of this convention?

Oh, I think the state of the industry is quite good. There is a very positive air about the industry these days—a more settled air.

Part of the positive nature of this air is that it is not an air of false euphoria, which from time to time has characterized cable. But rather, one in which we are only 10 months out from total deregulation of price impact, and we see an end to much of the excessive and intrusive regulation that has plagued our industry since its inception. Which of course is not to say that we don't have our problems; the difference is that these are really business problems. I think that we are going to see cable operators continue to be very interested in improving their marketing and in improving their customer service—two areas in which we have not done all that well historically.

And I don't want to beat this to death, but I think there's going to be a very strong and an intense interest in the development of the quality of cable programming, because ultimately that's where it all is. That's what we're selling.

Do you have specific figures as to where you are this year in growth as compared to last year and where you think it's going in terms of penetration?

That is largely a function of construction. It is very difficult, however, to predict with precision growth in penetration, which of course is the percentage of homes passed which actually take the service. We've been stuck in the high 50's in terms of the number of homes passed. And I think it's obvious that if we are to make significant gains in penetration, that will have to be a result of better marketing, customer service and programming. But all of these are problems capable of being overcome; they are problems amenable to business solutions.

You don't think it's a natural law that 55% is the highest penetration that can be achieved?

No, I do not.

You said in the wake of the must-carry agreement that we were running out of issues that divide the cable and the broadcasting industries.

Well, there are plenty of issues, unfortunately, that divide cable and other industries.

Will your thrust in the future be more toward the MPAA and the telcos? And what's that situation?

It's two fundamental kinds of issues. The first set has to do with whether we will be able to get into businesses that the telcos regard as their private preserve. The second set has to do with whether telcos will themselves be allowed to get into business that we and some other industries think they should not be in. ✎



Dallas, Texas March 15-18

NCTA

CABLE 86

The National Cable Television Association's 35th annual convention is under way at the Dallas Convention Center. Upwards of 13,000 attendees are expected for the show, which will feature 47 sessions, many on the hottest topics in cable—must carry, scrambling, compulsory license and pay per view. The complete agenda, which includes a special address by House Majority Leader James Wright Jr. (D-Tex.), appears below. Some 280 exhibitors are expected. A review of what is to be showcased runs from page 68 to 84.

Sunday, March 16

Opening session. 9-10:30 a.m. Convention center arena. Welcome by William Strange, Sammons Communications, and James Mooney, NCTA. Special address: Representative James Wright Jr. (D-Tex.). Roundtable: Moderator: Ed Allen, Western Communications. Panelists: Bob Marbut,

Harte-Hanks Communications; Francis Vincent Jr., Coca-Cola Co.; Nicholas Nicholas Jr., Time Inc.

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

Cross-Currents of Cable and Utilities—Competition or Collaboration. West Ballroom B. Moderator: James Hirshfield Jr., Summit Communica-

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On hand covering the show. BROADCASTING's editorial, advertising and administrative staffs will be headquartered at the Plaza of the Americas in Dallas for the National Cable Television Association convention. On hand will be Harry Jessell, Kim McAvoy, Stephen McClellan, Mark Miller, Skip Tash, Tim Thometz, Don West, Ruth Windsor, Len Zeidenberg.

tions. Panelists: Jay Ricks, Hogan & Hartson; John Rivenburgh, Rogers Cablesystems; A. Allan Kurtze, Centel Cable; Albert Halprin, FCC; Gina Keeney, Senate Commerce Committee.

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

Once You Sign on the Dotted Line: What Happens After Acquisition? West Ballroom D. Moderator: James Murphy, Comcast. Panelists: Loreli Cohn, Centel Corp.; Edward McCarthy, American Television & Communications; James O'Brien, Jones Intercable; Kenneth Warner, United Cable Television.

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

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

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

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

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

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

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

Monday, March 17

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

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

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

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

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

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

Cable Distribution Design—Variations of Standard Techniques. Room W116. Moderator: Joseph Preschutti, AM Cable TV Industries. Panelists: Thomas Straus, Hughes Aircraft Company; James Chiddix, Oceanic Cablevision;

From: Business Media Week—February 17, 1986

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According to Institutional Investor's *Corporate Financing Week*, for the second year in a row Henry Ansbacher Inc. led the nation's investment banks in total merger and acquisition transactions initiated with 36 deals in 1985. Ansbacher specializes exclusively in mergers and acquisitions in the media and communications industry.

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5	Bear Stearns	16
5	Drexel Burnham Lambert	16
6	Merrill Lynch	15
6	Paine Webber	15
6	Salomon Brothers	15
7	Prudential-Bache Securities	11
8	Smith Barney, Harris Upham	10
8	Shearson Lehman Brothers	10
9	Alex. Brown & Sons	9
10	Donaldson, Lufkin & Jenr.	9

Source: *Corporate Financing Week*



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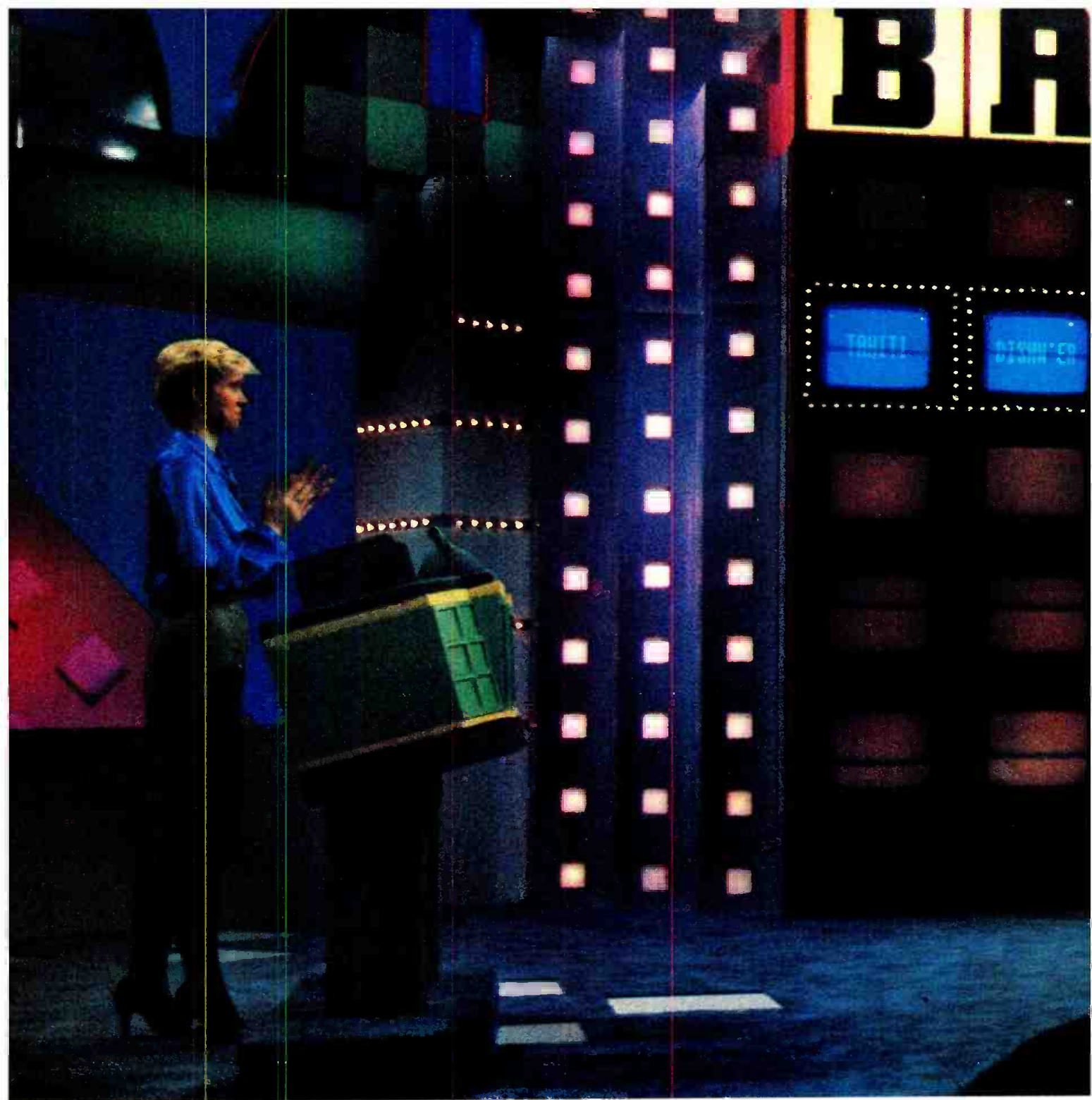
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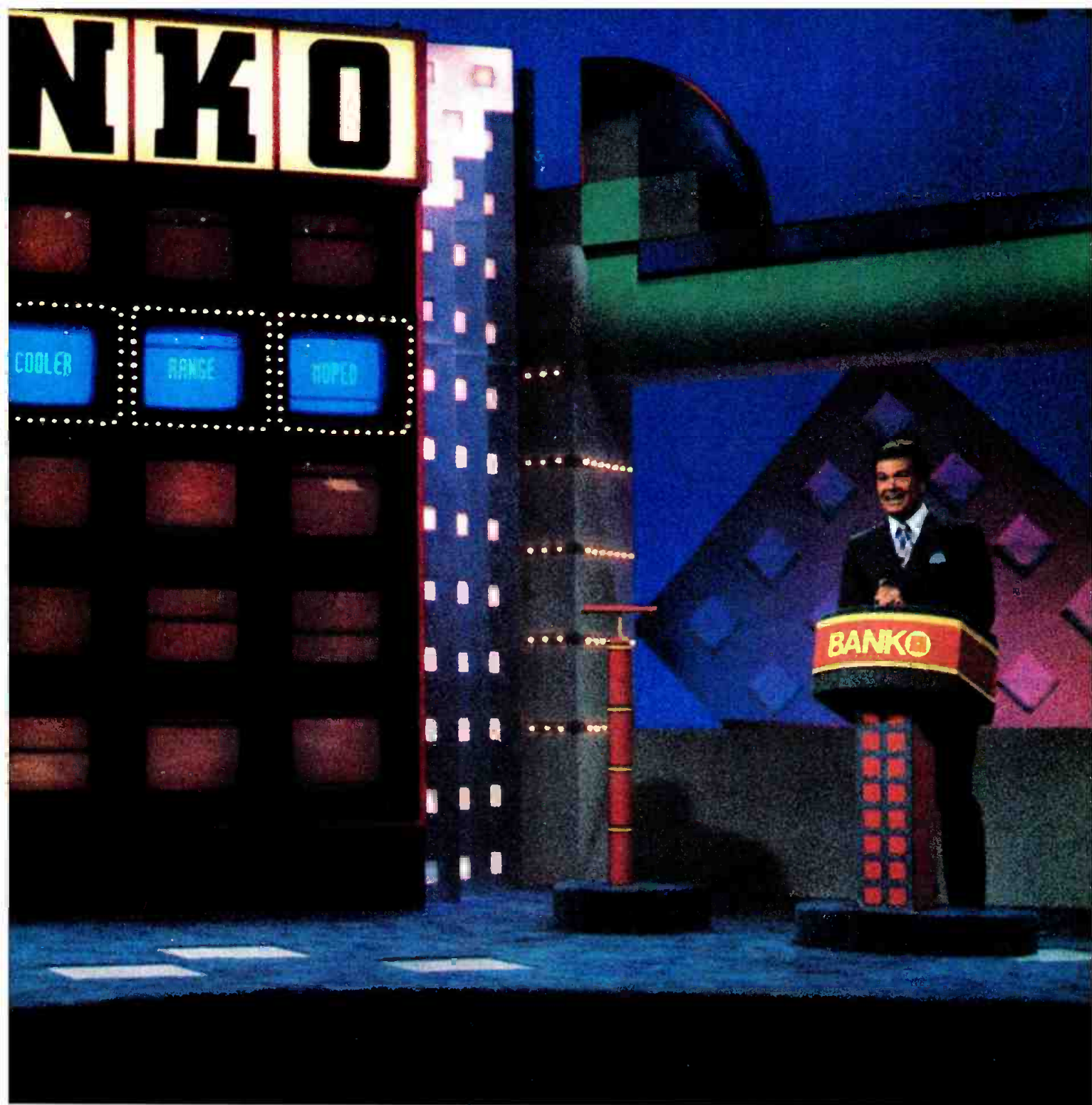
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Kevin Shergold and John Powter, British Telecom.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

General Instrument.

Tuesday, March 18

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

Two concurrent sessions. 9-10:30 a.m. Room W116. *Signal Leakage Monitoring—Airborne Techniques.* Moderator: Roy Ehman, Storer Communications. Panelists: Leslie Read, Sammons Communications; Jay Staiger, Magnavox CATV Systems; Brian James, NCTA; John Wong, FCC.

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

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

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

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

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

The Fight for Rights: Where Is Cable and the First Amendment? Room W103. Moderator: Trygve Myhren, ATC. Panelists: Robert Pittman, MTV Networks; Robert Rosencrans, Columbia International; John Cole, Cole, Raywid & Braverman; Dan Phythyan, Senate Commerce Committee.

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

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

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

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

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

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

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

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

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

AM Cable TV Industries 1020
1 AM Drive, Quakertown, Pa. 18951

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

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

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

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

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

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

Artronics 1138
300 Corporate Ct., S. Plainfield, N.J. 07080

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

Basic cable programming network.

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

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

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

AP News Plus, AP NewsCable and AP NewsPower.

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

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

Coaxial cable connectors, heat shrink, cable assemblies, FM kits*, VCR kits*, self-terminating connectors*, wall plates*, traps and tracers. **Staff:** John McQuaid, Ed Eschliman, Ken Wood, Len DeRenzo, Paul Zauner, George Ornelas, Jack Radzik.

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

Bell & Howell 2500
6800 McCormick Rd., Chicago 60645

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

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

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

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

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

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

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

Black cable programming service.

Blonder-Tongue Laboratories 1130
One Jake Brown Rd., Old Bridge, N.J. 08857

Guardsman off-premise premium program delivery system, prefab headends, headend signal processors, modulators, bandpass filters, preamplifiers and accessories. **Staff:** Isaac Blonder, Glenn Tongue, Chuck Fitzer.

Boman Industries 1335
12160 Woodruff Ave., Downey, Calif. 90241

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

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

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

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

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

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

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

Budco 1586
Box 3065, Tulsa, Okla. 74101

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

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

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

In-house subscriber management and billing system with addressability interface capabilities, automated PPV ordering, billing and authorization systems. **Staff:** Larry Edwards, Jann Ratts, Jack Sunderman, Bill Cox, Lee Maynard, George Pupala, Paul Griffin, Mike Shultz, Earl Blasi, Bill Moyer, Chris Sigmon, Debbie Corn, Jeff Boozer.

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

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

Program guides.

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

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

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

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

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

Cable Services Co. 2509
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Cable Tonight 1337, 1798, 2441
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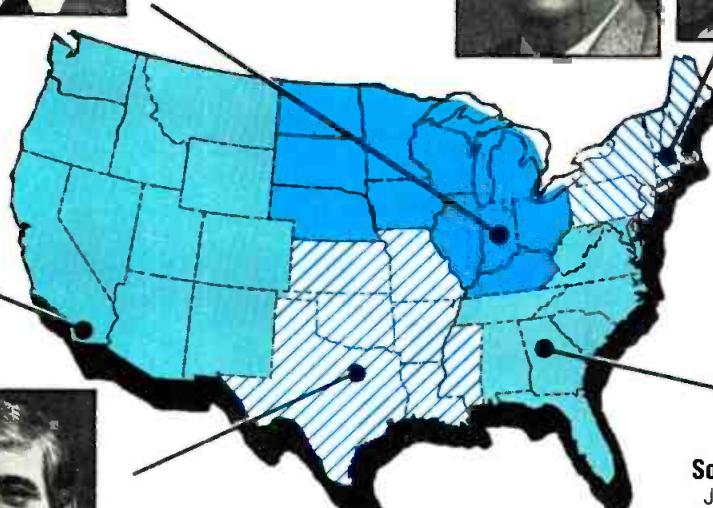
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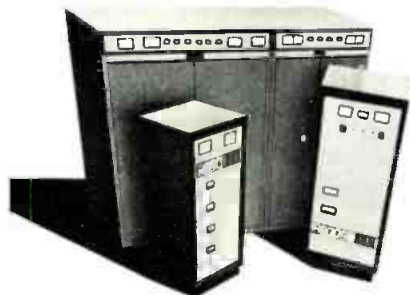
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Cable Video Entertainment 1576
111 8th Ave., Suite 1500, New York 10011

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

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

Cabletek 1713
Box 11908, Lexington, Ky. 40578

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

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

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

System-specific guide format.

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

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

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

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

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

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

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

Contract services including mapping, engineering/design, construction, sales/marketing, installation and support services, consulting and audits. **Staff:** Raymond Gattelli, G.F. Haisman, Fred Robertson, Tommy Butts, Jerry Curren.

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

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

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

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

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

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

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

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

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

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

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

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

Cinemax 1952
1100 Avenue of the Americas, New York 10036

Pay programming service of movies, music and comedy programming.

Coaxial Group 2119
333 Logan St., Denver 80203

Strand mapping, system design, direct sales, tap audits, aerial and underground construction, brokerage services and investment banking, equipment sales and installation and LAN construction, converter and equipment repair and computerized performance testing. **Staff:** Ross McPherson, Jeff Gutfreund, Steve Gower, Jim Mackenzie, John Campbell, Carolyn Hess, George Taylor, Stephen Barber, Bruce Falkenberg, Dena Barcome, Lou Edmondson, Jack Hooper, Dewayne Lipp.

CommTek Publishing 1338
Box 53, Hailey, Idaho 83707

Cable publications. **Staff:** Sally Von Bar-

gen, Frank Finn, Howard Shippey, David Uptmor, David Wolford, Kate Hampford, Vans Stevenson, Katherine Conolley, Barbara Ruger, Claire Smith.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

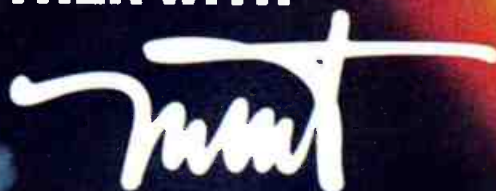
Creative Management Services 1775
230 Main St., Box 10, Toms River, N.J. 08754

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Family pay programming service.

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

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

Ditch Witch 1945
Box 66, Perry, Okla. 73077

Trenching and vibratory plowing equipment for underground installation.

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

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

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

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

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

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

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

Echosphere Corp. 2323
2500 S. Raritan, Englewood, Colo. 80110

Satellite receiving equipment, antennas,

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

Electrohome Ltd. 1023
809 Wellington St., Kitchener, Ont. N2G 4J6

Electroline TV Equipment 1442
Box 1149, Grapevine, Tex. 76051

Encyclopaedia Britannica USA 1686
310 S. Michigan Ave., Chicago, Ill. 60604

ESPN 1759
ESPN Pl., Bristol, Conn. 06010

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

Eternal Word Television Network 1327
5817 Old Leeds Rd., Birmingham, Ala. 35210

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

EventTeleVision 1709
7800 E. Union Ave., Suite 700, Denver, Colo. 80237

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

Falcone International 2532
1355 Marietta Pkwy, Suite 104, Marietta, Ga. 30067

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

Financial News Network 1562
2525 Ocean Park Blvd., Santa Monica, Calif. 90405

First Data Resources 1550
7301 Pacific St., Omaha 68114

Micro delivery option billing and management system, Profitrack. **Staff:** Margaret Ludemann, Jay Oxtton, Bob Hall, Roger Bottazzi, Barb Farrell, Andy Walsh, Mike Parks, Mike Carpino, Dennis Phillips.

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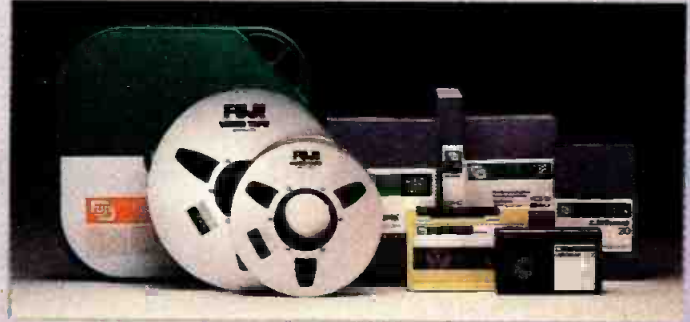
Southeast Region 1-800-241-6005
(in GA 404-441-2222)

Midwest Region 1-800-323-4826
(in IL 312-569-3500)

Southwest Region 1-800-527-0804
(in TX 214-243-2537)

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Gamco Industries 2360
19 Walnut Ave., Clark, N.J. 07066

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

Clifton Gardiner & Assoc. 2175
25107 Genesee Trail Rd., Suite 200, Golden, Colo. 80401

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

General Electric 1913
One College Blvd., Portsmouth, Va. 23705

General Instrument/Jerrold 1900
2200 Byberry Rd., Hatboro, Pa. 19040

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

Genesis Story Time 2525
1036-167 Lombard Ave., Winnipeg, Man. R3B 0V3

Gilbert Engineering 1377
Box 23189, Phoenix 85063

Gold Nugget 2429
Box 13EE, San Antonio, Tex. 78201

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

Gralan Distributors 2163
Box 45134, Baton Rouge 70895

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

Green Equipment Co. 1054
2351 Merrell Rd., Suite 102, Dallas, Tex. 75229

Grumman Corp. 1135
S. Oyster Bay Rd., Bethpage, N.Y. 11714

Hall's Safety Equipment 2452
Box 230, Grove City, Pa. 16127

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

Hamlin International 2137
13610 First Avenue South, Seattle, Wash. 98168

Addressable CR-7000A converter with channel allocation and lockout*, addressable MLD-6400A add-on descrambler with dual RF sync suppression descrambling*, CR-6600 wireless, remote control converter*, SPC-4200 and SPC-4200-M

set-top converters. **Staff:** Jim Forgey, Tom Minami, Ray Pastie, Bart McKay, John Vanderbeck, Bill Kirk, Gaylord Hart, Dave Nelson, Ken Maxwell, Mark Linford.

Hit Video USA 1990
1000 Louisiana, Suite 3500, Houston 77002

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

Home Box Office 1952
1100 Avenue of the Americas, New York 10036

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

Home Satellite Systems 1003
1610 W. Evans Ave., Unit H, Denver, Colo. 80110

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

Home Shopping Networks 1323
1563 U.S. 19 South, Clearwater, Fla. 33546

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

Home Sports Entertainment 1100
2080 N. State Hwy. 360, Suite 260, Grand Prairie, Tex. 75050

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

Home Theater Network 2352
465 Congress St., Portland, Me. 04101

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

Ben Hughes Co. 1585
304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

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

Hughes Aircraft Co. 2124
Box 2940, Torrance, Calif. 90509

Multichannel microwave distribution equipment, microwave line extender, FM intertie equipment and enhancement products. **Staff:** C. Douglas Rasmussen, Steve King, Eric Pastell, Abe Sonnenschein, Tom Straus, Robert Stanton, William Margiotta, Arthur Heiny, Norman Woods, Cliff Gorby, Nancy Nicoll.

Hughes Communications 1958
Box 92424, Los Angeles 90009

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

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

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

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

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

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

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

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

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

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

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

Staff: Lydia Goessling, Norman Gillaspie, John Coiro.

International Thomson 1477
Box 5208, Denver 80217

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

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

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

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

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

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

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

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

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

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Goldman, Sachs & Co.

March 5, 1986

Classic movies, television series. **Staff:** Peter Flint, Sergio Bosco, Clem Majerus, Bill Tauber, Larry Jennings, Gae Barron.

Nyson 1694
101 Hwy. 123, Seneca, S.C. 29678

Oak Communications 1735
16516 Via Esprillo, Rancho Bernardo, Calif. 92127

Sigma one, master/slave concept, EIA compatible version of Sigma, handheld VCR timer, TotalControl cordless remote control. **Staff:** John Donohue, Graham Stubbs, Tony Wechselberger, Rj Smith, Mary Lou Wright, Ron Ducceschi, Dave Barbour, Karen Dodrill, Loris Thacker.

Panasonic Corp. 1116
One Panasonic Way, Secaucus, N.J. 07094

CATV converters, addressable CATV converter, video switcher, satellite receiver, videotex decoder, ENG/EFP studio color cameras.

Parallex 1975
437 Goldfloss St., Winston-Salem, N.C. 27107

On-line management and billing services, Paranel office automation with electronic mail and targeted market tracking. **Staff:** Dale Kline, Bruce Odell, Winton Wilcox, Lee Mixson, Jerry Nelson.

Payview Ltd. 1350
G.P.O. Box 3000, Hong Kong

Addressable baseband decoding systems in modular components, automatic dialing system for PPV access. **Staff:** George Ho, William Cheung, Jack Thompson, Michael Boyd, Chris Hunting, Ronald Masson, Gary Dean, Steven Trivelpiece, Charles Trivelpiece.

People's Choice 1570
274 Riverside Ave., Westport, Conn. 06880

Phoenix Cable/Lease 1049
100 Colony Square, Atlanta 30361

Pico Products 1447
103 Commerce Blvd., Liverpool, N.Y. 13088

CATV/SMATV/MATV system components

and headends, traps and supertraps, encode/(indoor or outdoor) decode systems, parental control lock, home satellite systems. **Staff:** George Knapp, Jim Mead, Michael Holland, Michael Spratlin, Glenn O'Connell, Mike Black, Molly Coulter, Henry Cook.

Pioneer Communications 1930
2200 Dividend Dr., Columbus, Ohio 43228

BA-5000 one-way addressable converter with VCR timer, VCS scrambling, two-way upgrade for IPPV, adapter for stereo sound, add-on device that gives standards converters addressable capacity, block and tunable converters. **Staff:** Thomas Calabro, Larry Shredl, Michael Hayashi, Pete Imamura, Larry Brown, Jim Williamson, Richard Annibaldi, Ed Kopakowski, Ivan Dieu, Alex Lushpinsky, Shellie Rosser, Alice Soltysiak, Ron Coppock, Bruce Thomas, Jim Lewis.

Pirelli Optronic 1113
300 Research Pkwy., Meriden, Conn. 06450

FM modulation equipment*, RP1301 transceiver*. **Staff:** A.C. Deichmiller, Alan Kent, Bob Leroux, Dale DeLancey.

Playboy Channel 1538
100 Crossways Park West, Woodbury, N.Y. 11797

Portac 1555
108 Aero Camino, Goleta, Calif. 93117

Powerguard div. 1688
Rt. 2, Box 550, Hwy. 29 N., Hull, Ga. 30646

Standby and nonstandby power supplies, power grounding products, Gould and Exide standby power batteries, five amp 30/60 volt ferro resonant test bench power supply*. **Staff:** Mason Hamilton, Dwayne Hamilton, Jerry Schultz.

Precise Mfg. 1150
2143 E. Fifth St., Tempe, Ariz. 85281

Prime Ticket Network 110
401 S. Prairie Ave., Inglewood, Calif. 90301

Pro Am Sports System 1100
500 Stephenson Hwy., Suite 204, Troy, Mich. 48083

Production Products Corp. 2551
133 W. Seneca St., Manlius, N.Y. 13104

PTL 1558
PTL Network, Charlotte, N.C. 28279

Inspirational religious programing. **Staff:** John McEntee, Jackie Bradley, Lucas Jewett, Randy Greco, Dan Bolich, Leah Lyles.

PTS Corp. 1445
5233 S. Hwy. 37, Bloomington, Ind. 47401

Pyramid Industries 1016
Box 23169, Phoenix 85063

Cable coaxial connectors, fittings and accessories and metal enclosures. **Staff:** Earl Gilbert, Paul Rhodes, Willard Pequignot, Lanny Gilbert, John Weeks.

Rainbow Programing Services 1538
100 Crossways Park West, Woodbury, N.Y. 11797

American Movie Classics, Bravo, Sports-channel Network, Playboy Channel. **Staff:** Katie McEnroe, Kathy Dore, No-reen O'Loughlin, Cathy Hetzel, Marc Lustgarten.

Recoton Corp. 1247
46-23 Crane St., Long Island City, N.Y. 11101

RCA Americom 1513
4 Research Way, Princeton, N.J. 08540

C- and Ku-band satellite distribution services for cable, direct-to-home and SMATV programing. **Staff:** Andrew Hopsodor, Eugene Murphy, Kurt Thoss, Bill Berman, Fred Horowitz, Gerry Kaplan, Andreas Georghiou, Don Reinert, Lou Donato, Harold Rice, John Williamson, John Christopher, Al Weinrich, Dick Pel-szynski.

RCH Cable Marketing 1348
119 River Rd., Riverside, N.J. 08075

Regency Cable Products 1545
4 Adler Dr., Box 116, E. Syracuse, N.Y. 13057

Reliable Electric 1371
11333 Addison St., Franklin Park, Ill. 60131

Low profile CATV enclosures, apartment boxes and associated hardware. **Staff:** Rick Siemens, Pete Torres, Tim Ahrens, Roy Clingman, Doug Frassrand, Sue Gehrke, Bob Morita.

Request Television 1740
150 E. 58th St., New York 10155

Pay-per-view television service. **Staff:** Jeffrey Reiss, Len Fertig, Bruce Karpas, Dick Stone, Mark Cutten, Bruce Allen, Sam Gelfman, Morgan Lambert, Jennifer Lambert, Colleen Cahill, Jay Rubin, Craig Wilson, Stu Jacob, Greg DePrez, Tina Clarke.

Ripley Co. 1354
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BINGO, INC.

Riverside Manufacturing 1241

Box 460, Moultrie, Ga. 31776

Business uniforms. **Staff:** Jim Moriarty, Gene Sieffert, Ken Johnson, Wayne Kennedy.

RMS Electronics 1320

50 Antin Pl., Bronx, N.Y. 10462

Standby and AC regulated power supplies, 600 mhz ultra-tap two- and four-way directional taps, 600 mhz power passing splitters, couplers and power inserter, nonpassing splitters and couplers, matching transformers and filters and hookup accessories. **Staff:** Arthur Fink, Ray Perez, Lee Heller, Michael Solomon, Bill Tielert.

RMT Engineering 2260

625 E. Taylor Ave., Sunnyvale, Calif. 94085

SAM I and SAM Jr.* meters modifications to 500 mhz, ICM video products, refurbished headend, trunk and distribution products, repairs, prices. **Staff:** Richard McLean, Pat McLean, Danny Pfister, Linda Long.

Sadelco 2345

75 W. Forest Ave., Englewood, N.J. 07631

Signal level meters, Super 600* and 900. **Staff:** Harry Sadel, Gerald Goldman, Joe Sadel, Leo Fischer, Hans Mellinger.

Satellite Bingo 1132

Box 1332, Albany, Ga. 31703

Scientific-Atlanta 1984

3845 Pleasantdale Rd., Atlanta 30340

Earth stations, headend electronics, distribution equipment, coaxial cable, addressable set-top terminals, broadband data modems, CATV security and mini-cable systems.

Winfield Scott & Associates 1442

Box 1149, Grapevine, Tex. 76051

Nexus commercial insertion equipment, addressable multiple dwelling system, line and drop cable, standby power, character generators. **Staff:** Scott Webb, Patty Webb, Dee Landi Martin, Bob Sigler, Tom Martin, Brian Ward, Michael Goldberg, Mitchell Olman, Thomas Carbaugh, William Konrad.

Secagraphics 2166

15000 West 6th Ave., Suite 106, Golden, Colo. 80401

Mapping and graphics integrated computer system. **Staff:** Donald Miller, Terry Hulseberg, Michael Shafts, Ken Perez, Lisa Halloran.

Seeburg Music 1330

5706 New Chapel Hill Rd., Raleigh, N.C. 27607

Music services—Lifestyle and Lifestyle AC. **Staff:** Sherrill Williams Sr., Bonnie Sullivan.

Showtime/The Movie Channel 1920

1633 Broadway, New York 10019

Showtime and Movie Channel pay programming services comprising mix of movies, specials and mini-series. **Staff:** Neil Austrian, Ron Bernard, Peter Chernin, Jack Heim, Scott Kurnit, Jay James, Kenneth Kaufman, Steve Lafferty, Jim Miller, Allen Sabinson, Josh Sapan, Fred Schneier, Stephan Wm. Schulte, Dennis Balthazor, Bruce Baker, C. David Baltalsky, Barbara Bellafiore, Howard Bryks, John Burns, Tom Furr, Stu Ginsburg, Barry Goldberg, Stuart Gray, Art Gusow, Bruce Heller, Steve Hewitt, Rick Howe, Dick Ingebrand, Brad Johnson, McAdory Lipscomb Jr., Reva Melniker, Ann Foley Plunkett, Hal Richardson, Carl Sambus, Jim Shaw, Stu Smiley, Michael Seeger, Leona Tenebruso, Jim Van de Velde, Jeff Wade, Mike Wheeler.

Siecor Corp. 1399

489 Siecor Park, Hickory, N.C. 28603

Fiber optic cable, outside plant hardware, headend and hub termination hardware, installation and test equipment, engineering services and turnkey contracting services. **Staff:** Sandie Perry, R. Scott Stevens, Tommy Liggett, Billy Pyatt, Ann Helms.

Signal Vision 2503

3 Wrigley, Irvine, Calif. 92713

Staff: Neil Phillips, Brian Dickey, Skip Aduddell, Paul Rhodes, W. Peck Peginaw.

SIN/Galavision 1107

460 W. 42d St., New York 10036

Galavision and Spanish-language programming network.

Society of Cable TV Engineers 1475

Box 2389, West Chester, Pa. 19380

Technical training services—publications, videotapes, seminars, convention information. **Staff:** William Riker.

Sportschannel Network 1538

100 Crossways Park West, Woodbury, N.Y. 11797

Standard Communications 2132

Box 92151, Los Angeles 90009

Agile Omni receiver*, 24S, 24M, 24PC receivers, outdoor downconverters. **Staff:** Mason Truluck, Diane Hinte, Warren Davis.

Studioline Cable Stereo 1745

11490 Commerce Park Dr., Reston, Va. 22091

Studioline Cable Stereo, nine-channel pay music service. **Staff:** John Humphreys, Jason Taylor, Stuart Segal, Ann Stookey, Ed Burakowski, James Britain, Daniel Mulvenon, Norma Young.

The Success Network 1155

607 W. Broadway, Fairfield, Iowa 52556

Success N Life Satellite Network 2519

Box 819000, Dallas 75381

Family programming focusing on life style

success, achievement and development. **Staff:** Jack Hightower, Tim Flynn, Rose Ann Smathers, Susan Stein.

Synchronous Communications 1316

1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Syrcoits International 2192

829 E. Molloy Rd., Syracuse, N.Y. 13211

Addressable scrambler/descrambler with impulse PPV, SPS scrambler, security traps and filters, multitaps, key lock parental control traps, passive equipment. **Staff:** John Eichstaedt, John Weller, David Barany, Mario D'Arrigo.

TCS Cable 1494

7218 McNeil Dr., Suite 306, Austin, Tex. 78729

Staff: Roger Little, Peggy Little, Bobby Payne, Florence Payne.

Telecommunications Prods. 1442

2917 Oak Forest Dr., Grapevine, Tex. 76051

Telecrafter Corp. 2164

Box 21475, Billings, Mont. 59104

Fastac clip gun*, RB-2 cable clips*, audit and drop control box, cable markers, tele-theft locks and seals, converter seals. **Staff:** Peter Mangone, Dorit Herman, Pamela Burns.

Tele-Engineering 1025

2 Central St., Framingham, Mass. 01701

Tele-Wire Supply Corp. 2039

7 Michael Ave., East Farmingdale, N.Y. 11735

Telemarketing Corp. 1554

350 Fifth Ave., Suite 7220, New York, N.Y. 10118

Television Digest 1006

1836 Jefferson Pl., NW, Washington, D.C. 20036

Telpar 1442

2917 Oak Forest Dr., Grapevine, Tex. 76051

Telstar Corp. 2179

1900 Avenue of the Stars, Suite 2500, Los Angeles 90067

Telstar Channels PPV service. **Staff:** Tom Hunt, Peter Gilbert, Dennis Garcher, Seth Kittay, Anne Droste, Ruth Gilbert, Jane Bartell, Joe Corazzi, Ed Michalove, Steve Roberts, Jim LeVitus, Nancy Held.

Tempo Enterprises 1590

8252 S. Harvard, Tulsa, Okla. 74137

Texscan Corp. 1909

3102 N. 29th Ave., Phoenix 85017

Pathmaker and T-series distribution equipment, status monitoring equipment, cable test equipment, spectrum analyzers, detection systems, set-top converters, TRACS, off-premises addressable converter system, character generators, ad insertion equipment. **Staff:** Jim Bonfiglio, Bob Daniels, Charles Auer, Bill

Dawson, Bick Remmey, Bob Shannon, Dick Taylor, Gary Adams, Bert Henschel, Dave Keller, Jan Pappas, Tom Gingrich, Carl Rodney, Larry Gay, Nick Meko.

Time Manufacturing 2141
7601 Imperial Dr., Waco, Tex. 76702

Times Fiber Communications 1779
358 Hall Ave., Wallingford, Conn. 06492

T4 plus trunk and feeder cable, drop cable, low loss semiflex cable, fiber optic transmission systems. **Staff:** Jack Forde, Rex Porter, John Patterson, Ralph Hillburn, Frank Hamilton, Jerry Stovall, George Bell, Don Keene, Carroll Oxford, Fred Brown, Steve Byrd, John Hall, Jim Danielson, Jaye Kasmin, Jeanne Murphy.

Toner Cable Equipment 1532
969 Horsham Rd., Horsham, Pa. 19044

Distributors of CATV equipment, including headend, earth stations, antennas and computer billing/management information. **Staff:** Bob Toner, Shawn Toner, Steve Deasey, B.J. Toner, Mike Greninger, Karen Toner, Phil Young, Lou Aurely.

Toyota Motor Sales 1123
19001 S. Western Ave., Torrance, Calif. 90509

Trilogy Communications 1384
2910 Hwy. 80E, Pearl, Miss. 39208

Coaxial cable. **Staff:** Rick Jubeck, Bill Kloss, John Kaye, Steve Hallock, Shinn Lee.

Trinity Broadcasting Network 1313
Box A, Santa Ana, Calif. 92711

Triple Crown Electronics 2427
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Turner Broadcasting System 1966
1050 Techwood Dr., NW, Atlanta 30318

Cable News Network, CNN Headline News, superstation WTBS. **Staff:** Terry McGuirk, Arthur Sando, Bob Ross, Julia Sprunt, Marty Lafferty, Ted Turner, Burt Reinhardt, Mark Henderson, Steve Chamberlain, Ray Coleman, Bob Wussler, Don Lachowski, Doug McGinnis, Andy Harrison, Cathy Burrell.

TV Decisions 1430
200 Park Ave., New York 10166

TV Guide 1356
4 Radnor Corporate Ct., Radnor, Pa. 19088

TV Guide magazine. **Staff:** Eric Larson, Merrill Panitt, Herb Zucker, Lawrence Moore, Debra Roberts, William Hammack, Kathleen Klag, Jean Fuller, Patricia Baughman.

TV Host 2151
3935 Jonestown Rd., Harrisburg, Pa. 17109

Staff: Frank Dillahey, Terry Harmon, Dave Stefanic, Curt Jantz, Lori Camp.

TVSM 1527
201 Gibraltar Rd., Horsham, Pa. 19044

UEC Manufacturing Co. 1231
100 N.E. 53d, Oklahoma City 73105

Skyvan, telescopic boom unit, van-mounted aerial device. **Staff:** Leroy Hatfield, Bill Barrett, Ron Rowland.

United Video 1523
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN Chicago, WPIX New York, KTVT Fort Worth, WFTM Chicago and KKKO Los Angeles, electronic program guide, EPG Jr., Cable SportsTracker. **Staff:** Roy Bliss, Jeff Treeman, Chris Bourne, Jamie Witmer, Virgle Smith, Terri Sontag, Sandy Neuzil, Bill Sullivan, Rhonda Olsen, Carol Harper, Leisha Haworth, Susan Stewart, Reuben Gant, Anne Wilkerson, Jack Riley.

U.S. Air Force Advertising 2729
Randolph AFB, Tex. 78150

Public service materials. **Staff:** Lt. E. William Stephenson.

U.S. Army Reserve 1058
2461 Eisenhower Ave., Alexandria, Va. 22331

PSAs and documentaries on the reserve. **Staff:** Major Arthur House.

U.S. Cable
Box 1611, Appleton, Wis., 54913

Aerial and burial construction, splicing, activation and proof-of-performance, networking installation. **Staff:** Bill Mullen, Marion Coulson.

USA Cable Network 1935
1230 Avenue of the Americas, New York 10020

Vermeer Manufacturing 2338
Box 200, New Sharon Rd., Pella, Iowa 50219
Trenchers and cable plows.

Vertex Communications 2609
2600 Longview St., Kilgore, Tex. 75662

3.1 meter Ku-band antenna. **Staff:** Rex Vardeman, Don Branum, Helmut Schwarz, Dub White.

Video Data Systems 2162
205 Oser Ave., Hauppauge, N.Y. 11787

Video Token Network 2184
11020 Sun Center Dr., Rancho Cordova, Calif. 95670

Viewsonics 1435
170 Eileen Way, Syosset, N.Y. 11791

Amplifiers, diplex filters, locking terminators, ultra security locking systems, apartment boxes, passives, FM splitters, oscillators*, crimp tools, surge protected devices. **Staff:** Abram Ackerman, Cynthia Brown, John Cooke, Tony Passanesi.

Vitek Electronics 2327
901 South Ave., Horseheads, N.Y. 14845

W&S Systems 1307
11 Stanwix St., Pittsburgh 15222

Terminals including stereo modules in FM and BTSC* formats, VCR-cable interfaces*, self-amplified speakers*, audio amplifiers* and converters*. **Staff:** Romano Salvatore, Tom Matty, Matthew Hart, Elizabeth Olenbush, Jeff Gardner, Dennis Hibdon, John McDonough, Lilli Harshman, Bob Etienne, Yogi Ogawa, T. Hirohara, T. Tsuji, I. Nishimura, N.

Hayatsu, Y. Takahashi.

Warner Amex Cable 1471
1201 Olentangy River Rd., Columbus, Ohio 43212

Wavetek 1654
5808 Churchman, Beech Grove, Ind. 46107

Cable TV test equipment, system analyzer, system sweep, signal level meters. **Staff:** Jack Webb, Larry Dolan, Tony Shortt, Greg Marx, Phyllis Thompson.

Weather Channel 1962
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information.

Wegener Communications 1581
150 Technology Park, Norcross, Ga. 30092

Stereo processors, digital audio head-end equipment, stereo synthesizers, audio and data subcarrier equipment for microwave and satellite. **Staff:** Bob Placek, Heinz Wegener, Ned Mountain, Peggy Placek, Jon Thrasher, Roger Doering, Harry Matthews, Steve Fox, Neil Kohnr, Louie Livaditis, Steve Lafferty, Ron Wallace.

Western Ent./DH Satellite 1037
Box 70, Round Mountain, Calif. 96084

Satellite systems, electronics and antennas. **Staff:** Larry Woodruff Sr., Timothy Woodruff, Franklin Weeks, Robert Ernster, Michael Doll, Richmond Fish.

Westinghouse Electric
4300 Coral Ridge Dr., Coral Springs, Fla. 33065

Relay and telecommunications division showing single channel communications system*, frequency division analog carrier system. **Staff:** Dan Ross, Jim Santilli, Doug Funkhouser, Tom Blet, Jerry Brown, Scott Wizner.

Winegard Co. 2535
3000 Kirkwood St., Burlington, Iowa 52601

Staff: Rick Coursey, Jim Riffel, H.E. Rheinschmidt, Hans Rabong, Ernie Voigt, D.E. (Ben) Hedges.

Women In Cable 1696
2033 M St., NW, Suite 703, Washington 20036

Membership recruitment, organization visibility and networking for women in cable. **Staff:** Elisa Marshall.

World Video Library 1970
2747 Airport Freeway, Fort Worth 76111

X-Press Information Services 1566
1536 Cole Blvd., Bldg. 4, Suite 250, Golden, Colo. 80401

One-way data broadcast of news, stocks and information delivered through PC. **Staff:** Paul Maxwell, John Sudmeier, Pat Gushman, Jack Klinge, Guy Larson, Dottie Roberts, Chery Grund, Rosetta Rogers, Dave Hansen, Claire Griffin, Sue Cobb.

Zenith Electronics Corp. 1518
1000 N. Milwaukee Ave., Glenview, Ill. 60025

CRB gathering surveys diverging country roads

Oatman says the 'country' has to be put back in country music; producer Phillips disagrees, saying radio can broaden its appeal by bringing format into mainstream

Nashville, home of country music's Grand Ole Opry since 1925, served as the backdrop for intense discussions on the future direction of country records—traditional vs. contemporary—and its impact on country radio stations, during the 17th annual Country Radio Seminar, sponsored by Country Radio Broadcasters, at the Opryland hotel, March 6-8. The focus seemed especially fitting in today's country music climate of declining record sales and audience slippage for some radio stations for the past 18 months. (Fall 1985 Arbitron ratings, however, indicate a slight upswing in country radio's ratings.)

Mike Oatman, chief executive officer of Great Empire Broadcasting, Wichita, Kan., and president of the CRB, set the tone for the 802 broadcasting and music industry attendees at the opening general session on Friday (March 7) morning by charging that many record labels are attempting to break new artists first in the country field and then have them record "pop" material because of the better sales potential. "As a broadcaster, I don't like to be used as a stepping stone," Oatman told the group. "If there are declining record sales, it may be due to the fact that, for the most part, record companies are not making country records. They are making bad pop records."

He continued: "I'm amazed that in the [record] industry, which is known for duplicating success, more young artists and record companies haven't recognized the genuine excitement among the fans for the likes of George Strait, Ricky Skaggs, the Judds and Reba McEntire, all of whom are not seeking adult contemporary audiences."

Oatman said country music has a certain sound and simplicity, not found in other music on radio, that gives country radio a marketing edge. "The folklore once so prevalent in our format was the glue that held together the intense loyalty of the country listener," he said. "Sooner or later, we all have to realize that country music radio is artist driven, not hit driven."

The CRB president said today's country radio stations should build new legends and develop the "stars of tomorrow" by taking chances with new country music songs. "But we need to protect the 'hard' line between country and the other stuff," he proclaimed. "If we add a Lionel Richie record to the playlist to broaden appeal, we are confusing our audience rather than getting new listeners," Oatman said.

Taking issue with Oatman was the seminar's first keynote speaker, record producer Sam Phillips. He said country music doesn't need to always sound like a "cornstalk fiddle." The idea, said Phillips, "is that country music has come a hell of a long way in America."

Phillips, who has been credited with discovering singers Elvis Presley, Carl Perkins, Johnny Cash, Jerry Lee Lewis and Roy Orbison, said record labels are producing more contemporary-sounding artists because it broadens America's "understanding" of country music. The worst thing that could happen to country music is the notion that it's the only form of music that some



Oatman

people care about, said Phillips.

Throughout the three-day event, panelists at the programming-oriented sessions were echoing the same message, that the responsibility for breaking new country acts is shared by everyone associated with the song production process—from the songwriter to the performer's manager to the record manufacturer to the radio station.

The seminar was not without some good news for those country radio broadcasters who have experienced a drop in audience shares. That news was delivered at the Friday luncheon by Landsman-Webster Enterprises, a newly formed New York-based partnership headed by radio consultants Dean Landsman and Maurie Webster, who presented results from a nationwide survey of country radio listeners. The study, entitled "What's This Country All About," was commissioned by the Academy of Country Music with the aim of combating what it believes are two common misconceptions—that the popularity of country music is waning and that country radio listeners fall into a stereotype unattractive to advertisers.

Landsman-Webster contracted Birch Radio to poll 1,007 country listeners across five geographical regions by telephone. Simmons Market Research Bureau data was also used.

Among the study's findings:

- Country music has the broadest demographic appeal among all radio formats.

- Fifty-three percent of those surveyed listen exclusively to country music stations.

- Listenership—respondents who say they are listening more to country radio—is up 33% over a year ago and up 60% since 1981.

Other data showed that country radio listeners want stations to be informative (full-service), even though they indicated a preference for "lots of music," and that they would rather hear more new releases than oldies (described as country songs dating back three years), classics and album cuts.

Attendees were also buzzing over results of a Louis Harris survey on musical tastes, showing country as the most "liked" music in America followed by rock. The survey was conducted among a sample size of 1,254 people, via telephone, from Jan. 3 to 7.

The power of radio as a local medium was addressed by Mutual Broadcasting Co-President Jack Clements, who delivered the Saturday (March 8) morning keynote speech. Clements highlighted four "simple" elements for maintaining local radio's success: sharing common goals and knowledge like the platform provided at the Country Radio Seminar, hard work, enthusiasm and taking advantage of network radio. On the last point, Clements cautioned that there is "nothing more arrogant than a network saying to a station, 'I know what's good for you.' You [station executives] are the ones in touch with your audience."

This year marked the first time CRB presented "long-form," learning-intensive workshops at the seminar. There were four such sessions: "Self-Image Psychology," "Country Programming," "Developing A Marketing Plan" and "How To Get Along With People," all of which were well attended. And, as in the previous two years, the Country Music Association, in conjunction with CRB, conducted several "Music Industry Panel Sessions," known as MIPS.

The exhibit hall, which was spread across 12,000 square feet of space at the Opryland hotel, attracted the most response since its inception in 1984, with traffic for the 30-plus exhibitors described as moderate.

In other events, Mike Oatman was re-elected by the CRB board to serve another year as association president. Other top CRB officers elected were: Joe Polidor, country

marketing director, Polygram Records, Nashville, as vice president; Beverlee Bleisch, program director, KJYY(FM) Des Moines, Iowa, as secretary, and Jeff Walker, president, Aristo Music Associates, Nashville, as treasurer. (Walker has served as CRB treasurer for several years.)

Agenda chairman for the 1986 seminar was Susan Storms, director of creative services for WHN(AM)-WAPP(FM) New York. Overseeing next year's agenda lineup will be Rusty Reynolds of Osborn-Reynolds, a radio station group operation based in Longview, Tex.

The seminar ended on Saturday evening (March 8) with its usual "New Faces" show,



Phillips

composed of rising country music performers. The show was taped for later airplay by the Westwood One Radio Networks.

Also, Westwood's newly acquired Mutual Radio Network unveiled its 1986 country programming schedule, which includes two weekly music series, four holiday specials, and the annual Country Music Association Awards' pre- and post-ceremony programs from Nashville.

The Country Radio Seminar has been held in Nashville every year since it started with some 40 to 45 paid registrants in 1970. CRB Executive Director Frank Mull has not yet announced the dates for next year's meeting. □

NBC breezes to another ratings victory

Coming into the homestretch of the prime time ratings season, NBC took the week of March 3-9 by 2.4 rating points, its largest margin since Super Bowl week. NBC scored a 17.6 average rating and 28 share, according to Nielsen. CBS had a 15.2/24 and ABC a 14.1/22.

In addition to its strong Thursday numbers, NBC won Monday night for the first time since Oct. 7, due to the performance of two new comedies and a movie. *You Again* (19.8/30) and *Valerie* (21.1/31) from 8 to 9 on Monday produced strong ratings again after their premieres the week before. Those two shows ranked 18th and 10th, respectively. Along with the *NBC Monday Night Movie* from 9 to 11, "Diary of a Perfect Murder," NBC scored a 20.7/32 for the night. CBS, which usually wins on Monday night, had a 17/26. "Diary of a Perfect Murder," starring Andy Griffith as a Southern lawyer, is currently being developed by NBC as a possible series.

CBS's two premieres in its troubled 8 to 9 time period on Wednesday did not fare as well. *Fast Times* (12.4/19) and *Tough Cookies* (11.5/18) ranked 49th and 55th, respectively. CBS was third on Wednesday with a 12.3/20.

ABC saw continued growth on Thursday for *Dynasty II: The Colbys*, which had a 17.2/25. The show now has an average of 16.8/25 for its last three showings, while its season-to-date average is 15.3/23. ABC's other success story for the week came on Sunday, when *The Disney Sunday Movie* ranked second in its 7 to 9 time period behind *60 Minutes* (23.3/37) and *Murder, She Wrote* (26.2/39). On Tuesday, NBC reran the two-hour "Stingray" movie one week prior to its launch as a series in the Tuesday 10 to 11 p.m. time period. When it was shown on July 14, "Stingray" came in second for the week with a 19.3/34, but when it aired on March 4, it placed second behind ABC's regular Tuesday schedule from 9 to 11 with a 14.2/24.

HUT levels for the week were 63.5, on a par with the same week a year ago; the three-network ratings were 46.9, up 1% from 46.5 last

year, and the three-network share was 74.5, up 1% from a 73.8.

Clearances by affiliates during the week were off by as much as 15% at times due to preemptions for local broadcasts of a Billy Graham special and college basketball tournament action.

■ NBC won every half-hour on Monday with the exception of 9 to 9:30, when CBS's *Kate and Allie* out-distanced "Diary of a Perfect Murder" by four-tenths of a rating point. *Kate and Allie* ranked 16th.

■ ABC was four ratings points ahead of NBC on Tuesday with its regular schedule that swept all time periods and included two of the week's top 10—*Who's the Boss* (21.6/34) and *Growing Pains* (21.4/32)—from 8 to 9. *Trapper John M.D.*, from 8 to 9 on CBS, was the week's lowest-rated show.

■ NBC's 12th-ranked *Highway to Heaven* (21/32) from 8 to 9 and ABC's seventh-ranked *Dynasty* (22/33) continued to dominate Wednesday. The latter show paved the way for *Hotel* (18.5/31), giving ABC the night.

■ Although *Dynasty II: The Colbys* ranked second in its time period, its rating was not enough to lift ABC above third place on Thursday. CBS was second behind NBC for the night, led by *Knot's Landing* from 10 to 11 (18.4/30).

■ The combination of 13th-ranked *Dallas* (20.9/33) at 9 and 28th-place *Falcon Crest* at 10 gave CBS another Friday win. NBC trailed by one-and-a-half rating points with the 10th-ranked *Miami Vice* (21.1/34).

■ NBC's Saturday comedy block, plus *Remington Steele*, combined to give the network that night by 7.2 ratings points over second place CBS. *Golden Girls* (22.3/37), which ranked sixth for the week, led NBC in its win.

■ CBS won all time periods Sunday on the strength of its 7 to 9 p.m. programming and its movie, "Blind Justice," which beat movies on ABC and NBC with a 19.2/29 rating. CBS swept all time periods on the night,

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.4/54	25.	Lie and Let Die	ABC	17.5/27	49.	*Fast Times	CBS	12.4/19
2.	Family Ties	NBC	33.0/48	26.	Hill Street Blues	NBC	17.2/28	50.	A Deadly Business	CBS	12.3/21
3.	Murder, She Wrote	CBS	26.4/39	27.	Dynasty II: The Colbys	ABC	17.2/25	51.	Amazing Stories	NBC	11.7/18
4.	Cheers	NBC	23.4/34	28.	Falcon Crest	CBS	16.8/27	52.	Love Boat	ABC	11.6/20
5.	60 Minutes	CBS	23.3/37	29.	Scarecrow & Mrs. King	CBS	16.6/25	53.	Riptide	NBC	11.6/19
6.	Golden Girls	NBC	22.3/37	30.	Facts of Life	NBC	16.4/28	54.	Magnum, P.I.	CBS	11.6/17
7.	Dynasty	ABC	22.0/33	31.	A Team	NBC	16.2/25	55.	*Tough Cookies	CBS	11.5/18
8.	Who's the Boss?	ABC	21.6/34	32.	Remington Steele	NBC	16.0/28	56.	Alfred Hitchcock Presents	NBC	11.5/17
9.	Growing Pains	ABC	21.4/32	33.	Gimme a Break	NBC	15.7/28	57.	Airwolf	CBS	11.3/20
10.	Miami Vice	NBC	21.1/34	34.	Blackie's Magic	NBC	15.2/23	58.	Diffrent Strokes	ABC	11.2/18
11.	*Valerie	NBC	21.1/31	35.	Webster	ABC	15.1/25	59.	Hardcastle & McCormick	ABC	11.2/17
12.	Highway to Heaven	NBC	21.0/32	36.	Simon & Simon	CBS	15.1/22	60.	Crazy Like a Fox	CBS	11.1/17
13.	Dallas	CBS	20.9/33	37.	Spenser: For Hire	ABC	15.0/27	61.	Silver Spoons	NBC	10.4/16
14.	Diary of Perfect Murder	NBC	20.9/33	38.	20/20	ABC	14.9/24	62.	Punky Brewster	NBC	9.8/16
15.	Night Court	NBC	20.9/31	39.	Mr. Belvedere	ABC	14.8/23	63.	Classified Love	CBS	9.7/17
16.	Kate & Allie	CBS	20.8/30	40.	Richest Cat in World	ABC	14.5/22	64.	He's the Mayor	ABC	8.9/14
17.	Moonlighting	ABC	20.3/32	41.	Cagney & Lacey	CBS	14.3/24	65.	Fortune Dane	ABC	8.7/15
18.	*You Again	NBC	19.8/30	42.	Equalizer	CBS	14.3/24	66.	Benson	ABC	8.5/15
19.	Newhart	CBS	19.6/29	43.	Stingray	NBC	14.2/24	67.	Ripley's Believe It Or Not	ABC	7.6/11
20.	Blind Justice	CBS	19.2/29	44.	St. Elsewhere	NBC	14.1/24	68.	Fall Guy	ABC	7.1/12
21.	227	NBC	19.0/32	45.	Knight Rider	NBC	13.5/21	69.	Trapper John, M.D.	CBS	6.9/11
22.	Hotel	ABC	18.5/31	46.	Twilight Zone	CBS	13.1/21				
23.	Knots Landing	CBS	18.4/30	47.	MacGyver	ABC	12.6/19				
24.	Dress Gray, pt. 1	NBC	17.9/27	48.	Children of Times Square	CBS	12.5/20				

*Indicates premiere episode

NBC settles baseball controversy

It gives up early-season telecasts of Sunday games but continues to say it, not ABC, owns Sunday rights

Major League Baseball, ABC and NBC have apparently resolved the dispute over which network holds the rights to televise Sunday afternoon baseball games for the first two months of the season—at least for 1986.

In a March 4 letter to MLB Commissioner Peter Ueberroth, NBC played peacemaker, indicating it would abide by the league's decision to allow ABC to telecast early-season Sunday games. NBC also said it would not telecast Sunday games in the early season as planned, but stressed that its interpretation of the MLB rights contract was that the agreement gave it and not ABC the rights to those Sunday broadcasts.

But, said NBC Sports President Arthur Watson in his letter to Ueberroth, "Our desire to avoid a protracted dispute with a valued partner and friend [the league] outweighed our deep sense of concern regarding ABC's plans. We have decided, therefore, that we will not telecast Major League Baseball games on Sundays in April and May of 1986 even though we have selected telecast dates."

Nevertheless, NBC described the league's "apparent authorization" of ABC's early-season Sunday games as a "clear violation" by MLB of its baseball rights pact. Watson stressed that NBC's decision to back off "is for the 1986 season only as we will revisit the situation very carefully over the course of the next few months. Unfortunately, we expect that there will be significant damage to NBC if ABC televises MLB games on the five dates we selected." Furthermore, Watson stated, NBC, in playing nice guy this year, is not legally waiving any of its rights within the current pact, which runs through the 1989 season.

An NBC spokesman declined to say what Sunday dates the network had chosen. But a source familiar with the situation acknowledged that it was only after ABC said last December it would go forward with a plan for early season Sunday games that NBC opted to invoke its professed right to the first two months of Sunday baseball. "When we saw what ABC wanted to do," the source said, "our position was we have those rights," and that it was NBC's choice to either televise or not televise Sunday games in the early part of the season.

"Our interest is in protecting the value of our Saturday baseball," the source added, suggesting that network baseball telecasts the day following NBC's *Game of the Week* telecasts could "possibly devalue" the latter with the added network baseball inventory.

MLB has acknowledged that the rights contracts with both ABC and NBC were unclear on the rights to Sunday games in the

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...McGoohan, Billie Whitelaw. (Part 1
...of 2)
...USA MOVIE "Targets" (1968) Boris
...Karloff, Tim O'Kelly. An aging hor-
...ror-movie star tries to reason with
...a murderous sniper at a drive-in
...movie theater.
...CBN 700 CLUB
...LIFE AMERICA TALKS BACK
...CNN LARRY
...CALL-IN (LIVE)
...NASHVILLE NOW
...SPN LOOKING EAST
...IBM PRESENTS
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...COLUMBUS
...THE UNTOLD STORY wxyz Adv.
...CHRISTOPHER COLUMBUS
...the 15th century. Genoese
...repeated
...to win support from the
...Queen and King of Spain (Faye
...Williamson) for a
...voyage west to
...Indies, finally,
...em-

early part of season.

While NBC asserts that ABC's telecasts on Sunday afternoon may act to reduce the ratings of NBC's Saturday games, it was also suggested that NBC would have a hard time clearing affiliates for both Saturday games, which are exclusive, and Sunday games, which must compete with local coverage around the league.

An MLB executive praised NBC for taking a "very honorable and statesmanlike position," in deciding to set the issue aside for at least one season. He said the decision was in the "best interests" of all concerned, and confirmed that NBC's current position affected only the 1986 season.

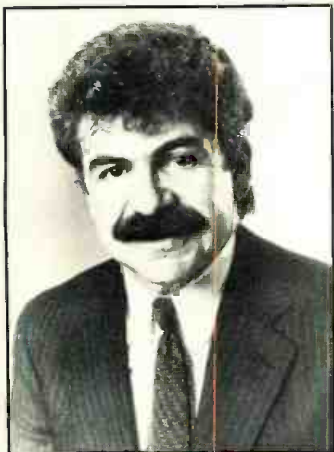
ABC had little to say on the development. A network spokesman said last week: "We

had intended all along to do those games on Sunday afternoons and now we are going ahead and will do them." ABC first announced its plan to carry the additional games last December—making its 1986 slate of baseball coverage its largest ever—as a way of filling the gap left by the United States Football League's move out of spring play (BROADCASTING, Dec. 31, 1985). □

Syndication Marketplace

■ **GGP Sports** says that it has cleared *Joel Siegel's Road to the Academy Awards* in more than 110 markets covering 70% of the country. The *Good Morning America* movie critic will host the show from Los Angeles, and will be joined by a several "guest star contributors," including Irene Cara (speaking on the nominees for original song), *All My Children's* Susan Lucci (reviewing film fashion as well as the attire worn to the awards), and Ron Reagan Jr. (who reviews the current popularity of the macho man in films). Sales are on a barter basis with six-and-a-half minutes for stations and five-and-a-half minutes for GGP. The show will be produced by GGP and WABC-TV New York. Clearances include WABC-TV, as well as KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco, WCVB-TV Boston, WXYZ-TV Detroit, WDM-TV Washington and WFAA-TV Dallas. ■ **Lorimar-Telepictures** has named its production staff for *One Big Family*, the half-hour comedy starring Danny Thomas. David Pollack and Elias Davis are executive producers, and Arnold Margolin and Sam Bobrick are producers. The show is produced by Witt-Thomas Productions. Pollack and Davis had written scripts for *M*A*S*H* for three years, and have also worked on *The Mary Tyler Moore Show*, *The Carol Burnett Show* and *All in the Family*; Margolin has been producer for ABC's *Growing Pains* and CBS's *Private Benjamin*, and Bobrick's credits include *The Smothers Brothers Show* and *The Andy Griffith Show*. ■ **Syndicast** says that it has cleared *Lou Rawls Presents the Third Annual Black Gold Awards* in 70 markets covering 65% of the country. The two-hour special honoring the year's best rhythm and blues artists will be hosted by Rawls along with Melba Moore and will include appearances by The Four Tops, The Temptations, New Edition, Nancy Wilson and others. Distribution is on a barter basis with 11 minutes for stations and 11 minutes for Syndicast. Clearances include WCBS-TV New York, KTTV-TV Los Angeles, WBBM-TV Chicago, WTAF-TV Philadelphia, WBZ-TV Boston and WDM-TV Washington. ■ **Program Syndication Services** says that it has cleared *Morning Stretch* in 110 markets covering 75% of the country. The show, hosted by Joanie Greggains, is cleared on a barter basis with three minutes for stations and three minutes for PSS. Recent clearances include WCAJ-TV Birmingham, Ala.; KOTV-TV Tulsa, Okla.; WDKY-TV Lexington, Ky.; KPOL-TV Tucson, Ariz., and WBNB-TV St. Thomas, Virgin Islands. ■ **JRD Productions** is offering the two-hour *1986 Dove Awards* for one run during a window between April 12 to June 29. The special, hosted by Pat Boone, Charlene Tilton, Larry Gatlin and Marilyn McCoo, honors gospel music artists. Sales

are on a barter basis with 10 minutes for both stations and JRD. ■ **Warner Bros. Television Distribution** says that it has cleared *TV3* in 44 markets. Recent sales include WUAB-TV Cleveland; WCIX-TV Miami; WTOG-TV Tampa, Fla.; KPLR-TV St. Louis; WVTI-TV New Britain, Conn. (New Haven); WKBW-TV Buffalo, N.Y.; KOKH-TV Oklahoma City; WBRC-TV Birmingham, Ala.; WHIO-TV Dayton, Ohio, and KMSB-TV Nogales, (Tucson) Ariz. Among the package's 13 made-for-television titles being offered for cash are three Agatha Christie pictures—"A Day for Thanks at Walton Mountain," "Found Money" and "Glitter." Warner Bros. also says that it has now cleared the mini-series *V* in 34 markets. The most recent clearances include WUAB-TV Cleveland, KPLR-TV St. Louis, WVTI-TV Milwaukee, KCTV-TV Kansas City, WHO-TV Des Moines, KDTU-TV Tucson, Ariz., and WVVU-TV Evansville, Ind. ■ **The Entertainment Network** has moved the broadcast window for *Cosmos—In The Year of The Comet*, the three-part six-hour mini-series, from March-April of this year to September. TEN and its partner, KCET-TV Los Angeles, delayed the project as a result of concern that host Carl Sagan might not be ready to give his final approval on the project, rights Sagan retains. Of the 75 stations, covering 75% of the country, that originally cleared the mini-series, TEN says that only two have had problems with the re-scheduling. ■ **JM Entertainment** says that it has cleared the one-hour *At the Gate* in more than 100 markets, and is expecting approximately 150 clearances by the time it airs—April 1-June 30 (during the running of the Triple Crown). William Conrad narrates the look at the professional jockeys. Sales are on a barter basis with stations getting seven minutes and JM keeping five. Clearances include KNBC-TV Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia, WCVB-TV Boston and WKYC-TV Cleveland. ■ **Harmony Gold** will sell *Ghosts and Gold*, a weekly half-hour documentary-style look at lost treasures and the legend surrounding them, on a cash-plus-one-barter-minute basis. The show's 26 episodes, hosted by Robert Stack, will be available from September of this year through September 1987. A pilot was recently completed. ■ **Lionheart Television International** says that it has cleared *Edge of Darkness* in eight markets covering 15% of the country. Clearances for the three-part, six-hour, mini-series, which aired on the BBC last December, include KCOF-TV Los Angeles, KWBH-TV San Francisco, WDIV-TV Detroit, WPBT-TV Miami, KMSP-TV Minneapolis, KVTP-TV Phoenix, WTIC-TV Hartford, Conn., and KPTV-TV Portland, Ore. ■ **Blair Entertainment** says that it has cleared *NFL Update*, a one-hour special, on 110 stations since NATPE. The program will look back on the 1985 season and incorporate personal close-ups on stars, coaches and team owners, as well as a recap of the championship games and the Super Bowl. Sales are on a barter basis with stations and Blair each getting six minutes. The program has a window of Aug. 23-Sept. 7. Clearances include KRON-TV San Francisco, WBZ-TV Boston, WXYZ-TV Detroit, KRIV-TV Houston, WXIA-TV Atlanta, KING-TV Seattle, WUSA-TV Minneapolis, KDNL-TV St. Louis and WTVT-TV Tampa, Fla. ■ **D.L. Taffner Ltd.** says that it has cleared *Check It Out*, starring Don Adams, on 14 more stations, bringing its market total to 58. Based on the British show *Tripper's Day*, the show's 22 episodes are sold on a cash-plus-barter basis. The recent additions include KDNL-TV St. Louis, WTHR-TV Indianapolis, WXIX-TV Cincinnati, KSHB-TV Kansas City, WSTG-TV Providence, R.I., and WRGT-TV Dayton, Ohio. ■ **Consolidated Productions** has acquired the foreign distribution rights to the four-part PBS mini-series, *The Adventures of Huckleberry Finn*, and will debut the production at MIP in April. PBS aired the joint production of WGBH-TV Boston and WGBY-TV Springfield, Mass., on Feb. 10. Cast members include Jim Dale as the Duke, Patrick Day as Huck and Frederic Forrest as Pap Finn. Sales are on a cash basis.



GGP Sports' Siegel



Taffner's "Check It Out"

Fowler questioned on must carry, 1987 budget, station swaps

House Appropriations Subcommittee asks FCC chairman about proposed industry compromise, backyard earth stations, DBS progress

Proponents of the industry must-carry compromise (BROADCASTING, March 3) may have missed an opportunity to bring congressional pressure to bear upon FCC Chairman Mark Fowler.

At the House Appropriations Subcommittee hearings last week on the FCC's \$96.4-million budget request for fiscal 1987, the subject of must carry was broached. But the only congressman who expressed an opinion on the subject was Representative George O'Brien (R-Ill.), and he was absent. Representative Harold Rogers (R-Ky.), who was present, relayed his colleague's concerns without endorsing them. "O'Brien wants me to say to you that he hopes the FCC will take no action to endanger this compromise," Rogers said.

For his part, Fowler repeated his opinion that just because the industry agrees on something is no guarantee that the agreement would be in the "overall" public interest (BROADCASTING, March 3). He also reminded the subcommittee about the "narrow constraints" of the *Quincy* case, in which the appellate court found the former rules to be unconstitutional.

Subcommittee Chairman Neal Smith (D-Iowa), without conveying a preference on the issue, asked whether Fowler thought the proposed compromise should give public broadcasting stations special treatment. (As it stands, the compromise does not.) Fowler offered no opinion.

Under questioning from Representative Bernard Dwyer (D-N.J.), Fowler declined to say what the commission planned to do with its controversial proposal to permit noncommercial operators to swap their VHF stations for commercial UHF's, without having to face competitive applications for the facilities. "We're looking at all of the objections," Fowler said. But Fowler, who described the proposal as "an initiative of Commissioner [James] Quello's," suggested that the commission did not anticipate acting on the proposal soon. "Not in the near..." said Fowler, whose attention was diverted before he was able to finish his statement.

In response to questioning from Rogers, Fowler offered a somewhat ambiguous statement on where the commission stands on the scrambling of satellite programming, which has backyard earth station owners up in arms. "We have not been centrally involved

Telcos challenged. ABC, CBS, NBC, Hughes Television Network, the Association of Independent Television Stations, the National Association of Broadcasters and the Public Broadcasting Service have alleged that local telephone companies have not provided enough information to evaluate whether telco television transmission rates are reasonable.

But from the information available, the television parties said they had identified \$63.7 million in facility investment in the telco video service rate base that is not being used to provide television transmission services. That, according to the television parties in a filing at the FCC, means that 59% of the total investment allocated to the television service is not used to provide service to TV customers, and that of the claimed annual revenue requirement for television service of \$45 million, about \$27 million is associated solely with excess investment.

The parties also said the local telcos' video service revenue requirement was "burdened with grossly excessive expenses, some of which should be disallowed immediately without further investigation."

In a separate filing, the same parties also asked the FCC to reject or suspend and investigate an AT&T proposal for an across-the-board increase for private-line rates "because AT&T has not even attempted to justify its proposed increases for *individual* private-line services."

The parties said that in the only data AT&T has provided, the telco lumped together demand figures for terrestrial TV and radio services, even though those have always been distinct services offered under separate sections of its tariff. "The aggregation of data from these services renders the information completely useless for analysis by either the commission or users," the parties said. "At the very least, the commission must require AT&T to separate its terrestrial television and terrestrial audio (for radio)—data in this and all future tariff filings."

In yet another filing, NAB asked the FCC for immediate relief and refunds for alleged overcharges in local telco rates for radio transmission services that went into effect last year. In its filing, NAB alleged that those rates were "unreasonably high and unjustly discriminatory." It also charged that the telephone companies had "utterly failed" to justify the rates.

NAB said that as a result of the rate increases, many radio broadcasters have had to eliminate or reduce local and public service programming and coverage of community sporting events. "In many cases, because of economic or engineering conditions, it has been impossible for broadcasters to seek alternative technologies or services to substitute for monopoly exchange carrier special access services," NAB said.

"And, even where alternatives are available, delays in obtaining the necessary equipment and licenses for broadcast auxiliary service frequencies may seriously disrupt continued service to the public. As a consequence, the assurance of affordable nationwide telecommunications, which the commission is obliged to protect under Section 1 of the Communications Act, has been adversely affected by the special access rate levels."

in that, so far," said Fowler.

Rogers agreed with Fowler that backyard earth station owners should pay something for satellite programming. But he also wished the FCC could put some sort of "framework" into place to pave the way for that. Fowler said he saw no reason for the government to intervene. "I think it can work itself out," Fowler said.

On another subject, Smith wanted to know what had happened to the direct broadcast satellite service, which Fowler had told the subcommittee about in previous appearances. Fowler said that Hubbard Broadcasting still appeared to be "pressing forward" with DBS plans. But there wasn't much else positive to report on the DBS front, "much to our disappointment," Fowler said. "Whether DBS will become operational is a question that is still out."

Fowler also took the opportunity to beat the drum for the commission's legislative proposal seeking permission to auction off nonbroadcast spectrum, which has apparently been collecting dust since the FCC for-

warded it to Congress last fall. Fowler told the subcommittee that he believed the FCC could have raised \$1 billion for the treasury by auctioning off spectrum for cellular radio in the larger markets. He also said he believed the "other virgin spectrum out there" might be worth another \$1 billion.

On budgetary matters, Edward Minkel, the FCC's managing director, said the commission, in response to the Gramm-Rudman-Hollings cuts, had already put a freeze on hiring, cut back on travel and deferred promotions for fiscal 1986. But it also looked, Minkel said, as if all FCC personnel—except the commissioners, Minkel explained after the hearing—may have to take two days off without pay to meet the cuts for fiscal 1986.

Smith warned that it would be "extremely difficult" for any agency to get more money for fiscal 1987 than it did for fiscal 1986. (The FCC's budget request for fiscal 1987 is for \$6 million more than it is expecting for fiscal 1986, after the Gramm-Rudman cut.)

Smith also asked the FCC to provide the

subcommittee with a detailed account of how it would have to cut back if it received the same appropriation in fiscal 1987 it's expecting for 1986. □

Blanket license showdown on Hill

House hearing airs calls for TV music clearance at source; it's broadcasters vs. licensers

Legislation (H.R. 3521 and S. 1980) that pits television broadcasters against music licensing organizations and Hollywood will receive an airing in the House this week. The House Copyright Subcommittee is holding a hearing on Wednesday, March 19, on H.R. 3521 which would remove the blanket music license and require producers and syndicators to deliver syndicated programming to stations with music performance rights included (BROADCASTING, Oct. 14, 1985).

Broadcasters, led by the All-Industry Television Station Music License Committee, headed by Les Arries, president of WIVB-TV Buffalo, N.Y., want to outlaw blanket licensing for television stations, because, they argue, it is inequitable and benefits only a small group of copyright owners at the expense of broadcasters and the public interest. On the other side, Broadcast Music Inc., the American Society of Composers, Authors and Publishers, SESAC and the Motion Picture Association of America contend that the current system works well and that if the legislation is enacted, composers will be "severely hurt."

Thus far, the broadcasters have been able to attract considerable support for the bill—more than 100 House members are co-sponsors. The bill's authors, Representatives Frederick (Rick) Boucher (D-Va.) and Henry Hyde (R-Ill.), sit on the Copyright Subcommittee along with Thomas Kindness (R-Ohio).

Copyright Subcommittee Chairman Robert Kastenmeier (R-Wis.), however, has not indicated where he stands on the issue, although he thinks further hearings may be necessary if the legislation is to move forward.

In the Senate, Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.) introduced S. 1980, a companion to the House measure. Thurmond asked Senate Copyright Subcommittee Chairman Charles McC. Mathias Jr. (R-Md.) to convene a hearing on the bill, set for April 9. Subcommittee member Alan Simpson (R-Wyo.) is a co-sponsor along with Senator John East (R-N.C.), who sits on the parent Judiciary Committee. Seven other senators are supporting it.

Among the witnesses slated to testify at the House hearing on the bill: Bruce Lehman, former counsel for the House Copyright Subcommittee and attorney with Swidler & Berlin, which represents the all-industry committee; M.N. (Buddy) Bostwick, president and general manager, KWTX-TV Waco, Tex., and a yet to be named music composer. Testifying against the legislation: ASCAP President Hal David; BMI President Edward Cramer; SESAC President

Bob Thompson, and a yet to be named composer.

The broadcasters' yet unnamed composer is expected to be a key witness in presenting the case for source licensing. The committee hopes to disprove some of the charges made against the bill. Broadcasters maintain that source licensing will not harm composers. Under the bill, license fees would be negotiated on a case-by-case basis as is now practiced by motion picture theaters, the all-industry committee says. In some cases the royalty payments would be higher and in some cases lower, they say.

Moreover, broadcasters charge that producers of TV programs are the primary beneficiaries of the blanket license system. They point out that many of the program producers also own music publishing subsidiaries, and "not only receive direct payments by the television station for the rights to broadcast the program, but also receive a second windfall payment through their publisher affiliations with ASCAP and BMI."

But the music licensing organizations maintain there is no "more efficient or equitable mechanism than the blanket license" to protect composers. And, they point out, most television syndicators do not have music publishing subsidiaries. Furthermore, they argue that many programs, particularly music video shows and programs where musicians perform, "use a great deal of music by a huge number of different composers and publishers." □

FCC sends up its Hill package

The FCC last week forwarded its package of legislative recommendations (BROADCASTING, Feb. 3) to Congress. And while it doesn't contain any surprises, the text in the package furnishes some insight into the FCC's motives in seeking the various changes proposed.

Among the highlights for broadcasters:

■ The FCC explained that its proposal to raise the maximum amount it may fine a broadcaster from the present \$20,000 to \$1 million would "greatly increase its discretion" in enforcing its rules. "In some cases, pursuit of such significant forfeiture amounts might serve as a superior substitute for a license renewal or revocation proceeding," the FCC said.

In the package, the FCC is also requesting permission to collect fines on its own. As it stands, the Department of Justice is responsible for collections, suing, if necessary, in the federal courts. "The Department of Justice, however, to date, has been reluctant to expend its own limited resources on proceedings to collect FCC forfeitures," the FCC said. "As a result, there is a backlog of uncollected forfeitures in the commission. Authority for the commission to go directly to federal court would make collection more efficient." During fiscal year 1985, the FCC's Field Operations Bureau levied 545 fines totaling \$465,000 and referred 36 to the U.S. Attorney's office for collection.

■ In proposing elimination of the fairness doctrine, the FCC is seeking an amendment

of Section 326 of the Communications Act that would read: "Nothing in this act shall be understood or construed to give the commission any power of censorship over the content of communications, including the power to require a licensee to afford an opportunity for the discussion of conflicting views on any issue, and no regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech or of free press."

■ The commission also is seeking elimination of Section 315 of the act, which requires a broadcaster to afford "equal opportunities" to legally qualified candidates for the same public office. Among other things, the FCC said Section 315 imposed a "hierarchy of speech values which unnecessarily and improperly restricts the discretion of broadcasters in fulfilling their public interest obligations and journalistic responsibilities."

■ In seeking repeal of Section 312(a)(7), which provides a right of access to candidates for federal office, the commission said it believed that the electronic media should be placed on the same First Amendment plane as the print media. "Such intrusions have been traditionally defended on the basis of broadcasting's 'peculiar characteristic'—its scarcity," the FCC said. "Yet, there are manifold times the number of broadcast outlets in operation as there are daily newspapers. Only 2½% of American cities have more than a single daily newspaper while few cities have access to only one broadcast outlet. Daily newspapers are so scarce that Congress has had to provide special relief from the antitrust laws in order to encourage the sort of local competition and diversity in newspapers that are considered routine in broadcasting. Clearly, scarcity no longer justifies an intrusion into the First Amendment rights of broadcasters that would not be tolerated if applied to print."

■ On its proposal to eliminate comparative renewals, the FCC said there was "something entirely alien to our free enterprise system in the notion that a business that is satisfying its customers may have its undertaking virtually confiscated by the government and redistributed to another party . . . Under our economic system, the government has no legitimate role in interposing itself between the public and the licensee as under the existing comparative renewal system in which the commission has the power to decide that even a licensee operating in compliance with the act, the commission's rules, and the terms of its license, and providing the public with programming that it desires, should be put out of business and be replaced by another party based upon structural factors or promises of 'better' performance."

■ One proposed change being sought for petitions to deny would permit the FCC to ignore petitions by incumbent licensees alleging that an economic hardship would result from authorization of new service. Another would permit the FCC to dismiss any petition to deny filed in retaliation for a licensee's refusal to pay off a petitioner. It also would prohibit the withdrawal of a petition for payment of more than the actual costs, including reasonable attorney fees, incurred

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by the petitioner in prosecuting the petition and would create a private federal right of action for licensees who have been the victim of an attempt by a petitioner to use the petition-to-deny process for private gain. In its text, the FCC said it believed Congress intended the petition-to-deny process to be used to protect the public interest, not for private gain. "The commission believes that the proposed amendments would be of substantial benefit in curbing any abuses of the petition to deny and citizen/broadcaster agreement procedures," the FCC said. "None of these proposals should in any way chill legitimate petitioners from filing petitions to protect the public interest. Rather, they are designed to chill the illegitimate and improper use of these procedures for the private interest of petitioners or their designees."

■ Another proposal would codify the FCC's broadcast deregulation and extend it by prohibiting the designation in hearings of issues regarding an incumbent's ascertainment of community needs, the percentage of nonentertainment programming broadcast, the amount of commercial matter broadcast or the maintenance or public availability of programming logs.

■ Yet another would amend the allocation principle of Section 307(b) of the act to change its focus from the equitable distribution of service among states and communities to the equitable distribution of service throughout the U. S. Explained the FCC: "As currently interpreted, the commission in its allocation decisions has given primary consideration to the particular community and only secondary consideration to the entire service area. We believe that, in allocating facilities, service to an entire service area

should now be the primary consideration, and this amendment would clarify beyond question the commission's authority to implement such an allocation scheme."

Cable, broadcasters differ over sharing 2 and 7 ghz bands

More users would cause interference to ENG services, broadcasters say, but cable argues for access

The FCC's proposal to permit cable interests to share the 2 and 7 ghz frequencies allotted to TV broadcasters for studio-to-transmitter links, intercity relay stations and electronic news gathering should be scrapped, according to broadcasters.

Cable interests, in their own comments at the FCC last week, did not agree.

Also in comments, telephone companies objected to a related proposal to let broadcasters, cable interests and others providing video services to share the 6.4 ghz band that has been reserved for primary use by common carriers.

The FCC's proceeding also proposes to impose minimum path-length requirements on new fixed links operating in the TV broadcast auxiliary bands and to consolidate fixed-link use in the 7 ghz band and mobile use at 2 ghz.

The National Association of Broadcasters had problems with most of the proposals. For starters, NAB opposed sharing the 2 and 7 ghz bands with cable interests. "Allowing cable interests to share 2 ghz and 7 ghz will

burden the newsgathering operations of television stations, complicate frequency coordination and increase the risk of interference to live 'on-air' ENG and STL links," NAB said.

NAB said a minimum-path-length requirement would "constrict the flexibility that broadcasters need to design, alter and operate microwave systems." It also said it believed that fixed links must continue to be accorded primary status at both 2 and 7 ghz. "We do not believe that the fixed/mobile spectrum congestion at 2 ghz and 7 ghz has reached the point where a change in commission allocations policy is warranted," NAB said.

In addition, NAB said it believed that cable's needs for mobile ENG frequencies can be "adequately accommodated" at 12.7-13.25 ghz and 6.4 ghz. "At 13 ghz, there is a generous amount of spectrum available for fixed and mobile facilities under the cable television relay service," NAB said. "NAB believes that most cable needs can be accommodated at 13 ghz. But to the extent that these frequencies are not sufficient or desirable, NAB supports the commission's proposal to give cable interests access to 6.4 ghz on a co-equal basis with other services. Under these circumstances, there should be no need for cable interests to access 2 ghz and 7 ghz. Cable interests should be permitted to use *only* the 6.4 ghz band until their spectrum needs can be further ascertained."

CBS also opposed sharing the 2 and 7 ghz bands with cable. "While CBS understands the commission's interest in accommodating nonbroadcasters who might have legitimate need for additional video microwave frequencies, CBS believes the commission's proposals to accommodate those needs by expanding uses of the spectrum between 2 and 7 ghz will, if implemented, jeopardize broadcasters' operations to the detriment of the public as well as broadcasters," CBS said.

Tribune Broadcasting Co. also said cable should be excluded from the 2 and 7 ghz bands. "Those bands are already congested and should be reserved for broadcasters to enable them to serve their public interest obligations, which are unique to broadcasters," Tribune said.

The Association for Maximum Service Telecasters said it supported the "thrust" of the FCC's proposal to promote the shifting of mobile operations into the 2 ghz band and fixed links into the 7 ghz band. "AMST believes that, over time, this proposed change from both bands' current co-primary allocation to both fixed and mobile users would ease the problems of coordination among various users that now occur in these crowded bands," AMST said.

But AMST was strongly opposed to the proposal to permit the cable sharing in the 2 and 7 ghz bands. "This would inevitably result in degradation of the service to the public provided both by broadcasters and by the new 2 and 7 ghz band users," AMST said.

Gannett Co. said the commission's sharing proposals for the 2 ghz and 7 ghz bands would "strain the coordination process beyond its tolerance, particularly if these local committees are burdened with such broad-brush regulations as the proposal to make all

New York upgrade. The City of New York Municipal Broadcasting System's noncommercial WNYC(AM) has been granted permission to operate full time.

For years, the daytime-only station had been battling clear channel WCCO(AM) Minneapolis-St. Paul to extend its hours into nighttime on the 830 khz frequency they share. But now that WNYC has been granted the right to move to 820 khz, it can stop worrying about WCCO.

"After 45 years, we're better off than if we'd won over WCCO," said WNYC Director Mary Perot Nichols in a statement. "More power, more time on the air."

WNYC won the right to the new frequency in a comparative contest that originally included eight applicants. Most of the competitors either dropped out or amended their applications to eliminate mutual exclusivities earlier in the going. The last two competitors reached settlements with WNYC during a hearing before FCC Administrative Law Judge Joseph Chachkin, who, without fanfare, granted WNYC's application and approved the final settlement agreement paving the way for the grant on Jan. 3 (BROADCASTING, Jan. 27).

With the grant, which is now final, WNYC will be able to upgrade from 1 kw daytime-only to full-time operation with 10 kw day and 5 kw night. Under the settlement agreement, Mid Shore Broadcasting, one of the mutually exclusive applicants, agreed to drop its application for a new AM in Weymouth, Mass., for \$40,000; Marshfield Broadcasting Co., the other competing applicant, agreed to drop its application for a new AM in Whitman, Mass., for \$35,000.

Both Marshfield and Mid Shore would have provided first radio services to their communities, and their applications on those grounds would receive a preference under criteria favoring applicants that would bring local service to unserved areas. (The criteria stem from Section 307[b] of the Communications Act, which directs the FCC to distribute facilities equitably among the states and communities.)

In cases where competitors for a frequency who would have provided first radio service to a community settle, the FCC is supposed to furnish other parties with an opportunity to file fresh competing applications for the frequency. But the FCC case law, according to an FCC official, allows for an exception to that obligation when there are other channels available for application in the unserved communities. In the case at hand, WNYC, according to Chachkin, demonstrated that there would still be "potential" for using 890 khz full time at Weymouth or Whitman and 810 khz daytime at Whitman. "The availability of these frequencies is sufficient to eliminate the need for republication," Chachkin said.

mobile uses secondary at 7 ghz, despite a need for mobile operation at 7 ghz in very congested markets."

Knight-Ridder Broadcasting urged the FCC not to "exacerbate already difficult problems of frequency coordination in these bands [2 and 7 ghz] at the present time by substantially increasing demand for these frequencies."

Gaylord Broadcasting said the record in this proceeding "demonstrates that these frequencies simply do not have room for an additional class of users."

Added Scripps-Howard Broadcasting: "Permitting CATV or other entities to share the 2 ghz and 7 ghz bands does not actually meet their needs since the broadcasters are already saturating those bands."

Multimedia Inc. urged that "any new minimum path length requirements for fixed operation in the 7 and 13 ghz bands be coupled with effective grandfathering of existing operations in those bands."

The National Cable Television Association, however, endorsed the FCC's proposals to "relax" eligibility restrictions for access to the 2, 6.4 and 7 ghz bands. "Where competitors in the video marketplace are engaged in the same programming functions, using the same type of equipment and the same modulation, they should have equal access to these microwave frequencies," it said.

Turner Broadcasting System supported sharing of the 2 and 7 ghz bands. "This proposal will facilitate production of high-quality programming of vital public importance without relegating cable networks to a secondary user status," TBS said.

Cablevision Systems Corp. also favored the sharing. "The FCC's rules currently in place have unnecessarily inhibited the ability of cable systems to gather live news and to transmit high-quality newscasts to their cable subscribers," Cablevision said.

The Electronic Industries Association, concerned about the fixed-service video users who may be displaced by direct broadcast satellite service in the 12.2-12.7 ghz band, urged the FCC to open the 7 ghz band to all fixed video users. "The needs of mobile video users would be met in two bands," EIA said. "The 2 ghz band would be restricted to the electronic media while the 6.4 ghz band would be available to all mobile users. Sharing the 7 ghz band... should create no coordination problems and significantly improve spectrum efficiency."

The Bell Atlantic Telephone Companies, which use the 6.4 ghz band to offer mobile video pickup services, opposed the FCC's proposal to expand use of the band. Bell Atlantic said the proposal would "seriously jeopardize" the ability of it and other mobile video service providers to satisfy their customers with the quick responses demanded.

The GTE Telephone Operating Companies also objected to the proposals to permit video users equal access to the 6.4 ghz band. "If the commission allows new users, a revised frequency coordination method is required," GTE said.

Said AT&T: "Should the commission dilute the carriers' claim to this band [6.4 ghz], it should consider giving the carriers a compensating right to use other spectrum, such as the 6875-7125 mhz [7 ghz] band." □

Exchange problem. A nosedive in the value of the dollar—which the administration has helped engineer and which it is cheering—is said to be having serious financial impact on Radio Free Europe/Radio Liberty. The radios, which broadcast into Eastern Europe and the Soviet Union, are based in Munich, Germany, and are finding their appropriation is not going as far as it did when the dollar was strong. And unless Congress votes a requested supplemental appropriation for fiscal 1986 of \$14.5 million, Malcolm Forbes Jr., chairman of the Board for International Broadcasting, which funds and oversees the radios, told a Senate appropriations subcommittee, "We'll have to close down the broadcasting facilities by the Fourth of July."

Not even a shutdown would save enough money to avoid the need to file for bankruptcy, according to an RFE/RL official. The costs that would be imposed by West German labor laws—providing severance pay and training for laid-off workers, for instance—would be "double or triple" what it now pays to fund the radios, one official said.

BIB's 1986 appropriation of \$102.7 million was based on an exchange rate of 3.08 marks to the dollar; the rate now is closer to 2.23. Forbes said the dollar has also fallen against other currencies in which RFE/RL deals—the Portuguese escudo and the Spanish peseta. What makes the situation particularly "scary," said Forbes, is the new Gramm-Rudman-Hollings deficit-elimination law, which makes it difficult for Congress to pass supplemental bills. However, BIB may have an influential friend in the Senate—Warren Rudman (R-N.H.), who presided at a hearing of the subcommittee on Justice, State, Commerce and Judiciary on the BIB budget. He said, "I will do what I can to talk to the leadership to get this through." BIB's problems, he said, "are no fault of your own. You can't carry out the will of Congress."

FCC sets plans for AM expansion

Its proposals to State Department for U.S. position at Geneva meeting in April include allotment planning

Within days of the return of a delegation that had taken soundings in six Central and South American countries, the FCC completed its recommendations for the U.S. position at the first session of the western hemisphere conference next month on planning the 100 khz expansion of the AM band, from 1605 to 1705 khz. The commission proposed that the conference adopt an allotment planning method and a maximum power limit of 10 kw, provided a given station's power level at an international border does not exceed 1 kw.

The commission, whose proposals have been forwarded to the State Department, acted on the report of the delegation that was led by Mass Media Bureau Chief James McKinney, who will head the U.S. team to the three-week session beginning in Geneva on April 14. McKinney said the time he and four other FCC and State Department staffers spent last month visiting six countries and exchanging views had been "profitable." Among other things, he reported, the Brazilians said that, but for the visit of the Americans to Brasilia, Brazil might have opposed allotment planning, which the U.S. was backing. The Canadians, who have developed a "modified" allotment plan, also had a hand in persuading Brazil and other countries to consider such planning.

Brazil, like some other countries in the hemisphere, use the 100 khz beyond the end of the existing AM band (530-1605 khz) for nonbroadcast purposes—aeronautical beacons on oil rigs to guide helicopters. And the Brazilians felt that if the hemisphere adopted a more rigid assignment rather than an allotment plan, they would be in a better position to protect the use to which they are now putting the band.

Edward DuCharme, who is director of regulatory policy and planning of Canada's

Department of Communications and will head Canada's delegation to the conference, said the Brazilians were advised they would be "better off" with an allotment plan, since they would have an entire band to use as they saw fit.

The Americans favor allotment planning because, they say, it affords flexibility: It makes designated frequencies available for use anywhere within a specified area. And countries are free to depart from initially presumed characteristics of a station provided radiation toward other countries is not increased. Under the alternative—an assignment plan—an assignment for each station is entered into the plan with a specific location and power and other characteristics. Then, as has been the case with a plan adopted for existing AM frequencies in 1981 in Rio de Janeiro, governments must engage in the laborious process of resolving the incompatibilities among "required" assignments that are bound to result. What's more, stations cannot be added to the plan until it is amended.

Last fall, the U.S. developed the bulk of its proposals for the first session, which will develop the technical criteria and planning method on which a plan will be constructed at a second session in 1988. For the most part, those proposals mirror technical regulations—aside from the assignment method—adopted by western hemisphere countries in Rio de Janeiro in 1981, in approving a plan for use of the existing AM band.

The FCC deferred action on the planning-method and power-level issues pending further checking with hemisphere neighbors.

The Americans completed their tour—Mexico City, Santiago, Buenos Aires, Bogota and Caracas, as well as Brasilia, were visited—at a CITEL (Inter-American Telecommunications Conference) meeting in Fortaleza, Brazil, where 11 countries, including all of the major ones in the hemisphere, assembled for a final pre-conference session, during the last week of February. It

was there that the Americans concluded that their preference for allotment planning could be offered in Geneva with some confidence of success. A resolution adopted at the conference indicated at least open-mindedness on the part of the countries represented as to the planning method and endorsement of the power level favored by the U.S.

If the Americans, before the journey south, had not been confident their preference for allotment planning would be acceptable, neither were they comfortable on the question of maximum power. Some countries with existing nonbroadcast services in the band were arguing for power at the border of no more than 750 w. The U.S. wanted maximum power of 10 kw. The resolution adopted at Fortaleza and reflected in the commission's order calls for an assumed power level of 1 kw and a 1/4 wavelength, nondirectional antenna, but would permit higher power provided it did not exceed the

kw level at the border.

The commission's order reflects that portion of the resolution. It would permit actual power to "vary so long as the agreed protection arrived at through the use of the power presumed in the plan is provided." And the commission expressed the view that 10 kw would achieve "a desirable balance," high enough to make possible service to larger areas and low enough to increase the number of assignable stations while reducing the "cumulative interference."

The Fortaleza resolution indicated the interest of countries such as Brazil and Argentina that appear to prefer a lower power limit. It says the "possibility should be left open" for groups of countries to develop a subregional plan, "consistent with the regional plan," under which power of less than 1 kw—such as 250 w or 500 w—could be employed.

The resolution also says the plan adopted

should accommodate other services as long as they do not adversely affect the plan. The commission did not propose any criteria for sharing broadcast and nonbroadcast services within the band, since the United States intends to reserve the band exclusively for broadcast.

Both McKinney and DuCharme appeared optimistic in the wake of Fortaleza—but both qualified their estimates. DuCharme noted that the representatives were not authorized to make firm commitments; they are now in the process of formulating the positions their respective countries will take in Geneva. But he said that, "based on informal discussions, we are inclined to be optimistic." McKinney's optimism is qualified by the fact that about twice as many countries as were represented at the CITEL meeting are likely to be represented in Geneva next month. And one of the no-shows at Fortaleza, McKinney noted, was Cuba. □

Helms, conservatives put kibosh on Sheehan VOA bid

Wick drops former ABC News president as candidate after luncheon meeting and promise of fight; Carlson named acting director as search continues

Until his lunch in Washington a few weeks ago with a half dozen representatives of the political right wing, William Sheehan, former president of ABC News, appeared assured of the nomination to fill the vacancy as director of the Voice of America. But after being briefed on the luncheon, Senator Jesse Helms (R-N.C.), a key member of the Senate Foreign Relations Committee and one of the conservatives' leading spokesmen in the Senate, wrote to U.S. Information Agency Director Charles Z. Wick, indicating that Sheehan was unacceptable to him and warning of a protracted confirmation hearing if Sheehan were nominated. And Wick's search for a new VOA director—began with the abrupt resignation of Gene Pell to become president of Radio Free Europe/Radio Liberty in October (BROADCASTING, Oct. 7, 1985)—was on again.

There had been thunder on the right regarding Wick's known preference for Sheehan for several weeks. *Human Events* magazine, whose constituency is the right wing, had published stories reporting conservatives' unhappiness. One was headed: "Wick Angers Conservatives with Choice for VOA Post," and quoted an anonymous "critic of Wick" as saying that Sheehan—who has had 30 years' experience in broadcast journalism, both as a correspondent and news executive—"is not sensitive to conservative concerns, has no known connection to us, and doesn't possess a strong conservative foreign policy viewpoint."

The luncheon, at Washington's Ritz-Carlton hotel, was intended as a bridge-building exercise. The engineer in charge was Roy Cohn, the New York lawyer and former aide to the late Senator Joseph McCarthy (R-Wis.), who is a friend of Wick and an important figure in the conservative community. He had suggested the luncheon as a means of introducing Sheehan to those who were con-



Helms



Sheehan



Carlson



Wick

cerned about him. Attending were James P. Lucier, chief legislative assistant to Helms; Tom Winter, editor of *Human Events*; Allan Ryskind, political editor of the magazine; Richard Viguerie, direct-mail specialist and fund-raiser for conservative politicians and causes; Reed Irvine, of Accuracy in Media, which monitors the media from the conservative perspective, and John Utley, who writes on Latin America for conservative publications.

"I couldn't pass muster with the right wing," Sheehan said last week of the luncheon. "There was no way I could pass anyone's political litmus test." He had described himself as a "centrist," and thought he could persuade the group of his determination to run "an even-handed news organization." He could, he told the group, serve the VOA under the VOA charter, which says the organization is to be "accurate, objective and comprehensive" and to "represent America, not any single segment of American society." But, he said, "they want one of their own." He recalled that Lucier had said he was "not comfortable" with Sheehan's background in network news. And Irvine was not comfortable with his association with the Public Broadcasting Service—he is on the board as well as the executive committee, and AIM is engaged in a running controversy with PBS over programming AIM believes is produced with a leftward tilt. "It went

downhill after that," said Sheehan of the luncheon conversation. He dismissed as inappropriate Irvine's question as to whether he had voted for Ronald Reagan in 1984.

Sheehan said that Cohn had supported him throughout the luncheon. And both Wick and USIA Deputy Director Marvin Stone, he added, continued to express their endorsement even after reports of the luncheon. Stone had said Sheehan was the leading candidate because of his experience as a correspondent and news executive ("Closed Circuit," Feb. 17). As for Wick, Sheehan said, "he told me: 'You're still my boy.'" But that was before the arrival of Helms's letter.

Helms, citing the report Lucier had brought back from the luncheon, said it is obvious that Sheehan is "no Reaganite," a fact he said disturbs him since the VOA "is one of the most sensitive spots in the government for expressing the President's policy." But Helms found even more troubling what he said was Sheehan's strong support "for the policies of the Corporation for Public Broadcasting [an evident confusion with the Public Broadcasting Service]. Even though he is on the CPB board and presumably well-informed about its programs, he endorsed the one-sided (left-sided?) documentaries produced by CPB, and his praise for professional journalists of similar stripe in the 'big three' was unstinted."

Stock Index

	Closing Wed Mar 12	Closing Wed Mar 5	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
BROADCASTING						
N Capital Cities/ABC	246	248 1/4	- 2 1/4	- 0.90	22	3196
N CBS	137	134 1/2	2 1/2	1.85	30	3211
O Clear Channel	19	18 3/4	1/4	1.33	28	55
O Gulf Broadcasting		11/16 23:32	- 1.32	- 4.34		30
O Jacor Commun.	7	7/8 613/16	1/16	15.59		44
O LIN.	46	1/2 43 7/8	2 5/8	5.98	32	1228
O Malrite	14	5/8 15 1/4	- 5/8	- 4.09	17	122
O Malrite 'A'	14	3/4 15	- 1/4	- 1.66	17	62
A Price Commun.	9	1/8 9 1/8				67
O Scripps Howard	52	1/4 50	2 1/4	4.50	17	539
O SunGroup Inc.	4	5/8 4 3/16	7/16	10.44		7
N Taft	96	1/2 91 3/8	5 1/8	5.60	21	872
O TVX Broadcast Group	11	1/8 11		1.13	46	65
O United Television	28	1/4 27 3/8	7/8	3.19	85	309

	Closing Wed Mar 12	Closing Wed Mar 5	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Belo	52	3/4 51 1/4	1 1/2	2.92	25	610
A Adams Russell	35	32 1/2	2 1/2	7.69	22	216
A Affiliated Pubs	45	3/4 44 1/2	1 1/4	2.80	28	841
N American Family	29	1/4 29 7/8	- 5/8	- 2.09	14	1169
O Assoc. Commun.	43	1/4 39 1/4	4	10.19		206
N Chris-Craft	59	1/2 58 1/8	1 3/8	2.36	42	380
N Gannett Co.	71	5/8 68 7/8	2 3/4	3.99	23	5748
N GenCorp	81	3/4 73 3/4	8	10.84	23	1789
O Gray Commun.	132	116	16	13.79	22	65
N Jefferson-Pilot	52	50 7/8	1 1/8	2.21	7	1485
N John Blair	23	3/8 27	- 3 5/8	- 13.42		188
O Josephson Intl.	8	5/8 8 1/2	1/8	1.47		40
N Knight-Ridder	49	7/8 49 1/8	3/4	1.52	22	2793
N Lee Enterprises	27	23 3/8	3 5/8	15.50	22	683
N Liberty	40	1/4 36 3/4	3 1/2	9.52	17	406
N McGraw-Hill	56	7/8 54 1/4	2 5/8	4.83	19	2866
A Media General	85	1/4 84 3/4	1/2	5.8	18	600
N Meredith Corp.	77	3/8 76 7/8	1/2	6.5	14	732
O Multimedia	33	1/4 32 3/4	1/2	1.52		365
A New York Times	64	61 3/4	2 1/4	3.64	22	2556
O Park Commun.	26	1/2 24 1/4	2 1/4	9.27	24	365
N Rollins Commun.	29	7/8 29 7/8			34	436
T Selkirk	26	3/4 24 3/8	2 3/8	9.74	58	217
O Stauffer Commun.	116	112	4	3.57	19	116
A Tech/Ops Inc.	31	30 7/8	1/8	4.0	5	68
N Times Mirror	58	7/8 58 7/8			15	3800
N Tribune	62	3/4 64 5/8	- 1 7/8	- 2.90	21	2545
A Turner Bcstg.	13	3/4 15 1/2	- 1 3/4	- 11.29	31	299
A Washington Post	151	146	5	3.42	17	1935

	Closing Wed Mar 12	Closing Wed Mar 5	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	2	2				11
O AM Cable TV	1	3/4 1 3/4				6
N American Express	67	3/8 66 3/8	1	1.50	18	14981
N Anixter Brothers	22	3/8 20 5/8	1 3/4	8.48	21	406
O Burnip & Sims	8	1/4 7 7/8	3/8	4.76	15	73
O Cardiff Commun.	1	3/16 113/16	- 5/8	- 34.48	3	2
N Centel Corp.	50	3/4 50 3/4			11	1404
O Comcast	26	3/4 25 1/2	1 1/4	4.90	46	569
N Gen. Instrument	20	1/4 19 1/2	3/4	3.84		653
N Heritage Commun.	25	3/8 23 1/4	2 1/8	9.13	49	400
O Jones Intercable	9	3/4 9 1/4	1/2	5.40	42	101
T Maclean Hunter 'X'	19	1/4 18 3/8	7/8	4.76	26	709
A Pico Products	2	5/8 2 1/2	1/8	5.00		9
O Rogers Cable	15	1/8 14 1/8	1	7.07		354
O TCA Cable TV	25	1/4 25 1/4			34	168
O Tele-Commun.	47	1/4 42 1/8	5 1/8	12.16		2221
N Time Inc.	72	3/4 69	3 3/4	5.43	23	4563
O United Artists Commun.	27	1/2 27 3/4	- 1/4	- 0.90	40	564
N United Cable TV	45	42 3/8	2 5/8	6.19	68	680
N Viacom	58	1/2 57 3/8	1 1/8	1.96	22	1184

	Closing Wed Mar 12	Closing Wed Mar 5	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	60	1/4 61 1/4	- 1	- 1.63	21	388
O Compact Video	7	1/4 6 7/8	3/8	5.45		31
N Comsat	35	7/8 38 3/4	- 2 7/8	- 7.41	11	649
O Doyle Dane B.	21	21 1/2	- 1/2	- 2.32	14	110
N Foote Cone & B.	65	1/4 66	- 3/4	- 1.13	16	248
O Grey Advertising	223	219	4	1.82	14	134
N Interpublic Group	53	53 1/2	- 1/2	- 0.93	17	577
N JWT Group	40	1/2 38 7/8	1 5/8	4.18	23	367
A MovieLab	7	5/8 7 3/4	- 1/8	- 1.61		12
O Ogilvy Group	36	3/4 35 1/2	1 1/4	3.52	11	504
O Telemation	6	1/2 6 1/4	1/4	4.00	6	7
O Tempo Enterprises	10	10			38	57
A Unitel Video	8	1/2 8	1/2	6.25		18
N Western Union	7	7/8 8 1/2	- 5/8	- 7.35		192

	Closing Wed Mar 12	Closing Wed Mar 5	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
PROGRAMING						
O American Nat. Ent.	2	9/16 2 9/16			12	6
O Barris Indus	20	5/8 21 1/8	- 1/2	- 2.36	25	182
N Coca-Cola	102	1/2 94 5/8	7 7/8	8.32	20	13407
N Disney	34	3/4 35 5/8	- 7/8	- 2.5	24	4495
N Dow Jones & Co.	56	1/2 53 1/8	3 3/8	6.35	26	3642
O Financial News	9	1/2 9 7/16	1/16	66	237	102
O Four Star	6	1/4 5 7/8	3/8	6.38	6	5
A Fries Entertain.	15	1/2 15 1/4	1/4	1.63	19	53
N Gulf + Western	58	1/4 57 1/4	1	1.74	16	3589
O King World	41	1/2 40 1/4	1 1/4	3.10	27	422
A Lorimar-Telepictures	23	1/2 23 1/8	3/8	1.62	9	183
N MCA	48	3/4 50 1/2	- 1 3/4	- 3.46	30	3653
N MGM/UA	25	3/4 25 7/8	- 1/8	- 0.48		1279
N Orion Pictures	12	3/4 13 5/8	- 7/8	- 6.42		121
N Playboy Ent.	9	1/8 9	1/8	1.38		85
O Reeves Commun.	14	5/8 14 7/8	- 1/4	- 1.68		182
O Republic Pictures 'A'	11	1/8 11 1/2	- 3/8	- 3.26	79	32
O Republic Pictures 'B'	10	1/4 10 1/4			73	7
O Robert Halmi	3	7/8 3 7/8			55	67
O Sat. Music Net.	6	3/4 6	3/4	12.50		45
N Warner Communications	40	3/8 40	3/8	93		2481
O Westwood One	52	3/4 49 1/4	3 1/2	7.10	45	179

	Closing Wed Mar 12	Closing Wed Mar 5	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N 3M	101	96 5/8	4 3/8	4.52	17	11553
N Allied-Signal	51	3/8 49 7/8	1 1/2	3.00	10	8944
N Arvin Industries	26	3/4 25 5/8	1 1/8	4.39	12	416
O C-Cor Electronics	6	6 1/4	- 1/4	- 4.00		18
O Cable TV Indus.	3	3/8 3 1/2	- 1/8	- 3.57	168	10
A Cetec	8	3/4 8 1/4	1/2	6.06	21	18
O Chyron	5	1/4 5 7/8	- 5/8	- 10.63	16	53
A CMX Corp.	1	7/8 1 1/2	3/8	25.00		7
A Cohu	9	1/4 9 1/8	1/8	1.36	9	16
N Conrac	16	7/8 16 3/4	1/8	.74	19	101
N Eastman Kodak	56	1/2 57 1/4	- 3/4	- 1.31	17	12750
N General Electric	77	75 1/8	1 7/8	2.49	15	35081
O Geotek Inc.	1	3/4 1 3/4			29	6
N Harris Corp.	29	1/8 29 3/4	- 5/8	- 2.10	19	1172
N M/A Com. Inc.	17	3/8 16 3/8	1	6.10	22	756
O Microdyne	5	1/4 5	1/4	5.00	23	23
N Motorola	44	1/2 41 1/2	3	7.22	72	5302
N N.A. Philips	43	7/8 43 5/8	1/4	.57	15	1266
N Oak Industries	1	3/4 1 7/8	- 1/8	- 6.66		53
N RCA	62	5/8 62 1/8	1/2	.80	15	5621
N Rockwell Intl.	41	1/4 38 7/8	2 3/8	6.10	10	6159
N Sci-Atlanta	13	5/8 13 7/8	- 1/4	- 1.80	18	318
N Sony Corp.	19	5/8 19 7/8	- 1/4	- 1.25	13	4531
N Tektronix	60	1/8 60 3/4	- 5/8	- 1.02	17	1189
N Varian Assoc.	28	5/8 28 1/4	3/8	1.32	40	610
N Westinghouse	51	1/2 48	3 1/2	7.29	14	8995
N Zenith	25	5/8 24 3/4	7/8	3.53	1281	592
Standard & Poor's 400	256.09	247.10		8.99		3.64

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: *4 for 1 split. March 6.

cable side, recipients include Prime Cable, Continental Cablevision, Rifkin Associates, Adams Russell and American Cablesystems Corp.

Several venture capitalists have invested in Price Communications, and if they converted all their warrants they would end up with about a third of the company's outstanding stock. Founder and chief executive officer, Robert Price, said: "Whether to seek help from a venture capitalist depends on the comfort level of the broadcaster in giving away potentially large parts of his company, in return for having some prestigious partners."

Those partners may at some point, however, want to liquidate their holdings. Or the entrepreneur may want to buy full ownership. Most venture capitalists say they typically expect to hold their investments for five to seven years. But the average is deceptive. Collatos said that while TA has sold the properties it has invested in between 1968, when the firm started, through 1974, it still owns most interests retained afterward. On the other hand, TA is taking a close look at selling several television stations bought with venture capital money in the past two years.

The money for all of this investment comes from a variety of sources. A few venture firms, such as Allied Capital Corp. and Narragansett Capital Corp., have raised at least some money from public offerings. Their stock can be bought over-the-counter. Most funds for venture capital investment come in large pieces, from insurance companies, university endowment funds, pension funds and wealthy individuals. Limited partners are usually involved and they receive a good deal of the capital gains. The general or managing partners of the fund would typically consist of a half-dozen to a dozen professionals who oversee the investments.

This description could also fit a major firm such as Kohlberg, Kravis Roberts & Co. (KKR), which arranged the previous purchase of KTLA(TV) Los Angeles, recently sold, and engineered the leveraged buyouts of both Wometco and Storer Communications. Indeed, some would describe KKR as a venture capital firm specializing in leveraged buyouts.

Paul Raeder, president of ComCapital Group, a New York-based firm that helps arrange financing for station acquisitions, noted that many venture capitalists also expand their available investment funds through SBIC subsidiaries. If a firm meets the Small Business Administration criteria for SBIC's, it can borrow \$3 from the government for every \$1 of its own money. Because SBIC funds are borrowed at the "T-bill" rate, currently about 8.8%, the venture capital firm makes an additional profit—beyond that of capital gain—on the spread between the low cost of its government-supplied money and the higher return from the interest it charges the station or cable system. That interest usually comes as a return on notes or preferred stock which the venture firm was given at the time of acquisition. Many venture capital funds do not make use of SBIC's, however, citing government regulation and other considerations.

Although most venture capital firms typically restrict investments to only a few industries—Wind Point, for instance, splits its capital evenly among health care, communications and electronics—the range of expertise and geographical dispersion can be demanding in a small group of professionals. That is one reason why firms often participate jointly on investments, said Chemical's Gilbert. Chemical joined with Wind Point Partners and First Capital Corp. of Chicago to form a "syndicate" to back former CBS executive John Backe, when he bought two television stations from Gross Telecasting. Venture firms make joint investments also because it allows an individual firm to spread around its investments, thereby reducing its risks.

One distinction among venture capitalists is between those who exercise control over their investment, and consequently the station or cable system management, and those who prefer and insist on nonvoting stock. A company such as TA Associates, which "owns" dozens of broadcasting properties, would clearly be in violation of the station ownership limitations unless its ownership was in the form of nonvoting stock. Furthermore, SBIC rules prohibit the venture capitalist from controlling the operation of a

business, except in the event of a foreclosure, said Collatos.

Other firms, such as Wind Point, a \$40-million, Racine, Wis.-based fund whose eight limited partners include S.C. Johnson & Son (Johnson's Household Wax), take a more active role in overseeing their investments. Jim Daverman, a general partner of Wind Point, said: "We always take voting stock and often seek representation on the board of directors." Other venture capital firms that have board representation include Citicorp Venture Capital Ltd. and First Capital Corp. of Chicago, both associated with banks.

The future of venture capital and broadcasting is unclear. On the one hand, there is talk that changes in the tax laws may reduce the advantage of capital gains and thereby reduce the pool of available money. But others suggest that there is no shortage of qualified entrepreneurs and available money.

The head of one firm, who asked not to be named, said: "I think everybody feels that the prices are too high and that they have to come down. The ability to make the kinds of returns we promise is seriously limited by the high prices. But there are a lot of deals in the marketplace and they seem to get financed, so the blush isn't off yet." □

CBS gives its state-of-the-company report

Wyman says CBS will show slight profit in first quarter; Jankowski says NBC's prime time gain has not been at the expense of CBS

CBS explained its dependencies last week. It is dependent on the Hollywood community to understand their mutual interest in containing costs while at the same time it is dependent on the new ownership of the other two television networks to take new negotiating stands on syndication and financial interest. It is dependent on advertisers to kick in more money than what is now producing a revenue gain for the TV network of only a few percentage points above the comparable period last year. And, regarding the never-ending takeover question, CBS still is dependent in part on the good intentions of Lawrence Tisch, chairman of Loews Corp. and a 12.3% shareholder of CBS.

The explanations were made by CBS Chairman and Chief Executive Officer Thomas H. Wyman and other senior members of CBS management at a meeting last Thursday before securities analysts and journalists in New York. Among the highlights of the 90-minute presentation:

■ Contrary to the impression that the company is hampered by debt, the CBS chairman said, "Even today, we do not feel that we are limited in any important way in any of the kinds of things we would be looking at and are looking at." The company's chief financial officer, Fred J. Meyer, said CBS has current borrowing capability "just short of \$400 million," a number that could rise several hundred million dollars before the end of the year. Additionally, Meyer said, the company was not prohibited from paying for an acquisition with CBS stock.

■ Wyman said that despite "erratic price movements" of the stock and takeover "rumors," there was "no evidence of any accumulation that gives us any concern."

■ Concerning another commonly held impression, that of a reported impasse with Hollywood on financial interest and syndication negotiations, Wyman's statements once again departed from the expected. Calling CBS's talks last year—which were not supported by either of the other two networks—"a somewhat lonely negotiating position over a substantial period of time," Wyman said they were "very productive." After noting that ABC has new ownership and that NBC soon will have, he said, "My sense is that within the next month or two we will know whether a substantive change has taken place and whether an agreement is reachable... and my guess is that it is."

■ CBS/Broadcast Group President Gene Jankowski noted that CBS's prime time ratings were equal to last year; that its demographics had improved, and that in the first quarter it was delivering what had been sold. "NBC's success really hasn't come at our expense," he said. He said that a weak first-quarter scatter market—where pricing for most dayparts did not register the typical increases over upfront pricing—has been followed by a stronger second-quarter scatter market, which saw price increases in evening and late-night over upfront in double-digit percentages. Daytime in both quarters, Jankowski said, is about flat with upfront. He said revenue for the CBS Television Network for the first half of the year will probably be "up a few percentage points," adding that he is expecting a stronger showing in the second half of 1986. Jankowski reiterated that the network hopes to

keep the Broadcast Group's cost increases to 4% (last year they were about 5.2%) and that if network advertising picks up in the second half, the group could show higher operating profits than last year. Besides the network, all other divisions were strong, with the exception, perhaps, of the owned-and-operated radio stations.

■ Wyman issued a "course correction" for a widely held earnings projection. Instead of reporting a first-quarter net loss of 50 cents per share, the CBS chairman said the company would probably report a net profit of between 25 cents and 50 cents per share (roughly \$6 million to \$12 million). Half of the improved performance would come from "one-time-only" items relating to financing transactions. The remainder would come from improved operating prospects of the company, chiefly at CBS/Records Group. □

Radio executives examine state of their art

Annual NRBA 'fly-in' finds representatives of more than 30 groups analyzing the industry

The mass infusion of new companies and entrepreneurs into radio station ownership should lead to a healthier industry.

That was the consensus among the some 30 radio group operators attending the National Radio Broadcasters Association's second annual group head "fly-in" meeting last week at Chicago's Westin O'Hare hotel.

"These new groups offer a better opportunity for everyone because they have a vested interest in making sure radio works," said Don Platt, executive vice president and chief operating officer of The Regional Group, Grand Rapids, Mich.

The economic structure is different than 15 to 20 years ago when many radio stations in the top 30 markets were owned by television conglomerates, said Marty Greenberg, president of Dallas-based Duffy Broadcasting. "Radio will be a better business because the

companies buying stations today are paying closer attention to their cash flow," he said.

One trend identified at the meeting is the growing involvement of agents in talent contract negotiations with on-air personalities. "We deal with agents all the time," said Infinity Broadcasting President Mel Karmazin. Greenberg, who was chairman of the meeting, said the trend seems to be strongest among groups with major-market stations. Detroit and Dallas were cited as markets where personality salaries have escalated greatly due to agents.

Most group heads said they have non-compete agreements with on-air talent and some have similar clauses with station managers. Karmazin said his company has non-compete agreements with some new salespeople with no experience. "The move reflects our investment in their training," he said. Few group heads had non-compete deals lasting more than three years.

Many of the executives said they generally promote sales executives to general manager positions. Why? Greenberg observed that good salespeople tend to acquire "good people-relation skills" and are more financially oriented than those on other fields. However, he said, "We would like to see more nonsales people promoted."

"We try to assess everyone's strengths and weaknesses and try to get them involved in the budgeting process," said Bill Clark, president of the Shamrock Radio Division, San Francisco, and chairman of the NRBA board. "This year we will develop a management training program for those who want to be general managers," Clark said.

"I would be scared to promote someone from sales who didn't have an affinity for programing and engineering," added Jeff Smulyan, president of Indianapolis-based Emmis Broadcasting.

As for business plans, the majority of the group executives said budgets and financial forecasts need to be "flexible" with room for ongoing "re-affirmation" because of the changing environment of the radio advertising marketplace. "If you keep an eye on collections, you can track your cash flow," said Herb McCord, group vice president in charge of radio for Greater Media. Smulyan said that when financial institutions are in-

involved "they expect a five-year plan."

While many of the group operators have a fairly decentralized operation for internal control, Gerald Hroblak, president of United Broadcasting, Washington, said he believes "in a strong, central organization." He said United currently has 21 executives at the home office, with about half involved in finances. The others have expertise in different areas, said Hroblak, and their primary task is to "motivate and teach" local station personnel. "It costs United some funds to maintain a large corporate staff, but it works," said Hroblak.

On the topic of national representation, there was some concern expressed about the accuracy in tracking nonwired network business of the so-called "megareps." But on the positive side, Metroplex President Norman Wain said that, in some cases, the average cost per point for nonwired networks is higher than for conventional spot.

Regarding dual representation (when a rep firm represents two or more stations in the same market), Gannett Radio President Joe Dorton suggested that it would be wiser for stations to go with a "top rep" in a dual representation situation instead of single representation from a "secondary" rep because the major rep companies have the best resources.

The group heads did not adjourn without touching upon the soon-to-be NAB Radio organization (resulting from the merger of NRBA into the National Association of Broadcasters). "What still needs to be decided," said John F. Dille III, president of Federated Media, Elkhart, Ind., and chairman of the NAB radio board, "is what NAB's proper radio role will be for nonlegislative issues."

Dorton said more group operators should support the trade associations (specifically NAB and the Radio Advertising Bureau). "Many large groups take money out of the industry, but don't put it back in," he said. "We need to get a spirit of support going for these organizations."

The group head meeting was the last major affair to be conducted by the NRBA before the merger takes place. The new NAB Radio organization plans to continue the annual event. □



Chicago conveners. Radio group heads attending NRBA's "fly in" include:

Standing, l-r: David Parnigoni, NAB; James Opsitnik, Bonneville Broadcasting; Alan Brill, Brill Media; James Underwood, Root Communications; Charlton Buckley, Henry Broadcasting; Richard Johnson, Bloomington Broadcasting; Gerald Hroblak, United Broadcasting; Clifford Hunter, Sterling Recreation Organization; Donald Platt, Regional Group Inc.; Toney Brooks, Sandusky Broadcasting; Albert Kaneb, New Barnstable; Gary Edens, Edens Broadcasting; Paul Fiddick, Multimedia; Norman Wain, Metroplex Communications; Mel Karmazin, Infinity Broadcasting; Joe Dorton, Gannett Radio; Jeff Smulyan, Emmis Broadcasting; Scott Knight,

Knight Quality Stations; Frederic W. Constant, Constant Communications; William R. Lynett, Shamrock Communications; Bill Ryan, Palmer Communications, and John W. Hough, Mesa Broadcasting.

Seated, l-r: John Dille, Federated Media; Bill Clark, Shamrock Radio; fly-in chairman Marty Greenberg, Duffy Broadcasting, and Bernard Mann, Mann Media and NRBA president.

Not pictured: Eric Hauenstein, TransColumbia Communications; Kenneth Johnson, Capital Broadcasting; Herb McCord, Greater Media; Steve Hicks, Hicks Communications; Frazier Reams Jr., Reams Broadcasting; Stanley Stewart, CKO Inc.; McHenry Tichenor, Tichenor Media Systems, and Russell Withers, Withers Broadcasting.

RIDING GAIN

O N R A D I O

Statue-esque series

The Statue of Liberty: An American Story is a new series of radio features commemorating the renovation of New York harbor's Statue of Liberty and Ellis Island, which will be the focus of a national celebration on July 4. The 13-week series is from The Broadcast Group, a Washington-based producer and syndicator, for airing April 7 through July 4.

"Each narrated 90-second segment includes sound elements regarding the history, renovation, celebration or other aspect of the statue or Ellis Island," said Chris Lauterbach, executive producer of the weekday series. Original music was composed for the series.

The State of Liberty: An American Story is distributed free with a 30-second national barter spot and opportunities for local sponsorship. Stations clearing the series include WMAL(AM) Washington; WBEN(AM) Buffalo, N.Y.; KGO(AM) San Francisco, and KMOX(AM) St. Louis.

The Broadcast Group is also producing special programming for the week of March 21 to mark the 1,000th edition of its weekday

series, *Assignment: Small Business*. According to Lauterbach, the 90-second program will include interviews with Commerce Secretary Malcolm Baldrige, Small Business Administration Director Jim Sanders and *Venture* magazine Chairman Arthur Lipper. The National Federation of Independent Business, Washington, produces the barter series.

□

Two New York City radio stations are distributing special features related to the rededication of the Statue of Liberty later this year and the unveiling of Ellis Island as a historical park.

WOR(AM) is offering *Liberty Minutes*, a series of 100 60-second segments anchored by News Director Lou Adler, which began airing Feb. 1 on the news/talk station. According to managing editor Bernard Gershon, the programs are available on a barter basis with local adjacencies. "Those interviewed include celebrities, political figures, immigrants, sports figures and soldiers who passed the statue going in or out of New York Harbor," Gershon said. Among those heard are sports entrepreneur Don King and

Cambodian-born photographer Dith Pran. WOR is also distributing, via satellite, extensive coverage of the Fourth of July celebrations at the Statue of Liberty and Ellis Island this summer.

Distribution of *Update on Liberty*, a series of 90-second reports on the statue's refurbishing, is being carried out by the internal news exchange network of the CBS owned-and-operated radio stations, according to WCBS(AM) New York's director of information services, Winifred Mullen. But Mullen said arrangements have been made for additional carriage by CBS affiliates in several cities. WCBS is producing the features, which began airing in January and will run daily through October. *Update on Liberty* is anchored by WCBS reporter Art Athens. "It is not being syndicated per se," explained Mullen, "but we are responding to those who are interested."

Top brass talks

A new, weekday, 60-second radio service composed of interviews with "top executives" of corporations and associations as well as government leaders in America and overseas is slated to be launched today (March 17) by Gray & Co., a Washington-based government affairs and public relations counseling firm. Dubbed *CapitolLink*, the show is being offered at no charge to affiliates of the Mutual Broadcasting System and National Public Radio via Westar IV. According to Jackson Bain, director of the broadcast services division of Gray & Co., the features are designed for airplay during evening drive and will be satellite-delivered each weekday between 6 and 6:15 p.m. NYT.

Russia on the radio

The North American Network radio program service, Washington, is offering *Soviet Life*, a series of four-minute programs focusing on personalities, places and history depicted in *Soviet Life* magazine. The publication, now 30 years old, is published and circulated in the U.S. by the Russian embassy as part of an agreement under which the U.S. publishes and circulates *America* magazine in the Soviet Union.

Tom Sweeney, NAN president, called the *Soviet Life* program "the first network radio series sponsored by the Soviet Union," and said NAN is presenting it as a public service. NAN's programming is "broad based," he said, and the *Soviet Life* programs are meant to "expand the opportunity for Americans to experience the rich heritage and history of the Soviet people."

The first program, dealing with the origins of the Armenian people, was to be transmitted last Friday (March 14). The programs, all written and produced by NAN, originate in Washington and are transmit-

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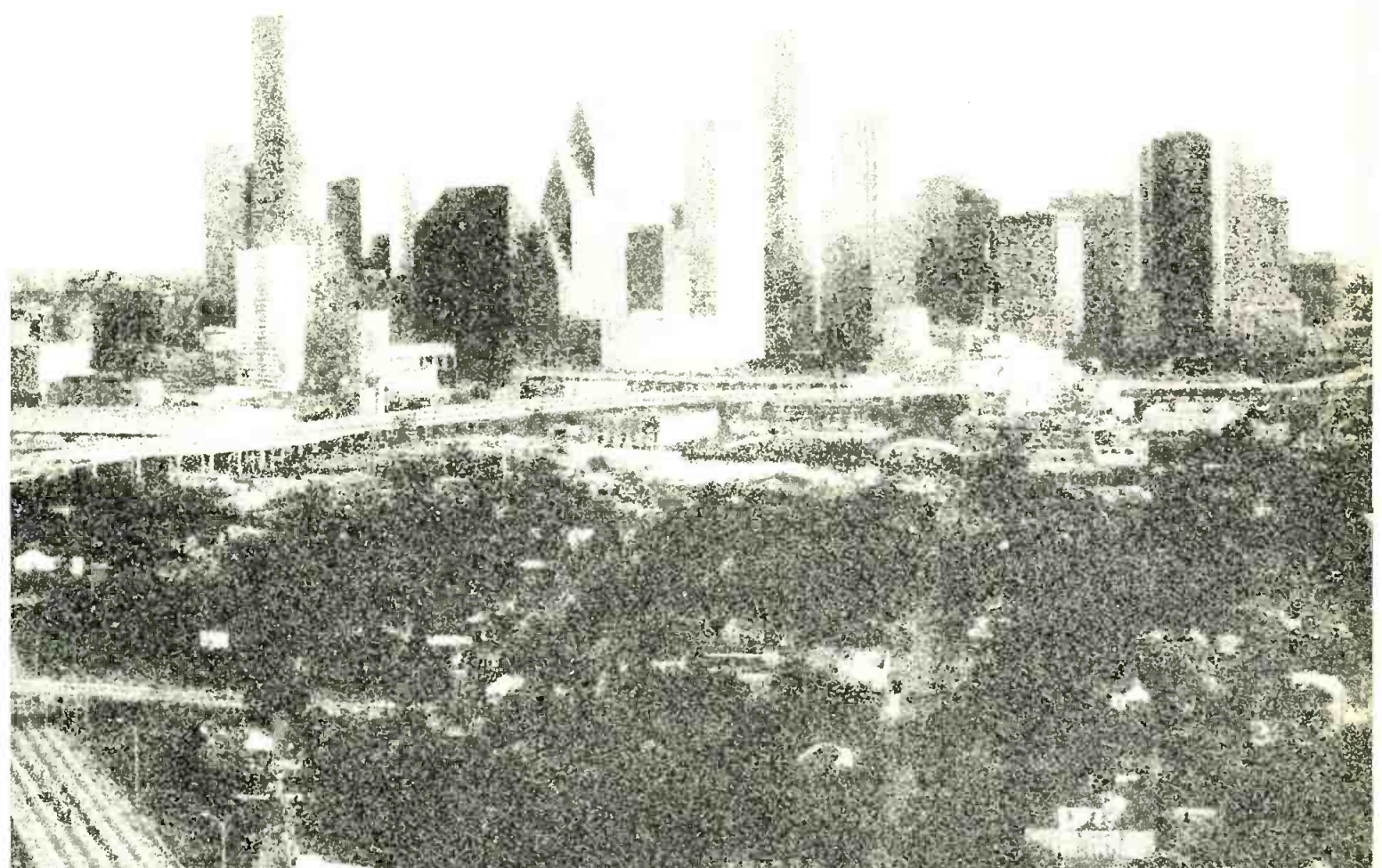
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A black and white photograph of the Houston skyline, showing several tall skyscrapers in the background. The foreground is a grassy field with some trees and a road or path on the left side.

HOUSTON

ted via National Public Radio's Extended Program Service. The programs are supplied to stations at no cost, and may be carried in any daypart.

NAN has also launched *Blue Plate Special*, in which host Jim Reed offers a daily, 90-second serving of business information, consumer advice and legal tips, concentrating on public-interest information not covered as major news. The series, which started Feb. 27, is transmitted by AP Satellite Services at 12:06 p.m. NYT, Monday-Friday. Like *Soviet Life*, it is offered to stations at no charge.

Inter-National Public Radio

National Public Radio's Satellite Services has expanded its operations to include coordination of "end-to-end service for ad hoc networks and remote broadcasts," including domestic and international transmission, NPR said last week. According to NPR vice president for distribution, Pete Lowenstein, NPR's range of services include 5 khz and 15 khz satellite channels, ground facilities coordination, network backhauling, transportable uplinking, fiber optic transmission and telco switching for domestic and foreign carriers. The service was demonstrated last month during a live, two-way transmission from Budapest, Hungary, for commercial WASH(FM) Washington. NPR arranged a two-way transmission from Hungarian Radio in Budapest and the WASH(FM) studios for a special broadcast of the station's morning music and feature show, *Continental Breakfast*. The co-hosts of the three-and-a-half-hour program communi-

cated via a two-way circuit that was coordinated through international carriers and included NPR's fiber optic link between New York and Washington, NPR said.

Apple awards

The New York Market Radio Broadcasters Association is gearing up for its 11th annual Big Apple Radio Awards, which honor commercials created by advertisers, agencies, production companies and radio stations. The awards ceremony will be held on March 18 at New York's Marriott Marquis hotel.

Awards are given in several categories, such as humorous and musical, for both national/regional commercials and local spots. A total of 105 finalists, chosen from 430 entries, are competing for the awards. Eligible spots were to have aired between Sept. 1, 1984, and Nov. 1, 1985, on any radio station in the New York metropolitan area, which includes parts of New Jersey and Connecticut.

Meanwhile, the Radio Broadcasters of Chicago (RBC) is planning to present the Chicago chapter of Mothers Against Drunk Driving (MADD) with a "Golden Windy" for "outstanding public service" at the RBC's eighth annual Windy Awards dinner, April 2, at Chicago's Hyatt Regency hotel.

White on rock

ABC Radio is readying a 90-minute, musical/interview, artist profile series, *Rock Stars*. The show, which will be hosted by music journalist Timothy White, will premiere the week of March 31 spotlighting performer John Cougar Mellencamp. The remaining 11 installments will run on con-

secutive weeks during the summer.

Separately, Mellencamp will be the featured guest when the United Stations' Programming Network inaugurates its 90-minute, summer music/interview *Hot Rocks* specials as a regular weekly series during the weekend of April 5. In past years, *Hot Rocks* ran from the Memorial Day weekend through Labor Day. Serving as series host will be WAPP(FM) New York morning personality "Rufus."

Homeless happening

DIR Broadcasting, a New York-based radio program supplier, will air the three-hour *Comic Relief* show, a benefit for America's homeless that will feature more than 50 stars from the Universal Amphitheater in Los Angeles on March 29, starting at 9 p.m. NYT. The event will also be cablecast by Home Box Office ("Cablecastings," March 10). DIR Broadcasting will use KMET-FM Los Angeles personalities as on-air hosts.

Academy fete

The Westwood One Radio Networks has produced 40, two-minute vignettes spotlighting the actors, actresses and movies nominated for this year's Academy Awards. The series, *The Official 58th Annual Academy Awards Radio Kit*, will be commercial-free and made available to stations, via Satcom I-R, on a non-exclusive basis. It will begin Monday, March 24.

Besides the nominees, the Westwood *Radio Kit* will also feature Academy of Motion Picture Arts and Sciences President Robert Wise, who will discuss the history of the awards and the voting process.

Concert swap

Noncommercial WNYC(FM) New York and France Musique, the music arm of Radio France, have exchanged concert recordings of the March 1 performances of France's Ensemble Intercontemporain (in Boston) and the San Francisco-based Kronos Quartet (in Paris). The Boston concert was co-produced by WNYC(FM) and noncommercial WGBH(FM) Boston. The concerts are scheduled to have their radio premieres in May.

Ship has come in

The M.V. Communicator, the ship that served as the home of the former European pirate radio station, Laser 558, is now on the auction block in England. Overseeing the bids—the deadline is April 8—is London-based C.W. Kellogg & Co.

Laser 558, which had been anchored in international waters in the North Sea off Great Britain, left the air last fall and sailed to England. The station's failure was due, in part, to a lack of international advertiser commitments. Also, a British government ship was reportedly keeping close watch on traffic to and from Laser 558, tracking the origin of supplies for the pirate station. It is illegal in many European nations to offer supplies, such as food, water and technical parts, to offshore and unauthorized radio stations. Laser 558 made its debut in May 1984, beaming European contemporary hit music to most of Western Europe ("Riding Gain," June 4, 1984). The last known registered owner of Laser 558 was a Panamanian company, Eurad, S.A.

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TELECASTINGS

The Smith files

KRON-TV San Francisco stirred up a burst of news media activity and a promise of a congressional investigation when it broke a story about government spying, including the disclosure that the FBI was holding 11 pages of information on Samantha Smith, the little girl who before her death in a plane crash last year had visited the Soviet Union at the invitation of the late premier Yuri Andropov.

The story, by KRON-TV correspondent Sylvia Chase with Jonathan Dann as producer, broke on Feb. 25, the result of a six-month investigative effort by the station's "Target 4 Unit." For its "Government Spying" series, KRON-TV had sought under the Freedom of Information Act to obtain the Smith documents along with information on peace groups under surveillance by U.S. government agencies. Eleven pages of information on Smith being held by the FBI were withheld, however, for reasons of "national defense or foreign policy."

KRON-TV said that within days after it broke the story, Boston newspapers followed with stories of their own, the national wire services carried reports, and several foreign news organizations, including BBC and Reuters, called about it.

Representative Don Edwards (D-Calif.), chairman of the House Subcommittee on Civil and Constitutional Rights promised a congressional inquiry.

Correspondent Chase, recently recruited from ABC-TV's 20/20 to be a KRON-TV anchor and investigative reporter, had explained that part of her reason for accepting a local news post was based on local television's growing ability to break news of national and international interest.

Taking a stand

Lorimar-Telepictures Corp. announced that effective Feb. 28, it "will not conduct business in and will not sell product to South Africa as long as the government continues its apartheid policies." The decision was attributed to the executive committee of the Culver City-based company's board of directors.

"As individuals and as a company," the release stated, "we categorically oppose the practice of apartheid on moral and ethical grounds. . . It is our hope that taking a public stand will help create an atmosphere of change and that our colleagues who share our beliefs will follow our lead."

Expanding market opportunities

Capital Cities/ABC-owned WABC-TV New York has launched a new advertising and marketing campaign aimed at attracting advertising from Long Island retail outlets and small businesses. The campaign re-

Help for higher education. A \$25,000 Sol Taishoff Memorial Scholarship in Broadcasting has been established by the University of Texas at Austin College of Communication, with gifts of \$12,500 from Mike Shapiro, former president and chief executive officer of Belo Broadcasting, and the BROADCASTING-Taishoff Foundation Inc. of Washington. The scholarship honors Sol Taishoff, who co-founded BROADCASTING magazine in 1931 and was its editor-in-chief from that year until his death in 1982. It will be awarded to upperclassmen in the Department of Radio-Television-Film who plan to pursue careers in broadcasting.

volves around the theme: "It's great to be a Long Islander" and gives sponsors the chance to advertise in promotional "doughnut" spots that promote local Long Island history and the accomplishments of its residents.

The attention to Long Island was prompted when the Long Island Coalition for Fair Broadcasting, a local group that usually petitions New York broadcasters for more news coverage of Long Island, approached WABC-TV vice president and general manager, Bill Fyffe, and asked what his station could do to recognize Long Island as a separate community and make Long Islanders feel "more proud," according to WABC-TV general sales manager, Tom Kane who added: "The usual response to this has been more news or public affairs programming."

By recognizing Long Island as a community and not simply an adjunct of Manhattan through a series of promotional spots with windows for Long Island advertisers, WABC-TV executives hope to attract advertisers that previously shunned local television. The campaign was kicked off with a presentation to about 100 Long Island businesses at a hotel in Garden City, Long Island.

The campaign has several elements, according to Kane, including heavy cross-promotion in radio and the distribution of bumper stickers for cars that proclaim "It's great to be a Long Islander." WABC-TV's program department will produce a special half-hour program on Long Island and a photo contest asking viewers to submit pictures that best exemplify why it's great to be a Long Islander.

If the Long Island campaign proves successful, Kane said, then WABC-TV will begin looking at the station's other major regions—northern New Jersey and southern Connecticut—as the next potential advertising opportunities.

Hello, love

The man behind the voice will be visible next month when Garrison Keillor, host of American Public Radio's *A Prairie Home Companion*, brings his tales of Lake Wobegon, Minn., to public television. Celebrating the grand opening of the newly renovated World Theater (the permanent home of *PHC*), the two-hour special will be a televised presentation of the show, taped at the theater on April 26. The program will be produced by Minnesota Public Radio and

distributed by the Public Broadcasting Service; the broadcast will be underwritten by Minneapolis-based Cargill Inc., which is the sole corporate underwriter of *PHC*. The latter is distributed by APR to more than 260 noncommercial radio stations and has about 3.5 million listeners each week, APR said. The program is broadcast each Saturday over the noncommercial radio network.

Teletext debut

A midyear start-up is planned for *KSL-Teletext-5*, an advertiser-supported broadcast teletext service originating on KSL-TV Salt Lake City. The debut coincides with the June entry in the U.S. market of the Samsung teletext decoder, which can be used with any television set. Locally originated material will be supplemented by *ExtraVision*, the nationally distributed CBS-TV teletext service, available on the station since 1983.

A noncommercial local teletext menu, currently provided over KSL-TV by the station's corporate parent, Bonneville International Corp., has been available on the station since 1978. The new service, available via either teletext decoders or computer modems, will feature weather, sports, airline arrivals, news, stock market quotations and other specialized information.

"We're through developing teletext," explained Bonneville's vice president of engineering, Bill Loveless, "we're now moving into an operational phase."

Cosmos concept

Noncommercial KCET(TV) Los Angeles and The Entertainment Network (TEN) will produce and distribute *Cosmos: In The Year of the Comet*, a new mini-series using excerpts from the original *Cosmos* public television series and new material featuring author and scientist Carl Sagan. The original 13-part program was produced in 1980 by KCET and Carl Sagan Productions.

The new mini-series, consisting of three two-hour specials, will be distributed to commercial television for international broadcast in conjunction with the appearance of Halley's comet. An original producer and director of *Cosmos*, Geoffrey Haines-Stiles, will oversee production of the mini-series. TEN is currently distributing KCET's *Hollywood Television Theater*.

Dues paid

Edward Lynch has resigned as international president of the National Association of Broadcast Employees and Technicians and will be succeeded by James Nolan, international vice president since 1976. Lynch last year announced plans to leave after 15 years as head of the 15,000-member union.

Nolan is with Capcities/ABC and since the 1960's has been head of the NABET New York local representing more than 1,300 ABC employees. He will fill the remaining half-year of Lynch's term until the national NABET convention next October, when he is expected to be officially voted into the post.

Nolan was part of the union team in Washington through the end of last week trying to negotiate a new contract for Capcities/ABC. The previous contract expired in March 1985.

NABET represents nearly 4,000 workers each at both NBC and Capcities/ABC. CBS employees are represented by the International Brotherhood of Electrical Workers.

TV stereo bulletin

An FCC bulletin on multichannel TV sound has been revised to reflect several changes suggested by the Electronic Industries Association.

The alterations relax certain requirements of broadcast equipment manufacturers and were agreed upon by a working group of EIA's broadcast television systems committee (BTSC). The BTSC developed the voluntary standard at the end of 1983 and issued its own bulletin on MTS recommended practices last July.

According to the FCC, the changes will not affect existing equipment or stations already in compliance with the FCC requirements for the service. One change to be incorporated in the two-year-old FCC bulletin eases the requirement for separation to decrease gradually from 30 db at 8 khz to 20 db at 15 khz by reducing the upper limit from 15 khz to 14 khz. A second change lowers the pilot subcarrier-to-interference ratio from 40 db to 30 db, and a third change strikes the noise elimination requirement for the 63-94 khz band.

The revised FCC bulletin (No. 60, Revision A) is available from the Office of Engineering and Technology. The EIA's BTSC system recommendations (bulletin No. 5) are available from EIA's standards office for \$50.

NBC animated

NBC Sports has purchased a Bosch FGS-4000 computer animation system and is using the system in conjunction with an extensive electronic graphics facility it has developed over the last two years to do in-house special effects work.

The Bosch system will increase the division's ability for graphics production which until now was farmed out to animation

houses, explained John Wendell, NBC Sports director of operations and advanced planning. In addition to sports uses, Wendell said the facilities may also serve the network's entertainment and stations divisions. NBC News already has its own self-contained graphics center.

The Bosch animation unit, which normally lists for \$350,000, adds to existing facilities, which include a several-channel Ampex ADO, Quantel's Paintbox, Mirage and Cypher and a Dubner animation unit. An Abekas A62 digital disk recorder will soon be added, Wendell said.

Researching radiation

Recent studies on the biological effects of microwave and radio frequency radiation exposure will themselves be the subject of a study to be conducted by the Electromagnetic Energy Policy Alliance.

EEPA, an organization of manufacturers and users of products and equipment using or producing nonionizing electromagnetic energy, is conducting the research program as part of a critical review of 32 published studies on the topic.

According to EEPA, the purpose of the program is to check the validity of the models used in the studies, their experimental procedures and the statistics used to arrive at their conclusions.

The study will be conducted by biostatisticians at the Boston-based Analysis and Inference Inc., along with Dr. Constantine Malletskos, a consultant on RF radiation to the National Council on Radiation Protection and Measurement.

The group, which recently elected two new members of its board of directors—RCA's Jay Brandinger and Rockwell International's James T. Carter, Jr.—is also organizing an annual meeting and symposium, May 13-15 at Washington's Ramada Renaissance hotel. Barry Umansky, National Association of Broadcaster's deputy general counsel, is president of the organization.

Movers and movers

Last Wednesday, March 12, the Society of Motion Picture and Television Engineers moved its headquarters from its long-time home in Scarsdale, N.Y., to a new 15,000-square-foot facility, approximately 15 miles north of New York. The new address: 595 West Hartsdale Avenue, White Plains, N.Y. 10607. Telephone: (914) 761-1100.

Dolby Laboratories, originator of Dolby noise reduction for professional audio and consumer electronics equipment, has moved its corporate headquarters in San Francisco to 100 Potrero Avenue. According to Dolby, the new 70,000-square-foot building more than doubles work space for its engineering, licensing, U.S. marketing and administrative staff. The company's manufacturing facilities were already housed at the Potrero Avenue building.

Stereo huddle

The Audio Engineering Society is sponsoring a three-day conference on television and video stereo audio technology May 15-18. The meeting, scheduled for Chicago's Westin O'Hare hotel, will feature nearly two dozen technical papers at sessions on production, transmission, duplication, consumer product technology and economic and business considerations, as well as a half-dozen technology demonstrations.

After an introductory overview by AES President Robert B. Schulein on Thursday evening, May 15, the sessions will begin on Friday morning, with speakers Randall Hoffner of NBC, Michael Davis of ABC and others covering transmission topics such as operating plant problems, equipment performance specifications and monitoring and mono compatibility.

Production talks on Saturday morning will include live stereo audio production, discussed by Shaun Murphy of Disney Studios, stereo audio production techniques within the TV plant by Ed Encona of NBC, post-production stereo talks by representatives of Dolby Laboratories and the Post Group, and a paper on stereo synthesis techniques by James Cunningham, president of a synthesizer manufacturer, Studio Technologies.

Consumer product technology is to be reviewed Saturday afternoon by representatives of RCA Laboratories, Diversified Science Laboratories, Pioneer and Shure Brothers, with the session chaired by Emil Torick of the CBS Technology Center, while a session on videotape and videodisk duplication techniques on Friday afternoon, chaired by David Robinson of Dolby Laboratories, will feature speakers from Modern Video Film, Regent Sound, Bell & Howell-Columbia Pictures and Pioneer.

Business topics will be covered in a Sunday morning session, with speakers to present papers on the economics of stereo audio for the TV broadcaster, the technology's impact on the film industry and the professional audio industry, marketing considerations for consumer acceptance of stereo and recording studio economics.

The six technology demonstrations, or "breakout" sessions, to be held Friday and Saturday evenings, will provide for examinations of satellite uplinking and downlinking of stereo feeds, transmitter-receiver links, live stereo remotes, post-production audio editing using both analog and digital techniques and consumer stereo audio-video playback.

AES, headquartered in New York, is charging a \$345 registration fee for the conference to members; \$395 to nonmembers.

Gearing up for NAB

Among the new products set for introduction at the National Association of Broadcasters annual equipment show in Dallas next month:

New graphics products from **Colorgraphics** of Madison, Wis., include the Artstar

III-D, a full three-dimensional graphics and digital paint system. The 24-bit-per-pixel unit, priced at less than \$100,000, has videotape recorder machine control for automatic animation directly onto tape in digital component format, allows fully antialiased rendering for model construction with multiple light sources and using synthetic zooms and pans and also features "vector type" character generation capability with more than 500 type fonts. The company will also show a new WeatherLine 256 color weather display-animation system that links to several weather transmission and dial-up radar services and costs less than \$20,000.

□

Artronics has developed two new computer graphics systems with three-dimensional animation and video paint capabilities. The VGA-3D Video Graphics Animator features

automatic antialiasing and smooth shading, while the VPL Video Paint Library has flash grab and keying capabilities and can store up to 1,200 images. According to the South Plainfield, N.J. manufacturer, which recently ended a product marketing agreement with 3M, the two products are compatible and can be integrated into a single system.

□

Satellite equipment manufacturer **Microdyne Corp.** will introduce a new, fully automatic satellite terminal. According to the company, the product, dubbed MAT (for Microdyne automated terminal), is the first such automatic system. MAT selects C-band or Ku-band frequencies, polarity, transponder channels and audio subcarriers, and allows for 200 stored presets, with 32 as timed events. The MAT system includes a 12-foot, motorized, polar-mount antenna (5

meter and 7 meter are also available), 96-channel satellite receiver, microprocessor controller and pre-wired equipment console.

□

A new audio console for TV production, post-production and multitrack teleproduction will be introduced by **Rupert Neve Inc.** of Hollywood. The model 8232 console has 32 mic-line input channels with 24 mixing buses and optional stereo reverb returns. The company has also developed a new V-series of multitrack production and postproduction consoles, which feature individual channel dynamics with external keying and separate multitrack and mixdown signal paths with individual faders. Both console lines feature Neve's Formant Spectrum Equalizer.

The Media

PBS settles into its new home

After being scattered around Washington following 1984 fire, noncommercial network has moved into new suburban facility

The Public Broadcasting Service is scheduled today (March 17) to move into a new office building, finally uniting most of its 250-person staff for the first time since a fire damaged PBS Washington headquarters in October 1984.

The network's staff began packing last Friday (March 14) in preparation for its move over last weekend to a \$60-million commercial development in Alexandria, Va., across the Potomac river from the former L'Enfant Plaza headquarters in Washington. PBS is the first tenant in the new, 330,000-square-foot office complex called Braddock Place, leasing 102,000 square feet in one of four buildings there. (PBS has part of the second floor and all of the third, fourth, fifth and sixth floors.)

Since the fire damaged its offices at the U.S. Postal Service headquarters in Washington (where it has leased space since 1970), the noncommercial network has been operating out of several temporary facilities. About 140 members of PBS's staff were able to return to the L'Enfant Plaza site in April 1985, with the remainder—including all technical operations, PBS Video and PBS Enterprises—continuing to work from scattered locations in the Washington area.

PBS, whose lease at L'Enfant Plaza was to expire in 1991, has signed a 10-year contract with two five-year options at Braddock. The new facility, which will have retail space on the first floor, is owned by a Dutch company. Although Neil Mahrer, PBS Enterprises general manager/chief executive officer and the person who has conducted the search for the new quarters, would not disclose the financial details of the agreement, he said the price is "very close to what PBS had been paying" at L'Enfant Plaza (about \$15 per square foot). He said the new lease also in-



1320 Braddock Place, Alexandria, Va.

cludes an incentive of an undisclosed period of rent-free months and free parking for PBS employees. Additionally, Mahrer said that the city of Alexandria also helped make the deal more attractive, providing the authority for PBS to qualify for tax-free revenue bonds and enabling PBS to borrow up to \$10 million at 7%-7 1/4% interest.

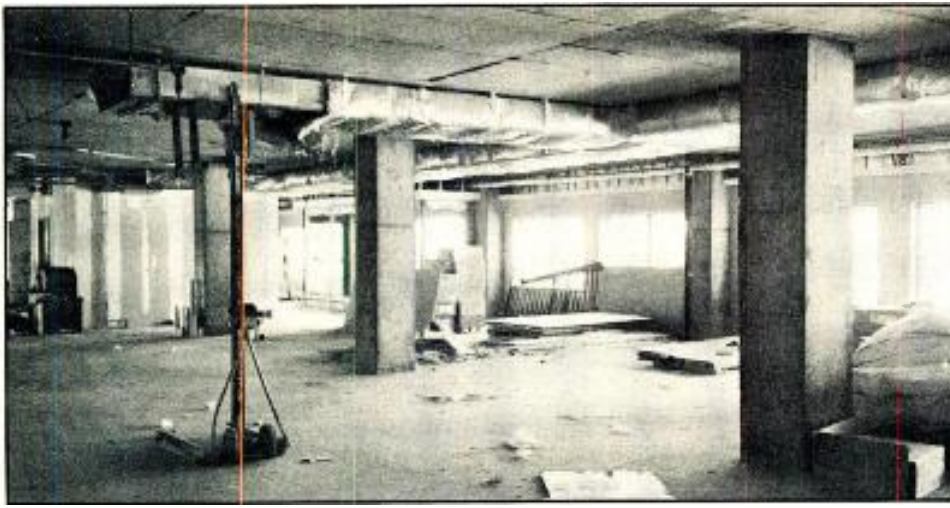
"We are delighted to be able to reunite the company after so many difficult months in various locations," PBS President Bruce Christensen said, adding: "It is particularly fortunate that we have had the opportunity to design this space to meet our needs through the end of the century and beyond."

The new structure, with its fresh paint, modern furniture and design plans for murals and numerous television monitors, should make the move more inviting. Most of the private offices within PBS's space

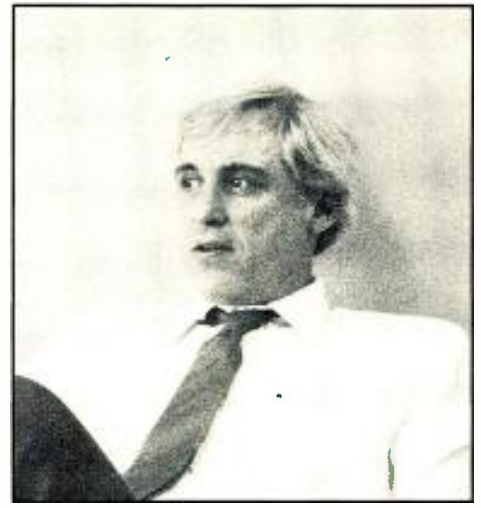
have Palladian windows; there are windows at the end of most hallways, and several offices have a private outside terrace. There are two small kitchen areas on most floors, with a large employe lounge/cafeteria on the second floor, down the hall from PBS's print shop and administrative and supply offices.

Lining the walls of the main hallways will be the call letters of all PBS member stations. Of the 9.8% increase PBS member stations will pay in PBS dues during fiscal 1987, 4.4% will go to fire-related, move-related and increased depreciation expenses, PBS said. It will also cover the interest payments on PBS's interim loan until the insurance money is recovered. (PBS has filed a \$30.1-million insurance claim, which has not yet been settled [BROADCASTING, March 10].)

The sixth floor of PBS's new headquarters



The eventual home of PBS's technical facilities



Mahrer

will house a reception area, a conference room (with private phone booths to be installed just outside the room in the hall) and space for screening programs. Christensen's office and that of the corporate information and the legal staffs will be among those sharing the area.

Programming offices will be located on the fifth floor. Among those on the fourth: PBS Enterprises, engineering, broadcast operations, PBS Video, National Narrowcast Service and education services.

Housing PBS's technical facility will be the building's third floor, now an unfinished 8,500-square-foot expanse of concrete, furnished with piles of building material. According to Richard Green, PBS senior vice

president, broadcast operations and engineering, the network hopes to switch its technical operations facilities to Braddock by July or August from the temporary center now in use at PBS's satellite uplink origination terminal in nearby Bren Mar, Va.

The transfer of operations is likely to take place over a tightly scheduled period of several days. Green noted that "our primary goal will be to get on the air. We'll need a little breather after that." Some systems may be in place sooner than summer, he said, such as a new Sony 5000 computer-aided editor and Sony one-inch videotape recorders that replace the previous computer editing system.

At first the operation at Braddock will not

equal PBS capabilities at L'Enfant Plaza, said Green, who is designing the facility with PBS veteran David Sillman, director of technical reconstruction, and Al Norcott, associate director. "We'll be operating at a reduced level compared to before the fire and we must adjust to that. There will be some services we won't be able to provide for a while."

But he added the network will "proceed in phases to restore our technical pre-eminence over the next few years... We're working with design concepts allowing for expansion in the future." For instance, Green said, PBS's purchase of a \$1-million Bosch signal router-master control switcher, which can be software controlled, will make possible a

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more flexible facility, allowing whole program feeds to be moved among any of the four planned control rooms.

According to Mahrer, "By committing to the [Braddock Place] space early in the construction stages, we were allowed to lay out the offices the way we wanted to. We were concerned about easy access to transportation, and the site's proximity to the subway and National Airport was a strong plus," he said, adding that it was "the best choice

when all financial aspects were taken into consideration."

Mahrer noted another important feature while showing a reporter around the new facilities—there are "sprinklers everywhere."

As of this week, the new PBS headquarters address is 1320 Braddock Place, Alexandria, Va. 22314-1698; its new phone number is (703) 739-5000.

Changing Hands

PROPOSED

KLZE(FM) Los Altos, Calif. □ Sold by Dowe Communications to Mountain Communications Inc. for \$4.3 million. Seller is owned by Ken Dowe, who has no other broadcast interests. Buyer is owned by John Parker and his wife, Kathleen. It also owns KCTJ(AM)-KCTZ(FM) Minneapolis, KXTZ-FM Las Vegas and KIKI(AM)-KMAI(FM) Honolulu. KLZE is on 97.7 mhz with 2.99 kw and antenna 600 feet above average terrain. Broker: Chapman Associates.

KGRI-AM-FM Grand Island, Neb. □ Sold by Grand Island Broadcasting Co. Ltd. to Harris Enterprises for \$3 million. Seller is subsidiary of Stuart Broadcasting Co., Lincoln, Neb.-based group that owned 10 stations before it sold all but these to DKM Broadcasting last year ("Changing Hands," Sept. 23, 1985). It is principally owned by Scott Stuart and family. Buyer is Garden City, Kan.-based newspaper publisher and group of six AM's and six FM's. Harris principals are Lloyd Ballhagen, Robert Wells, John Harris and Peter Macdonald. Harris is selling KSEL-AM-FM Lubbock, Tex. (see below). KGRI is on 1430 khz with 5 kw dy and 1 kw night. KGRI-FM is on 96.5 mhz with 100 kw and antenna 416 feet above average terrain. Broker: The Mahlman Co.

KAFE(AM)-KKSS(FM) Santa Fe, N.M. □ Sold by New Mexico Broadcasting Co. to Sun-Group Broadcasting of New Mexico Inc. for \$2,220,000, comprising \$520,000 cash, \$600,000 assumption of note and \$1,100,000 note. Also included are option to buy WPFM(FM) Panama City, Fla., and right of first refusal for KHIO(AM)-KVVE(FM) Grand Junction, Colo. Seller is College Station, Tex.-based group of five AM's and five FM's owned by John C. Culpepper Jr. and Barry Turner. Buyer is subsidiary of Sun-Group Inc., Nashville-based group of three AM's and four FM's headed by Frank A. Woods. KAFE is daytimer on 810 khz with 5 kw. KKSS is on 97.3 mhz with 100 kw and antenna 1,631 feet above average terrain.

KBRO(AM) Bremerton, Wash. □ Sold by Bingham Broadcasting to Everest Broadcasting for \$1.4 million. Seller is Seattle-based group of three AM's and three FM's, principally owned by Bob Bingham. Buyer is Olympia, Wash.-based group of two AM's and two FM's principally owned by Gerry Dennon. KBRO is on 1490 khz with 1 kw day and 250 w night.

KSEL-AM-FM Lubbock, Tex. □ Sold by KSEL Inc. to Mustardseed Radio Ltd. for \$1,350,000 cash, including \$150,000 non-

compete agreement. Seller, subsidiary of Harris Enterprises, is buying KGRI-AM-FM Grand Island, Neb. (see above). Buyer is owned by Donald J. O'Malley, former owner of KYOU(AM)-KGRE(FM) Greeley, Colo. KSEL is on 950 khz with 5 kw day and 500 w night. KSEL-FM is on 93.7 mhz with 100 kw and antenna 740 feet above average terrain. Broker: Norman Fisher & Associates.

KRRZ(FM) Fargo, N.D. □ Sold by Red River Ltd. Partnership to Communications Properties Inc. for \$1.2 million. Seller is owned by F. Gordon Fuqua, who has no other broadcast interests. Buyer is Dubuque, Iowa-based group of four AM's and two FM's owned by Phillip Kelly and Richard Voight. It recently sold WNFL Green Bay, Wis. ("Changing Hands," Feb. 17). KRRZ is on 101.9 mhz with 100 kw and antenna 846 feet above average terrain. Broker: Blackburn & Co.

KKON(AM)-KOAS-FM Kealahou, Hawaii □ Sold by Kona Radio Systems Inc. to Kona Broadcasting Systems Inc. for \$859,000, comprising \$300,000 cash and \$559,000 note. Seller is owned by Gilbert Stratton Jr., who has no other broadcast interests. Buyer is owned by William N. Evans, owner of Clio awards, New York-based advertising award. It has no other broadcast interests. KKON is on 790 khz full time with 5 kw. KOAS-FM is on 92.1 mhz with 3 kw and antenna 2,053 feet above average terrain.

WVAM(AM)-WPRR(FM) Altoona, Pa. □ Sold by Phydel Communications Corp. to Progressive Broadcasting Co. for \$850,000. Seller is owned by James Drayden, debtor-in-possession. It has no other broadcast interests. Buyer is owned by Dr. Augusto Dalerme, Altoona surgeon with no other broadcast interests. WVAM is on 1430 khz with 5 kw day and 1 kw night. WPRR is on 100.1 mhz with 3 kw and antenna 30 feet above average terrain. Broker: Ray H. Rosenblum.

WYSS(FM) Sault Ste. Marie, Mich. □ Sold by Delbyco Broadcasting to Algoma Broadcasting Co. for \$540,000. Seller is owned by Del M. Reynolds, who has no other broadcast interests. Buyer is owned by Timothy D. Martz, who also owns WDHP-FM Presque Isle and WFST(AM) Caribou, both Maine. WYSS is on 99.5 mhz with 26.5 kw and antenna 295 feet above average terrain.

WWGH(FM) Cape Charles, Va. □ Sold by FM 96 Associates Limited Partnership to Resort Broadcasters of Virginia Inc. for \$410,000



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cash, plus \$105,000 noncompete agreement. Seller is owned by Ronald Smith, who has no other broadcast interests. Buyer is owned by Ellek Seymour, based in Richmond, Va., who owns 12 AM's and eight FM's, and recently sold two AM-FM combinations and purchased AM-FM combination and FM stand-alone ("Changing Hands," Feb. 3). WVGH is on 96.1 mhz with 50 kw and antenna 490 ft. above average terrain. Broker: O'Grady & Associates.

KXES(AM) Salinas, Calif. □ Sold by Salinas-Monterey Radio Inc. to Jose Mendoza and Jose Eduardo Castaneda for \$400,000, comprising \$30,000 cash, \$50,000 assumption of note, \$10,000 note with no interest, and \$310,000 note at 10% over 10 years. Seller is owned by Ron Smith, president, who also owns KLOQ(AM) Merced, Calif. Buyers have interest in KMPG(AM) Hollister, Calif. KXES is daytimer on 1570 khz with 5 kw.

KXEO(AM)-KWWR-FM Mexico, Mo. □ 50.53% sold by Galen O. Gilbert to Jerry Lee Johnson for \$384,850 cash, including \$75,000 noncompete agreement. Seller and his wife, Elnora Gilbert, have interests in KTXJ(AM)-KWYX(FM) Jasper, Tex.; KDXE(FM) Sulphur Springs, Tex.; KWHW(AM)-KRKZ(FM) Altus, Okla.; KDNT(AM) Denton, Tex.; KDNT-FM Gainesville, Tex., and KYFM(FM) Bartlesville, Okla. Buyer is stations' general manager, who also has interest in KDXE(FM) and KDNT-AM-FM. KXEO is on 1340 khz with 1 kw day and 250 w night. KWWR is on 95.7 mhz with 100 kw and antenna 365 feet above average terrain.

WWCA(AM) Gary, Ind. □ Swapped by Metro

Communications Inc. to Minority Broadcasting of the Midwest Inc. for Minority's WXSS(AM) Memphis (see below) plus \$375,000. Seller is Norfolk, Va.-based group of nine AM's and two FM's owned by Levi E. Willis. It recently purchased WGSP(AM) Charlotte, N.C. ("Changing Hands," Mar. 10). Buyer is principally owned by Pervis Spann, who has interests in WVON(AM) Cicero, Ill. (which he will divest to comply with FCC's duopoly rule) and woo-

B(AM) Leeds, Ala., in addition to WXSS(AM) Memphis. WWCA is on 1270 khz full time with 1 kw.

WXSS(AM) Memphis □ Sold by Minority Broadcasting of the Midwest Inc. to Metro Communications Inc. for WWCA(AM) Gary, Ind. (see above). WXSS is unbuilt construction permit on 1030 khz.

For other proposed and approved sales see "For the Record," page 113.

NBC's rocky road to the Olympics

The network is working toward summer games coverage, even though no contract has been signed

Although NBC won the network bidding war last October for the television rights to the 1988 summer Olympic games in Seoul, South Korea, the network is yet to sign a contract with the Seoul Olympic Organizing Committee spelling out the obligations and considerations of the two parties. To make matters worse, the rights were awarded more than a year after they normally are, usually about four years in advance. Thus with every passing week, the pressure of time builds on NBC, which will face the challenge of setting up its coverage half a world away with a 13-hour time difference between New York and Seoul. And with the games scheduled between Sept. 17 and Oct. 2, Olympics will come for the first time during the network's coverage of post-season baseball and the National Football League, as well as the

presidential election campaign, straining resources considerably.

According to Michael Eskridge, former president of NBC Radio who was given the nod to head NBC's Olympic effort shortly after it won the rights last year, two major issues still have to be resolved, including the insurance arrangements and the network's right to the "unencumbered" use of Olympic symbols in marketing and promoting the games. Nevertheless, Eskridge indicated he was fairly confident that the contract would be signed in the next two or three weeks. But if isn't, he added, the network would have to seriously "reevaluate the whole situation. We have used up as much time as we can afford. It is very late in the game and we absolutely have to proceed."

The network is working out some unusual insurance arrangements for the Seoul games, which traditional insurance brokers have avoided, perhaps due to the boycotts of recent games and South Korea's own domestic turmoil. (Some recent news reports have compared the South Korean political situation to the one confronting former Philippine leader Ferdinand Marcos before his fall from power last month.) The South Korean Olympic Organizing Committee (SKOOC) is itself furnishing the primary insurance coverage, Eskridge said last week, in the form of a "letter of credit" with the Korean Exchange Bank (KEB), which would reimburse the network if the games are devalued by "certain kinds of disruptions." But so far the SKOOC and KEB have failed to reach a final agreement. Disruptions that would be addressed under the proposed setup, said Eskridge, include poor weather and boycotts, but not political violence.

"We are taking certain calculated business risks," said Eskridge. "Everything covered is subject to review." The upshot, he said, is that the network will have the right to only a partial refund, "in the event that the value of games is diminished." He declined to give a total dollar amount of the coverage being furnished through the SKOOC-KEB arrangement, but it's more than \$100 million. NBC won't have to spend anything for that coverage but it is covering its bets. It is paying a group of banks led by Bankers Trust in New York \$5 million to "confirm" the KEB letter of credit. In other words, if some disruption occurred to trigger the KEB agreement and the bank refused to pay, the Bankers Trust-led group would pay the network instead. An attorney representing SKOOC in the negotiations with NBC refused any comment on the talks.

In 1980 NBC had a policy with Lloyd's of London that partially covered the expenses it

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incurred preparing for the Moscow summer games, which the U.S. boycotted. NBC paid \$87 million for the rights to those games but ended up having to write off only about \$32 million in costs associated with the aborted Moscow effort. This time around, NBC is spending at least \$300 million on rights (maybe more, depending on how much advertising revenue it takes in) and another \$150 million to produce the games.

On another front, NBC still has to work out arrangements with the United States Olympic Organizing Committee concerning the use of Olympic logos and symbols for marketing and promotional purposes. The USOC controls all rights to the use of those symbols domestically and, according to Eskridge, "has made some arrangements that might impinge on our ability to use the Olympic rings" and other logos to promote the games. He said the USOC was currently amending those arrangements, apparently with advertisers "in some pretty big categories," so that NBC could proceed. The USOC could not be reached for comment concerning NBC's use of Olympic symbols.

At least for now, Eskridge claims to be confident the contract will be signed in the next two or three weeks. "We think we are about there," he said last week. "Nobody is dragging their feet on this" either, he added. "We're intent on getting it signed." Despite the time pressure, which he said was "pretty severe," the network would not have a problem setting up coverage in time for the games if the contract is signed in the next two or three weeks. □

Intelsat reports it's in sound shape

Board changes schedule to use Arianespace for VI satellite launches, before it fulfills three-bird contract with NASA

The International Telecommunications Satellite Organization, which has made no secret of its concern over the prospect of competition from the kind of separate satellite systems the U.S. has conditionally authorized, last week reported its finances were in robust shape. And Intelsat evidently means to keep them that way; the board of governors, at its quarterly meeting in Washington, acted to strengthen the organization's position, including approving modifications to the Intelsat VI satellites to more than double the spot beams' downlink power.

At the same time, in a move dictated by the uncertainty created by the disaster that overtook the shuttle Challenger, Intelsat said it would seek to use European Arianespace launch vehicles for deploying the first two Intelsat VI satellites instead of the the National Aeronautics and Space Administration's space shuttle, as scheduled. However, Intelsat said it would honor its commitment to use the shuttle on three flights, under a schedule that would run through 1991. The \$180-million contract for the three launches was signed last month in a ceremony that was seen, at the time, as Intelsat's vote of confidence in NASA in the wake of the

Challenger tragedy.

Although the board of governors' quarterly meeting was generally free of controversy, there was some evidence of the tension that has existed between the U.S. and the Intelsat executive for the past several years. One issue involves U.S. concern over prices Intelsat has set for the sale and long-term lease of excess transponder capacity for a new domestic service. The U.S. is continuing to study the prices, but has left no doubt it suspects they are unduly low, even predatory. So when African and Latin American countries, in two statements, complained the prices are too high and favor developed countries at the expense of less developed countries, some in the State Department expressed the view that the statements were orchestrated, not spontaneous—a suggestion an Intelsat spokesman dismissed. "We don't orchestrate anything," said Robert Leahy. "Those countries say what they want." To suggest otherwise, he added, "is an insult" to them. (In a related action, the board extended the long-term lease reservation policy to all international leased transponder services.)

The U.S. in another matter last week pressed the board to "deregister" two satellite slots registered with the International Telecommunication Union, one at 300 degrees west and the other at 304 degrees west. The U.S. contends that Intelsat does not need them and, in effect, is warehousing them at a time when some U.S. companies have applied for them. The board deferred action on the U.S. request until the next meeting, in June, when Director General

Richard Colino is to present a comprehensive study on Intelsat's orbital requirements and the status of interservice coordination.

Colino and the U.S. are also engaged in a controversy over a joint statement by the State and Commerce Departments offering a new definition of the television services the U.S. separate systems would be authorized to provide. The statement, submitted to the FCC in January, said the "long-term" video service the systems may provide includes occasional-use television—that "long-term" applies to the actual contractual agreement, not the actual use of the service. The U.S. regards the statement as a clarification of existing policy, but Colino, in a statement to the board, said the new interpretation "raises extremely serious questions" because of the "logical extension" of its reasoning to "almost any service."

Intelsat's financial report for calendar year 1985, as reported by the organization's public accounting firm of Peat, Marwick, Mitchell & Co., showed current asset valuation of \$1,817,847,151, compared to \$1,696,032,085 in 1984. Total revenues were up more than \$45 million, from \$411,306,093 to \$456,599,040. And compensation to signatories for the use of their capital (the excess of revenues over expenses, and similar to return on investment) totalled \$224,078,292, more than \$15 million greater than the \$208,476,441 that was distributed to them in 1984. The excess of revenues over expenses before depreciation amounted to \$353,264,465, up some \$30 million over 1984's \$323,675,890.

The financial strength of Intelsat and its

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virtual monopoly in the transmission by satellite of telecommunications services are cited by government officials in questioning Intelsat's vigorous opposition to U.S. policy that would authorize the establishment of competitive systems. The figures released last week are likely to add weight to such questions. Intelsat's Leahy agreed that the Intelsat financial picture "is bright—we're meeting competition." And he expressed confidence Intelsat could meet the competition of separate systems, if any of them clears the hurdles still barring them from service. They must obtain financing, secure the cooperation of a foreign correspondent, then submit to the process under which their proposals are coordinated with Intelsat on technical and economic grounds. At that point, however, Leahy said, the Intelsat executive would press for an amendment to the charter to permit flexible pricing as opposed to the global average pricing it says is now required.

The modifications in the Intelsat VI spacecraft—the first of the series is scheduled for launch in November 1987—indicate a determination to meet competition from any quarter, including, presumably, fiber optic undersea cable, which is regarded by many as the most serious competitive threat Intelsat faces. Director General Richard Colino, who proposed the modifications, said that "increasing the capabilities of the Intelsat VI (F-4) and (F-5) demonstrates Intelsat's continuing responsiveness to market demands—and strengthens our competitive edge over alternative transmission systems." The modifications involve replacing 8.5 w K-band traveling wave tube amplifiers with 20 w units in eight of the 10 spot channels and with 40 w TWTA's in the other two spot channels in each satellite. Intelsat said the changes will permit larger "footprint" coverage of eastern North America and will broaden the link with Europe. The changes will also increase K-band capacity, and enhance access by smaller earth stations.

Two other actions by the board involve earth stations. In one, the board approved what Intelsat said was a "historic" revision of large earth stations. The other involved the expansion of services to small earth stations.

The changes in the large earth stations will reduce the standard A and C antenna diameters by specifying minimum G/T (gain-to-noise temperature ratio) values that will be achievable with diameters of 15-17 meters,

compared to 30-32 meters, in the C band, and 11-13 meters, rather than the current 15-18 meters, in the K-band. Intelsat—whose system until now has relied on the larger earth station—said the smaller antenna sizes will mean a reduction of about 50% in the cost of the earth stations. It also said the charge per circuit for the smaller earth stations will be the same as for the existing, larger ones, which, Intelsat said, will be a significant factor in offering competitive services in the future. And the revisions, it added, will facilitate the placement of earth stations closer to population centers.

As for the decision regarding small earth stations—such as standard E-3 (K-band, eight meters) and F-3 (C-band, nine meters)—Intelsat said they are now authorized to carry high-quality, fixed-bit-rate digital traffic over Intermediate Data Rate carriers compatible with the developing service known as Integrated Services Digital Network. The E-3 and F-3 earth stations may carry public switched telephone service, Intelsat Business Service and video services—but Intelsat said the new authorization does not extend to linking IBS to the public switched network. Intelsat sees the board's decision as leading to reductions in earth station costs.

Intelsat said the proposed change in launch vehicles is being sought as a result of the postponement of at least one year of NASA's space shuttle launch program, a consequence of the loss of the Challenger on Jan. 28. The first two Intelsat VI spacecraft were originally scheduled for deployment by the shuttle during July 1987 and February 1988. Instead, Intelsat said it will keep the contractual date of December 1987-February 1988 for what was to have been the first Ariane-space launch. And Director General Colino has been directed to establish July-August 1988 as a firm date for the second Ariane-space launch; that had been a standby date. Intelsat said NASA shuttles would deploy the remaining Intelsat VI satellites in 1988, 1990 and 1991.

Colino described the rescheduling of the first two Intelsat VI launches as "precautionary measures" intended to "guarantee the timely deployment of this series of spacecraft, thus insuring Intelsat's ability to continue to provide state-of-the-art telecommunications services." He also said the rescheduling "may be of assistance to NASA during this troubling period." □

Battle over contra aid spills over onto airwaves

Pro-Reagan position forces have more money and have had greater success in getting their message on the air

There is more than one battle raging over Nicaragua. President Reagan's request for \$100 million in aid to the "freedom fighters" who are trying to overthrow the Sandinista government of Nicaragua has sparked media campaigns by five organizations—two in support of funding and three against it—that have produced seven advertisements and a 30-minute documentary. Supporting the President's position are two Washington groups, the National Conservative Political Action Committee (based in Alexandria, Va.), and the National Endowment for the Preservation of Liberty. Opposing the President are San Francisco-based Neighbor to Neighbor and two Washington groups that have collaborated: Witness for Peace, a religious organization that sends witnesses into war zones to catalogue atrocities, and Americans for Peace in the Americas.

The pro-intervention organizations have larger budgets—\$1.5 million each—and have been more successful than the anti-intervention organizations in getting their message across. NCPAC has produced two, 30-second TV messages, one titled "Help President Reagan" and the other "Blame Congressman Now," and placed them on seven stations and several cable systems in three states, beginning Feb. 19. NEPL has placed four, 30-second TV messages, "Terrorist Influence," "Facts," "Refugees" and "Helicopters," on network affiliates in 25 markets mostly in the South, reaching a claimed 14.9% of the American audience.

The first NCPAC ad features an announcer quoting Tomas Borge, member of the Communist government of Nicaragua, who says: "One day we're going to take five to 10 million Mexicans and they're going to have one thing on their mind—cross the border into Dallas, El Paso, Houston, New Mexico, San Diego, and each one has imbedded in his mind the idea of killing 10 Americans." The second ad shows a map of Central America and the southern United States turning red, a nuclear explosion, and the warning that if the Communists take control of Central America, "There isn't much you can do *then*." Both ads cut to a picture of a Democratic congressman (Bill Alexander in the first congressional district of Arkansas, Frank McCloskey in the eighth district of Indiana or Howard Wolpe in the third district of Michigan, depending on the station's market), then state that the congressman voted against President Reagan and aid to the freedom fighters, and ask viewers to help Reagan defeat the congressman.

The NEPL ads, which have been accepted for airing in three top 20 markets—Washington, Miami and Tampa-St. Petersburg—will run until March 19, the day Reagan's proposal is to be voted on in the House, and

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longer if the vote continues. They feature claims that Libyan leader Muammar Kad-dafi is "supplying arms and terrorist experts to the communists in Nicaragua," that one in six Nicaraguans is a refugee from Communist persecution, that genocide is occurring in Nicaragua, and that Soviet-built helicopters have been seen in Nicaragua. According to a spokeswoman for the NEPL campaign, fewer than 1% of stations contacted have turned down the ads.

But Neighbor to Neighbor has not had the same success in buying time to place its 30-minute documentary, *Faces of War*. The program takes a stand against supporting Nicaraguan rebels, has been turned down by 140 stations, USA Cable and superstation WTBS(TV) Atlanta. "Everyone says, 'The show is really nice, but Central America is too hot for us,'" said Neighbor's executive director, Nick Allen. Allen said his group's program "looks like a model of balance compared to the right-wing spots," which he called "dishonest and distorted." But broadcasters, he said, are afraid to run material that doesn't support the administration's views.

The documentary, which cost \$127,000 to produce, has been accepted by 35 stations, including WGBS-TV Philadelphia, WSBK-TV Boston, WTTG(TV) Washington and KDFI-TV Dallas. It originally began airing in August 1985, then was revised to include more information and new fund-raising pitches. The new version, narrated by actor Mike Farrell (of *M*A*S*H*), began airing March 8.

Not yet airing is a 30-second, anti-aid, television message produced by Americans for Peace in the Americas and Witness for Peace. The spot is punctuated by machine gun fire, and features a picture of a red cross that bleeds following claims that the contras have committed 118 atrocities since the American government provided them with \$27 million in aid in 1985.

The coalition has a budget of only \$30,000, and thus approached only one station—WJLA-TV Washington, which is airing NEPL ads. WJLA-TV assistant to the president, Jane Cohen, said she thought the APA/WP spot was "misleading" and asked for substantiation of the inferred claim that "humanitarian aid was used to kill people." The station also offered APA/WP free air time to present its views through a spokesman rather than the spot, Cohen said. According to the Rev. Sam Hope, communications director of Witness for Peace, his organization has documentation from witnesses showing that contras used guns to kill civilians, and he plans to present WJLA-TV with that proof in the hope that the station will relent and show the message. Dr. Charlie Clements, founder and president of Americans for Peace, said local affiliates of Witness for Peace would try to buy time on local cable systems. And Congressman Ed Markey (D-Mass.), in a statement supporting the message, hinted at violation of the fairness doctrine, saying: "It is ironic that the very same television stations that are accepting blatantly political and factually dubious ads are refusing to air" the APA/WP spot. "It is a simple, straightforward, and completely verifiable message. And, perhaps most importantly, it is a message which raises the quality of the public debate." □

For the Record

As compiled by BROADCASTING, March 6 through March 12, 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

- WWLX(AM) Lexington, Ala. (620 khz; 5 kw-D)—Seeks assignment of license from Prospect Communications to Allen Carwile for \$250,000, comprising \$185,822.02 note and assumption of \$64,177.98 note. Seller is owned by Roger W. Wright, who also owns WLLX(FM) Minor Hill, Tenn. Buyer is former general manager of WXAL(AM)-WNAN(FM) Demopolis, Ala. Filed March 4.
- KXES(AM) Salinas, Calif. (1570 khz; 5 kw-D)—Seeks assignment of license from Salinas-Monterey Radio Inc. to

Jose Mendoza and Jose Eduardo Castaneda for \$400,000, comprising \$30,000 cash, \$50,000 assumption of note, \$10,000 note with no interest, and \$310,000 note at 10% over 10 years. Seller is owned by Ron Smith, president, who also owns KLOQ(AM) Merced, Calif. Buyer has interest in KMPG(AM) Hollister, Calif. Filed March 5.

■ WCCZ(AM) New Smyrna Beach, Fla. (1550 khz; 1 kw-D)—Seeks assignment of license from Brian E. Tolby, receiver, to Dan L. Bayes, Bethany Beck and Jerry Beck for \$245,000, comprising \$75,000 cash, \$70,000 note and \$100,000 in two other notes. Seller has no other broadcast interests. Buyer is one-third owned by Bethany Beck, her husband, Jerry, and Bayes. They have no other broadcast interests. Filed March 3.

■ KKON(AM)-KOAS-FM Kealahou, Hawaii (AM: 790 khz; 5 kw-U; FM: 92.1 mhz; 3 kw; HAAT: 2,053 ft.)—Seeks assignment of license from Kona Radio Systems Inc. to Kona Broadcasting Systems Inc. for \$859,000, comprising \$300,000 cash and \$559,000 note. Seller is owned by Gilbert Stratton Jr., who has no other broadcast interests. Buyer is owned by William N. Evans, who has no other broadcast interests. Evans owns Cleo Awards, New York-based advertising award. Filed March 4.

■ WWCA(AM) Gary, Ind. (1270 khz; 1 kw-U)—Seeks assignment of license from Metro Communications Inc. to Minority Broadcasting of the Midwest Inc. for approximately \$375,000 and assignment of WXSS(AM) Memphis (see below). Seller is Norfolk, Va.-based group of nine AM's and two FM's owned by Levi E. Willis. It recently purchased WGSP(AM) Charlotte, N.C. ("Changing Hands," March 10). Buyer is principally owned by Pervis Spann, who has interest in WVON(AM) Cicero, Ill. (which he will divest), and WOOB(AM) Leeds, Ala., in addition to WXSS(AM) Memphis. Filed Mar. 5.

■ KRIT(FM) Clarion, Iowa (96.9 mhz; 93 kw; HAAT: 260 ft.)—Seeks assignment of license from Central Iowa Broad-

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casting Inc. to Linder Broadcasting of Fort Dodge Co. for \$110,000 cash. Seller is owned by Gresham M. Roskamp and A. Miller Roskamp, who have no other broadcast interests. Buyer is owned by Don O. Linder, president (75%), and his son, John Linder. They have interest in KDOG(FM) North Mankato, KWLM(AM)-KQIC(FM) Willmar and KTOE(AM) Mankato, all Minnesota. Don O. Linder's son, Don Linder, and brother, Willard, have interest in KMHL(AM)-KKCK(FM) Marshall and KDMA(AM) Montevideo (which is also being sold, see below), both Minnesota. Filed March 3.

■ WCXI-AM-FM Detroit (AM: 1130 khz; 50 kw-D: 10 kw-N; FM: 92.3 mhz; 21.5 kw; HAAT: 740 ft.)—Seeks assignment of license from WCXI-AM Inc. to Shamrock Broadcasting Co. Inc. for undisclosed price. Seller is subsidiary of Golden West Broadcasters. Los Angeles-based group owned by Michael M. Schreter. Gene Autry, Jacqueline Autry, Bill Ward, Richard M. Brown, Stanley L. Spero, Robert W. Spensler, Stanley B. Schneider and Clyder Tritt. Buyer is Burbank, Calif.-based group of two AM's, six FM's and five TV's, principally owned by Roy E. Disney, chairman (13.6%), and family. Filed March 5.

■ WYSS(FM) Sault Ste. Marie, Mich. (99.5 mhz; 26.5 kw; HAAT: 295 ft.)—Seeks assignment of license from Delbyco Broadcasting to Algoma Broadcasting Co. for \$540,000. Seller is owned by Del M. Reynolds, who has no other broadcast interests. Buyer is owned by Timothy D. Martz, who also owns WDHP-FM Presque Isle and WFST(AM) Caribou, both Maine. Filed March 6.

■ KDMA(AM) Montevideo, Minn. (1460 khz; 1 kw-U)—Seeks assignment of license from Midwest Broadcasting Corp. to James C. Rudd for \$450,000, comprising \$50,000 cash and remainder note at 10% over 10 years. Seller is owned by Don Linder and his uncle, Willard. It also owns KMHL(AM)-KKCK(FM) Marshall, Minn. Don Linder's father, Don O. Linder, is purchasing KRIT(FM) Clarion, Iowa (see above). Buyer is former owner of WBDN(AM) Escanaba, Mich., and has no other broadcast interests. Filed March 5.

■ KXEO(AM)-KWWR-FM Mexico, Mo. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 95.7 mhz; 100 kw; HAAT: 365 ft.)—Seeks transfer of control from Galen O. Gilbert (50.53% before, none after) to Jerry Lee Johnson (49.47% before, 100% after) for \$309,850 cash, plus \$75,000 noncompete agreement. Gilbert and his wife, Elnora Gilbert, have interest in KTXJ(AM)-KWYX(FM) Jasper, Tex.; KDXE(FM) Sulphur Springs, Tex.; KWHW(AM)-KRKZ(FM) Altus, Okla.; KDNT(AM) Denton, Tex.; KDNT-FM Gainesville, Tex., and KYFM(FM) Bartlesville, Okla. Johnson is station's general manager, who also has interest in KDXE(FM) and KDNT-AM-FM. Filed March 3.

■ KAFE(AM)-KKSS(FM) Santa Fe, New Mexico (AM: 810 khz; 5 kw-D; FM: 97.3 mhz; 100 kw; HAAT: 1,631 ft.)—Seeks assignment of license from New Mexico Broadcasting Co. Inc. to SunGroup Broadcasting of New Mexico Inc. for \$2,220,000, comprising \$520,000 cash, \$600,000 assumption of note and \$1,100,000 note. Also included are option to buy WPFM(FM) Panama City, Fla., and right of first refusal for KIIO(AM)-KVEE(FM) Grand Junction, Colo. Seller is College Station, Tex.-based group of five AM's and five FM's owned by John C. Culpepper Jr. and Barry Turner. Buyer is subsidiary of SunGroup Inc., Nashville-based group of three AM's and four FM's headed by Frank A. Woods. Filed Feb. 14.

■ WVAM(AM)-WPRR(FM) Altoona, Pa. (AM: 1430 khz; 5 kw-D; 1 kw-N; FM: 100.1 mhz; 3 kw; HAAT: 30 ft.)—Seeks assignment of license from Phylidel Communications Corp. to Progressive Broadcasting Co. for \$850,000. Seller is owned by James Drayden, debtor-in-possession. It has no

other broadcast interests. Buyer is owned by Dr. Augusto Dalerme; Altoona-based surgeon with no other broadcast interests. Filed March 7.

■ WJAR-TV Providence, R.I.; KOVR-TV Stockton, Calif.; WCPX-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WXIN-TV Indianapolis; WATL-TV Atlanta; WTOP(AM) Washington; WIOQ-FM Philadelphia; KIQQ-FM Los Angeles; and WTKS-FM Bethesda, Md. (WJAR-TV: ch. 10; NBC; ERP vis. 316 kw; aur. 50 kw; HAAT: 1,000 ft.; ant. height above ground: 940 ft.; KOVR-TV: ch. 13; ABC; ERP vis. 281 kw; aur. 42.7 kw; HAAT: 1,490 ft.; ant. height above ground: 1,548 ft.; WCPX-TV: ch. 6; CBS; ERP vis. 74.1 kw; aur. 14.8 kw; HAAT: 1,460 ft.; ant. height above ground: 1,484 ft.; KSAT-TV: ch. 12; ABC; ERP vis. 316 kw; aur. 63.2 kw; HAAT: 1,480 ft.; ant. height above ground: 1,505 ft.; WCMH-TV: ch. 4; NBC; ERP vis. 100 kw; aur. 15 kw; HAAT: 903 ft.; ant. height above ground: 1,029 ft.; WXIN-TV: ch. 59; independent; ERP vis. 2,300 kw; aur. 230 kw; HAAT: 1,000 ft.; ant. height above ground: 1,040 ft.; WATL-TV: ch. 36; independent; ERP vis. 2,030 kw; aur. 304 kw; HAAT: 1,170 ft.; ant. height above ground: 1,174 ft.; WTOP: 1500 khz; 50 kw-U; WIOQ-FM: 102.1 mhz; 30 kw; HAAT: 650 ft.; KIQQ-FM: 103.1 mhz; 5.1 kw; HAAT: 3,060 ft.; WTKS-FM: 102.3 mhz; 2.3 kw; HAAT: 2,340 ft.)—Seeks assignment of license from Rockefeller Group to Seaward Acquisition Corp. for \$617,500,000. Seller is Providence, R.I.-based group headed by Bruce Sundlun. Buyer is owned by Sundlun, chairman (20%); David E. Henderson, president (5%); Raymond G. Chambers (22.78%); Frank E. Richardson III (7.97%); Frank E. Walsh, Jr. (11.97%); E. Burke Ross Jr. (4.31%); Frank H. Pearl (4.31%); William E. Simon (15.24%), and others owning less than 5%. Chambers, Richardson, Walsh, Ross and Simon also have interest in Forward Communications, which owns four AM's, four FM's and five TV's. Filed March 5.

■ WSBP(FM) Saluda, S.C. (CP)—Seeks assignment of license from Saluda Broadcasters to Durst Broadcasting Co. Inc. for \$5,301,222 cash. Seller is owned by Joyce C. Smith and her husband, Don Smith. Buyer is owned equally by William K. Durst, president, and his father, Samuel Kendal Durst. William Durst is currently announcer and chief engineer at WCEZ(FM) Columbia, S.C. Filed March 4.

■ WXSS(AM) Memphis (1030 khz, station is unbuilt CP)—Seeks assignment of license from Minority Broadcasting of the Midwest Inc. to Metro Communications Inc. (see sale of WWCA[AM] Gary, Ind., above). Filed March 5.

■ KEAS(AM) Eastland, Tex. (1590 khz; 500 w-D)—Seeks assignment of license from Breckenridge Broadcasting Co. to WDS Broadcasting for \$225,000, comprising \$30,000 cash and remainder note. Seller is Breckenridge, Tex.-based group of five AM's and two FM's, principally owned by J. David Bullion. Buyer is owned by Don Staggs and family and Don Bennett. Staggs is station's general manager. Filed March 5.

■ KSEL-AM-FM Lubbock, Tex. (AM: 950 khz; 5 kw-D; 500 w-N; FM: 93.7 mhz; 100 kw; HAAT: 740 ft.)—Seeks assignment of license from KSEL Inc. to Mustardseed Radio Ltd. for \$1,350,000 cash, including \$150,000 noncompete agreement. Seller is owned by John R. Kreiger, president (10%), and Harris Enterprises (90%). Harris is Garden City, Kan.-based group of six AM's and six FM's owned by Lloyd Ballhagen, Robert Wells, John Harris and Peter Macdonald. Buyer is owned by Donald J. O'Malley, who has no other broadcast interests. Filed March 4.

■ KPMB(FM) Plainview, Tex. (CP)—Seeks assignment of license from Atkins Broadcasting to Adams-Shelton Communications for \$20,000, comprising \$4,000 for expenses and \$16,000 for services as consulting engineer. Seller is

owned by T. Kent Atkins, who has no other broadcast interests. Buyer is equally owned by Charles Keith Adams and James David Shelton, who have interest in KWKC(AM)-KORQ(FM) Abilene, Tex.; KYXX(AM) Odessa, Tex.; KKYN(AM) Plainview, Tex.; KLSF(FM) Amarillo, Tex., and four LPTV's in Texas. They are applicants for five more LPTV's. Filed Feb. 28.

■ WVGW(FM) Cape Charles, Va. (96.1 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from FM 96 Associates Limited Partnership to Resort Broadcasters of Virginia Inc. for \$410,000 cash, plus \$105,000 noncompete agreement. Seller is owned by Ronald Smith, who has no other broadcast interests. Buyer is owned by Ellek Seymour, based in Richmond, Va. He owns 12 AM's and eight FM's, and was recently involved in sale of two AM-FM combinations and purchase of third AM-FM combination and FM stand-alone ("Changing Hands," Feb. 3). Filed Feb. 26.

■ WRJY(AM) Richmond, Va. (1320 khz; 5 kw-D)—Seeks assignment of license from WEET Radio Broadcasting Inc. to William S. Ray for \$400,000, comprising \$50,000 cash and \$350,000 note. Seller is owned by E.J. Bell, who has no other broadcast interests. Buyer owns Agrinet, Richmond-based programing firm. Filed Feb. 28.

New Stations

Applications

AM

■ Ringold, Ga.—Battlefield Communications Inc. seeks 1020 khz; 50 kw-D. Address: 505 Lafayette St., 30736. Principal is owned by Marshall Bandy and family. It has no other broadcast interests. Filed March 3.

FM's

■ Silverton, Colo.—San Juan Christian Broadcasting seeks 99.3 mhz, 0.60 kw, HAAT: 577 ft. Address: 501 Riverside, Dolores, Colo. 81323-0161. Principal is owned by Steven P. Ingham, president (90%), and his wife, Nancee (10%). They have no other broadcast interests. Filed Feb. 21.

■ Englewood, Fla.—Suncoast Educational Broadcasting Corp. seeks 91.3 mhz, 3 kw, HAAT: 280 ft. Address: 75 North Pine St., Englewood, Fla. 33533. Principal is owned by Wallis C. Metts, president; John D. McCall; Richard E. Riley, and G. Wayne Golson. They have no other broadcast interests. Filed Feb. 14.

■ Eureka, Kan.—Newwood Productions seeks 93.5 mhz, 3 kw, HAAT: 239 ft. Address: 1201 1/2 East River St., Eureka, Kan. 67045. Principal is owned by brothers Jay and Kris Brown, general partners (46% each), and limited partners Dennis Smith (5%) and Ross R. McIlvain (3%). They have no other broadcast interests. Filed Feb. 24.

■ Corydon, Ind.—Minority Communications seeks 107.7 mhz, 50 kw, HAAT: 500 ft. Address: 688 South 42d St., Louisville, Ky. 40211. Principal is owned by Argie L. Dale, who is app. for new AM and five new FM's, and has interest in WDCS(AM) New Albany, Ind. Filed Feb. 21.

■ Corydon, Ind.—Ronald H. Livengood seeks 107.7 mhz, 50 kw, HAAT: 492 ft. Address: P.O. Box 966, Scottsboro, Ala. 35768-0966. Principal, with his wife, Julia Diane, has interest in WKEA-AM-FM Scottsboro, Ala. He is also app. for new FM's at Somerset, Ky., and Quitman, Ga. Filed Feb. 13.

■ Corydon, Ind.—Corydon Communications Limited Partnership seeks 107.7 mhz, 50 kw, HAAT: 492 ft. Address: 1159 South 41st St., Louisville, Ky. 40211. Principal is owned by Jesse L. Carter, general partner (30%), and Sheridan Broadcasting Corp., limited partner (70%). Sheridan is owned by Ronald Davenport, president (85.05%); Arthur J. Edmunds (9.72%); Walter Jones (4.86%), and three others. Sheridan owns WAMO-AM-FM Pittsburgh and WUFO (AM) Amherst, N.Y. Filed Feb. 21.

■ Corydon, Ind.—Lopez Radio Inc. seeks 107.7 mhz, 50 kw, HAAT: 500.8 ft. Address: 2630 Whippoorwill Ln., Corydon, Ind. 47112. Principal is owned by Natalia Lopez Wiseman, who has no other broadcast interests. Filed Feb. 21.

■ Corydon, Ind.—Corydon Broadcasters Ltd. seeks 107.7 mhz, 50 kw, HAAT: 492 ft. Address: 11418 White Bay Lane, Jacksonville, Fla. 32225. Principal is equally owned by Irvin S. White, general partner, and limited partners Charles M. Anderson and David T. Murray. White is assistant sports director at WJKS(TV) Jacksonville. Anderson owns WACN(FM) Franklin, Ky. Murray is app. for new FM at University, Miss. Filed Feb. 21.

■ Corydon, Ind.—Corydon Broadcasting, Ltd. Partnership seeks 107.7 mhz, 50 kw, HAAT: 491 ft. Address: 220 East Chestnut St., Corydon, Ind. 47112. Principal is owned

February, 1986

SOLD

BOWLING GREEN CABLE TV, INC.

Serving Bowling Green, Florida
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of Chicago, Illinois

The undersigned represented the seller in this transaction.
This notice appears as a matter of record only.

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COMMUNICATIONS EQUITY ASSOCIATES

February, 1986

ACQUIRED

ESSEX EIGHT-FIVE TWO CORP.

A limited partnership of Greenwich, Connecticut has acquired

MACON CABLEVISION, INC.

Serving 2,080 basic and 725 pay t.v. subscribers in Franklin, North Carolina

The undersigned represented the buyer in this transaction.
This notice appears as a matter of record only.

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COMMUNICATIONS EQUITY ASSOCIATES

by general partners James Hodge and his wife, Barbara (10% each); and limited partners James Becker, Wilbur O. Colom and Albert Lamar (30% each). Colom has interest in WZIX(FM) Artesia, Miss., and WOCT(TV) Albany, Ga.; is permittee of two new TV's, and is app. for two new FM's and three new TV's. Becker is app. for four new FM's. Filed Feb. 21.

■ Corydon, Ind.—Harrison County Broadcasting Co. seeks 107.7 mhz, 50 kw, HAAT: 492 ft. Address: Route 2 Box 332, Rockford, Tenn. 37853. Principal is owned by Deborah Poindexter, who has no other broadcast interests. Filed Feb. 21.

■ Corydon, Ind.—Pruitt and Owen seek 107.7 mhz, 50 kw, HAAT: 492 ft. Address: P.O. Box 32, Greensburg, Ky. 42743-0032. Principal is owned by Lenn R. Pruitt (51%) and George E. Owen (49%). Pruitt owns WIDS(AM) Russell Springs, Ky., and WKEQ(AM)-WJDJ-FM Burnside, Ky., and is app. for new FM's at Rapid City, S.D., and Shawnee, Okla. Owen has interest in WKXJ(AM)-WCKQ-FM Campbellsville, Ky., and LPTV there, and is app. for new FM at Shawnee, Okla. Filed Feb. 18.

■ Rutland, Vt.—Gary Kenny seeks 94.5 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 1326, Westfield, Mass. 01086. Principal has no other broadcast interests. Filed Dec. 9.

TV

■ Jacksonville, N.C.—Jacksonville Broadcasting Co. seeks ch. 35; ERP vis. 1140 kw; aur. 114 kw; HAAT: 870 ft.; ant. height above ground: 858 ft. Address: 125 Brookview, 28540. Principal is owned by Sidney Popkin, who also has interest in WXQR-FM Jacksonville, N.C. Filed March 4.

■ Killeen, Tex.—Eula Lea Beck seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,945 ft.; ant. height above ground: 1,975 ft. Address: 700 Live Oak Rd., 76541. Principal has no other broadcast interests. Filed March 3.

■ Greenville, Tex.—Bill Richard Wright seeks ch. 47; ERP vis. 413.4 kw; aur. 41.3 kw; HAAT: 1,013.3 ft.; ant. height above ground: 985.7 ft. Address: 3302 Mineola St., 75401. Principal owns LPTV K47AP, Greenville. Filed Feb. 18.

■ Knoxville, Tenn.—Knoxville Community Broadcasting Inc. seeks ch. 15; ERP vis. 2,588 kw; aur. 258.8 kw; HAAT: 1,670 ft.; ant. height above ground: 1,347 ft. Address: P.O. Box 740, Martell Rd., Lenoir City, Tenn. 37771. Principal is headed by Hugh T. Statum. It has no other broadcast interests. Filed March 5.

Facilities Changes

Applications

AM's

Tendered

■ KPZE (1190 khz) Anaheim, Calif.—Seeks CP to increase day power to 35 kw and change TL. App. March 10.

■ WKZY (770 khz) North Fort Myers, Fla.—Seeks CP to increase night power to 2.5 kw and make changes in ant. sys. App. March 5.

■ WKQT (1010 khz) Garyville, La.—Seeks CP to change city of lic. to LaPlace, La.; change night power to 350 w; change TL, and make changes in ant. sys. App. March 5.

■ WCSP (1520 khz) Crystal Springs, Miss.—Seeks CP to change freq. to 590 khz and change power to 500 w. App. March 5.

■ WGSP (1310 khz) Charlotte, N.C.—Seeks CP to add night service with 1.6 kw and install DA-N. App. March 10.

■ WELW (1330 khz) Willoughby, Ohio—Seeks CP to add night service with 500 w and make changes in ant. sys. App. March 5.

Accepted

■ KPZE (1190 khz) Anaheim, Calif.—Seeks MP to make changes in ant. sys. App. March 10.

■ WDCQ (1200 khz) Pine Island Centre, Fla.—Seeks mod. of lic. to operate transmitter by remote control. App. March 6.

■ WAGN (1340 khz) Menominee, Mich.—Seeks CP to increase night power to 1 kw. App. March 4.

■ WHEZ (1560 khz) Portage, Mich.—Seeks mod. of lic. to operate transmitter by remote control. App. March 6.

■ WRFD (880 khz) Columbus-Worthington, Ohio—Seeks MP to change TL. App. March 6.

■ WARD (1550 khz) Pittston, Pa.—Seeks mod. of lic. to operate transmitter by remote control from main SL. App. March 6.

FM's

Tendered

■ *WCTS-FM (100.3 mhz) Minneapolis—Seeks CP to change ERP to 96.6 kw; change HAAT to 1,089.29 ft., and change TL. App. March 7.

■ *WCAL-FM (89.3 mhz) Northfield, Minn.—Seeks CP to change TL; change HAAT to 1,009.26 ft., and make changes in ant. sys. App. March 7.

■ *WFBF (89.9 mhz) Buffalo, N.Y.—Seeks CP to change ERP to 20 kw; change HAAT to 40 ft., and change TL. App. March 10.

Accepted

■ KMGG (97.7 mhz) Monte Rio, Calif.—Seeks CP to change TL. App. March 7.

■ WAFL (97.7 mhz) Milford, Del.—Seeks CP to change HAAT to 328 ft. App. March 4.

■ WMXJ (102.7 mhz) Pompano, Fla.—Seeks mod. of CP to make changes in ant. sys. App. March 7.

■ WKKX (104.1 mhz) Jerseyville, Ill.—Seeks CP to change TL; change ERP to 40 kw, and change HAAT to 574.76 ft. App. March 7.

■ WSJL (102.3 mhz) Cape May, N.J.—Seeks CP to change TL and change HAAT to 328 ft. App. March 7.

■ KQMJ (99.5 mhz) Henryetta, Okla.—Seeks mod. of CP to change tower height and make changes in ant. sys. App. March 4.

■ WCIG (107.1 mhz) Mullins, S.C.—Seeks CP to change HAAT to 328 ft. App. March 7.

■ KAKS-FM (107.9 mhz) Canyon, Tex.—Seeks mod. of CP to change TL; change ERP to 94.76 kw, and change HAAT to 1,353 ft. App. March 7.

■ KGAR (106.3 mhz) Mercedes, Tex.—Seeks CP to change ERP to .53 kw and change HAAT to 623.71 ft. App. March 7.

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- WSWV-FM (105.5 mhz) Pennington Gap, Va.—Seeks CP to change TL and change HAAT to 276 ft. App. March 7.
- WSGM (93.5 mhz) Staunton, Va.—Seeks CP to change TL; change ERP to 2.8 kw, and change HAAT to 338 ft. App. March 7.
- WVCX (98.9 mhz) Tomah, Wis.—Seeks CP to change TL and change HAAT to 990.56 ft. App. March 7.

TV's

Accepted

- WNAL-TV (ch. 44) Gadsden, Ala.—Seeks MP to change ERP to vis. 2,741.2 kw, aur. 274 kw; change HAAT to 964.32 ft., and change TL. App. March 5.
- WEJC (ch. 20) Lexington, N.C.—Seeks MP to move SL outside community of lic. App. March 7.
- WDAU-TV (ch. 22) Scranton, Pa.—Seeks MP to change ERP to vis. 2,945 kw, aur. 295 kw and change HAAT to 1,657 ft. App. March 7.
- WJFB (ch. 66) Lebanon, Tenn.—Seeks MP to change HAAT to 831 ft. and change TL. App. March 7.

Actions

AM's

- WNJR (1430 khz) Newark, N.J.—Granted app. to construct new ant. sys. and change TL. Action Feb. 21.
- KWNC (1370 khz) Quincy, Wash.—Granted app. to change TL. Action Feb. 28.

FM's

- KMEO-FM (96.9 mhz) Phoenix—Returned app. to install aux. ant. sys. Action Feb. 26.
- KDUC (94.3 mhz) Barstow, Calif.—Dismissed app. to change ERP to .56 kw and change HAAT to 745.22 ft. Action Feb. 26.
- KVRH-FM (92.1 mhz) Salida, Colo.—Granted app. to change TL and change HAAT to 911.84 ft. Action Feb. 27.
- WCFI (101.9 mhz) Daytona Beach, Fla.—Granted app. to change TL; change HAAT to 1,610.48 ft., and make changes in ant. sys. Action Feb. 25.
- WOZN (98.7 mhz) Key West, Fla.—Granted app. to

change HAAT to 452.97 ft. and change TL. Action Feb. 27.

- KZFN (106.1 mhz) Moscow, Idaho—Granted app. to change HAAT to 961 ft. Action Feb. 27.
- WMCM (93.5 mhz) Rockland, Me.—Returned app. to change TL; change ERP to .531 kw, and change HAAT to 612.5 ft. Action Feb. 26.
- WMLQ (97.7 mhz) Rogers City, Mich.—Granted app. to change ERP to 2.08 kw. Action Feb. 28.
- WTCM-FM (103.5 mhz) Traverse City, Mich.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 989.9 ft. Action Feb. 27.
- WQLC (107.9 mhz) Poplarville, Miss.—Granted app. to change ERP to 92 kw; change HAAT to 1,459.6 ft., and change TL. Action Feb. 27.
- KLPW-FM (101.7 mhz) Union, Mo.—Granted app. to change ERP to 1.32 kw and change HAAT to 489 ft. Action Feb. 27.
- WERV (98.3 mhz) Rotterdam, N.Y.—Granted app. to change ERP to 3 kw; change HAAT to 328 ft., and move ant. tower. Action Feb. 27.
- WKML (95.7 mhz) Lumberton, N.C.—Granted app. to change HAAT to 1,053.86 ft. Action Feb. 28.
- WGNI (102.7 mhz) Wilmington, N.C.—Granted app. to make changes in ant. sys. Action Feb. 27.
- WSKS (96.5 mhz) Hamilton, Ohio—Granted app. to change ERP to 19.5 kw. Action Feb. 28.
- KSLE (105.5 mhz) Seminole, Okla.—Granted app. to change ERP to 3 kw; change HAAT to 298.48 ft., and make changes in ant. sys. Action March 3.
- KHUG-FM (105.1 mhz) Phoenix, Ore.—Granted app. to change TL; change ERP to 51.7 mhz, and change HAAT to 544.48 ft. Action Feb. 27.
- WJMX-FM (106.3 mhz) Florence, S.C.—Returned app. to change TL and change HAAT to 328 ft. Action Feb. 19.
- KEZP (103.1 mhz) Canadian, Tex.—Granted app. to change TL; change ERP to .83 kw, and change HAAT to 574.98 ft. Action Feb. 24.
- KNIF (95.3 mhz) Gilmer, Tex.—Granted app. to change ERP to 1 kw and change HAAT to 574 ft. Action Feb. 28.
- KBER (106.3 mhz) Spanish Fork, Utah—Granted app. to change ERP to 7.94 kw and change HAAT to 2,709.28 ft. Action Feb. 27.
- WVLI (96.7 mhz) Buena Vista, Va.—Granted app. to make changes in ant. sys.; change TL; change to non-DA; change ERP to 3 kw, and change HAAT to 155.14 ft. Action Feb. 27.
- KEYF (101.1 mhz) Cheney, Wash.—Granted app. to change TL. Action Feb. 27.
- WSEY (96.7 mhz) Sauk City, Wis.—Granted app. to increase tower height to 498 ft.; change ERP to .74 kw, and change HAAT to 665.5 ft. Action Feb. 22.

- WJMV-FM (106.3 mhz) Florence, S.C.—Returned app. to change TL and change HAAT to 328 ft. Action Feb. 19.
- KEZP (103.1 mhz) Canadian, Tex.—Granted app. to change TL; change ERP to .83 kw, and change HAAT to 574.98 ft. Action Feb. 24.
- KNIF (95.3 mhz) Gilmer, Tex.—Granted app. to change ERP to 1 kw and change HAAT to 574 ft. Action Feb. 28.
- KBER (106.3 mhz) Spanish Fork, Utah—Granted app. to change ERP to 7.94 kw and change HAAT to 2,709.28 ft. Action Feb. 27.
- WVLI (96.7 mhz) Buena Vista, Va.—Granted app. to make changes in ant. sys.; change TL; change to non-DA; change ERP to 3 kw, and change HAAT to 155.14 ft. Action Feb. 27.
- KEYF (101.1 mhz) Cheney, Wash.—Granted app. to change TL. Action Feb. 27.
- WSEY (96.7 mhz) Sauk City, Wis.—Granted app. to increase tower height to 498 ft.; change ERP to .74 kw, and change HAAT to 665.5 ft. Action Feb. 22.

TV's

- KCBS-TV (ch. 2) Los Angeles—Granted app. to change ERP to vis. 36.3 kw, aur. 7.24 kw and change HAAT to 3,630.96 ft. Action Feb. 27.
- KOVR-TV (ch. 13) Stockton, Calif.—Granted app. to change HAAT to 1,950 ft. and change TL. Action Feb. 20.
- KSCH-TV (ch. 58) Stockton, Calif.—Granted app. to change HAAT to 1,213.6 ft. Action Feb. 27.
- KICI-TV (ch. 20) Iowa City—Granted app. to change ERP to vis. 5,000, aur. 500 kw; change HAAT to 519 ft., and change TL. Action Feb. 26.
- KADN (ch. 15) Lafayette, La.—Granted app. to change ERP to vis. 2,630 kw, aur. 263 kw. Action Feb. 24.
- *KTCI-TV (ch. 17) St. Paul—Granted app. to change ERP to vis. 1,000 kw. Action Feb. 24.
- KSPR (ch. 33) Springfield, Mo.—Granted app. to change ERP to vis. 5,010 kw, aur. 1,000 kw. Action Feb. 24.
- WUAB (ch. 43) Lorain, Ohio—Granted app. to change ERP to vis. 5,000 kw, change ant., and change TL. Action Feb. 27.
- KVID-TV (ch. 8) Sayre, Okla.—Granted app. to change ERP to vis. 79.4 kw, aur. 15.9 kw. Action Feb. 24.
- WDAU-TV (ch. 22) Scranton, Pa.—Granted app. to change ERP to vis. 3,580 kw, aur. 358 kw; change HAAT to 1,411 ft.; change ant., and change TL. Action Feb. 14.
- *WKUU (ch. 32) Aguadilla, P.R.—Granted app. to change ERP to vis. 9.3 kw aur. .93 kw and change ant. Action Feb. 27.
- *WITV (ch. 7) Charleston, S.C.—Granted app. to change HAAT to 1,869 ft. and change TL. Action Feb. 21.
- *KCTS-TV (ch. 9) Seattle—Granted app. to change ERP to vis. 316 kw, aur. 50 kw. Action Feb. 26.

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In Contest

ALJ Joseph Chachkin made following decisions:

- San Diego (Catherine Juanita Henry, et al), FM proceeding. Granted petition filed by California Women in Radio and enlarged issues against Simpson Communications Ltd. to determine misrepresentation of facts and lack of candor in its application with respect to its principals' partnership structure impact of foregoing issues on Simpson's qualifications to be commission licensee. By order, Feb. 21.
- Syracuse, N. Y. (Tureaud Broadcasting, et al) TV proceeding. Partially granted motion filed by Susan K. Panisch against Flomation Communications to determine whether Flomation failed to disclose existence of other apps. in which one of its principals, Dr. Bessie Cooper Noble, has interest; whether Noble is real party in interest in Flomation app.; whether Flomation misrepresented facts and lacked candor in support of its petition to enlarge issues against New Era Broadcasting; to determine Flomation's financial qualifications, and whether it misrepresented facts or lacked candor in certifying its financial status, and effects of these issues on its qualifications to be commission licensee. By MO&O, Feb. 27.
- Tulsa, Okla. (Tulsa Broadcasting Group) TV proceeding. At hearing session on Feb. 24-25, issues were added against Tulsa Broadcasting to determine financial qualifications and whether it misrepresented facts or lacked candor in certifying its financial abilities to construct and operate its proposed station, and whether Tulsa possessed requisite legal qualifications to be commission licensee. By order, Feb. 27.
- Jasper and Allardt, Tenn. (Patton-Brown Group, et al) AM proceeding. By separate orders: granted summary decisions filed by Baz Broadcasting Inc. and Patton-Brown and resolved air hazard issue in their favor and granted motion filed by Baz and Patton Brown and dismissed with prejudice app. of Nickajack Broadcasting Co. for failure to prosecute. By orders, Feb. 28.

ALJ John M. Frysiak made following decision:

- Orlando, Fla.—(Marlin Broadcasting, et al) TV proceeding. Granted motion for summary decision filed by Marilyn J. Craig and resolved air hazard issue in her favor. By MO&O, March 3.

ALJ Joseph P. Gonzalez made following decision:

- Rio Grande and Wildwood, N.J. (Broadcast Data Corp., et al) MDS proceeding. Granted motion filed by Broadcast Data for MDS facilities at Rio Grande and dismissed its app. with prejudice. By order, Feb. 25.

ALJ Byron E. Harrison made following decision:

- Memphis (RKO General Inc., et al) TV proceeding. Granted motion for summary decision by Memphis Telecasters Ltd. and resolved financial issue in its favor. By order, Feb. 26.

ALJ Edward J. Kuhlmann made following decision:

- Tempe, Ariz. (Tri-State Broadcasting Co., et al) AM and FM proceeding. Partially granted petition filed by Grimm & Clifford and enlarged issues against Tri-State to determine misrepresentation of Robert Melton in operation of KUKQ-(AM) and KUPD-FM and ownership of Tri-State; whether Arizona criminal laws were violated which should disqualify Tri-State, and whether, and to what extent, Tri-State failed to comply with Sections 73.1202(a), 73.3526(a)(7) and 73.3526(a)(11)(e) of rules, and effects, if any, on Tri-State's basic and/or comparative qualifications. By MO&O, Feb. 25.

ALJ Edward Luton made following decisions:

- Santa Barbara, Calif. (Westcom Broadcasting Inc. and Erway Broadcasting Corp.) AM proceeding. Granted petition filed by Westcom and enlarged issues against Erway to determine whether Erway violated rules by failing to report changed in residence of its principals, sale of commonly owned broadcast station, interest in another pending broadcast app., and changes in broadcast interest of Guy S. Erway's son, whether Erway concealed this information, and whether Erway was careless and inept in prosecution of its app.; and in light of evidence adduced, effects of aforementioned issues on Erway's qualifications to be commission licensee. By MO&O, Feb. 24.
- Ventura, Calif. (Channel 41 Limited Partnership, et al) TV proceeding. Granted motion filed by KFG '85 and dismissed its app. with prejudice. By order, Feb. 28.
- Battle Creek, Mich. (Thompson Broadcasting of Battle Creek Inc., et al) TV proceeding. Granted motion for partial

summary decision filed by Thompson Broadcasting of Battle Creek Inc. and resolved air hazard issue in its favor. By order, Feb. 25.

- Lawton, Okla. (Roni Deann Gardner and Atkins Broadcasting) FM proceeding. Granted joint requests for settlement agreement and dismissed app. of Atkins Broadcasting; granted app. of Gardner for new FM station at Lawton, and terminated proceeding. By order, Feb. 28.

- Conroe, Tex. (DLBS Inc., et al) TV proceeding. Granted motion for summary decision filed by Imagists and resolved air hazard issue in its favor. By order, Feb. 28.

ALJ Walter C. Miller made following decisions:

- Little Rock, Ark. (Mobilfone Communications) PLMS proceeding. Granted joint motions for summary decision filed by Mobilfone and common carrier bureau; Mobilfone's principal, Otis L. Hale, has agreed to surrender all of his existing outstanding licenses within 15 days from release of this summary decision and to seek interim operating authority to continue service to subscribers until new license can be selected. By summary decision, March 4.

- Naples, Fla. (Meycom Inc., et al) TV proceeding. By separate orders: granted motion for summary decision filed by Meycom and resolved air hazard issue in its favor; granted joint request for settlement agreement and dismissed app. of Naples Broadcasting Inc. and Naples Television Associates with prejudice; granted app. of Meycom for new TV station at Naples, and terminated proceeding. Feb. 28.

- McComb, Miss. (Southwest Communications, et al) TV proceeding. Granted motion by Commonwealth Venture Systems, Southwest Communications and Southwest Mississippi Television Co. and dismissed for failure to prosecute app. of Robin C. Brandt with prejudice. By MO&O, Feb. 24.

- Victoria, Tex. (Rocky Alford and Hispanic Broadcasting) FM proceeding. Granted petition filed by Victoria Radio Broadcasting and dismissed its app. with prejudice. By order, Feb. 24.

ALJ Joseph Stirmer made following decision:

- Memphis (Burwood Broadcasting of Memphis Ltd., et al) TV proceeding. Granted motion for summary decision filed by Dorothy B. Evans and resolved air hazard issue in her favor. By MO&O, Feb. 25.

ALJ James F. Tierney made following decision:

- Pine Castle-Sky Lake, Fla. (Comco Inc., et al) AM proceeding. Granted joint requests for settlement agreement and dismissed with prejudice apps. of Treasure Coast Broadcasting and Richard H. Rowland for AM facilities at Port Saint

Lucie and Silver Springs, Fla. respectively; granted amended app. of Jerry J. Collins for new AM facilities at Royal Palm Beach, Fla.; granted app. of Comco Inc. to improve existing facilities of WREM(AM) at Pine Castle-Sky Lake, and terminated proceeding. By MO&O, Feb. 26.

Call Letters

Applications

Call	Sought by
	Existing AM
WSCR	WNNR Palmer C. Dante, Hamden, Conn.
	Existing FM's
WOCL	WELF-FM Mid Florida Radio Inc., Deland, Fla.
WEAG	WNAP Blair Broadcasting of Indiana Inc., Indianapolis

Grants

Call	Assigned to
	New FM's
*KMTC	Russellville Education Broadcasting Foundation, Russellville, Ark.
KKQX	Louis Foreman Allen, Widefield, Colo.
	New TV
WWRD	Wilson Telecasters, Wilson, N.C.

	Existing AM's
WCKW	WKQT 222 Corp., Garyville, La.
WKTH	WXQT Regional Broadcasters of Michigan Inc., Grand Rapids, Mich.
WLRM	WYAI Exchequer Communications Inc., Ridgeland, Miss.
WCDN	WBKC Kendee Broadcasting Co., Chardon, Ohio
KAFX	KIPR LoveCom Ltd., Diboll, Tex.
	Existing FM's
WZZF-FM	WKOAFM Pennyrite Broadcasting Co., Hopkinsville, Ky.
WCKW-FM	WCKW 222 Corp., Garyville, La.
WYSS	WLXX Delbyco Broadcasting, Sault Ste. Marie, Mich.
WEQZ	WZXQ Exchequer Communications Inc., Gluckstad, Miss.
KDOT	KMDE James E. George, Kimball, Neb.
KKOR	KOVO KYVA-KOVO Inc., Gallup, N.M.
WRLT	WGR-FM Taft Television and Radio Co., Buffalo, N.Y.
WZFX	WQTR Whiteville Broadcasting Co., Whiteville, N.C.
KAFX-FM	KIPR-FM LoveCom Ltd., Diboll, Tex.
KZII-FM	KFYO-FM South Plains Broadcasting Co., Lubbock, Tex.
WOMN	WZUU-FM Amos Communications Inc., Milwaukee
KLGT	KLGM Communications Systems III, Buffalo, Wyo.
	Existing TV's
KTZO-TV	KZOD Alden Communications of Colorado Inc., Denver
WNYW	WNEW-TV Fox Television Stations Inc., New York
KDAF	KRLD-TV Fox Television Stations Inc., Dallas

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	166	3,035
UHF translators	1,921	296	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	206	7,636
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.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Your chance to move up! Sales manager wanted for growing suburban New York station. Excellent opportunity to join a growing group of stations. Must sell, train, take charge of young sales staff. Excellent compensation package for the right person. Will consider current sales manager or #1 salesman. Please send complete cover letter outlining your qualifications and a resume to: Box B-27. EOE, M/F.

General manager: Small market FM, with proven audience/billing growth in mid-south gulf coast college town. Must be an aggressive, self-starter, planner, organizer, people oriented person. Salary package negotiable. Box B-46.

Deep South full time AM/soon to have sister FM in need of Sales Manager experienced in all phases of broadcast operation. Earnings potential unlimited to person heavy on individual sales. Only Steady, proven sales/management record need apply. Reply to Box B-70.

Live and work in paradise! New Colorado mountain AM covers several ski resorts, year-round recreation areas. Needs sales oriented manager, prefer husband-wife team. Proven track records only. No ski bums. Call Jim Slaughter. 404-324-1271.

Wanted: general manager for small market AM/FM operation. Required buy-in for right individual. Send detailed resume to KWYO, Box 727, Sheridan, WY 82801.

A growing seacoast New England group looking to hire an experienced general manager. Must have a strong sales background and excellent management abilities. Grow with us. Turner Porter 603-772-4757. EOE.

Business manager: Mid-Atlantic area combo station seeks degreed accountant, CPA preferred, with minimum five years' experience - including supervision. Responsible for all accounting functions (billing thru financial statements) on computer based system. Competitive salary and benefits package. Send resume and salary requirements to: P.O. Box 725301, Atlanta, GA 30339. EOE.

Promotion director. WTOP Newsradio 15/Magic 102.3 FM is looking for an individual to manage all aspects of the station's advertising and promotion activities. Marketing experience helpful. Please send resume to: General Manager, c/o WTOP Newsradio 15/Magic 102.3 FM, 4646 40th St., NW, Washington, DC 20016. No phone calls. EOE, M/F.

HELP WANTED SALES

FM on Florida's east coast seeks Williams trained sales person excellent opportunity. Reply Box A-124.

Radio sales. Hilton Head, S.C. AM-FM has immediate opening for sales manager, experienced sales professional, and creative director. Stations have a 60% + market share. Successful only need apply. Send resumes and letters to Tom Harvey, 14 Archer Road, Hilton Head, SC 29928. No Calls. An Equal Opportunity Employer.

Local sales manager: WHPA FM Hollidaysburg-Altouna. Solid radio sales experience and strong leadership required. Resumes to: PO 464, Hollidaysburg, PA 16648.

Aggressive FM in terrific location seeks highly motivated salesperson. Top accounts available. Huge potential with base + commission. Write: GM, Box 556, Middleton, WI 53562.

Sales manager for #1 CHR and #2 Country Station. Excellent sales staff needs proven leader. Call Wally Boiler, KUJY/KKAZ, Cheyenne, Wyoming 307-632-0551.

Sales manager for Bay area local FM in Walnut Creek, California. Salary, 25% commission plus 10% of total sales. Call Jim Bryan, General Manager 415-944-5275.

Sales manager. Champaign, Illinois, top-rated CHR. Must be a proven street fighter with ability to train and lead top notch staff. If you've got what it takes, apply to Tom Joyner, President, Joyner Broadcasting Company, P.O. Box 1125, Cary, NC 27511, or 919-469-8383.

Sales manager, sharp midwestern small market. Must be a good sales executive first-looking for managerial opportunity. 816-736-4127.

FM album rocker in scenic northwestern Pennsylvania has immediate opening for aggressive self-motivated retail sales pro. Small market broadcast sales experience required. Opportunity to prove your abilities and become sales manager after 2nd month. Resume and qualifying letter to Box B-85. EOE.

Boulder-Denver's top rated AOR seeks experienced sales veteran as general sales manager. Our candidate will have an outstanding track record of radio sales success and an ability to motivate and lead our growing Denver based sales staff. Send complete resume, work and salary history to Ray Skibitsky, General Manager, KBCO AM/FM, 4801 Riverbend Rd., Boulder, CO 80301. An equal opportunity employer, M/F.

General sales manager - sales management skills required. Medium to major market experience preferred. Must have broadcast sales background. Please send resume to P.O. Box 76, Detroit, MI 48211.

Top radio company looking for experienced Long Island salespeople. For appointment 516-623-1240. EOE.

HELP WANTED ANNOUNCERS

Morning air personality for adult cont. station. Must be fast moving, able to do production. Send tape & resume to PO Box 278, Fort Myers, FL 33902. EEO.

Announcer/producer: WKYU-FM/WDCL-FM Announcer/producer for 100kw public radio station WKYU-FM, Bowling Green, KY, and its 100kw repeater, WDCL-FM, Somerset, KY. Must be proficient in pronunciation of classical music names and terms, demonstrate studio and remote production skills, and have mature voice with relaxed conversational style. Bachelor's degree required. Excellent salary and benefits. Send letter of application, complete resume, including three references, plus audition cassette by March 21, 1986 to WKYU-FM/WDCL-FM, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action, Equal Opportunity Employer.

FM producer/announcer WETA FM, a fine art and information station serving the greater Washington area, seeks a producer/announcer with an excellent working knowledge of classical music and the fine arts. Responsible for regular production of features and programs for local and national distribution and for on-air operation and announcing of classical music shifts. Minimum of two years professional experience with on-air combo broadcasting. Excellent diction and flawless pronunciation a must. Audition tape required. EOE. Send resume and tape to: WETA/FM, Post Office Box 2626, Washington, D.C. 20013, 703-820-6025.

Morning personality, who loves on-air, start \$18,000.00 - \$20,000.00, 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 2174, Kettering, OH 45429.

Morning personality to build audience. AC FM at Lake of the Ozarks in Missouri. Send T & R to Ken Birdsong PO Box 225 Osage Beach, MO 65065.

97 KYN, the new 50,000 watt contemporary FM station, serving northwestern Pennsylvania and southwestern New York is now hiring. RADIO PERSONALITIES. 97 KYN is searching for creative entertaining air personalities. Professional broadcast experience is necessary. Contact Bob Stevens at 814-834-9700. 97 KYN is and EOE.

Air & production talent: AC/CHR station serving southeastern Connecticut seeks fulltime PM drive personality. Air delivery and production skills important. Two years minimum experience. Send tape, resume and references to Don Thomas, Program Director, WORQ 102 FM, P.O. Box 97, Mystic, CT 06355. For more information, call 203-599-2214. EOE.

Major market announcer wanted for morning on KOOI, leading east Texas Class C FM area station. Only top talent need apply. If qualified and interested, could also be PD. Serving growing Tyler, Longview markets. Contact Dudley Waller at 214-586-2527. EOE.

Sports talk show producer/sportscaster. Requires 3-5 years' experience in dealing with pro sports franchises and athletes. Extensive sports reporting experience necessary. Must have proven ability to handle air shift. Send resume and salary requirements to: Terry Pilon, WJR Radio, 2100 Fisher Building, Detroit, MI 48202. No phone calls.

Announcer/ sales position at VA AM/FM. Good place to live. Great place to work, with benefits. Tape and resume immediately to: WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EOE.

HELP WANTED TECHNICAL

WLTS FM/WYAT AM, New Orleans is looking for an aggressive hard working engineer. Must be in good health, have own means of transportation, and a knowledge of microwave systems. Salary dependant on experience. Equal opportunity employer. Send resume and application to Mr. Ed Muniz, Phase II Broadcasting, 1639 Gentilly Blvd. New Orleans, LA 70119.

Chief engineer for WIBQ/WNRS. Ann Arbor, Michigan. Must have strong engineering background. Send resume and salary requirements to Ernie Winn, WIBQ Radio, P.O. Box 8605, Ann Arbor, MI 48107. 313-622-2881. EOE.

HELP WANTED NEWS

News announcer: Afternoon anchor/reporter needed for AC station serving southeastern CT. Reporting experience, writing skills and on-air delivery important. Salary commensurate with abilities. Send tape, resume, and references to Debi Ferguson, News Director, WORQ 102 FM, P.O. Box 97, Mystic, CT 06355. EOE.

WBHP Radio in Huntsville, Alabama is the information station in the Tennessee Valley. We are looking for a news director/anchor. This person must be full of new ideas, have a lot of energy, be able to write clear concise copy, present it in an understandable way, and represent us well with our community newsmakers. This person must also be able to motivate others, manage a newsroom, and most importantly be a people person. If you wish to work for a company that can offer you longevity and an atmosphere where you can grow, Send resume, tape and salary requirements to: Dana Webb, P.O. Box 1230 Huntsville, AL 35807.

Reporter/anchor: 1 year on air minimum for New Jersey combo seriously committed to news. Tape/resume to News Director, WNNJ/WIXL Box 40 Newton, NJ 07860. M/F EOE.

Program director, West Palm Beach, Florida. WXEL-FM (NPR) airs classical and news. Seeking individual with strong management skills, classical music knowledge, public radio experience. Daily on-air shift. Resume, demo tape to: WXEL, Pat Eileen O'Meara, P.O. Drawer 6607, West Palm Beach, FL 33405.

Talk plus. Our choice will have the combination of skills and interests needed to create a unique weekend program service. This fulltime position produces and hosts weekend service oriented telephone talk with guests. He/she also produces our weekend music news/information service. If you possess strong on-air skills, can produce top-flight talk shows on a great variety of topics, and believe adult radio should inform as well as entertain, send non-returnable tape and resume to Mike St. Peter, Director of News and Programming, WEBR, 23 North St., Buffalo, NY 14202. An equal opportunity employer.

WMBD Newswatch! 300,000 metro needs a news pro to join our 15 person AM/FM/TV news department as a radio reporter/anchor. We offer good pay, solid benefits, excellent facilities, the chance to advance. We need a contemporary writer/reporter/thinker that lives news and loves to dig. Send tape, resume, writing samples. Duane Wallace, WMBD-AM-TV, 3131 N. University, Peoria, IL 61604. EEO, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Radio program director. WTMJ Milwaukee, WI is losing an excellent program director. We need another one committed to carrying on the winning tradition of news, information and sports. EOE. Resume to Paul LeSage, Box 620, Milwaukee, WI 53201.

Program director. Eastern Long Island WWHB seeking PD with radio promotion experience for full service, CHR, FM. Require musically creative program director to anchor afternoon drive, manage on-air staff, direct an effective community oriented promotion campaign. If you are looking for an association with a group of experienced entertainment professionals who promote management from within, send T&R: Paul Simon Music, 1619 Broadway, New York, NY 10019. ATTN: WWHB. EOE.

50kw Midwest legend seeks creative individual for radio promotions department. Strong organization abilities and creative imagination. Plus the ability to communicate ideas and implement. Minimum of three years' experience. Reply to: David E. Rudat, WHO Radio, 1801 Grand Ave., Des Moines, IA 50308.

SITUATIONS WANTED MANAGEMENT

Employed, successful general manager seeks buy-in opportunity with aggressive owner. Fifteen years' radio experience - ten in management. Honest, dependable and dedicated radio and family man. Box A-112

Station manager: Wish to relocate. Small-medium market. Nine years major market sales/management experience. 303-322-4647.

17 year manager-successful in all phases, available now. Prefer country-farm oriented. Call 308-532-8444.

General manager: Hands-on shirt sleeve pro with 18 years management experience. Strong on administration, programming and sale. Looking for long term association with responsible medium market station or growing group. Call 215-759-5303 before noon.

Strong, aggressive, knowledgeable problem solver, just returned from offshore assignment. Want challenge, financial reward. 704-487-1589.

GM: Increase revenue: Decrease overhead. Tackling all situations, experience, enthusiasm, proven winning skills, and credentials. Box B-64.

General manager/general sales manager. Major market experience. Former owner. See you at NAB. AI Moll 608—788-8269.

SITUATIONS WANTED SALES

Experienced sales/announcer wants small to medium mkt. station in Mid-west, South, or South-west. Strong sales plus top adult air sound. Box B-23.

Country radio pro with 16 years experience as sales high achiever, PD, operations manager, mostly medium market. Want to relocate for unique opportunity with responsible broadcast organization. Excellent knowledge of community relations, developing long-term advertiser loyalty, building station image and staff pride. M.A. degree in motivational psychology. Presently managing national direct-mail marketing venture (not broadcast related). Let's get together! Bill Brink, Box 731, McLean, VA 22101. Phone 703-448-9623.

Want increased sales? Have at least average station? I'll supply ALL the billing you deserve. Sell, manage, train, promote. Buildfr, 602 Spring Willow, Allen, TX 75002.

Experienced sales rep with Wash. DC area station seeking new position. Willing to relocate. All inquiries considered seriously. Box B-26.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

Experienced "Baby-Boom" husband/wife comedy team would like to take cable TV show to radio in urban market. Lots of great concepts, write and perform, grads of NYC Broadcasting School. 201—288-6687.

Creative, versatile air personality looking for on air position in medium market. Four years experience. For tape and resume call Brian. 312-474-4743 or 815-458-2141.

25 years experience radio/TV. Ten years with same station. Will relocate. Mike 713—777-6471, day/night.

Veteran talk show host/newsman. Provides provocative call-in program. Verifiable ratings success. Wife seeks account executive/copywriting position. Michael Gray 617—540-2160.

SITUATIONS WANTED TECHNICAL

Mature AM-FM chief engineer. Experienced in maintenance and construction. Seeks stable operation. Box B-1

Engineer experienced in AM/FM, seeks opportunity with progressive company. Have good solid radio background. Presently employed in West. Box B-60.

SITUATIONS WANTED NEWS

Dedicated news-sports director with 11 years experience seeking position in medium or large market - PBP experience. Call Dan, 405-382-7766 after 6 PM CST.

Experienced sportscaster, who also has solid news background, willing to relocate anywhere in the country. 201—543-2035.

Award winning professional news director with successful leadership experience seeks new challenge. Strong management and motivational skills, outstanding news judgement coupled with network and wire service background. Bottom-line oriented, aggressive and imaginative. Warm, authoritative delivery. Available now. All markets considered. Please call 801-268-3405.

Experienced radio reporter seeks a challenge. Equally adept with general assignment, state house and sports coverage. Call Roy Akers 313-673-2805. WILL RELOCATE.

Sports-R-ME! Sports Director with 3 years experience looking for bigger sports commitment. Excellent PBP, sports talk, interviewing. Box B-63.

Experienced female reporter looking for fulltime or parttime position in San Francisco Bay area. Degree. Contact Box B-82.

Informed and creative newscaster. Energetic speaker and concise writer with good production skills. For air check tape and resume, contact Roger at 312—477-5427 after 3PM.

Dynamic news director with crisp writing, authoritative delivery, and management skills wants to hear from major groups having immediate or near future openings. Box B-79.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Radio pro seeks operation's manager/Program Director position. Small to medium market. Excellent on-air, production and remotes. Country, Adult MOR or Oldies format. Financial needs reasonable, not excessive. Box B-10.

PD/music director: 5 years announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/medium market. Jim, 615—896-4271.

Versatility! Esprit editor with network credits. Production/operations experience. Know stereo. Supervisory experience. Prefer South, West. Box B-29.

News/talk format look great on paper, but now it's bogged down by stuffy journalism, talk hosts sounding lost? Sales department fail to grasp what it's all about? Maybe you need a news programmer who understands demographics and journalism. Who can help plan sales strategy. Who can get air staffs excited. Who knows how to operate within budget. Major market experience. Box B-66.

Seeking stations to run sports on 50-50 commission basis. Play-um Box 315055, Detroit, MI 48231.

MISCELLANEOUS

Experienced announcers for all formats needed for dynamic positions in the Northeast. Call Tartan Consultants at 603-431-1481.

TELEVISION

HELP WANTED MANAGEMENT

General manager. SW small market seeks high yield manager. Great opportunity for gen. sales manager with proven record to move up. Box B-16.

General sales manager: New independent soon to sign on in beautiful Richmond seeks proven achievers to develop new business before ratings are there. Indy experience required. Sudbrink Broadcasting, 801 S.E. 6th Avenue, Delray Beach, FL 33444.

Promotion manager: New independent soon to sign on in beautiful Richmond seeks dynamic promoters to manage all phases of huge on-going multi-media campaign. Track record a must. Sudbrink Broadcasting, 801 S.E. 6th Avenue, Delray Beach, FL 33444

Public relations manager. We are seeking individual interested in opportunity for growth and creativity in broadcasting. It is essential that this person possess minimum five years successful experience in PR activities such as media planning, community project management, and promotion of television personalities. A four-year college degree is mandatory with strong written and oral communication skills. Marketing experience in the Baltimore area and the ability to write press releases, follow-up on key contacts, and develop a positive station image are highly desirable. As an integral member of our marketing team must be able to coordinate PR direction with on-air promotion and public affairs efforts, and plan community and internal social affairs. Send resume and salary requirements to Human Resources Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212. No phone inquiries please. EOE.

Wanted: Alive GSM for fast growing independent TV station. Must have independent TV knowledge. Must know how to create sales programs and ongoing training. Must be able to guide LSM. Must have thorough knowledge of TVB. Send complete resume to Box B-58.

National sales manager: Dynamic sunbelt network affiliate looking for self starting aggressive individual. Knowledge of working with reps and national agencies. Rep experience helpful. Inventory control and rate card construction. Send resume to Manager, P.O. Box 5, Weslaco, TX 78596. EOE.

Station manager: UHF affiliate in lovely Sunbelt, two-station market seeks aggressive, take charge manager. Must be organizer, motivator, teacher. Send resume to Dewey T. Acker, President, KVCT-TV, POB 1879, Victoria, TX 77902.

Broadcasting/telecommunications director. The Oregon Commission on Public Broadcasting seeks an executive director for the administration and development of the state-licensed television and radio system and related telecommunications activities. Requires minimum five years administrative experience. Application deadline: April 15, 1986. Salary: competitive. Candidates must send complete resume and a 3-page statement of candidate's philosophy regarding public broadcasting to: Alicia Wolfrum, Oregon Commission on Public Broadcasting, 2828 S.W. Front Avenue, Portland, OR 97201. 503-295-6170. An AA/EEO employer.

Assistant controller: Position available with broadcasting division of rapidly growing, publicly held communications corporation headquartered in the heart of the beautiful Finger Lakes region of upstate New York. Responsibilities will include supervision of accounting systems and staff, consolidating and consolidated financial statements, operating budget review and analysis and special projects. Some travel to company's 7 television and 16 radio stations. Candidates should possess 4 year accounting degree and minimum of 5 years accounting experience, preferably with the broadcasting industry. Send resume with salary history in complete confidence to: VP-Controller, Park Communications, Inc., P.O. Box 550, Ithaca, N.Y. 14851.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Commercial producer/announcer/writer. Immediate opening for senior director with experience, talent, enthusiasm, and skills in location and studio tape production. You'll have the freedom to create a selling spot from concept to completion in this exciting SE market. "cassette/resume to Lew Koch, Operations Manager, WAAV-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Top 100 Midwest network affiliate seeks director for production/newscasts. ADO and Chyron experience necessary. Salary commensurate with experience. Send resume and salary requirements. EOE. Box A-132.

Programming/promotion director. Top 50 network affiliate in Midwest looking for person with creative ideas for promotion and knowledge of syndicated and network programming. Two years minimum experience necessary. Send resume and salary requirements to Box B-28. An EOE.

Western network affiliate station is seeking qualified production manager. Must have minimum 5 years experience. Important to be experienced in all types of electronic production equipment. Must be a leader and manager. Salary based on experience and knowledge. EOE. Box B-31.

Director of programming: Top rated PTV station seeks Director of programming. Plans and directs program schedule, supervises local programming effort and provides leadership in a top level management position. BA/BS in communications or related field and prior PTV programming and management experience. MA preferred. Salary minimum \$28,000. Send resume by April 7, 1986 to: WUFF-TV Search Committee - Programming, 2000 Weimer Hall, University of Florida, Gainesville, FL 32611. An EEO/AA employer.

Promotion manager: Southwest Florida #1 affiliate looking for creative and marketing oriented professional to head winning department. Two years experience in television promotion, or television marketing will be a major plus. Must be able to develop, produce, and place multi-media material while working in a team oriented environment. Send resume, tape and print material while working in a team oriented environment. Send resume, tape and print material to WINK-TV P.O. Box 1060 Fort Myers, FL 33902 EEO.

Program director Individual with creative ideas and administrative abilities to coordinate programming and promotion for a dominant network affiliate in the sunbelt (115-120 market size). Program/Promotion Manager preferred but will consider individuals with television expertise in either area. Send resume to Box B-37. An affirmative action, equal opportunity employer.

Director: Middle market affiliate with #1 news seeks versatile self-starter. Responsibilities include directing weekend news and commercial production. People skills a must. 2-5 years experience preferred. Resumes to Box B-57. EOE/MF.

Television video editor. Top-rated, major market station wants creative, energetic videotape editor for weekly urban contemporary magazine and other projects, with some camera or audio field work possible. News experience helpful. Self-motivation, enthusiasm and teamwork a must. Send resume and tape (no phone calls) to Michael Cascio, Director of Public Affairs, 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity Employer.

Wanted for major remote production company: Remote unit supervisor. Duties: Coordinate the maintenance and operation of a 45' remote truck. EIC on remote productions, work with clients before and during contracted productions, perform maintenance on television equipment. Remote unit maintenance supervisor. Duties: Maintain all television equipment on 45' remote truck. Must be fully versed in the maintenance of the following equipment: Ampex tape-machines, Grass Valley switchers and terminal equipment, Chyron CG's, Ikegami cameras. Requirements: 4-6 years experience, First Class License or equivalent, must be willing to travel. Contact: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. No calls please!

Graphics supervisor for eastern PTV station. Must be experienced at typeset, layout and design and possess an artistic flair. We need a proven leader with refined skills. Salary commensurate with experience. EOE. Send letter and resume to Box B-81.

Assistant promotion manager. Network affiliate in 15th market looking for energetic, innovative, quality-conscious individual to join creative promotion team. 2 years experience in television promotion required. Strong writing, editing, and producing skills a must. Should be familiar with print, radio and outdoor advertising. Ideal opportunity for promotion writer/producer to learn management skills. If promotion is your life, send tape, resume and writing samples to Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE

Producer/director/writer: FRONTLINE. Staff, 5 years experience, documentary credits, awards. Resume (no tapes please) by April 1 to: FRONTLINE (A-262) 125 Western Avenue, Boston, MA 02134. E.O.E.

6 and 11 director for fast pace newscast experience with GV300 switcher, DVE and 1" very helpful. Send tape and resume to Production Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28561. EEO.

Art director. Top 15 VHF Indy has immediate opening. Responsible for administrating 3 person dept and developing on-air/print graphics and sales leave behinds. (We are not a start up). Should have at least 3-5 yrs television design experience and would prefer 1 yr management background. E.O.E. Resumes to: Dept Ad, POB 98828, Tacoma, WA 98499.

Associate producer wanted for daily, live, morning show to conceive, book, write and produce one subject per hour format. Must have knowledge of field production and minimum of 2 years experience in top 20 market. Send resume, 3/4" demo tape, story ideas and references ASAP to: Twin Cities Live, KSTP-TV, 3415 University Avenue, St. Paul, MN 55414. Equal Opportunity Employer, M/F.

Research director. Top 10 TV market in Sunbelt. Develop research to aid in marketing, promotion and programming of station. Background in statistical analysis, marketing and/or data processing. Communications skills and ability to work ratings and other forms of research. Experience with computers helpful. Send resumes to Box B-78. EOE.

Promotion director. Public station seeks talented, professional experienced in all phases of broadcast promotion including on-air, print, radio and community involvement. On-air experience and strong writing skills essential. PTV experience highly desirable. Bachelor's degree required. Salary \$18,800 - \$28,200; excellent benefits. Contact Employment Office, Northern Michigan University, Marquette, MI 49855. by March 31, 1985. AA/EOE.

TV traffic supervisor. New independent TV station is looking for individual to take full charge of traffic operations. Must be able to motivate people, be well organized and detail oriented. Minimum 2 years of broadcast experience. Computer knowledge helpful; station will have Columbine computer system. Qualified only, need apply. Send resume with detailed experience to: Nancy Cason, KPTM-TV 42, 4625 Farnam Street, Omaha, NE 68132. EOE, M/F/H.

SITUATIONS WANTED MANAGEMENT

Now V.P. Impact T.V. Seek S.E. U.S.A. TV/radio/cable group. Creative street sales trained pro. 30 yrs. impressive management, team hands-on attitude, excellent record. References, dedicated, people, profit oriented. B.S. degree Rick, Randy 703-893-3151.

Bullseye: That's what you get with my promotion/image campaigns. If your promotion is missing the mark and you're committed to giving the reins and support tools to a person with original ideas, make me the choice to lead your promotion department. I'll produce solutions no just spots. Box B-75.

Number one, That's what I'm ready for and where I'll take your ratings if you make me promotion manager. My reel and references can attest to that. Give this #2 person the reins and support tools...and I'll produce solutions, not just spots. Box B-76.

SITUATIONS WANTED ANNOUNCERS

Major network sports producer/announcer Dying to get back on air, full-time. Excellent BPP, good writer, likes field reporting, responsible family man. 112 Carlyle Place, Roslyn, N.Y. 11577.

SITUATIONS WANTED TECHNICAL

20 years' broadcast engineering. 10 years' as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box B-24.

Entry level TV Eng. Eight yrs AM-FM. First phone-hands on and more. Ph Chuck 312-354-3973 703-523-0121.

Experienced radio engineer desires television maintenance, solid background in XMTRS, microwave, digital, and micro computer electronics. H. Roedell, 8163 Avery, Indpls, 317-872-4384, evenings.

SITUATIONS WANTED NEWS

Weathercaster. Amerasian male. Over 2 years experience including weekday and medium market. For tape: 408-646-9475 or 501-753-1449.

Young, ambitious, good looking Florida U. graduate seeking a position as reporter/videographer in any market. Has strong shooting skills. Available immediately. Will consider anything. Contact Jay 305-932-2426.

Top network ENG and EFP crews available. BETA-CAM, 1", AND 3/4" equipment packages. Multi-camera or satellite facilities. Production Craft Inc. 312-442-5719.

Aggressive black male seeks challenging and rewarding position in television news and/or public affairs. Reporter, anchor, producer experience. 504-766-5808.

Veteran producer with large market experience, currently field producing, seeks return to newscast producing. Reply Box B-69.

LA-based anchor, currently network television producer, seeks lead position in quality shop. Top talent available for right situation. 714-671-1297.

Top 50 anchor. Our news #1 in competitive market. Strong writer, field reporter. Available now. A winner. And our books show it. Days 214-891-3036. Nights 214-492-5749.

Black male... bright appealing on camera look... seeks a solid sports position. Strong journalist with 8 years of experience in television and radio news including sports producer, news anchor, and assignment editor. Let's go after your competition. Mike 703-998-0458.

Ambitious college grad: Desires entry level position as reporter/anchor. Experience at NBC & CBS affiliates in San Diego. Call Courtney 619-565-9458, 563-8857 (message).

Network investigative reporter/producer. Award winning field producing segments and documentaries. 14 years experience. 202-898-7973.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Satellite network planning: Satellite professional with emphasis in video, audio, encrypting satellite transmissions using C-band and Ku-Band uplink/downlink systems is seeking position with a corporation implementing a satellite network for teleconferencing and data distribution using small aperture terminals. Box B-65.

Entry level position in advertising and promotion wanted by creative person with corporate promotion and television writing experience. Call Mike at 914-667-2631.

Production assistant. Ambitious young talent with BA in Television Production seeks entry level position with TV or cable company. Professional attitude, excellent organizational skills, can meet deadlines, detail oriented, innovative and creative. Network experience. Relocation is no problem. Currently working for 2nd largest cable system in the country. Box B-62.

No. 2 man at leading production company seeks position as your production manager, producer, or assistant. Experienced in personnel, facilities, scheduling, budgets, bids, contracts, location supervision, clients, post-production, surveys, producing, up-linking. Credits include tele-conferences, sports, news, concerts, specials, etc. for networks, stations, corporations etc. Can definitely help your station or company. Box B-59.

HELP WANTED SALES

Account executive: New independent soon to sign on in beautiful Richmond seeks proven achievers to develop new business before ratings are there. Track record a must. Sudbrink Broadcasting, 801 S.E. 6th Avenue, Delray Beach, FL 33444.

Account executive for group-owned NBC affiliate. Television sales experience required in local direct and agency accounts. Resumes to Sales, WCIV, PO Box 10866, Charleston, SC 29411. EOE.

Local sales manager: Top rated Southeastern CBS affiliate looking for a strong, aggressive local sales manager. Must have previous sales and training experience. Send resume and salary requirements to Box B-77.

HELP WANTED ACCOUNTING

Assistant business manager. Major market independent is looking for an assistant business manager. Must have 3 years experience in accounting, preferable in television. Send resume to Box B-71. EOE M/F.

HELP WANTED TECHNICAL

Sony 1" editor: Pittsburgh based production facility seeking Sony BVE 5000 1" editor. Must have 3-5 years' commercial editing and ADO experience. 4 Sony 1" machines & Ampex 4100 switcher. Send resume to Box B-9.

Senior editor. Washington, DC production/post-production facility seeking editor. Computerized editing, DVE, 1" experience necessary. Box B-5.

Maintenance engineer: 3-5 years experience in all phases of television. FCC general class or SBE certification. Salary commensurate with experience. Send resume to Larry W. White, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Leading East Coast TV production house looking for assistant chief engineer with 3-5 years experience. Solid background in maintenance and digital electronics. Aggressive compensation and benefits package. If you're qualified, call 215-568-4134, for Clint, Director of Engineering.

Expanding production facility in Tampa, Florida with multi-format edit suites has a need for a quality-oriented chief engineer with good design and maintenance skills. Competitive salary with excellent benefits. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603. 813-237-1200 or 1-800-237-4490 outside Florida.

Chief engineer. Group owned, Channel 2 ABC affiliate. Must have supervisory and maintenance experience in studio, transmitter, micro-wave, ENG operations. State of the art equipment. B.S. Degree or equivalent experience required. Send resume to: GM, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F.

Maintenance engineer (2 Openings). Studio engineer requires knowledge and experience in hands on maintenance repair of 3/4" and 1" videotape equipment. transmitter engineer requires knowledge and hands on experience on UHF and microwave. Technical school/factory training desirable, excellent health, vacation, sick leave, and retirement benefits, for fully qualified candidates. Salary range \$19,971-\$31,597. Starting salary according to experience. Send letter and resume to Carla Cold, Administrative Officer, WLRN-TV, 172 N.E. 15 Street, Miami, FL 33132.

Engineers. Video tape maintenance engineers needed at small market network UHF. Must possess knowledge and ability to maintain and repair 3/4" and 1" video tape machines. Knowledge of other station equipment helpful. Excellent pay and benefits, E.O.E. Sent resume and salary history to Box B-52.

Chief engineer. Full power UHF-new plant. Requires extensive UHF transmitter (Harris), studio maintenance experience. Excellent opportunity for asst or maintenance engineer on way up. Contact Bill Barba, DOE, KJTL-TV, 3800 Call Field Rd, Wichita Falls, TX 76309. 817-691-1808. EOE M/F

Chief engineer for Midwestern UHF. Strong technical/supervisory skills required in transmitter, ENG, micro-wave and studio. Bachelor's degree or equivalent. Send resume with salary requirements by March 28 to Box B-61.

Remote engineer. Work with state of the art remote unit, Ikegami cameras, GVC Switching, Quantel effects, Send resume to WLF-TV, P.O. Box 7018, Lafayette, IN 47903.

Assistant chief for PBS station in southwest. Requires BSEET and three years experience, or equivalent combination of education and experience, including major equipment maintenance; valid FCC General Class license. Will maintain equipment, supervise and schedule technical personnel. Salary in mid-twenties. Send resume and names of three professional references to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. Postmark deadline is March 28, 1986. New Mexico State University is an EO/AA employer.

TV engineer, salary \$18,036, two year degree in electronics and at least one year experience in repair and maintenance of electronic equipment. First or General FCC license required. Send resume to: Dr. Oscar Patterson, III, Director of Telecommunications, Pembroke State University, Pembroke, N.C. 28372.

Asst. chief engineer wanted for UHF independent to maintain studio equipment. Must know SONY 3/4" machines. Transmitter experience a plus. Salary min. 20,000. Send resume or call Lamar Gilbert WKCH-TV 109E Churchwell Knoxville, TN. 37917.

Position Posting Broadcast engineering/instructor for unique R/TV department. Department is being funded to strengthen engineering sequence beginning Fall, 1986. Starting salary: \$20,000 - \$25,000 plus excellent fringe benefits, depending on qualifications and experience. Academic year contract. Position is pending funding approval in March. Instructor will teach half-time in RF-Electronics courses, preparing students to complete SBE and FCC certification exams. Other half-time responsibility will deal with supervision of students in maintenance of R/TV facilities. Successful candidate will have MS or MA in broadcast or electrical engineering and appropriate SBE/FCC certification. BS with extensive professional experience will be considered. Instructor will also fulfill student advising, University and community service requirements of position. Send resume and three letters of reference by April 18, 1986 to: R/TV Search Committee, c/o Office of Dean, Ohio University, Zanesville, 1425 Newark Rd., Zanesville, OH 43701. Ohio University is an equal opportunity/affirmative action employer.

Maintenance engineer: Award winning New England UHF Independent seeking qualified studio and transmitter technician. Must have minimum of three years experience and FCC license. Please send resume to: Chief Engineer, WHCT-TV, 18 Garden Street, Hartford, CT. 06105.

Maintenance engineer. Progressive New England network affiliate has an opening for an individual who can contribute to our expanding technical operation. Applicants should have at least 3 years experience in TV broadcast maintenance. Strong troubleshooting skills and ability to work independently a must. Experience with system installation, computer graphics, computer editors, satellite and microwave technology is desirable. Excellent salary and benefits package. Send resume to Steven M. Davis, CE, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. EOE/MF.

HELP WANTED NEWS

Reporter, CBS affiliate, good writing skills, live work, self-starter. Resume and tape to Tim G. Gardner, KTBC-TV, P.O. Box 2223, Austin, TX 78768. EOE.

Executive producer needed for dominant Gulf Coast net affiliate. Aggressive, experienced producer or executive producer with good people skills to work with a number one team. Previous reporting experience required. Contact Rob Dean, News Director, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411. EOE.

Anchor/reporter, wanted; aggressive, hard-working individual to anchor weekends and report during the week. Must have some anchor experience. Send tape/resume to Craig Cannon, News Director, KHBS-TV, P.O. Box 4150, Fort Smith, AR 72914. No calls.

Photojournalist. Top station in market is seeking an experienced photojournalist. Successful applicant will have shooting experience as well as knowledge of state-of-the-art equipment. Send tape and resume to Billie Gavitt, News Business Manager, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. No phone calls please. EOE/M-F.

Executive producer for statewide public affairs programs for West Virginia's three PTV stations. Produce and host weekly program, plus specials; supervise segment producers, reporters, crew; administer budgets; coordinate promotion. Requires: BA or equivalent; Strong journalism background with minimum three years' experience producing TV news and public affairs programming; skills in writing, on-air interviewing, anchoring. Salary: middle twenties; benefits. Deadline: April 4th. Letter, resume, 3/4" demo cassette to Deputy Director, Educational Broadcasting Authority, 1900 Washington Street East, Suite B424, Charleston, WV 25305. EOE.

Sports: We're looking for an aggressive sportsperson. Someone who makes sports fun to watch. We're the number one station in the major market. If you're the person we're looking for, rush resume to Box B-47. EOEM-F.

Weekend anchor/reporter. If you have anchor experience or think you're ready, send tape and resume to: John Larson, KTUU-TV, P.O. Box 102880, Anchorage, AK 99510. Salary D.O.E.

Reporter, "Murrow Award" winning station looking for creative reporter. Must be good writer, possess excellent production and communication skills. Live experience essential. Minimum two years experience. Send tape and resume to Perry Boxx, News Director, KOCO-TV, Box 14555, OKC, OK, 73113. EOE.

Producer/writer. Immediate opening for weekend news producer/weekday writer. 3-5 years experience required. Send resume and tape to: Dan Cohen, WTTG, 5151 Wisconsin Ave., NW, Washington, D.C. 20016. No phone calls. EOE M/F.

Central Florida's leading news station is looking for an experienced general assignment reporter. This is a rare opportunity to join an aggressive news operation that's equipped with state-of-the-art equipment, including Ku Satellite technology. Send a resume and non-returnable samples of recent work to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No calls, agents, or beginners, please. WFTV is an equal Opportunity Employer.

Meteorologist. The person we seek will be ready to move up to full time on camera. WAYK-TV, 2260 South Front Street #105, Melbourne, FL 32901, Barbara West.

Co-anchor: KOB-TV, NBC Affiliate, in sunny Albuquerque, NM seeks anchor to complement female anchor. Very aggressive #2 that wants to be #1. State-of-the-art equipment including Newstar Satellite truck. If you are the best with a minimum of 4-5 years TV anchor experience rush tape to Mark Slimp, 4 Broadcast Plaza S.W., Albuquerque, NM 87103. Include salary history. No phone calls. EOE.

KLAX-TV is presently hiring an entire news staff. We're needing to fill all news department positions. Send resumes and demo tapes to Chris Navarro, KLAX-TV, 1811 England Drive, Alexandria, LA 71303.

Director: We're expanding and looking for the right person to join our team of number one news directors. Ability to switch a must. Post production editing skills desirable. If you're good and want to join an aggressive NBC affiliate with state-of-the-art facilities in a very competitive market, send your resume to: WSVN Personnel, P.O. Box 1118, Miami, FL 33138. EOE.

Producer: Top 20 NBC affiliate seeks innovative producer for daily "new concept" news-information program. The right candidate pushes "Live" TV to the limit with originality and flair. Send resume, Box B-84.

News director. Top 30 network affiliate in SunBelt. The winning applicant will have proven experience and solid management skills. If you have the ability to critique and develop a powerhouse staff; and are competitive and promotion-minded, send resume/salary requirements to Box B-83. EOE.

Outdoor sports reporter. If you'd rather be hunting, fishing, or living it up in the north woods, this is for you. Shoot, write, and edit your own stories. One year's experience minimum. EOE. Ray Wilck, Box 19055, Green Bay, WI 54307. No calls.

Reporter: Small new station expanding news staff. Experience required. Tape and resume to Becky Jones, KBMY-TV, Box 7277 Bismarck, ND 58502.

Director-cameraman: Successful freelancer looking to expand clientele. Experienced in sports, ENG, industrial, and commercial productions. Willing to travel. Staff positions considered. 215-828-5152.

MISCELLANEOUS

Primo People looking for the very best investigative, consumer, medical and feature reporters. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT. 06870-0116. 203-637-3653.

Media Marketing has lucrative opportunities in most areas of television and radio for career-minded individuals who thrive on professionalism. No placement fees. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

Every day MediaLine's job listings are updated. Now you can get a jump in the competitive job market by subscribing to MediaLine. Hear about the latest job openings all over the country by calling our computerized phone lines daily. 312-855-6779.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Position vacancy, Dean, School of Communications, Howard University, Washington, D.C., invites applications for Dean of the School of Communications at the rank of professor, effective July 1, 1986. Applicants with an earned doctorate (or equivalent) in a discipline represented within the school are preferred. Candidates with outstanding professional experience and a master's degree will be considered. Applicants must demonstrate evidence of scholarly and professional achievement to justify appointment at the rank of professor. Applicants must also demonstrate evidence of ability to function both as a leader and manager in an academic setting. Consideration will be given to applicants whose area of specialization is Journalism, Communication Arts, Communication Disorders, Radio, Television, Film, or a combination of any of the above. Salary is competitive and commensurate with qualifications and experience. The School of Communications has 60 full-time and 30 part-time faculty members who provided instruction and direct activities for approximately 700 majors. The School has three departments--Journalism, Radio-Television-Film, and Communication Arts and Sciences. There is also a master's program in Film. Other graduate programs at the master's and Ph.D. levels are offered in the Department of Communication Arts and Sciences through the Graduate School of Arts and Sciences. Howard University has a public television station (WHMM-TV), a 100,000-Watt radio station (WHUR-FM), a carrier-current radio station (WHBC), a student newspaper (THE HILLTOP) and a laboratory newspaper (The COMMUNITY News). A complete application will consist of a formal letter of application, a curriculum vitae, and names, addresses and telephone numbers of five references. Applications should be post-marked no later than March 18th, 1986, and addressed to: Dr. Lyndrey A. Niles, Chairman, Search Committee, School of Communications, Howard University, Washington, D.C. 20059. Howard University is an Affirmative Action/Equal Opportunity Employer.

The American University School of Communication in Washington, D.C., seeks graduate assistants with full-time journalistic experience to assist in teaching and professional duties while earning an MA in Journalism and Public Affairs. This full-time program has just been streamlined from one year to 10 months beginning in September, with assistantship application deadline extended as a result. Program includes Washington internship, a faculty with top professional credentials. For information write to the Graduate Admissions Committee, School of Communication, The American University, 4400 Massachusetts Ave., N.W., Washington, D.C. 20016. An Equal Opportunity and Affirmative Action Employer.

Graduate assistants (4), Miami University, 1986-87, WMUB. Fulltime 30kw NPR affiliate, jazz-news format. Need: 2 reporters/writers, 1 promotion/development assistant, 1 programming/operations assistant. Work toward Master's degree, mass communications. Required: 2.5 GPA, Bachelor's degree. Stipended \$5,000 plus fee waiver. Additional \$1,000 summer '87 stipended probable. Qualified only. No phone calls. Early application necessary. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. AA/EOE.

Chairperson: Department of Communications Media, Indiana University of Pennsylvania is committed to strengthening the Department of Communications Media and possibly its program structure within the University. The Department of Communications Media is seeking a tenure-track faculty member at the Associate Professor level to provide leadership in this endeavor. Qualifications: (1) Earned doctorate in broadcasting or related discipline; (2) a strong reputation based on scholarship, publications, leadership, and/or experience in electronic media; (3) demonstrated academic administrative experience; (4) an established research theme or equivalent creative endeavors; and (5) demonstrated support for a broad communications curriculum including the disciplines of electronic media, photography and graphics, and training and development. Responsibilities: (1) Serve unexpired term of department chairperson and be eligible for reelection in the Spring of 1990; (2) teach undergraduate and/or graduate courses in broadcasting including foundations, management, law, production and alternative systems; (3) advise a limited number of undergraduate students; and (4) provide leadership in program development and promote a quality teaching/research atmosphere. Salary: Negotiable and competitive at the Associate Professor level. Send letter of application, vita and three letters of recommendation by March 30, 1986, to: Dr. Ronald Juliette, Chairperson, Search Committee, Department of Communications Media, IUP, Indiana, PA 15705. Women and minorities are specifically encouraged and invited to apply. IUP is an affirmative active/equal opportunity employer.

Eastern Connecticut State University Willimantic, Connecticut 06226. Assistant director/chief engineer of media services. Major responsibilities for TV studio and maintenance of electronic integrity of TV studio, information retrieval system, and RF distribution system. Also, perform ENG/EFP tasks, recommends budgets and supplies. Schedules media facilities, and works with users in preparing audio and video productions. 2-3 years of administrative experience and 2-3 years maintenance/technical supervision experience in a professional video installation or appropriate alternate experience required. Bachelors required, masters preferred. Includes state of Connecticut fringe benefits. Compensation administrative rank 3; salary negotiable. Send resume, letters of reference, official transcripts, and salary history to: Eli Segal, Director of Media Services, Eastern Connecticut State University, Willimantic, Connecticut by: March 30, 1986. Eastern Connecticut State University is an Affirmative Action/Equal Opportunity Employer.

Tenure track position in Graphic Arts, S.I. Newhouse School of Public Communications, Syracuse University. Teach courses in theory, planning, design and production for print and electronic media. Opportunity to assist in development of courses incorporating new technologies. Master's degree and professional experience required; Ph.D. desirable. Rank and salary commensurate with qualifications and experience. Send curriculum vitae to: Chair, Graphic Arts Search Committee, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13244-2100. Applications will be accepted until an appointment is made. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

Announcement of position vacancy Ball State University, Muncie, Indiana. Position Title: Telecommunications - Extension of Search. Description: Full-time, tenure track teaching position available September 1, 1986, at the Assistant Professor level. Courses to be taught are flexible but prefer candidate with strength in some of the following: Aesthetics, programming, performance, writing, basic audio and video production. Possible involvement with a new interdisciplinary graduate program and a new Center for Information and Communications Science. Ph.D. plus two years of commercial experience and two years of teaching experience at the university level preferred. Master's degree with substantial and diverse commercial experience in excess of five years will be considered. Send letter of application with names of references to Telecommunications, Ball State University, Muncie, IN 47306. Review of applications will begin March 15, 1986 and continue until the position is filled. Ball State University Practices Equal Opportunity in Education and Employment.

HELP WANTED FINANCE

Valuation specialist-High visibility, challenging position with D.C.-based financial consulting firm. In-depth knowledge of accounting, finance, computers. MBA and broadcast experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, DC 20041.

HELP WANTED TECHNICAL

Expanding production company seeks qualified maintenance engineer with strong electronic background/computer editor to work with clients. Resumes to 421 Briarwood Dr., Charlotte, NC 28209.

Video engineer. The selected individual will provide video and audio technical direction for video tape documentation, production and post-production. Act as editor using Sony BVE 3001 and Grass Valley 1680-16FP switcher. Act as cameraperson, recordist and assistant setting up lights and sound equipment. Requires completion of a specialized video electronic training program with 3 years of work experience or 5-10 years' professional work experience as a video engineer for a film making company or a TV station. Parsons offers an excellent salary and complete range of company benefits. For immediate consideration, send resume with salary requirements to Jim Tighe at Parsons Service Company, 100 W. Walnut Street, Pasadena, CA 91124. U.S. Citizenship required for this single status position in Saudi Arabia. Equal opportunity employer.

Broadcast engineer:Challenging position with rapidly growing consulting firm specializing in appraisals. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, D.C. 20041.

HELP WANTED NEWS

Director of news services: University of Colorado at Denver. CU-Denver is seeking a Director of News Services to assume responsibility for institutional public relations, news media and community relations, publications and internal communications: C.U. Denver is an urban university of approximately 11,000 students, with colleges and schools of liberal arts and science, business, education, engineering, music, public affairs, and design and planning. It is one of four campuses of the University of Colorado. The Director of News Services will work closely with other external relations directors, such as alumni relations, development, and legislative relations. A major responsibility will be to develop and direct a comprehensive public relations plan for the campus. Director administers a news services staff of three and will need to aggressively seek out news from within academic programs and research activities on the campus. The position requires a Bachelor's degree and a minimum of five years of broad public relations experience encompassing broadcasting and print media relations, publications, institutional marketing, special events, and speech writing. Strong writing and speaking skills, and the ability to deal effectively with people are necessary. Experience in higher education would be helpful. Salary is commensurate with experience and qualifications. Please submit a letter of application, a support resume, three references and two samples of work including one news release and one example of a marketing brochure by April 11, 1986 to: Dean John M. Ostheimer, Chair, News Services Director Search Committee, University of Colorado at Denver, Box 144, 1100 14th Street, Denver, CO 80202. CU-Denver is an affirmative action/equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

1st Editor needed. Full time evenings, must be Sony 5000, Grass Valley 300, and DVE experienced. Send resumes to PPC, 29 N. Main St., S. Norwalk, CT 06854, or call 203-853-1740.

Videographer/editor. Growing Midwestern advertising agency is looking for video professional with minimum of 2 years' experience in both shooting and editing, to produce video-based marketing packages for business and industry. From scripting and shooting, to post production, creativity a must. Equipment includes Ikegami ITC-730, Sony5850 edit system. Resumes only to: Video Division, P.O. Box 878, Mitchell, SD 57301.

EMPLOYMENT SERVICES

Confidential, professional, and personalized services. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

INSTRUCTION

FCC License. Cassette recorded lessons plus one week seminar. April seminars in Washington, Boston, Detroit, Philadelphia. Bob Johnson Telecommunications. 213—379-4461.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

MISCELLANEOUS

Professional resume services. Complete resume preparation. Mailing services available. Call toll free anytime. 1-800-6-CAREER. In PA 215-433-4112

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

Wanted: used VHS 3/4", 1 and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Carpel, 301—845-8888.

VHF television transmitter, low band, 25KW under 15 years old. Prefer RCA, consider any brand. Maze 205—956-2227.

Wanted, AM-FM transmitters, towers, antennas, studio equipment. AS&E, Route 1, Box 406C, Chester, MD 21619. 301—643-6479.

Wanted: Olympia or Adler manual typewriters with 3/8 inch type in good condition. Call John Baumgartner, 815-963-5413.

Harris 25K used transmitter. E. Dinis, 35 Orchard St., New Bedford, MA 02740. 617-997-9436

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888.

Complete FM station, all equipment 1 year old, Harris 2.5K w/MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/Transcom 215-884-0888.

30KW FM, BE-30 w/FX-30 exciter, spare final (unused), other spares, like new—Call M. Cooper/Transcom 215-884-0888

5KW & 3.5KW FM: Elcom 605B w/690 (8000 Hrs.) on air mint. McMartin 3.5K w/exciter (1982) and spares. Call M. Cooper/Transcom 215-884-0888.

AM—5KW ITA on air w/proof: Collins 820D1, 1KW—RCA 1N1, 1KW. RCA 1L, Harris SX-1, Call M. Cooper/Transcom 215-884-0888.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

GE 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404—324-1271.

GE 110 KW UHF transmitter. Townsend exciter, pulsars, ready to go. Quality Media, 404—324-1271.

Over 85 AM & FM transmitters. AM-50KW-10KW-5KW & 1KW. All manufacturers. All in stock. All our own inventory. See us at NAB, Bescor International, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

CETEC 7000/GLS with audiofile, 4 cartel/carousels, 3 Otari playbacks, CRT logging package, live assist package. Dale Hendrix: 215—866-2131, Holt Technical Services, a division of the Holt Corporation.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813—685-2938.

RG-19AU on 550 foot rolls \$2.00/ft. Cablewave 50 ohm 7/8 inch foam on foot reels @ \$2.00/ft. Write for our list of Jennings Vacuum. J.S. Betts Company, 81 W. Campbellton St., Fairburn, GA 30213.

Motorola MR-96 microwave system for sale, new condition. Call Ben Ferguson 609—935-1510.

Machine control system: Utah Scientific PLMC-1. Brand new, never used. For use alone or with Utah AVS-1 routing switchers. 3 assignment panels, 2 panels to control 4 VTRs and up to 8-8 function machines. 1 interface for 2-15 function machines. Contact Ted Szyplski, Director of Engineering, WTIC-TV, 203—527-6161.

FM transmitters: 20, 15, 10, 5, 1, .25kw. Continental Communications, 3227 Magnolia Blvd., St. Louis, MO 63118. 314—664-4497.

AM transmitters: 50, 10, 5, .25kw. Continental Communications, 3227 Magnolia Blvd., St. Louis, MO 63118. 314—664-4497.

Ward-Beck Intercom— 24 X 24 Squak system. Includes remote panels with microphones, cables, IFB system and patch panel. In operation now. Available March, 1986. Contact Ted Szyplski, Director of Engineering, WTIC-TV, 203—527-6161.

Sony BVP-3 Camera w CA-3 adapter and Fuji 9-126mm lens. Camera is well maintained and in great cond. Approx. 700 hours use. Asking \$20K. 312-442-5719.

Betacam BVW-8 complete field package. Well maintained. \$35K or best offer. 415—386-1100.

R.C.A. Model BC-3C Mono eight channel audio console, tubes excellent condition. Best offer. 6577 Tarawa, Sarasota, FL 34241.

Stereo automation system: 24 hr. "walkaway" system, 4 Otari playback decks, Broadcast Electronics racks, BE-16 Controller includes keyboard, audio controller, customer panel and power supply with remote. IGM stereo 48 Instacart with interface to automation. Five years' operation in good condition. New \$63,000, asking \$24,000. Mark Atkinson, TeleVideo Productions, 611 S. Farwell St., Eau Claire, WI 54701, or call 715—834-3471.

Grass Valley 1600-7G switcher, Vital VIX-114 switcher, Crosspoint 6112, Betacams, Chyron 3, Q-7 character generator. RCA film island with 2 TP-66s, TP-7, TP-15, TK-27., TP-7s, TP-66s. Sony 5850/5800/440 system. Several 1" and 2" VTRs. Call Media Concepts 919—977-3600.

Mobile studio. Customized 60 foot tractor trailer unit for live broadcasting. Complete studio on wheels with state-of-the-art equipment. Ideal sales and promotion tool. Call 503—222-9700.

Sono-Mag MSP automation system, \$15,000.00. 1. MSP programmer package with battery backup rack mount hardware. 3. Mono 350 RSB carousels. 2. Dual cart playbacks (4 sources) Model 721R. Phone 304—623-6546.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301—845-8888, or toll free 800—238-4300.

New and used radio and microwave towers. Complete nationwide sales and service, erection specialists. Bonded, with 25 yrs. experience (Turnkey Operations). T.M.C.I. 402—467-3629.

BE Control 16 automation system. Six carousels, one BE-53013, log printer, video encoder, cartridge load-dump. Excellent condition. Dough Tyler, WENC, Whiteville, NC 28472. 919-642-2133.

RADIO Help Wanted Announcers Voice of America

International Radio Broadcaster (Spanish)

The Voice of America, the International Radio Broadcasting service of the Federal Government, seeks candidates for positions as International Radio Broadcaster (Spanish). Salaries range from \$26,381 to \$31,655 per annum (based on experience and prior earnings). These Washington, DC based positions require at least two years work experience in the field of radio broadcasting or journalism in which the Spanish language was used. Work must have included writing, editing, and/or voicing broadcast material. Applicants must have good writing skills in both Spanish and English. A written examination and voice audition are required. Discover new creative freedom with the Voice of America.

Interested candidates must submit a resume or standard form 171 (Federal Application Form), to the Voice of America, Office of Personnel, Room 1192, 330 Independence Ave., SW, Washington, DC 20547, ATTN: VRG-1. (SF 171 may be obtained from any US Office of Personnel Management regional office or by calling 202—485-8117.)

The Voice of America is an equal opportunity employer and a part of the United States Information Agency.

Help Wanted Management

GROUP BROADCASTER

now seeking qualified general managers and sales managers for medium market positions. Send full details and resume first letter. It's easy to sell & manage FM's, but we're looking for people who understand and have successfully sold and managed AM's in competitive markets. Tell me what you have done, want to do, and how you'll do it. Box B-30.

Help Wanted Programing, Production, Others

Major group broadcaster seeks top rated air talent, news anchor, music director and promotion director for top ten market. Prefer a minimum of five successful years of commercial experience in CHR or AC. On-air positions require a bright, concise on-air personality, a sense of style, the ability to put together and deliver a credible newscast and the ability to perform at personal appearances. All positions require professional performance and attitude. Your application will be held in strict confidence. Quality compensation package. Send audition cassette (VHS video for promotion director) to P.O. Box 3405, Princeton, NJ 08543-3405. An equal opportunity employer.

Situations Wanted Management

RADIO EXECUTIVE

I would like to build a radio group from the ground up or manage your medium to large market radio station. Former station owner, successful broadcaster, excellent track record and references. Presently employed. Write in confidence to Box B-87.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

20+ years' experience as director of technical operations of major market AM/FM's. Extensive project management background includes award winning design & construction. Organizational skills include personnel management, planning, budgeting, purchasing, installation, preventive maintenance. Top references. Box B-35.

TELEVISION

Help Wanted Management

ADVERTISING GENERAL MANAGER

ADVERTISING SALES INTERCONNECT

Viacom Cable, a leader in the fast growing cable television industry has helped form the Greater Milwaukee Interconnect and is currently seeking a general manager to start and staff this cable sales interconnect located in Milwaukee, Wisconsin. The successful candidate will be an aggressive, self motivated individual with both previous media sales experience and media sales management experience

We offer an excellent benefit/compensation package along with the opportunity to work with a growing, progressive company. Qualified applicants are invited to submit resumes to the Employment Department #5000, P.O. Box 13, Pleasanton, CA 94566. Salary history and requirements must be included for consideration. No phone calls please. We are an equal opportunity employer.

VIACOM CABLE

DIRECTOR BROADCAST OPERATIONS

Rapidly growing national television network is seeking experienced professionals. Candidates must combine technical expertise in broadcast operation with strong organizational and communications skills. Functional responsibilities include daily broadcast operations as well as management of over 400 permanent downlinks.

If you are looking for a challenge in a rapidly changing environment send your resume and salary history to:

HOSPITAL SATELLITE NETWORK
1901 Avenue of the Stars #1050
Los Angeles, CA 90067
EOE

Help Wanted Management Continued

GENERAL SALES MANAGER

KTXL-TV Channel 40 in Sacramento, CA. Candidates should have both local & national independent sales experience. Send resume to: Michael A. Fisher, P.O. Box 40, Sacto, CA 95801 EOE.

Help Wanted Technical

HI-NET COMMUNICATIONS

TECHNICAL DIRECTOR/ CHIEF ENGINEER

Take-charge person for major market multi-channel ITFS system including studio, transmitters, repeaters earth station, microwave links. Responsible for technical/maintenance staff supervision. Will direct and assist staff in problem resolution, establishment of performance standards and meeting FCC requirements. Representation at public and industry meetings. Minimum of seven years of hands-on broadcasters/ITFS experience with similar equipment/ facilities. FCC General Class license. Tech school graduate or equivalent—college degree a plus. Good written, verbal and interpersonal communication skills—a must.

Immediate opening. Excellent benefits. Salary commensurate with experience. Equal opportunity employer. Box B-86.

Help Wanted Technical Continued

Engineer

TV MAINTENANCE AND CONSTRUCTION ENGINEER

Major VHF independent TV station located in Los Angeles, is offering a prime opportunity to a TV maintenance engineer.

Position requires a minimum of 5 years experience in TV maintenance and construction. Candidate must be willing to work nights and weekends. Digital and computer experience is a major plus. Must also have ACR-25, VPR-2B and VR-2000 maintenance skills.

To investigate the superior salary and benefits program we offer in a progressive, team spirited environment, please forward resume to:



Chief Engineer—TV
P.O. Box 1856
Los Angeles, CA 90028
EOE M/F/H/C/VET

HI-NET Communications, the world's largest video distribution and reception network, now has the following positions available:

Video Promotions Specialist

The qualified candidate must be an energetic, hard working broadcast promotions and production hybrid, with a minimum of 2-3 years proven broadcast promotions management, direct expertise in copy writing and creating video promotions. Background will identify creative expertise gained through excellent hands-on technical production skills in every aspect from technical directing to digital video effects.

Along with your resume strictly include: three broadcast video promotion copy samples, one 3/4" video tape (good stock) including five samples of your best promotions or production work (no more, no less), five references relative to your promotions and production background, with telephone numbers. Only individuals with the outlined experience will be considered. Tapes and materials will not be returned.

Maintenance Technician

Minimum of 3-5 years experience with broadcast video and audio systems preferred. Working knowledge of UHF/SHF transmitting systems required. FCC first class license required. Must have thorough knowledge of RF video test procedures and be able to troubleshoot equipment to a component level. Microwave systems experience helpful.

HI-NET Communications is an equal opportunity employer providing excellent growth potential and outstanding benefits. Send resume with salary history (and particulars for the Video Promotions Specialist) to: B. Tubbs, 3796 Lamar Avenue, Memphis, TN 38195.



HI-NET COMMUNICATIONS

Help Wanted Technical Continued

MAINTENANCE TECHNICIAN

HI-Net Communications is the world's largest video reception/distribution network in the lodging industry. Our progressive Technical Operations Center has an immediate need for a Maintenance Technician.

Minimum 3-5 years experience with broadcast video and audio systems preferred. Working knowledge of UHF/SHF transmitting systems required. FCC first class license required. Must have thorough knowledge of RF video test procedures and be able to troubleshoot equipment to a component level. Microwave systems experience helpful.

If you want to be involved in a dynamic operation, we can offer excellent salaries, comprehensive benefits and the opportunity to advance with a leader. For consideration, send resume with salary history, to: B. Tubbs, Recruiting & Selection, 3796 Lamar Ave., Memphis, TN 38195. An equal opportunity employer. M/F/H.

Help Wanted Sales

REGIONAL SALES REPRESENTATIVE

Fortune 500 Company Subsidiary; leader in the industry; producing station IDs, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



TELEVISION EQUIPMENT SALES

Major television equipment manufacturer who is expanding is looking for sales representatives. Familiarity with television equipment, along with a proven track record in sales, is required. Excellent benefits. Travel is required. Salary commensurate with experience. Reply in confidence to Box B-73.

For Fast Action Use
BROADCASTING'S
Classified
Advertising

Help Wanted Programing, Production, Others

FRONTLINE

award winning, national documentary series

Staff

PRODUCER/DIRECTOR/WRITER

must have 5 years experience documentary credits/awards

deadline: April 1

resumes only, (no tapes, please)

Equal Opportunity Employer

FRONTLINE (A-262)

125 Western Avenue

Boston, MA 02134

Video Promotions Specialist

HI-Net Communications is the world's largest video distribution and reception network is searching for an experienced Video Promotions specialist.

The qualified candidate must be an energetic, hard working broadcast and promotions and production hybrid, with a minimum 3-5 years proven broadcast promotions management, direct expertise in copy writing and creative video promotions. Background will identify creative expertise gained through excellent hands-on technical production skills in every aspect from technical directing to digital video effects.

Along with your resume strictly include: Three broadcast video promotions copy samples, one 3/4" video tape (good stock) including five samples of your best promotions or production work (no more, no less), five references relative to your promotions and production background, with telephone numbers. Only individuals with the outlined experience will be considered. Tapes and materials will not be returned.

HI-NET Communications is an equal opportunity employer providing excellent growth potential and outstanding benefits. Send resume with the particulars outlined to: B. Tubbs, 3796 Lamar Ave., Memphis, TN 38195.

HI-Net
Communications

TV COMMERCIAL WRITER/PRODUCER

KING Television's award-winning Marketing and Advertising Group is looking for a writer/producer who wants to make advertising that sells. You'll use your minimum of two years experience in creating successful, selling television commercials to work with a wide variety of clients including the station. Good technical skills, organization and diplomacy. Resume and tape to: Personnel, KING-TV, 333 Dexter Ave. N., Seattle, WA 98109. No phone calls, please.

King Broadcasting Company is an
Equal Opportunity Employer.



DIRECTOR PROGRAM MARKETING

Experienced Television Sales Development and Marketing Executive to lead national and local marketing departments for major public television production and broadcast center. Responsible for key corporate account development and staff leadership in obtaining funding for productions and programming. Extensive travel. High level corporate contacts essential.

Resume and salary requirements to:

Vice President — Human Resources

KCET

4401 Sunset Boulevard

Los Angeles, CA 90027

EOE/AA

Help Wanted News

TV NEWS DIRECTOR

WKBW-TV Buffalo, Channel 7 ABC affiliate, seeks an imaginative and aggressive News Director for leadership of its dominant Eyewitness News operation. Emphasis on past performance, professionalism, management ability and creativity. WKBW-TV is committed to excellence. Salary and benefits very competitive.

Contact:

Stephen H. Kimatian
President & General Manager
7 Broadcast Plaza
Buffalo, New York 14202



QUEEN CITY BROADCASTING
An Equal Opportunity Employer

SATCOM III-R TRANSPONDER

AVAILABLE DIRECT PURCHASE OR POSSIBLE SUB-LEASE. CONTACT LEE LINDBLOOM AT THE LEARNING CHANNEL, 202-331-8100.

ALLIED FIELDS Help Wanted Instruction



FACULTY VACANCY BROADCAST JOURNALISM SCHOOL OF COMMUNICATION

Position available for 1986-87 as Assistant Professor of Broadcast Journalism, tenure track, in the School of Communication.

Responsibilities: undergraduate and graduate teaching and advising, and departmental activities. Qualifications: professional background and experience in radio and/or television journalism; experience teaching at the university level. Familiarity with journalism practices in Washington, DC highly desirable.

Salary competitive, dependent on qualifications and experience. Curriculum vitae/resume and three letters of recommendation should be sent by April 15, 1986 to:

Broadcast Journalism Search Committee
School of Communication
The American University
4400 Massachusetts Ave., NW
Washington, DC 20016
An EEO/AA University

Help Wanted Management

Director of Communications Union of Concerned Scientists

National public policy organization seeks creative, highly qualified individual to direct Communications Department. Will plan all of the organization's media programs, direct press components of UCS research, public education and lobbying activities, manage PSA/advertising campaigns, and oversee publications. Requires some knowledge of and commitment to arms control; demonstrated capability to plan and execute media campaigns. Minimum five years experience in journalism, public relations, or related field. Background in electronic media helpful. Must start before June 1. Will supervise staff of five. Competitive salary. Frequent travel to NYC and DC. Excellent benefits. Send resume and salary requirements to:

Executive Director, Union of Concerned Scientists,
26 Church Street, Cambridge, MA 02238

OGILVY & MATHER NEEDS A BROADCAST BUSINESS AFFAIRS MANAGER

This position requires a working knowledge of:

Production
Post Production
Talent Payments
Music

A minimum of three years experience is required (preferably with an advertising agency).

To be considered, please contact Leslie Mulroy at (312) 988-2553.

Ogilvy & Mather

676 St. Clair, Chicago, IL 60611
Equal Opportunity Employer M/F/H

Help Wanted Research

RESEARCH ASSISTANT

Washington, DC communications consulting firm has immediate opening or creative, motivated college grad to do research, analysis and report writing on projects for broadcasting industry clients.

Computer and paralegal experience are pluses.

Please send resume and salary requirements to:

Box B-89

Help Wanted Programing, Production, Others

CLIENT SERVICE REPRESENTATIVES New York Office

Arbitron, one of the nation's leading radio and television audience measurement firms, has two openings for Client Service Representatives. The positions require a degree, research experience and excellent written/oral communication skills. Experience with microcomputers a plus. Person will handle telephone contact and written correspondence with radio and/or television clients and our product group. Will also work on analytical projects and train clients in the use of our services. If you are qualified, send resume with salary requirements to:

Roberta DePolo

**ARBITRON
RATINGS
COMPANY**

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New York, NY 10019
Affirmative Action Employer

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Looking for a job in broadcasting? **BTA** gets your foot in the door. **FIRST!** All of us need some luck and good timing for the better jobs. **BTA** helps by presenting your tape when opportunity knocks! No more wondering whether you got the job or not. **BTA** can obtain an immediate evaluation and let you know where you stand! Increase your chances for the best jobs available, by being in "the right place at the right time"—with **BTA!** For complete confidential details and registration form, enclose \$2.00 postage/handling to:



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Agency**
555 S. Palm Canyon 110A
Suite #350
Palm Springs, Ca. 92264
(619) 341-0225

REPORTERS/ANCHORS AUDITION TAPES THAT WORK!

- Let our experience and objectivity help you put together an audition that will get results.
- We develop fast-paced opening montages to highlight your strengths, determine proper story placement, and advise on style and presentation.
- We are not agents, but experienced major market broadcasters who know what sells.
- Make a small, most important career investment.

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Suite 188
1340 West Irving Park Road
Chicago, Illinois 60613
312-642-4070



Don't waste your time applying for jobs that opened up 3 weeks ago. Sign up for MediaLine, the broadcast industry's only daily updated job listing service. With MediaLine you get fresh job leads — weeks before your job-hungry competitors. MediaLine — 312-855-6779.

NEWS—NEWS—NEWS

ANCHORS—REPORTERS—DIRECTORS—M & F, we never seem to have enough to fill the many job orders we receive from stations across the country, in all size markets. If you are ready for a move, let **NATIONAL** help. For complete details and registration form, enclose \$1.00 postage and handling to:
NATIONAL BROADCAST TALENT COORDINATORS,
DEPT. B., P.O. BOX 20551, BIRMINGHAM, AL 35216,
205-822-9144-ACT NOW!

Most Job Openings Never Published!
JOBPHONE, the national job listing service employers prefer to use. From Entry Level to Presidents. From the smallest station to the networks. Radio/TV/Advertising/Cable. For complete information, write or call toll free:

Broadcast Entry Consultants
15 W. 44th St/Suite 303, New York, NY 10036
1-800-255-9500 Ext. 322

Programing



**Lum and Abner
Are Back**
...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

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Jonesboro, Arkansas 72403 ■ 501/972-5884

Consultants

**Radio Managers and Owners
Considering a Format Change?
STARROCK**

A totally new up-tempo rock format for adults
25-49 Not AC, not CHR, not AOR, complete
personalized consultation service. Free demo.
call 512-448-1873.

Miscellaneous

LIKE TO VISIT CHINA?

As part of our scenic 22 day tour, produce
your live, exclusive 2-way call-in show
with your American audience participation.

Please call or write for additional information.
Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795

**VENTURE CAPITAL
DEBT FINANCING**
For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Business Opportunity

INVESTOR WANTED
New FM in resort area.
219-936-4096 days,
936-2360 nights.

Wanted to Buy Stations

WANTED TO BUY
Small newspaper chain seeks radio station.
\$1M - \$3M, prefer Midwest or Southeast. AM/
FM or FM stand alone Flexible in management
arrangements Replies confidential: Perry Sam-
uels, 303 Greenup, Covington, KY 41011.
606-581-2221

For Sale Stations


Hogan - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

For Sale Stations Continued

**OKLAHOMA CITY
FULL-POWER
UHF TV**
**LOW PRICE
EXCELLENT TERMS**

**FT. WORTH TEXAS
LPTV
EXCELLENT COVERAGE
GOOD TERMS**

**Bill Kitchen
(404)324-1271**



**Quality Media
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**Medium, Major, Small
Markets**


Radio stations priced from \$200K to \$8
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KS, Ariz, Okla, Ill., Ala., SC.

Put our combined 60 years of broadcast-
ing and brokering experience to work for
you.

Mitchell & Associates
Joe Miot or John Mitchell
318-868-5409
P.O. Box 1065, Shreveport, LA 71163

Public Notice

**The Public
Broadcasting
Service
is pleased
to announce its
new headquarters
location effective
March 17, 1986**



**1320 Braddock Place
Alexandria, VA 22314-1698
(703) 739-5000**

- VHF TV CP with facilities for transmitting NW with prime signal covering 200,000 people \$1.65 million or will trade for good southern California coastal radio station
- Daytimer, Lynchburg and Greenbrier, Virginia general area Good equipment Rent on real estate only \$300 per month \$45,000. \$9,000 down to responsible buyer
- Daytimer, Powerful covering Washington DC \$1.2 million
- 2 class Cs 100,000 watts One in NW coastal California and other on bay in Florida \$1.9 million and \$3 million respectively
- More than 80 radio stations and 20 TV and TV CPs from Puerto Rico to Guam including several combos and class C stations Call to get on our mailing list
- Buying or selling, see us at NAB in Dallas By appointment only

**BUSINESS BROKER ASSOCIATES
615-756-7635, 24 hours**

**KOZACKO •
HORTON
COMPANY**



MEDIA BROKERS / APPRAISERS

This Northeast AM-FM combo serves a large
vacation area and counties in two states. The
\$975,000 price, with real estate, is about eight
times cash flow.

Contact Mel Stone 207-774-6561

**Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138**

Location	Size	Type	Price	Terms	Contact	Phone
Plains	Met	AM/FM	\$2000K	Terms	Peter Stormquist	(818) 366-2554
FL	Sm	FM	\$900K	Terms	Randy Jeffery	(305) 295-2572
AL	Sm	AM/FM	\$650K	\$150K	Ernie Pearce	(404) 998-1100
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
VT	Sm	AM/FM	\$650K	Terms	Ron Hickman	(401) 423-1271
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
UT	Sm	AM	\$595K	\$120K	Greg Merrill	(816) 941-3733
NB	Med	FM	\$500K	Terms	Bill Lytle	(816) 941-3733
WY	Sm	AM	\$425K	\$75K	Greg Merrill	(816) 941-3733
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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Many new listings are expected within the next month—let us know if you'd like to be on our mailing list.

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AM/FM COMBO — 5kw AM 43kwFM (CP). N.Y. State Market. Price reduced. \$750,000-\$150,000 cash, balance assumptions. Substantial discount all cash — owners anxious to sell.

PENNSYLVANIA AM — Only station in college town 17,000 population. Real estate-profit history. \$325,000 with \$175,000 cash-attractive terms. Ask for Bill Cook.

P.O. Box 3800 GREENVILLE CENTER WILMINGTON, DE 19807 302-656-8884

SUNBELT TV

CP for first religious station in 84th ADI market. Over 540,000 population. Asking \$180,000. Terms. Phone 318-377-8855.

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MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
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TRI CITY STATION

Only full-time AM in 3-city market in central Oklahoma. Small down payment, excellent owner-financed terms. Seller represented by Fred Thompson (Tulsa). 918-492-5851.

UPSTATE NY UHF TV

New operation in strong market. 51% available at low price.
Box B-88

FOR SALE BY OWNER

Small market AM/FM in Michigan's beautiful Upper Peninsula. 85 cash sales of \$138,500. Positive cash flow, all accounts payable up to date, clean operation. Sale includes real estate. \$220,000 with terms at 8%, or \$195,000 cash. Write Box B-68.

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New class A FM on air 4 months with 1kw AM daytime (CP for 5kw D/ 500wn). Real estate included. Needs experienced operator to make it a winner. \$900K cash--by owner. 206-863-0427. Principals only.

GALLUP, NEW MEXICO
CLASS C CP
Reasonable
505-988-4300

COLORADO

AM/FM combo all new equipment. Class C FM covers major resort areas. Not fully developed and priced accordingly at \$1.2 million, better than average terms to qualified buyer. Real estate. Box B-67.

Independent UHF. Southeast medium ADI market. \$4 million, terms.

Norman Fischer & Assoc., Inc.
512-476-9457

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New York, N.Y. 10021
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AM-FM,	MO	\$550,000
AM-FM,	MO	\$1 Million
AM-FM,	OK	\$475,000
FM, "C",	OK	\$2.25 Mil.
AM-FM,	AR	\$350,000
FM, "A",	AR	\$225,000

Terms to Qualified Buyers

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P.O. Box 36, Lexington, MO 64067,
816-259-2544.

Randy Meador, 816-455-0001.

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3 Class C FMs, 4 AMs
Asking \$5.5 million on terms
Contact David LaFrance
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CLASS A FM

Excellent small market station in Nevada, Missouri. Built 1984, all new equipment, all paid for. Great opportunity for owner/manager or group. Highly motivated seller wants cash offers. Call Paul or John Baillon 612-222-5555 or Wendell Doss 602-748-1492.

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\$1.2 million cash

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

TEXAS MEDIUM MARKET BUYS

Class C FM, Gulf Coast, \$850,000, terms.
Fulltime AM/Class A FM, West Texas, \$1.6 million, terms.
FM, south Texas, \$650,000, terms.
FM, Gulf Coast, \$1.2 million, terms.

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Top FM station in growth market.
Positive cash flow, price 598,000.
Terms. Great opportunity. P.O. Box 7040, Salt Lake City, UT 84107.

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Positive cash flow. \$3,200,000 - cash. Principals only. Reply Box B-72.

Major Pacific Northwest AM

5000 watts days. 1000 watts nights.
(Covers market.)

Box B-90.

NORTH CAROLINA FM/AM

Only stations in town. Other interests require my time. Immediate sale.

Call Ralph, 919-786-4498.

\$395,000/\$95,000 DOWN!

Perfect for owner/operator! Fulltime AM, full service AC. Sunbelt 100,000 growth market. LESS than 1.5 X gross. Box B-55.

Fates & Fortunes

Media



Israel

Dennis Israel, president and chief operating officer, Sky Stations, resigns effective upon takeover of Sky's WGY(AM)-WGFM(FM) Schenectady, N.Y., by Empire State Radio Partners. Israel is general partner in Empire, which purchased stations from Sky in November 1985. He will

devote his time to expanding that group with purchase of additional stations on East Coast. He will also be retained by Sky Stations as consultant to its remaining stations.

Michael V. Fell, director of desktop systems, Houston Industries, named VP, finance, for The ENRCOM, Denver-based joint venture of American Television & Communications and Houston Industries formed to acquire and operate cable systems.

James Delmonico, general manager, WRGB(TV) Schenectady, N.Y., named VP. **David Lynch**, station manager, WRGB, succeeds Delmonico.

Bobbye Imbragulo, sales manager, WSLI(AM) Jackson, Miss., named general manager, WSLI-WYYN(FM).

Ann Burr, VP, operations, Hawaii division, American Television & Communications, named president, San Diego division.

Donald C. (Josh) McGraw, VP and sales manager, WCVB-TV Boston, joins WPXT-TV Portland, Me., as VP and general manager.

Bill Campbell, general manager, WMJX(FM) Boston, joins WSNE(FM) Taunton, Mass., as general manager.

Gordon Hughes, director of broadcasting, WCAU-TV Philadelphia, named station manager.

Scott Morrison, station manager, noncommercial WMBR(FM) Cambridge, Mass., named general manager. **Shawn Mamros**, controller, WMBR, named station manager.

Michael Roswig, general sales manager, WTLB(AM)-WRCK(FM) Utica, N.Y., joins WLAD(AM)-WDAQ(FM) Danbury, Conn., as station manager and director of sales.

Thomas Harpster, account executive, WZZO(FM) Bethlehem, Pa., named assistant station manager, operations.

Jon Wilkes, news director, WPOP(AM) Hartford, Conn., named operations manager.

Carl Dean, program director, WZZD(AM) Philadelphia, named operations manager.

Stan Wolf, from Group W Cable, New York, joins The Essex Companies, Greenwich, Conn.-based cable MSO, as controller.

Barbara Hood, from WRVA(AM) Richmond, Va., joins WWDE-FM Hampton, Va., as business manager.

Appointments, United Cable Television Corp., Denver: **Robert McLaughlin**, manager, planning and budgeting, to manager, financial analysis; **Ellen Filipiak**, operations analyst, to business manager, Western division, and **Pam Mackenzie**, sales manager, Alameda, Calif., cable system, to general manager of system.

Brad Busse, staff VP, financial services division, Daniels & Associates, Denver, named VP, corporate finance, financial services division.

Arlene Michelle Engelmann, regional manager, affiliate relations, NBC-TV, New York, named regional director, affiliate relations.

Patricia Le Mon, senior media buyer, Dancer Fitzgerald Sample, New York, joins NBC Radio, New York, as regional director, affiliate relations, The Source.

Preston Barnett, tax manager, Cox Enterprises, Atlanta, named assistant VP and director of corporate taxation.

Sidney Tishler, director of telecommunications, Maryland Public Television, Owings Mills, Md., resigns to become independent communications consultant.

Jeff Miller, director of operations, Tribune Cable, Tampa, Fla., joins C4 Media, Vienna, Va., MSO, as director of legal affairs.

William Mitchell, director of instructional services, University of South Florida, and general manager of noncommercial WUSF-TV-FM Tampa-St. Petersburg, and noncommercial WSFP-FM-TV Fort Myers, both Florida, will retire effective March 31.

Marketing



Kostyra

Appointments, J. Walter Thompson: **Richard Kostyra**, senior VP, media director, New York, to executive VP and U.S. director of media services and member of board of directors; **John Scott** and **Alan Webb**, executive creative directors, Chicago, to executive VP's and members of board of directors; **Don Ayers**, creative director, New York Ford group, to executive VP and member of board of directors. Named to board of directors: **Dennis Kuhr**, senior VP, executive creative director, Los Angeles; **Peter Schweitzer**, senior VP, worldwide account service director, New York, and **Donald Sullivan**, executive VP and general manager, Chicago.

Charles Lodovico, executive VP, finance and administration, Lewis, Gilman & Kynett, Philadelphia, joins FCB Associated Communications Companies, New York, as senior VP, operations and finance. FCB Associated comprises advertising agencies Albert Frank Gunther Law; Deutsch, Shea & Evans; FCB Direct Marketing/Chicago; FCB Direct/East; FCB/Impact; Lewis, Gilman & Kynett; Wahlstrom & Co.; Bicom; Smith-Hemmings-Gosden, and Carl Byoir & Associates public relations firm.

Carol Cotton, VP, account supervisor, Dancer Fitzgerald Sample, San Francisco, named senior VP, management supervisor.

Steven Kempf, account supervisor, D'Arcy Masius Benton & Bowles, St. Louis, named VP.

Thomas Counihan, international creative director, Campbell-Ewald, New York, and **Dane Bridgewater**, senior VP, management supervisor, Kornhauser & Calene, New York, have formed own advertising agency, Counihan Bridgewater Associates, New York.

Kenneth Hall, VP, CBS Television Stations Division, and station manager, WBBM-TV Chicago, joins The Media Bureau International, Chicago-based media buying service, as

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Katz in New York just made the same decision made by dozens of other smart, profit-oriented TV stations, TV program syndication firms and TV rep firms across the country.

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president, succeeding **Richard Pickett**, named chairman of board and chief executive officer. **Norma Wren**, VP, secretary-treasurer, Media Bureau, named executive VP.

Alan Jurmaine and **Loretta Volpe**, VP's, SSC&B:Lintas USA, New York, named to newly created positions of group directors, media planning and operations.

William Appelman, senior VP, group creative director, Young & Rubicam, New York, joins **Bozell, Jacobs, Kenyon & Eckhardt** there as executive VP, executive creative director.

Associate creative directors elected senior VP's, BBDO, New York: **Heni Abrams**, **Jay Beckerman**, **Dan Long** and **Paul Walter**.

Ira Carlin, senior VP, media director, McCann-Erickson, New York, named executive VP.

Lucian Chimene, director of media research; **Ronald Hatcher**, worldwide media coordinator, and **Doris Weil**, personnel administrator, McCann-Erickson, New York, named VP's. Appointments, McCann-Erickson, Detroit: **Alain Truchat**, from McCann-Erickson, Paris, to senior copywriter; **Ruth Richardson**, assistant business manager, talent, BBDO, Detroit, to broadcast coordinator, and **Kevin Heslip**, recent graduate, Center for Creative Studies, Detroit, to junior art director.

Alexis Young, director of Comm III, audiovisual facility of Needham Harper Worldwide, Chicago, named VP.

Robert Smith, executive VP, Selcom, New York, joins **John Blair & Co.**'s radio division there as VP, administration.

Nina Gerwin, from Knapp Communications Corp., joins The Disney Channel, Burbank, Calif., as national marketing manager.

David Kelly, statewide sales manager, North Carolina operations, Cable Adnet, Charlotte, N.C., named director of sales support of its corporate operations, based in Malvern, Pa.

Phil Brown, account coordinator, Internet, New York, named quality control manager. Internet oversees operations of Interep network of representatives (Durpetti & Associates; Hillier, Newmark, Wechsler & Howard; Major Market Radio; McGavren Guild Radio and Weiss & Powell).

Philip Sweeney, director of sales and marketing, ABC Owned Television Stations, New York, named to newly created position of VP, ABC Television Spot Sales.

Mitchell Prayer, programing director, Katz Continental Television, New York, named VP, director of programing.

Lonnie Burstein, program coordinator, Settel, New York, named associate program director.

Nancy Arnot Taussig, account executive, Creamer Dickson Basford, Providence, R.I., named account supervisor, New York office.

Stanley Gans, administrative assistant, research department, CBS Radio Representatives, New York, named sports coordinator.

Cathy Szyperski, assistant media buyer, D'Arcy Masius Benton & Bowles, Atlanta, joins **Cargill, Wilson & Acree** there as media buyer.

Carole Coates, VP, special projects, loan officer, First Securities Savings & Loan, Grand Junction, Colo., and **Donna Kroft**, sales rep, United Airlines, Cleveland, join **Eastman Radio**, Chicago, as account executives.

Hank Oster, co-local sales manager, KHJ-TV Los Angeles, named VP and director of sales.

Edward Dempsey, local sales manager, WEYI-TV Flint, Mich., named general sales manager.

James Conschafter, general sales manager, WDAF-TV Kansas City, Mo., joins **WTN-TV** Columbus, Ohio, as general sales manager.

T.F. Cosgrove, local sales manager, KJET(AM)-KZOK(FM) Seattle, named general sales manager. **Matt Carson**, account executive, KJET-KZOK, named retail sales manager.

Ira Rosenblatt, VP, Media Marketing, Harrisburg, Pa., joins **WRKZ(FM)** Elizabethtown, N.J., as general sales manager.

Barbara Kelly, VP and general sales manager, WEYI-TV Flint, Mich., joins **KGSW(TV)** Albuquerque, N.M., as national sales manager. **Jason Gould**, account executive, KGSW, named regional sales manager.

Sheryl Jonsson, national sales manager, KAUZ-TV Wichita Falls, Tex., named sales manager.

Gary Litaker, research manager, KCOP-TV Los Angeles, joins **KTLA(TV)** there as director of research.

Joshua Jamison, marketing manager, Raleigh/Durham, N.C., division, American Television & Communications, Denver, named national sales manager. **Renae Bogh**, project manager, advertising sales, ATC, Denver, named advertising sales manager.

Kimberly Elliott Christian, from Memphis Cable Ads, Memphis, joins **WREG-TV** there as account executive.

Programing



Rosenthal

Nina Rosenthal, VP, programing and production, Benton & Bowles, New York, joins **ABC**, Los Angeles, as executive producer, novels and limited series for television.

Ellen Endo-Dizon, director, creative affairs, Embassy Television, named VP, current

programs. **Elizabeth Cantillon**, director, comedy development, Embassy Television, named VP, comedy development.

Ron Harrison, Western sales manager, Colbert Television Sales, Los Angeles, named senior VP, newly formed classics division.

Stephen Davidson, VP, financial services, Lorimar-Telepictures, Culver City, Calif., named VP, corporate finance. **Julio Proietto**, VP, treasurer, Lorimar, named VP, distribution finance. Lorimar-Telepictures administration group.

Jay Behling, VP, executive assistant to controller, MGM/UA, Los Angeles, named sen-

Broadcasting

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ior VP and controller.

Donald Hacker, VP, development, Tribune Broadcasting, Chicago, named executive VP, Tribune Entertainment Co. there.

Charles Bonan, European managing director, Turner Broadcasting International, London, named VP, TBI, overseeing syndication of all TBS programming in Europe.

Martin Kaplan, VP and general counsel, Embassy Television, Los Angeles, named senior VP and general counsel.

Belinda Sym-Smith, account executive, Golin/Harris Communications, Chicago, joins The Weather Channel, Atlanta, as affiliate marketing manager. **Tamra Zinn Davis**, regional sales manager, Weather Channel, Atlanta, named regional director, central region. **Greg Harris**, project director, The Computer Company, Richmond, Va., joins the Weather Channel as account manager. **Bonnie McLaughlin**, from KTVI-TV St. Louis, joins the Weather Channel as on-camera meteorologist.

Mark Huffman, assistant managing editor, programming, for AP Radio Network, Washington, resigns to form new radio and television production company, based in Washington.

Mark Malis, head of television casting, Universal Television, Los Angeles, named VP, casting.

Bob Apter, director of administration and financial controls, ABC Sports, New York, named VP, administration and financial controls.

Sharon Portin, director of national accounts, Western region, Showtime/The Movie Channel, Los Angeles, named director of national sales, pay-per-view.

Carol Coates, VP, special projects, Columbia Pictures Television, Los Angeles, named supervising producer for Columbia's *Gidget* series, beginning production in June for first-run syndication.

Avi Levy, production auditor, Viacom, Los Angeles, named production controller, Viacom Productions.

Dick Cline, producer and director of tennis coverage, NBC Sports, New York, named producer of network's tennis telecasts.

Ellen Wander, director of marketing, RKO HomeVideo, Los Angeles, named VP, ancillary sales.

Richard Cohen, VP, pay television, UIP, international distribution arm for Universal, Paramount and MGM/UA, Los Angeles, joins Walt Disney Pictures there as VP, international video and pay television.

Paul L. Lapreziosa, controller, Primetime Entertainment Inc., New York television production and syndication company, named to newly created position of VP, finance and business affairs.

Agnes Peters, director of business and legal affairs, New World Pictures, Los Angeles, joins Columbia Pictures Industries there as assistant general counsel.

John Doscher Jr., general sales manager, MultiVision Inc., Dallas, resigns to form Imagemedia, syndication company based in Dallas.

Michael Lesser, director of operations, Satori Entertainment, New York, named director of client services.

Micheline James, story consultant, *Divorce Court*, Blair Entertainment, New York, named editorial director, dramatic programming, Blair Entertainment.

Bruce Ferguson, director, international syndication sales, Turner Program Services, joins Bravo, Woodbury, N.Y., as sales manager.

Kris O'Kelly, program director, WEZB(FM) New Orleans, joins Sun Group Inc., owner of two AM's and three FM's, as VP, programming. He will be based at Sun Group's WKXX(FM) Birmingham, Ala.

Jeffrey Sutton, media manager, National Association of Realtors, joins Arlington (Va.) Community Television as producer-director.

Benny Dominguez, from KHOU-TV Houston, joins KNBC(TV) Los Angeles as assistant director and stage manager.

Pamela Amos, videotape editor, WPVI-TV Philadelphia, named video coordinator-producer.

Martin Cabelly, assistant to director of broadcast operations, WDAU-TV Scranton, Pa., named program coordinator.

Nick Freeman, VP, technical operations and production services, KIRO-TV Seattle, named VP, programming, technical operations and production services.

James Kizer, account executive, WCBD-TV Charleston, S.C., named program director.

Rosemary Reed, weekend producer, 10 p.m. news, WTTG(TV) Washington, named producer of *Panorama*, WTTG magazine show.

News and Public Affairs

Appointments, *MacNeil/Lehrer NewsHour*, Washington: **Daniel Werner**, senior producer, to associate executive producer; **Michael Moseittig**, producer, succeeds Werner, and **Patricia Ellis**, reporter, to producer, foreign affairs.

William Headline, bureau chief, CNN, Washington, named VP. In addition to heading bureau, Headline serves as CNN's representative to network pool.

Steve Hinkle, news director, WAVY-TV Norfolk, Va., joins WRTV(TV) Indianapolis in same capacity.

David Howell, news director, WXIA-TV Atlanta, joins KTSP-TV Phoenix in same capacity.

Randy Caruso, news director, KTET(TV) Tyler, Tex., joins KSBY-TV San Luis Obispo, Calif., as news director.

Delcie Mullin, anchor-reporter, WPOP(AM) Hartford, Conn., named news director, succeeding Jon Wilkes, named operations manager (see "Media," above).

Dennis O'Neill, senior producer, KTSP-TV Phoenix, joins KTVK-TV there as assistant news director.

Dan Hayes, from Independent Network News, Washington, joins WJXT(TV) Jacksonville, Fla., as assignment manager.

Bob Murphy, from Shadow Traffic Network,

Philadelphia, joins WPVI-TV there as overnight assignment editor.

Jim Rose, reporter-anchor, WBT(AM) Charlotte, N.C., joins WCAU(AM) Philadelphia as writer and midday anchor, *Morning Report*.

Kate Shaplen, from KOMU-TV Columbia, Mo., joins WBIR-TV Knoxville, Tenn., as news producer.

Appointments, KDFW-TV Dallas: **Elizabeth Priestly**, news producer, WKRN-TV Nashville, to 6 p.m. news producer; **Jason Anderson**, morning associate news producer, to night-side associate news producer; **John Eix**, intern, succeeds Anderson; **Betty Smith**, anchor-producer, WIS-TV Columbia, S.C., to Fort Worth bureau reporter, and **Steve Stoler**, anchor-reporter, KDBC-TV El Paso, to general assignment reporter.

Julie Emry, 10 p.m. anchor, WLVI-TV Boston, joins KATU(TV) Portland, Ore., as 5 and 11 p.m. anchor.

Barbara Crow, from WBKO-TV Bowling Green, Ky., joins WHAS-TV Louisville, Ky., as reporter.

Tad Clijflef, reporter, KAAL(TV) Austin, Minn., joins WJXT(TV) Jacksonville, Fla., as reporter.

Linda Pellegrino, from WUTV(TV) Buffalo, N.Y., joins WKBW-TV there as weekend weather anchor.

Technology



Setos

Andrew Setos, senior VP, engineering and operations, MTV Networks Inc., New York, named senior VP, engineering and operations, Viacom Networks Group, which is made up of Showtime/The Movie Channel and MTV Networks.

Appointments, Group W Satellite Communications, Stamford, Conn.: **Alan Stalker**, VP, operations and engineering group, GWSC, to VP and general manager of group; **Dennis Long**, manager, facilities and maintenance, to newly created position of manager, broadcast-cable production operations, operations and engineering group; **James Crowe**, director, transmission facilities, to newly created position of manager, transmission operations and facilities, operations and engineering group.

John R. Bickham, manager, cogeneration and small power production, Houston Industries, named VP, engineering of THE ENRCOM, new Denver based joint venture of Houston Industries and American Television & Communications formed to acquire and operate cable systems, as VP, engineering.

Ian Joseph, manager of Western sales, Wold Communications, Los Angeles, joins Brightstar Communications there as VP, Western sales.

J. Larry Bradner, general manager, broadband communications division, Scientific-Atlanta, Atlanta, named VP. **Raymon Heaton**, general manager, Atlanta instrumentation division,

S-A, named VP.

John (Jack) Weir, VP, broadcast operations, NBC-TV, New York, named VP, operations and engineering—Olympics. **David Baylor**, VP, broadcast operations and engineering, Public Broadcasting Service, Washington, succeeds Weir, taking responsibility for satellite distribution system.

Robert Doris, president, The Droid Works, San Rafael, Calif., developer of electronic post-production systems, resigns. **Doug Johnson**, chairman of Droid Works, will become acting president.

Dean McKay, member of IBM advisory board and former director of IBM, elected to board of directors, MCI Communications, Washington.

Rick Brattin, assistant controller, United Video, Tulsa, Okla., named controller.

Bob Phillips, video systems applications engineer, Victor Duncan Inc., Detroit, named sales engineer, Dallas.

Promotion and PR

Joanne DeRicco, promotion manager, LBS Communications, New York, named promotion director. **Steve Grieder**, promotion assistant, LBS, named promotion coordinator.

Christopher Ramsey, director of public information, MacNeil-Lehrer-Gannett Productions, New York, named director of public affairs.

Karen Lubienicki, senior associate, Hager, Sharp & Abramson, Washington, joins Earle Palmer Brown Public Relations, Bethesda, Md., as senior director, media relations.

Richard Hyde, deputy manager, Hill & Knowlton, Chicago, named general manager.

April Robertson, co-anchor, WICD-TV Campaign, Ill., joins Charles Ryan Associates, Charleston, W. Va., as public relations account executive.

Hillary Kessler, senior writer and producer, Lifetime, New York, named manager, on-air promotion.

Ted Faraone, from CBS-owned WCAU-TV Philadelphia, joins co-owned WBBM-TV Chicago as director, press relations.

James Maccaroni, owner and partner, MR Associates, Willow Grove, Pa., joins WPHL-TV Philadelphia as advertising and promotion manager.

Bill Peregrine, from KOSI-AM-FM Denver, joins KLSC(AM) Denver as director of special projects.

Katherine Oliver, promotion coordinator, Ogilby Institute, Wheeling, W. Va., joins Wheeling Broadcasting Co. there as director of promotion and publicity.

Susan Schmitz, WTTN(AM)-WMLW(FM) Watertown, Wis., named sales promotion director.

Allied Fields

Edward Lynch has resigned as international president of National Association of Broadcast Employees and Technicians, to be succeeded by **James Nolan**, international vice

president since 1978. Lynch held office at 15,000-member union for 15 years and last year had announced intention to leave. Nolan, to fill remaining half-year of Lynch's term until union's October convention, is with Capcities/ABC and has headed, since 1960's, NABET's New York local, representing over 1,300 Capcities/ABC employees. NABET represents nearly 4,000 workers each at both NBC and Capcities/ABC (CBS employees are represented by International Brotherhood of Electrical Workers) and is currently renegotiating Capcities/ABC contract.



Porter

Bruce Porter, senior analyst, Soviet affairs, Northrop Analysis Center, Washington-based think tank, joins Board for International Broadcasting, Washington, as executive director, succeeding Walter Roberts, retired (BROADCASTING, Jan. 13, 1986). Porter is former senior analyst, Soviet foreign policy, Radio Free Europe/Radio Liberty, Munich, West Germany. BIR oversees operations and administers congressional funding of RFE/RL.

Gary Christensen, partner, specializing in communications, law firm of Hogan & Hartson, Washington, and **Bruce Lovett**, president, Telecommunications Development Inc., McLean, Va.-based telecommunications consulting firm, have formed Cable Advisory Services Inc., cable consulting firm, based in McLean, Va.

Mark Hanna, anchor and public affairs director, KTBC-TV Austin, Tex., joins University of Texas system, Austin, comprising 14 schools, as director of public affairs.

Anita Estell, recent graduate, University of Missouri-Columbia School of Law, has been named 1986-87 National Association of Broadcasters legal fellow. One-year fellowship begins September 1986, and is intended to prepare minority student for career in communications.

Appointments, law firm of McKenna, Wilkinson & Kittner, Washington: **Dennis Corbett** and **Jill Abeshouse Stern**, associates, to members of firm; **Laura Humphries**, recent graduate in law, Duke University, Durham, N.C., to associate.

Edward Schillmoeller, VP, Nielsen Media Research, Northbrook, Ill., named senior VP. **Michael Miller**, account manager, A.C. Nielsen, Boston, named VP, account manager.

Howard Kamin, VP, marketing, Association of Independent Television Stations, New York, joins Mediamark Research there as VP, electronic media sales.

Charles Morris III, VP, corporate development, R&A Enterprises, Denver, named president. **Carol deB. Whitaker**, president, Whitko & Co., Denver-based financial consulting services firm, joins R&A Enterprises there as VP, development. R&A is development arm of Rifkin & Associates, which operates cable television systems serving 160,000 subscribers in nine states.

Paul Christy, radio consultant, joins Reymer

& Gersin, Southfield, Mich., as director of radio services.

J. Richard Munro, president and chief executive officer, Time Inc., New York, has been named by Treasury Secretary Donald Regan as communications industry chairman of 1986 savings bond campaign.

Conrad Roth, consultant to All American Television, New York, joins firm as senior VP.

Ann Farhat, associate, specializing in communications, law firm of Bechtel & Cole, Washington, named member of firm.

Wallace Westphal, director of retail marketing, Television Bureau of Advertising, New York, named to board of directors of Retail Advertising Conference.

Deaths

Ned Calmer, 78, CBS news correspondent and writer, New York, who retired in 1967 after 27 years with network, died March 9 at Roosevelt hospital, New York. Calmer was working as foreign editor for French news agency, Havas, when he was hired by Edward Murrow as editor for CBS News in 1940. He became newscaster year later. After stint as war correspondent, he returned to U.S. as correspondent, working out of New York and Washington. Among his many assignments with network were Mediterranean correspondent and CBS News television programs *See it Now*, *You Are There* and *CBS Views the Press*. He was among first regular network news broadcasters. Calmer is survived by his wife, Gloria, and son and daughter from previous marriage.

David Stickle, 69, retired news director and anchor, WMAR-TV Baltimore, died of heart attack March 4 at Stella Maris hospice, Baltimore. He had been suffering from emphysema. Stickle was reporter with Baltimore morning *Sun* when that paper put WMAR-TV on air in 1947. In 1948, he became news director and in 1952 added anchor duties as well. In 1958, he became director of public affairs, post he held until his retirement in 1975. He continued to work as guest commentator for station after his retirement. Stickle is survived by his wife, Helen, son and daughter.

Ray Milland, 81, Academy Award-winning film and television actor, died of cancer March 10 at Torrance Memorial Medical Center, Torrance, Calif. Among Milland's television credits were starring roles in two television series in 1950's: *The Ray Milland Show*, CBS, 1953-1955, and *Markham*, CBS, 1959-60. He was also featured in 1976 ABC mini-series, *Rich Man, Poor Man*.

Erico Zas Cano, 29, photojournalist, based in Managua, Nicaragua, for Visnews, London-based international television news service, died Feb. 23 of injuries suffered in motorcycle accident in Managua. He had covered wars in Nicaragua and El Salvador for Visnews for past five years and had done piece work for NBC, BBC, Australian Broadcasting Corp., INN and Canadian Broadcasting Corp. He is survived by his wife, Maria Consuelo, and daughter.

Bert Carp: cable's able coordinator

"Just look what's happened to cable stocks since I joined this industry," says Bert Carp, looking back, tongue in cheek, on his first 20 months as the number-two man (executive vice president) of the National Cable Television Association. "It's phenomenal. The minute I showed up, they took off."

Although Carp can't take all the credit for the cable industry's current economic boom—even he'll agree to that in a serious moment—he can take some of it. The boom has been fueled in large part by the Cable Communications Policy Act of 1984, which loosened the grip of municipal regulators and, in so doing, gave cable operators greater control over pricing and marketing and injected greater stability into their business. Along with NCTA President Jim Mooney, Carp was instrumental in pushing the law through Congress and onto the desk of President Reagan in late 1984.

According to Mooney, he and Carp "practically lived together" as they tried to clear the many obstacles that stood in the way of the Cable Act. "It was essential to have two minds concentrating on the overall strategy since it's easy to make mistakes where judgments are based as much on intuition as on facts," Mooney said. What's more, he said, Carp's knowledge of the legislative process, gleaned from years on Capitol Hill and in the White House, proved invaluable. "He's a process professional of the first rank."

Since the act's passage, Carp has continued to make contributions to the success of the cable industry, if in less obvious and dramatic ways. As executive vice president, he is NCTA's chief administrator, responsible for everything from paying the bills to handling often-trying personnel matters. At the same time, he stays integrally involved with Mooney and other top staff in devising and executing NCTA's legal and regulatory strategies.

Part of the job, Carp says from his office on the seventh floor of NCTA headquarters in Washington, is to help the association keep "five or six balls in the air at the same time." When Mooney focuses on one issue at a critical moment, he said, it's up to Carp to keep things moving forward on other fronts.

Mooney says one of the reasons he hired Carp was he felt Carp was "somebody I could get along with and feel comfortable with." There are similarities, professional and personal, between Carp and Mooney. Both are unmarried (Mooney is a bachelor and Carp divorced) in their early forties; both are lawyers who spent several years working for federal agencies before becoming congressional aides; both have reputations as skillful legislative operatives; both enjoy sailing and reading mysteries and history.



BERTRAM WILLIAM CARP—executive vice president, National Cable Television Association, Washington; b. Dec. 18, 1944, Los Angeles; BA, American literature, Stanford University, Palo Alto, Calif., 1966; JD, Stanford, 1968; attorney-adviser, civil rights division, general counsel's office, Department of Health, Education and Welfare, 1968-1970; associate general counsel, Select Committee on Equal Educational Opportunity, 1970-71; legislative counsel, Senator Walter Mondale (D-Minn.), 1971-76; deputy assistant to the President for domestic affairs and policy, Carter White House, 1976-1981; attorney, Hale & Dorr, 1981-84; present position since July 1984; divorced; children—Catherine, 20; Laura, 16.

In his dealing with NCTA staff and others, Carp seems to be more easygoing than Mooney, who has a reputation for being hard-nosed and abrasive. But Mooney suggests that the apparent difference in their styles may be superficial. "Underneath the patience and geniality is a very tough professional politician," says Mooney. "Otherwise, he wouldn't be able to survive around here. . . . This is no milk run."

Carp, 41, was born in Los Angeles but grew up in San Antonio, Tex. After high school, he returned to California—Stanford University in Palo Alto—to earn a bachelor's degree in American literature in 1966 and a law degree two years later. Carp says his only real ambition after law school was to find "an interesting job." He interviewed with a few law firms, but didn't feel "comfortable" with any of them. Without "any fixed intention of staying there," he says, he went to Washington in search of that "interesting job." He soon found one, in the general counsel's office of the Department of Health, Education and Welfare, where he worked on civil rights issues.

In 1970, Senator Walter Mondale plucked Carp out of the bureaucracy to work on his new Select Committee on Equal Educational Opportunity. Carp must have done a good job, because, a year later, Mondale moved Carp over to his personal staff where he became a key legislative aide.

When Mondale was nominated by the Democrats for the vice presidency as Jimmy Carter's running mate in 1976, Carp went to work for the campaign in Atlanta, helping to crank out position papers. After the victory, Carp landed in the White House, where he managed a staff of about 20 as deputy to Stuart Eizenstat, Carter's top domestic policy adviser.

The job of Carp's team was to facilitate the President's decision making by summarizing the recommendations of cabinet agencies, which, Carp says, had a "tendency to confuse length with persuasiveness." To these summaries, he said, the staff would append its own recommendations and the forecasts of the political fallout from whatever decision the President made.

Carp looks back on his performance in the Carter White House as "a job well done," although, he adds, he often felt like a third baseman for the then-hapless Chicago Cubs.

After Carter's loss in 1980, Carp joined the Washington office of the Boston-based law firm of Hale & Dorr, representing a variety of clients before Congress and the federal agencies on issues ranging from trade to taxes. He even spent a little time at the FCC over the regulation of computing devices.

When Tom Wheeler resigned the NCTA presidency in 1984 and Mooney was elevated to succeed him, Mooney says he began flipping through his "mental Rolodex" looking for someone to replace him as executive vice president. He stopped looking when he remembered Carp. They had worked together in the early 1970's on educational legislation, while Carp was with Mondale and Mooney was working for Representative John Brademas (Ind.), another liberal Democrat. Besides sensing that he could work with Carp, Mooney says he was attracted by Carp's "strong policy skills and his strong administrative experience."

Mooney says he had to talk Carp into leaving Hale & Dorr, but Carp suggests he was ready for a change when Mooney called. The NCTA job was a chance to exercise the management skills he had developed in the White House as well as an opportunity to concentrate on a single client. "If you represent clients with a lot of different interests," he says "you get the uneasy feeling that you really don't know enough about any one of the issues."

Carp is now well entrenched at NCTA and well thought of by the cable operators he represents and others with whom he deals on a regular basis. He says he doesn't have any long-term plans, adding that they are difficult to make in Washington where everything is transitory. "If you try to plan, you are just going to frustrate yourself," he says. "I did not plan for the senator I was working with to become vice president," he says. "I did not plan for Tom Wheeler to move on from NCTA. . . . My life has taken so many interesting twists and turns. We will just have to wait and see what comes next. ♣

Outlet Communications announced proposed sale of **KOVR(TV) Sacramento, Calif., to Narragansett Capital Corp. for \$104 million.** Sale, brokered by Howard Stark, will reduce effective purchase price being paid for other Outlet properties by group's current management, who, in conjunction with Wesray Capital Corp., are buying remaining stations for \$625 million ("Top of the Week," Feb. 10). KOVR, ABC affiliate, was purchased by Outlet in 1980 for \$65 million. Spokesman for Narragansett, Providence, R.I.-based venture capital firm, said it was "too early to comment" on whether current management would continue to run station. Spin-off of Outlet's WCPX-TV Orlando, Fla., is expected to be announced shortly for price near \$200 million.

Cable partnership between Tele-Communications Inc. (TCI) and Scripps-Howard, TeleScripps Cable, is coming to end. Companies announced last Thursday (March 13) that **Scripps-Howard will pay TCI \$78 million and end up owning whole operation,** which serves 265,000 subscribers in cable systems mostly in Kentucky, Tennessee and Georgia. Scripps-Howard is participant in several other joint ventures and also has direct ownership of cable systems in Colorado, Florida and California.

NBC has added WOWT(TV) Omaha, owned by Chronicle Broadcasting, to its affiliate lineup. It has been CBS affiliate. Former NBC affiliate in market was KMTV(TV), which has yet to announce affiliation status. Change, which will take place this summer, was result of initiative taken by NBC. NBC television network president, Pierson Mapes, said NBC has targeted six more markets (out of 207 total affiliates) in which it is interested in gaining new affiliate. Mapes said all six are in top 75 markets, and some are in top 25. Omaha is 69th market, according to Nielsen, and 70th, according to Arbitron. Along with NBC's improved ratings, one reason for switch is ability to reach Lincoln, Neb., market as well, where no NBC affiliate exists. Lincoln already has CBS affiliate, KOLN-TV. Mapes said NBC lost 26 markets during 1970's, when ratings were low. Since March 1985, NBC had picked up six new affiliates. WOWT started out in 1950's as NBC affiliate.

Satcom Inc., Laurel, Mont.-based cable operator that owns six small cable systems, has **petitioned FCC to deny transfer of Group W's cable systems to consortium of Tele-Communications Inc., American Television and Communications Corp., Comcast Corp., Daniels & Associates and Century Southwest Cable Television.** In petition at FCC, Satcom said it opposed transfer because it would result in "unreasonably high level of concentration in the cable television industry." At very least, Satcom said FCC should defer action on application until it has adopted multiple ownership rules Satcom has proposed. In petition for rulemaking, Satcom suggested MSO's be prohibited from owning or controlling systems serving more than 50% of cable subscribers in any state or more than 25% of nation's cable subscribers (BROADCASTING, March 3). Among other things, Satcom said TCI currently had interests serving 51.6% of Montana's subscribers. With Group W acquisition, TCI could end up serving 88% of state's cable subscribers, Satcom said.

New directors. *The National Association of Broadcasters announced the results of its 1985-1986 election cycle for seats on the radio and television boards. Elected to the radio board (eight directors won seats in an earlier election [BROADCASTING, Jan. 13]): *District 8—Ray Saadi, KTIB(AM)-KHOM(FM) Houma, La.; District 10—Jeffrey Smulyan, Emmis Broadcasting, Indianapolis; District 18—Lowry Mays, Clear Channel Communications, San Antonio, Tex., and District 22—Ronald Sack, KNMO(AM) Santa Fe, N.M. Elected to fill six at-large seats on the television board: William Duhamel, KOTA-TV Rapid City, S.D.; Tom Goodgame, WBZ-TV Boston; Benjamin McKeel, Nationwide Communications, Columbus, Ohio; *Harold Protter, WNOL-TV New Orleans; Patricia Smullin, KOBI-TV Medford, Ore., *Greg Stone, WSOC-TV Charlotte, N.C.*

* Denotes incumbents re-elected to the boards.



New daytime drama. *C-Span viewers can now stay tuned for the continuing legislative drama of the U.S. Senate. Last week, the Senate opened its door to live radio coverage of its proceedings after a lengthy debate over whether it should allow radio and TV coverage at all (BROADCASTING, March 3.) C-Span is providing the Senate audio feed until TV coverage begins June 2. It will offer the gavel-to-gavel Senate TV feed on a second channel, free of charge, to cable affiliates.*

"I don't think we'll ever be prime time entertainment. It may have its inadvertent moments of humor," said Senator Charles McC. (Mac) Mathias (R-Md.), pictured above activating switch for the audio feed during a ceremony to mark the occasion. The Senate will begin its closed-circuit TV test on May 1 followed by unrestricted TV coverage from June 1 to July 15. After a two-week break, the Senate will consider allowing the permanent presence of cameras and microphones, beginning July 29. (C-Span will carry the audio live with an 8 p.m. repeat each day. Senate speakers will be identified by C-Span staff and when the chamber is not in session, C-Span will provide program updates, Senate information and classical music.)

Paramount has made deal with WOR-TV to carry Entertainment Tonight at 7:30 p.m. for fall 1986. Paramount, which renewed *E.T.* in nine out of top 10 markets, had been without station in New York since last fall when WABC-TV did not renew *E.T.* in favor of first-run episodes of Orion Television's *New Hollywood Squares*. Pickup by WOR-TV keeps *E.T.* in its same access time period.

Westwood One, which purchased network radio assets of Mutual Broadcasting from Amway Corp. late last year, has **filed \$10-million lawsuit in California Superior Court in Los Angeles against Amway and its MultiComm Telecommunications Corp. subsidiary—**satellite distribution unit—alleging that former Mutual owner has broken written, three-year, non-compete agreements by operating "shadow" and "independent" networks with radio programming in competition with Mutual. "We have read the complaint and we are convinced it has absolutely no merit," said Bruce Goodman, chief operating officer of MultiComm. MultiComm unit is currently distributing Mutual programming over Westar IV.

Closing of Turner Broadcasting System's (TBS) acquisition of certain assets of MGM/UA will be delayed by about week, although events early last week threatened to delay it for several weeks. Cause of problem was failure of those holding majority of current MGM/UA notes (roughly \$400 million worth) to exchange them for TBS notes. To obtain majority consent, TBS announced last week it had improved return on its notes from 10% to 10¼% and had granted 10-day extension for exchanging securities—expiration date is now April 1. Friday afternoon, informed observer said changed terms had enabled TBS to achieve majority of consents and that complete deal could likely close next week. This week should see pricing of other TBS securities, which will raise more than \$1 billion in acquisition financing.

Industry engineering body has recommended Scientific-Atlanta B-MAC satellite transmission system as standard for enhanced satellite television using 525-line component analog video. Decision of Advanced Television Systems Committee technology group, made during meetings last week at S-A's Atlanta headquarters, is expected to be finalized in May with submission of revised standards documents. Step is second boost in recent weeks for S-A; in February, Direct Broadcast Satellite Association cited B-MAC as preferred satellite transmission method for DBS applications. ATSC group, before voting to recommend B-MAC use by 15-to-five margin with five abstentions, spent much of its day-and-half meeting March 11-12 viewing demonstrations and conducting measurements of S-A's time division multiplexed analog component system. Group Chairman Daniel Wells of Comsat was "very pleased" group had reached decision on subject and said standard could serve as "guidance" for manufacturers and satellite operators and help stop "proliferation of different defacto standards."

Senate last week passed **budget reconciliation bill** with amendment and sent it back to House for approval. Bill contains **authorizing legislation for FCC and Corporation for Public Broadcasting**. FCC section also includes cost-of-regulation fees for FCC applicants and licensees.

Connie Chung, anchor of **NBC News at Sunrise**, will take "open ended" leave of absence from program, beginning March 21, to pursue stories for new magazine program, **American Almanac**.

Capcities/ABC said 12-hour mini-series **North and South, Book II**, is scheduled to air **May 4-8 and May 9-11**, at 9-11 p.m. each night.

HBO has mailed letter to cable affiliates **urging them** to upgrade their systems with hardware to transmit full "BTSC" broadcast television stereo. Network also said it has arranged "special introductory pricing" for its affiliates from major BTSC encoder manufacturers. HBO network operations vice president Bob Zitter suggested that embracing stereo technology was best way affiliates could be sure of reaching largest audiences in future. Systems, he noted, have option of transmitting HBO and Cinemax through either FM hookups or BTSC. TV stereo receivers are expected to proliferate "faster than VCR's or cable-ready TV's," Zitter said. "It is important that cable and its premium services be ready as that demand emerges." Four of five cable MSO's have reportedly asked their systems to pass BTSC stereo where possible, according to informal phone survey conducted by home decoder manufacturer Recoton.

Unable to resolve their differences, **superstation WPIX(TV) New York** said it will pick up **33 weeknight New York Yankees baseball home games "in progress" at 8 p.m. during upcoming season** (BROADCASTING, Feb. 17). Action stems from Yankees' decision to move starting time of night contests from 8 p.m. to 7:30 p.m. However, on those nights WPIX does not want to shift its 30-minute *Independent News* broadcast from 7:30 p.m. slot, where it has built steady following, to 7 p.m. "This is basically a contract dispute," said WPIX spokesman who maintains that agreement between parties stipulates Yankees can't move starting time of home contests without approval of station management. Yankees said 7:30 p.m. starting time conforms to new American League regulation.

U.S. will send 17-member delegation to Western Hemisphere conference in Geneva next month on **planning use of expanded AM band**. Five top members have already been named—James McKinney, FCC, is chairman, and William Jahn, State Department, is vice chairman and executive director, and Wilson LaFollette, FCC, Harold Kimball, National Telecommunications and Information Administration, and Wallace Johnson, of consulting engineering firm of Moffet, Larson & Johnson, are vice chairmen. Other members are Jonathan David, Larry Olson, Steven Selwyn, Louis Stephens, Frank Williams, all FCC; Frederick Matos, NTIA; John Moddero and Harry Montgomery, State; Norbert Schroeder, Voice of America, and, from private sector, Elizabeth Dahlberg, Lohnes & Culver,

Nomination approvals. The Senate Commerce Committee last week adopted legislation, without objections, that would reduce the terms of the five FCC commissioners from seven to five years and approved three nominations—Alfred C. Sikes, as assistant secretary of commerce for communications and information and head of Commerce's National Telecommunications and Information Administration, and Daniel Oliver and Andrew J. Strenio Jr. as members of the Federal Trade Commission (BROADCASTING, March 3). The full Senate approved Sikes and Strenio's nominations late last Friday, but Oliver's was put on hold by the Democrats.

The bill (S. 2179) shortening FCC terms was the result of an agreement between Democratic and Republican committee members. Under the bill the next President will be able to appoint new commissioners to the FCC as early as 1989.

The measure, introduced by Senator Barry Goldwater (R-Ariz.), would adjust the terms of two seats to insure that one term expires in 1989 and another in 1990, but will not affect the terms of any sitting commissioners. The term of the successor of former FCC Commissioner Henry Rivera, who resigned last year, will be extended from its present expiration date of 1987 to 1989. After that the five-year term is in effect. Nominated by the White House last week to the Rivera seat was Patricia Diaz Dennis (see box, page 41). The term of FCC Chairman Mark Fowler expires this June. The next term for that seat will end in 1990 when the five-year cycle begins.

Sikes, a Springfield, Mo.-based broadcaster and close friend of Senate Commerce Committee Chairman John Danforth (R-Mo.), is also a lawyer who spent several years in Missouri state government (BROADCASTING, March 10). Sikes has interests in radio stations, which he is in the process of selling.

Oliver is expected to be named to the FTC chairmanship upon confirmation. He will serve a term that expires September 1988. Strenio's term would expire in September 1989.

and Donald Everist, Cohen & Dippell, both consulting engineers, and Fernando Oaxaca, chairman of board of Coronado Communications of Los Angeles.

State of Washington is not giving up defense of its law to **ban exit polling within 300 feet** of polling places. U.S. District Judge Jack E. Tanner in December, in case brought by CBS, NBC, ABC, *New York Times* and *Everett* (Washington) *Daily Herald*, ruled law unconstitutional (BROADCASTING, Dec. 23, 1985). Washington state has filed appeal of Tanner decision in U.S. Court of Appeals for Ninth Circuit.



Honored. The National Association of Black Owned Broadcasters, which represents its members in legal, financial and political issues that face minorities in the broadcasting industry, held its second annual communications awards dinner in Washington two weeks ago. Representative Tim Wirth (D-Colo.) was one of four congressmen honored at the ceremony for having "made a difference." Pictured (l to r): Wirth, Representative Mickey Leland, who presented the award, and NABOB Chairman Pierre Sutton. Others receiving awards were Representatives Cardiss Collins (D-Ill.), Charles Rangel (D-N.Y.) and Parren Mitchell (D-Md.).

Editorials

No holds barred

True to expectations, the FCC has presented the Congress with recommendations to outlaw the fairness doctrine, repeal federal candidates' guaranteed access to broadcast time and all candidates' rights to equal broadcast opportunity, eliminate comparative challenges to license renewals, discourage blackmail by petitioners to deny renewal and affirm deregulatory actions of the First Amendment. It is also an invitation to the Congress, in anything like its present composition, to perform unnatural acts.

Nobody on the FCC is politically naive enough to have expected a welcoming committee on Capitol Hill. The knifing in the dark that took place in the last session when a much more modest deregulatory package was before the House attested to the skill and defiance of legislators who want more control over broadcasting, not less.

Still, a principled FCC, as this one is, would be renegeing on its duty to the public if it failed to tell the Congress how it thinks the public could be better served. However bleak the prospects of the package delivered to the Hill last week, the FCC wins a round of applause for dispatching it.

That said, this page repeats a question about one provision in the package to authorize the FCC to levy fines of up to a million dollars for violations of the law or rules. As proposed by the commission, the new limit could be assessed under the same circumstances governing the assessment of present fines that are capped at \$20,000: "In determining the amount of such a forfeiture penalty, the commission or its designee shall take into account the nature, circumstances, extent, and gravity of the prohibited acts committed and, with respect to the violator, the degree of culpability, any history of prior offenses, ability to pay, and such other matters as justice may require."

To a commission composed of reasonable members, that language may be adequate to assure judicious determination of the amounts of fines. There have been other commissions to which such criteria as the "ability to pay" would be incentive enough to sock it to 'em.

If fines of \$1 million are to be approved, let the legislation clearly reserve them for serious offenses that would now justify removal of a license. Given the liberties of present law, a future soak-the-rich FCC would not restrain itself.

Next

Fresh from a victory in the Senate (radio coverage of that body began March 12, with television to follow in June), Fifth Estaters hardly had time to admire their laurels, much less rest on them, when they were reminded of the next major obstacle in the process of opening public proceedings to the public. It came in response to a Mutual Broadcasting request for permission to provide radio coverage of the Gramm-Rudman-Hollings oral argument before the Supreme Court. That request was denied by Chief Justice Warren Burger, who retraced the same hard line he drew a year and a half ago in conversation with a Tampa, Fla., reporter. At that time, Burger labeled television "the most destructive thing in the world," (just ahead of the nuclear missile, it is assumed) and insisted that "there will be no cameras in the Supreme Court of the United States while I sit here." For cameras read microphones as well.

Mutual, hoping it had detected some softening of that stand in a Dec. 19 speech by Burger to the National Press Club, asked for permission to cover the oral argument live. The Chief Justice,

seemingly misunderstanding Mutual's request, responded that "There is no basis whatever 'to imply' that any circumstances would exist in which I would favor television coverage of Supreme Court proceedings." Mutual, noting that Burger's remarks were addressed only to television, again countered with yet another request for radio coverage. That too was dismissed, with Burger drawing the curtains closer, declaring: "It is not possible to arrange for any broadcasting of any Supreme Court proceeding." This page begs to differ.

Modern technology makes such coverage quite possible, including coverage of the federal courts, which in 1984 were left in their horse-drawn buggy when their governing body, chaired by none other than Chief Justice Burger, decided to retain the rules excluding broadcast coverage, against overwhelming sentiment among trial judges to let broadcasting in.

Burger once had a more charitable attitude. In a 1981 opinion he wrote for *Chandler vs. Florida*, which upheld the Florida courts' rules permitting televised coverage of trials, he found that broadcast coverage did not automatically violate a defendant's rights, and said that states were "free to experiment."

He was right the first time.

A man for his times

A special kind of communications leader will pass from the public stage this week. Ed Allen of Western Communications, chairman of the National Cable Television Association for the past two terms, yields the gavel—presumably to Trygve Myhren of American Television and Communications. The NCTA's loss is Walnut Creek's gain.

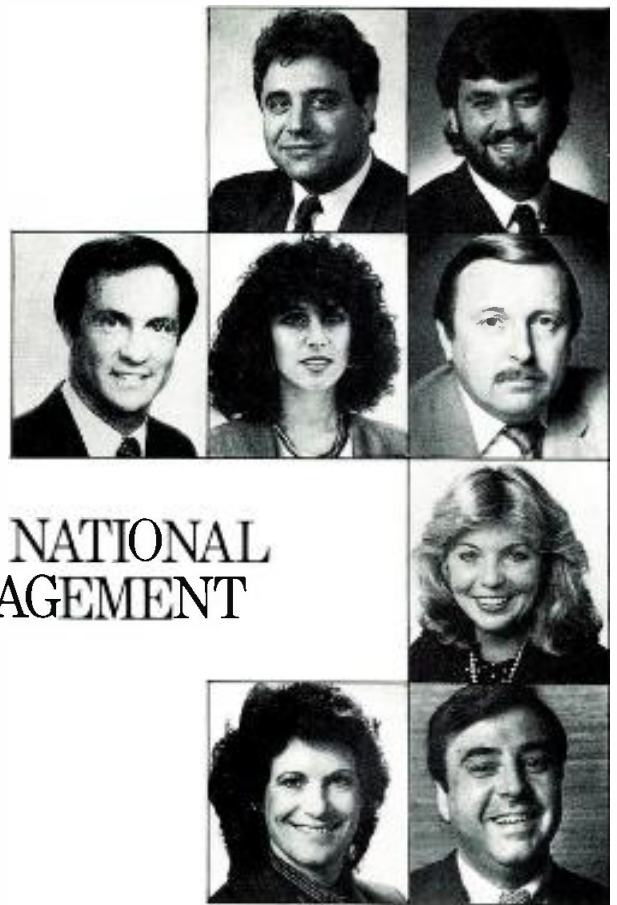
Ed Allen has been a figure on cable's landscape for just about as long as there's been wire. He left hands-on operations in radio to join cable in 1958, and has been a director of the NCTA for over a decade. He took on even greater national prominence as chairman of the Cable Satellite Public Affairs Network, and was literally drafted by the industry to become NCTA chairman.

Allen deserves a special credit for helping shepherd the Cable Communications Policy Act through the legislative labyrinth. During that process and others he has kept cable both honest and profitable.

The guess here is that the last has not been seen of Ed Allen in the national leadership spotlight. But whatever the future, his legacy is already headend high.



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