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Broadcasting Aug 24

Lengthening shadow of comparative renewal... page 27.

French TV into focus... page 38.

CTAM sets cable curve in San Francisco... page 56.

Sudden increase of sales at TV networks... page 33.

COMPARATIVE RISK □ BROADCASTING follows recent history of broadcast license renewal process, focusing on game of chance called comparative renewal. **PAGE 27.**

CHERCHEZ LA TELEVISION FRANCAIS □ In past three years, under radical new deregulatory model, France's 40-year-old state TV system has changed dramatically. This Special Report examines how French viewers are not only ones benefiting. **PAGE 38.**

TAKE TWO □ In what is being called first for major radio market, two separate owners have formed cross promotion/advertising venture whereby each radio station is airing spots promoting listenership to both formats. **PAGE 52.**

MARKETING MINDED □ CTAM's annual conference attracts record attendance, including top executives from broadcasting and cable industries, to discuss cable's competitive edge. **PAGE 56-62.** NBC President Robert Wright tells cable attendees that network wants to create product for cable industry and participate in system ownership. **PAGE 34.**

CBS READING LIST □ Network and its founder, William S. Paley, have attracted much attention in publishing

world of late, including most recent offering, *Empire: William S. Paley and the Making of CBS* by Lewis J. Paper. Book review on **PAGE 62.**

DIVIDED THEY STAND □ Poll of former FCC commissioners finds group divided over FCC's action on fairness doctrine. **PAGE 64.** FCC Commissioner James Quello urges broadcasters to support fairness repeal. **PAGE 65.**

LET THE RECORD SHOW □ Supreme Court nominee, Robert Bork, has been strong on free speech, but he has also indicated there are limits. **PAGE 66.**

JOURNALIST FREED □ Two months after being kidnapped in South Beirut, former ABC News correspondent, Charles Glass, gains his freedom. **PAGE 74.**

HEADED FOR SELLOUT □ Fourth-quarter network scatter said to be performing exceptionally well, with networks already having sold bulk of their availabilities in prime time and other dayparts. **PAGE 33.**

LEGAL ASSET □ FCC General Counsel Diane Killory has risen quickly to prominence in that post. **PAGE 95.**

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Relief at FCC

FCC Chairman Dennis Patrick's cryptic remarks about possibility of commission taking another look at comparative renewal process if Congress does not act on issue (see "In Brief") has generated speculation as to what he might have in mind. It's assumed Patrick would revive long dormant docket commission inaugurated in 1981 looking to developing specific standards for judging whether incumbent has provided "substantial" service and, therefore, under *Cowles* decision, is entitled to renewal expectancy. Some observers say commission could develop policy maintaining that "qualified" incumbent would prevail over any challenger, including one with stronger qualifications on paper. If such policy passed judicial muster, observers say, it might give incumbents kind of protection they want from Congress. Legislation being sought would bar applicant from seeking occupied frequency until commission had found incumbent disqualified.

Next steps

Broadcast and other media organizations are likely to ask FCC to repeal political editorializing and personal attack rules as sequel to repeal of fairness doctrine. Both National Association of Broadcasters and Radio-Television News Directors Association say they are considering petition that print media may join. FCC Chairman Dennis Patrick, in appearance on NAB's *Telejournal* satellite program (see "In Brief"), said he expects petition. Old rulemaking to modify or eliminate rules has been pending at commission since 1983. FCC could issue report and order or seek further comment.

Out of slump

Resurgence of interest in Eastern Cable Show, which hit slump in mid-80's, continues. Number of exhibitors is up 30%, to 150 or more companies; booth space is also up 15%. Growth is being seen across board, with Texscan, Scientific-Atlanta and Cable Security (latter tripling its booth space) leading list of equipment manufacturers showcasing larger exhibits. Heavier contingent of computerized billing companies and home shopping services will be seen. Number of latter has increased from two to six, but last year's top gun, Home Shopping Network, has cut booth space in half. Registration to date is tracking last year's record attendance of 3,500.

Hand in till

Scandal of unknown proportions came to light at CBS News bureau in Tel Aviv last week. Sources reported network had discovered that someone within bureau had embezzled funds. News spokesman confirmed that "financial irregularities" had been discovered several months ago at bureau, and charges have been pressed against "local employe" who has since been fired. No further details were available.

Financial aid

Florida Association of Broadcasters is looking for financial assistance in its legal battle against state's 5% sales tax on services. National Association of Broadcasters radio director and FAB's president-elect, George Hyde Jr. of WQBA-AM-FM Miami, will make pitch Tuesday (Aug. 25) to executive committee. FAB has spent \$126,000 since first of year and is likely to seek at least \$50,000 from NAB.

Short of it

Recent stock gains of Price Communications may be costing small fortune for at least some "short sellers," who try to make money by betting that a stock's value will decline (compared to most investors who bet on increasing value). Price was virtually alone among publicly held group owners to become target of "shorts" since broadcasting stocks caught fire several years ago. Bearish sentiment was given airing in *Forbes* article several months ago entitled "Running to Stay in Place," which claimed that "... (Price's) underlying value seems to be considerably less than what prominent analysts think it is." One informed source claimed to have seen copy of letter short seller sent to *Forbes* preceding story's appearance.

Whether true or not, for most of year outstanding short interest in stock was over 450,000 shares, and for month ending June 15 that amount was 19 times stock's daily average volume, giving Price second highest "short interest ratio" on American Stock Exchange. Unfortunately for "shorts," group owner's repurchase of own shares and recent announcement of proposed station sale at significant profit have helped lift stock price from about \$10 at beginning of year to recent high of \$16 (before recent split). Indication that gain may have forced some "shorts" to concede defeat was revealed month ago when short interest declined from

460,000 to 370,000 and again last Thursday, when American Stock Exchange reported even sharper drop-off to 155,000 (roughly 200,000 post-split).

Busy, busy Gannett

With word last week that Gannett Broadcasting has brought in number of rep firms for presentations as part of examination of present rep relationship with Blair and MMT (see page 68), Gannett could be on verge of becoming major factor in two facets of business—representation and syndication. Estimates of spot billings for eight Gannett television stations are said to represent anywhere from \$100 million to \$150 million. In syndication, Gannett has already fielded presentations from number of majors including Lorimar, Buena Vista and Paramount to distribute *USA Today*. Another option being examined by Gannett is purchase of existing syndicator. Gannett already has production company, GTG Entertainment.

No cake

CBS is taking its upcoming 60th anniversary next month in stride. Company is doing nothing to celebrate, on or off air. "We just think that the 50th was the big year," said one high ranking company executive. As for 60th, he said, "it's sort of nice to get there, but we think it's more meaningful to us than the world in general."

Out of past

As National Association of Broadcasters inaugurates its search for new government relations chief (BROADCASTING, Aug. 17), potential candidates continue to surface. Association is said to be eyeing possibility of hiring former member of Congress to lead its legislative initiatives. Last week, name of former Kentucky Democratic senator, Walter D. Huddleston, who also has broadcasting background, came up.

Radio montage

Look for United Press International Radio Network to launch 30-minute, weekly, "magazine-style" broadcast in early 1988. Series, which will be called *American Montage*, will be composed of two-to-three-minute vignettes ranging from current news to sports to life-style features. Show will be hosted by UPI Radio Network correspondent, Ken Herrera.

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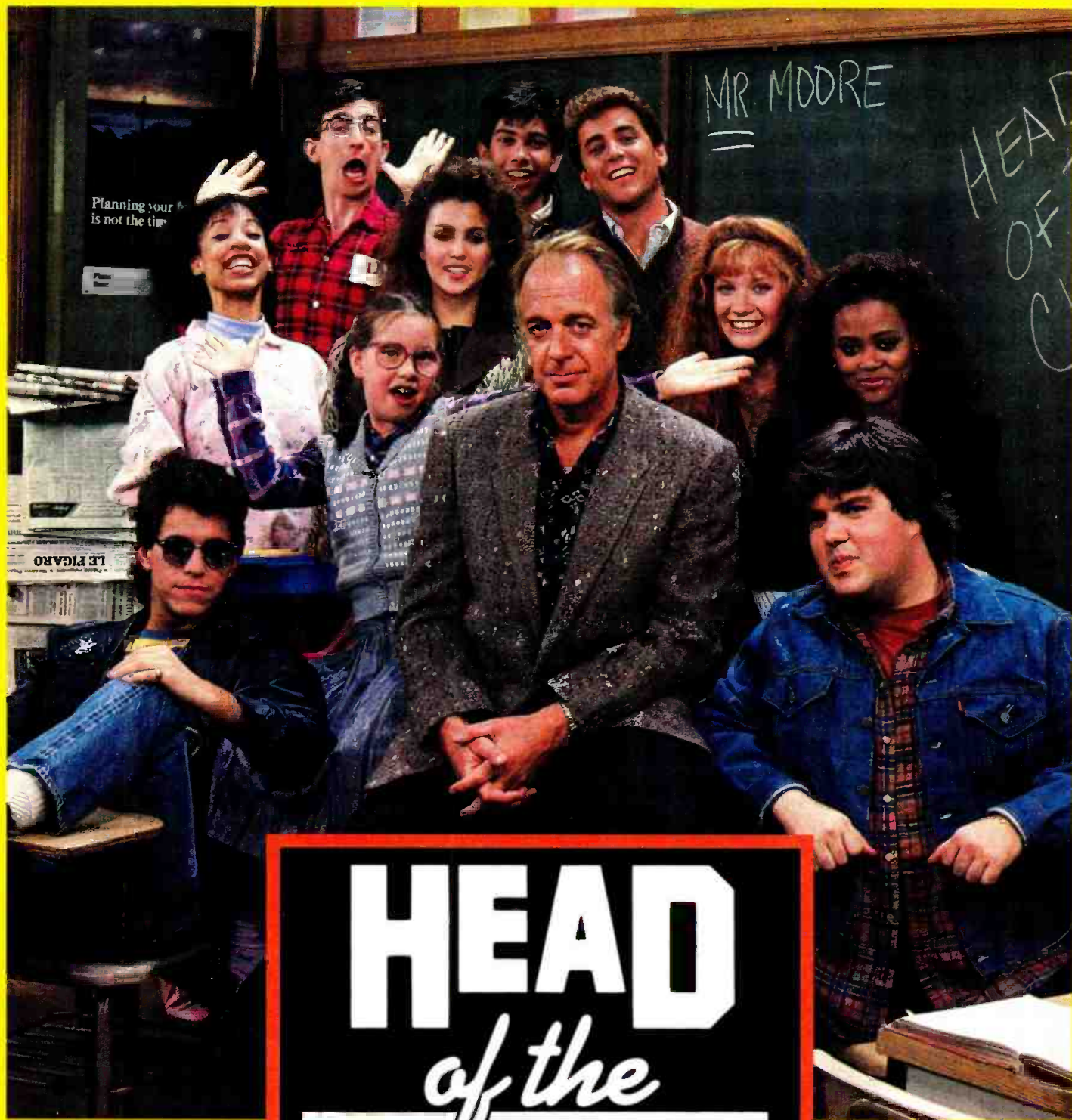
	RATING		RATING
IT'S A LIVING	5.5	WHAT A COUNTRY!	3.3
MAMA'S FAMILY	5.5	WHAT'S HAPPENING NOW!	3.2
CHARLES IN CHARGE	4.1	THROB	3.1
ONE BIG FAMILY	3.8	TRACEY ULLMAN SHOW-(TUE)	2.6
NEW GIDGET	3.8	TRACEY ULLMAN SHOW-(SUN)	2.5*
SMALL WONDER	3.4	MR. PRESIDENT	2.4*

SOURCE: NSS/Current Weekly SON Ranking & *NTI National Ratings for W/E July 12, 1987; Gross Average Audiences (GAA) used where applicable.

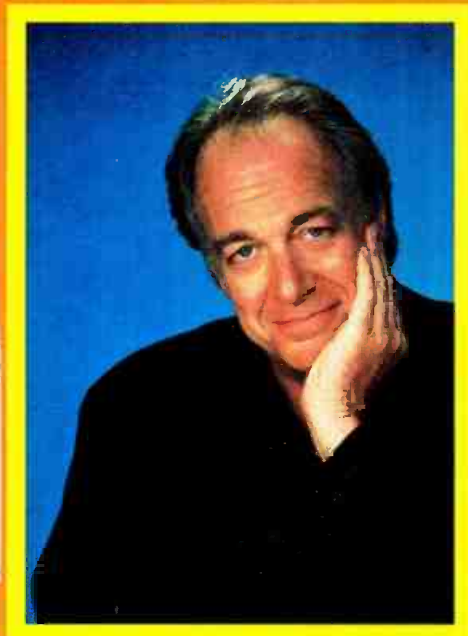
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Where Things Stand

A weekly status report on major issues in the Fifth Estate

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AM-FM allocations. National Association of Broadcasters filed comments last month supporting FCC's proposal to allow most daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at full power. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. Reply comments were due Aug. 10. FCC hopes to have final order by fall.

Commission has extended comment and reply comment deadlines to Aug. 31 and Sept. 15, respectively, on its notice of inquiry on proposed rules change to authorize FM directional antenna systems, which would allow for reducing distance separations between FMs. In commission's announcement of that extension, however, it tried to narrow focus of proceeding, saying that it would be "premature to consider extension of the use of directional antennas to the channel allotment process," and defining "immediate" scope of inquiry as providing existing licensees with "greater flexibility in the selection of transmitter sites, some of which may be

short-spaced."

FCC has processed 30 of 80 windows for new FM allocations created by docket 80-90 proceeding. Commission's goal is to have processed 40 windows by year's end. Commission has also received about 800 petitions for new allotments and facility upgrades.

□

AM stereo. Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of followup report to one released last February on AM stereo marketplace.

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

Motorola has wide support among broadcasters and receiver manufacturers. About 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious.

□

Antitrafficking. Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action on any broadcast legislation was put on hold until fate of fairness doctrine is resolved (see "Fairness doctrine box, page 16), but since FCC declared doctrine "unconstitutional" and will no longer enforce it, likelihood that antitrafficking could move on its own (BROADCASTING, June 29) is said to be even greater. There has been some speculation that antitrafficking provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill." Other witnesses from broadcast industry also refrained from taking stand on trafficking, another sign industry can't reach consensus.

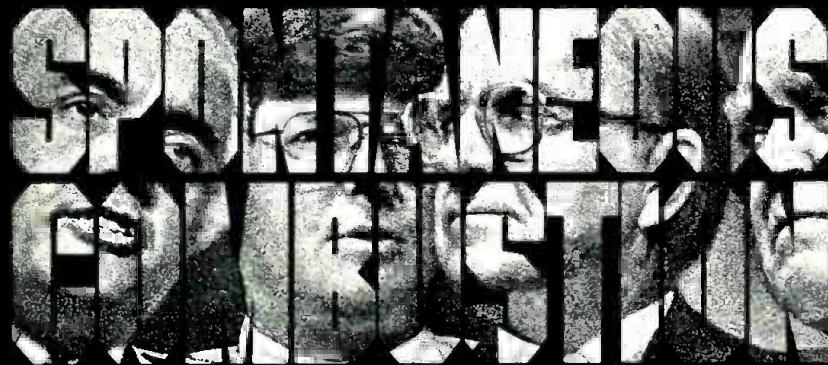
□

Cable regulation. FCC's implementation of Cable Communications Policy Act of 1984, and particularly its deregulation of basic cable rates effective Dec. 19, 1986, received report card from panel of U.S. Court of Appeals in Washington. Panel upheld FCC standard for "effective competition"—where three off-air broadcast signals were available in cable community—calling it "for the most part neither arbitrary, capricious nor otherwise contrary to law." Court also agreed to FCC's determination of when it would intervene in disputes under Cable Act's franchise fee provision, which was when those disputes "directly impinge" on national policy involving cable and implicate agency's expertise. Among commission rules overturned: FCC's redefinition of basic cable service; automatic pass-through of certain identifiable costs of providing basic service, and FCC's signal availability standard.

On Capitol Hill, House Telecommunications Subcommittee plans to convene oversight hearings this fall on status of cable industry three years after deregulation.

□

Compulsory license. FCC received comments



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three weeks ago in inquiry into whether compulsory license should be preserved. National Association of Broadcasters, for sake of inter-industry peace, softened its long-standing opposition to license, arguing that license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules to limit importation of distant signals. They were joined by motion picture industry. Cable industry, on other hand, argued to keep license intact. Inquiry is expected to form basis for legislative recommendation to Congress. Replies are due Sept. 21.

Meanwhile, cable and motion picture industries have discussed reaching some kind of accommodation on compulsory copyright license. But new wrinkle has developed due to efforts of INTV to use those discussions as forum to reopen debate on must carry (BROADCASTING, June 29, July 20). NCTA is said to be staunchly resis-

tant to effort and views INTV's initiative as violation of must-carry agreement that broadcast (INTV is signatory) and cable industries reached last year. INTV's compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) exacerbated situation further and resulted in additional charges by NCTA that independents have "gone back on their word." INTV, nevertheless, denied its comments were violation of agreement and defended its actions (BROADCASTING, Aug. 10).

□

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20) against

telco's owning cable systems within their telephone services areas.

Meanwhile, as part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene is considering whether to lift prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television.

Even if Greene decides to lift prohibitions, BOC's still wouldn't be free to provide cable service wherever they wanted. The Cable Communications Act of 1984 codified FCC rules banning all local telcos, except those serving strictly defined "rural areas," from operating cable systems within their service areas.

□

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and program dearth, but low-power C-band variety resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or as packages through other programmers or cable operators.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Stations with four or more employees are covered under rules and part-time and full-time employees must be reported separately. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27).

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

□

High-definition television. On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee (BROADCASTING, July 20). Standards body, Advanced Television Systems Committee, at July 28 meeting, planned tests, to begin before end of year, for possible ghosting and fading problems while transmitting high-resolution, wide-screen signal on terrestrial TV bands. Major testing effort will begin in early 1988.

National Association of Broadcasters has announced it will finance two-year HDTV project (costs are estimated at \$700,000) to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end

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Dear Fellow Broadcaster:

As a 28 year member of the broadcasting industry, I am writing to ask your support in the filing of an Amicus Curiae (Friend of the Court) Brief before the Texas Supreme Court. To give you some background on my request, in 1983, I entered into a contract to buy KRLB AM/FM in Lubbock. The contract contained a common seller warranty that there would be "no adverse material change in the business, operations, properties or other assets of the station." Three days after signing the contract, the Arbitron for Lubbock was released and the ratings dropped from 9 to a 4. A serious drop in revenues followed. A profitable situation became unprofitable immediately, and in reliance on this warranty, I notified the seller that I was not willing to close. The seller sued me for an unspecified amount of damages some months later, after being unwilling to negotiate a reduced purchase price at the time.

Although the jury found that the drop in Arbitron Ratings and revenues represented an adverse material change, the trial judge rendered judgment against me. Further, in setting the amount of damages, the trial court did not take into consideration the fact that at the time of trial the radio station had been sold for \$50,000 more than I had agreed to pay. The contract specified a purchase price of \$1.4 million with healthy terms. The amount of the judgment with court costs and accrued interest now stands at over \$500,000!

All appeals to this point have been unsuccessful. The lower courts have thus far failed to recognize that a serious drop in Arbitron Ratings and resultant revenue decline is at the very heart of what one is acquiring when buying a radio station, thus the assets to be delivered were not of the same value as those originally bargained for. The Court of Appeals actually added language to the contract to effectively change its meaning and held that the adverse material change clause contemplated only deliberate adverse action by management. This interpretation was not intended and was not bargained for. In short, I feel like there has been a serious miscarriage of justice and am counting on your knowledge of the business and sense of fairness to help gain a proper interpretation by the courts, to the benefit of future buyers and sellers of broadcast properties, as well as myself.

No matter whether you are a seller or a buyer, this case cries out for justice as well as to clarify the law on the "Material Adverse Changes" clause in Texas. From a broadcaster's viewpoint, the Texas Supreme Court should be urged to clear up the law in this area once and for all with clear standards for everyone. As it stands, the Texas Supreme Court is going to allow the Court of Appeals decision to stand, which virtually strikes down the "Adverse Material Change" clause used widely in buying and selling radio stations, providing no protection for buyers, and no clarity for sellers in Texas! This could even negatively impact prices since buyers may want some discount up front for their risk of this occurrence.

I have spent my last 28 years operating honorably in the broadcasting business in Texas. I have never before been involved in any litigation in Texas. Those who know me recognize that I enter into contracts seriously and would not breach an agreement without just cause. By contrast, the Plaintiff was only in the business three years during which time he owned the station and has pursued other business activities both before and since. My hope is that on a personal level you will help me right a devastating serious wrong. On a professional basis, the broadcasters of Texas would benefit to know precisely what can and cannot be relied on in structuring a contract for the purchase or the sale of a broadcast station.

Other persons appearing on the Brief in my behalf include Jim Phillips, Ron Rogers, Jerry Atchley, Jim Long, Kerby Confer, Dick Oppenheimer, Tom Joyner, as well as other prominent broadcasters and broadcast companies. We believe that by having as many members of the broadcasting industry on the Friend of the Court Brief, the Court will give careful consideration to the matter. Even though your transactions may be in a different state, legal opinion rendered from this level may be used against you should you become a party to similar litigation.

The Brief is being prepared by the Rose Law Firm of Little Rock on behalf of Jerry Atchley and other broadcasters including Jim Phillips, Ron Rogers and Dick Oppenheimer. This firm was chosen by Atchley since they successfully defended an almost identical case in Little Rock in 1981. The Texas firm submitting the Brief is Akin, Gump, Strauss, Hauer & Feld in Austin. If you would like additional information, please contact Eleanor Kitzman with Akin, Gump, Strauss, Hauer & Feld 512-499-6211. If you are prepared to lend your support and name to this Friend of the Court Brief, please write to me at 6600 LBJ Freeway, Dallas, TX 75240, no later than September 10, 1987!

Thanks for taking the time from your busy schedule to give my request your careful consideration.

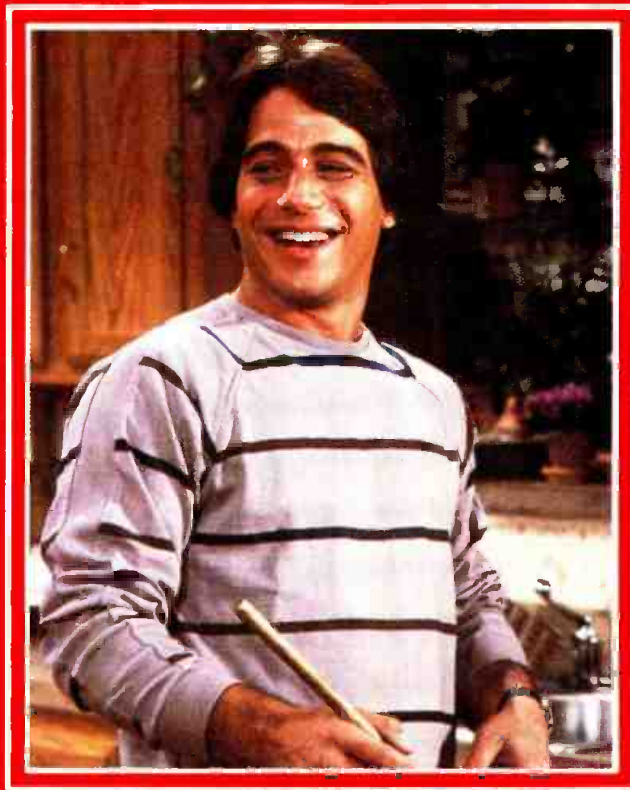
kindest personal regards,



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KTVU

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video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

Working group on high-definition electronic production of Society of Motion Picture and Television Engineers unanimously approved parameters for HDTV production standard as 1,125 lines and 60 hz field. After approval by full organization, SMPTE will submit standard to American National Standard Institute.

□

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on S.1277 (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard. National Association of Broadcasters stated strong opposition to measure while public interest, minority and women's groups backed certain aspects of legislation. Department of Justice is also objecting to S. 1277 and outlined its complaints in 23-page letter to Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined. Now that FCC has acted on matter, chances of congressional retaliation are even greater. Most of broadcast industry's atten-

tion has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board last month and association says it wants to renegotiate (BROADCASTING, June 29). Swift has since said he will introduce bill with or without broadcaster support (BROADCASTING, July 13). Swift has been trying to iron out differences with Representative Tom Tauke (R-Iowa), author of H.R. 1140, broadcast bill that NAB is backing. Last week Swift indicated he and Tauke were close to final decision on whether they would go forward together.

In Senate, S. 1277 would set up two-step process, but there are number of other provisions broadcasters find objectionable.

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

□

Low-power television. FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Estimated 1,200 applications were received, far fewer than FCC officials had expected, giving hope applications will be processed well before year's end. Keith Larson, chief of FCC's LPTV branch, said that all

engineering information had been put on computer database, but that administrative database, by which applications are processed, was ongoing, with some applications already placed on public notice. Larson said process should be completed by end of this month.

Important new buyer may soon emerge in syndicated programming marketplace. Community Broadcasters Association, which represents budding LPTV industry, is considering forming cooperative to buy and distribute syndicated programming for 160 or so LPTV stations that are now originating programming. CBA is awaiting go-ahead from antitrust lawyers before proceeding further with plans.

□

Mergers. Cablevision Systems has proposed purchase of Adams-Russell for roughly \$301 million cash and assumption of \$174 million in liabilities. By time purchase is expected to close, sometime before January 15, 1988, Adams-Russell will have roughly 230,000 subscribers. ■ Combination of C.O.M.B. with half-owned tele-shopping venture, Cable Value Network, is scheduled for vote by C.O.M.B. shareholders at August 31 annual meeting. Company name would subsequently be changed to CVN Companies. ■ SCI Holdings has retained three investment banking firms to explore sale of Storer cable systems, serving 1.4 million basic subscribers. No offering documents are expected for at least two weeks. ■ Taft Broadcasting Co.'s \$157-per-share buyout by joint venture composed of leading shareholders was approved by Taft board June 5 and will be voted on at special meeting of shareholders scheduled for September 29 in Cincinnati. Buyout filing with FCC is subject of two protests seeking to block transfer. ■ FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed \$320 million settlement of KJL(TV) Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ Still under review is initial decision by FCC transfer branch on proposed \$270 million sale of WTUV(TV) Miami by Wometco Broadcasting to joint venture of NBC and General Electric Property Management. ■ Still to close is restructuring of Storer Television and purchase of half interest in six-station group by Gillett Holdings. Two entities, SCI Television Inc. and Gillett Communications Inc.-General Partnership have preliminary prospectus before Securities & Exchange Commission for \$550 million in debt securities. Two entities will also undertake \$600 million in bank credit and each contribute roughly \$100 million to finance group's \$1.3 billion price tag and pay \$48 million in financing fees. Sale of group will be staggered, depending on license renewal date for each station, with last being WITI-TV Milwaukee, in December.

□

Minority preference. FCC deadline for returning minority ownership questionnaires was July 31. At last count—some two weeks ago—about 70% of broadcasters had returned questionnaires. Since then several hundred more have come in, with FCC spokeswoman saying they will continue to be processed, although those coming in after deadline may be subject to penalty for tardiness.

OMB had ruled that broadcast licensees need not return special FCC questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of pref-



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Fairness update

Efforts to resurrect the fairness doctrine, which the FCC declared unconstitutional on Aug. 4, got under way just three days after the historic vote, with the filing of a notice of appeal of the action in the U.S. Court of Appeals for the Second Circuit (New York) by Media Access Project for Syracuse Peace Council, an antinuclear citizens group, whose 1983 fairness doctrine claim against Meredith Corp.'s WTVH-TV Syracuse, N.Y., led to the FCC's action. SPC will argue that Congress codified the doctrine in 1959 and that, as a result, FCC lacked the jurisdiction to repeal it. The Office of Communications of the United Church of Christ became the second group to counter the FCC action, filing last week a separate appeal in the second circuit. Meanwhile, in separate motions, Meredith and the FCC last week asked the second circuit to send the case back to the court of appeals in Washington, arguing that it's the proper place for the appeals since it was the court that set the stage for the FCC decision by remanding the Meredith-SPC case to the FCC.

Despite its legal maneuverings, SPC's immediate hope, as well as that of other proponents of the doctrine, is that Congress will act this fall to put the doctrine into law. Congress seems willing to oblige. The FCC's abolition of the doctrine, which required broadcasters to air opposing views on controversial public issues, created an uproar in Congress. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have vowed to codify it and are expected to attach the fairness bill to the first "veto proof" measure Congress considers when it returns in September. President Reagan vetoed a bill codifying the fairness doctrine last June, and doctrine proponents lacked the votes to override.

The National Association of Broadcasters hosted a meeting two weeks ago with other industry groups opposed to the doctrine to begin formulating their strategy to block congressional efforts to pass fairness legislation. A letter writing campaign has been proposed (BROADCASTING, Aug. 17) and broadcasters are hoping to form a major lobbying coalition with the print media that will work the Hill. NAB has also asked former FCC commissioner Glenn O. Robinson to poll former commissioners who side with the FCC and oppose the doctrine for a joint letter to Dingell expressing those views.

ences for minorities and women (BROADCASTING, April 13), but FCC overruled veto—with OMB approving final wording of questionnaire—holding that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of fact from commission.) FCC received comments on proceeding in June (BROADCASTING, June 8). Reply comment deadline has been extended to Aug. 20.

In Congress, interest in legislative action on minority issues appears to be gaining ground. Legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions. Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) plans to hold hearings on subject and is committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27).

□

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Reply comments in proceeding (Docket 87-7) were due July 15. Comments were due July 31, and reply comments Aug. 31, in FCC proceeding re-examining cross-interest policy (Docket 87-154), dealing with elimination of prohibitions on "key" employees holding "nonattributable" ownership interests in competing stations (BROADCASTING, Aug. 10).

□

Must carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. court of appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of

1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17). However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

Syndex. In comments to FCC last month, cable operators expressed opposition, while broadcasters and program producers expressed support for FCC's proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

The cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules has not harmed broadcasting and motion picture industries and that rules would violate cable operators' First Amendment rights.

Most broadcasters and program producers

contended that rules are needed to protect sanctity of their "exclusive" programming contracts. And, contrary to what cable industry says, they have been harmed economically by cable importation of distant signals with programs that duplicate those of local stations. Reply comments are due Sept. 8.

□

TV stereo. Maintaining lead in transmission of stereo programming is NBC-TV, which will broadcast majority of its new prime time schedule in stereo. Five of network's fall additions to prime time lineup will be in stereo, bringing totals to 22 programs representing 16½ hours. With hours from late-night shows, NBC will broadcast 29½ hours in stereo weekly. Nearest competitor is PBS, which carries 35 to 45 hours in stereo per month. By end of 1987, NBC projects that 152 affiliates will have stereo capability, representing 92% coverage of U.S.

Stereo sound television receivers sold to dealers for year to date, as of Aug. 7, total 1,927,138, up 27.5% from 1,511,834 sold in same period in 1986. Seven percent of U.S. TV households have multichannel sound TV's, although vast majority of homes are within reach of broadcast stereo station. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo, EIA projects. Some 400 stations will be broadcasting TV stereo by year's end.

□

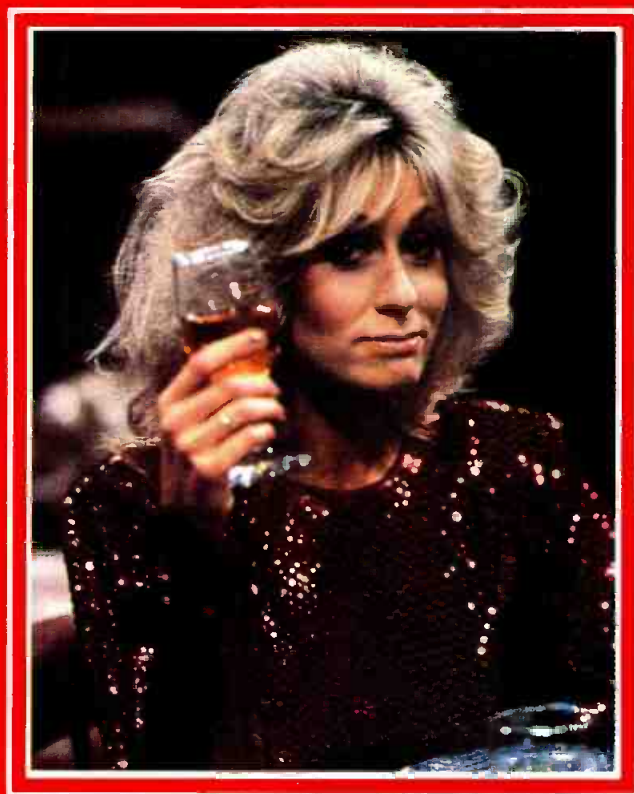
Unions. NBC rejected striking technical union's offer to use independent arbitrator to settle nine-week-long dispute. Striking workers have received \$25,000 strike fund donation from union local representing CBS technicians in New York. NBC union, National Association of Broadcast Employees and Technicians (NABET), has also received \$5,000 from Director's Guild of America and \$10,000 from United Auto Workers. No further talks are scheduled between NABET and NBC, with last discussions under federal mediation collapsing in New York in late July. Dispute centers on network's proposed increase in use of temporary employees, practice called "daily hires."

Negotiations for new Directors Guild of America staff contracts with ABC and CBS broke off Aug. 14, with both sides reporting little progress after two days of discussions. No new talks are scheduled. DGAs national board will meet Sept. 19 to decide its next step. Guild spokesman said plan is under discussion to submit two networks' final offers to membership for vote at same time separate agreement with NBC is mailed out for ratification. National board has recommended approval of NBC pact. Biggest issue standing in way of agreement with ABC and CBS continues to be networks' personnel rollback demands, guild spokesman said.

Screen Actors Guild national board of directors has unanimously approved new three-year pact retroactive to July 1 with four major Hollywood animation studios: Disney, DIC, Marvel and Filmation. Tentative agreement came July 24, ending five-week strike by voice-over actors. Board voted 48-0 for new contract, which includes 10% pay raise, reduction in recording sessions from eight to four hours in most cases and 10% bonus when actors must provide voices for three characters in one session. Accord was not subject to membership vote.

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■ Indicates new entry

This week

Aug. 25—*Country Music Association* educational forum for radio sales and promotion. Westin South Coast Plaza, Costa Mesa, Calif. Information: (615) 244-2840.

Aug. 26—NBC fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. NBC, New York. Information: (212) 765-2450.

Aug. 26—*Ohio Association of Broadcasters* news directors workshop. Embassy Suites hotel, Columbus, Ohio.

Aug. 27—*Country Music Association* educational forum for radio sales and promotion. Wyndham hotel, San Antonio, Tex. Information: (615) 244-2840.

Aug. 28—Deadline for entries in CAPE Awards (Cable Awards for Programming Excellence), sponsored by *Cable Television Network of New Jersey*. Information: CTN, 128 West State Street, Trenton, N.J. 08608.

Aug. 29—"Covering...not creating...a disaster," a reporter's guide to information sources in an emergency, and "On the road with President Reagan," featuring White House correspondents, seminar sponsored by *AP Television-Radio Association of California-Nevada*. KEY-TV Santa Barbara, Calif. Information: (805) 962-8731.

Aug. 30-Sept. 1—Eastern Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

Aug. 31—Reply comments due on *FCC* proposal (MM Docket 87-154) to eliminate cross-interest policy.

September

Sept. 1—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

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

Sept. 2—PBS fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. PBS, New York. Information: (212) 765-2450.

Sept. 3—*Cabletelevision Advertising Bureau* local advertising sales workshop. Stamford Marriott, Stamford, Conn.

Sept. 4—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, MRTW director, KOPN (FM), 915 East Broadway, Columbia, Mo., 65201.

Sept. 4—*Ohio Association of Broadcasters* small market radio exchange. Westbrook, Mansfield, Ohio.

Sept. 5—*Florida AP Broadcasters* 39th annual meeting and awards luncheon. The Peabody, Orlando, Fla.

Sept. 7-9—*Satellite Broadcasting and Communication Association-Satellite Television Technology International* trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

Sept. 8—Deadline for reply comments due in *FCC* proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

Sept. 8—Presentation of news and documentary Emmy awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 9—*Virginia Public Radio Association* meeting. James Madison University, Harrisonburg, Va. Information: (703) 568-6221.

Sept. 9-12—Radio '87 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

Sept. 10—*TV Guide-American Women in Radio and Television* fall preview gala. Filmland Corporate Center, Culver City, Calif. Information: Nancy Logan, (213) 276-0676.

Sept. 10—*Cabletelevision Advertising Bureau* local advertising sales workshop. Westin Crown Center, Kansas City, Mo.

Sept. 10-11—Third annual *Rocky Mountain Film &*

Video Expo. Regency hotel, Denver. Information: (303) 691-4600.

Sept. 11-13—*Maine Association of Broadcasters* annual convention and election of officers. Sugarloaf USA, Kingfield, Maine.

Sept. 11-13—*Radio Advertising Bureau's* Radio Sales University. Portland, Ore. Information: 1-800-232-3131.

Sept. 12—39th annual prime time Emmy Awards (non-televized), primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 13-15—*Nebraska Association of Broadcasters* annual convention. Kearney, Neb.

Sept. 14—Second deadline for entries for 30th *International Film & TV Festival of New York*, competition for TV programming, commercials, promotions and music video. Information: Michael Gallagher, (914) 238-4481.

Sept. 14—*Ohio Association of Broadcasters* small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 15—*Cabletelevision Advertising Bureau* local advertising sales workshop. Columbus Marriott East, Columbus, Ohio.

Sept. 15—*National Religious Broadcasters* Southeastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

Sept. 15—Deadline for entries in *Writers Guild of America's* annual Television-Radio Awards for television and radio script and screenplays. Information: Marge White, Writers Guild of America, (213) 550-1000.

Sept. 15—*New York Women in Cable* meeting, "Top Guns." HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

Sept. 17—Annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by William Baker, president and chief executive officer of noncommercial WNET(TV) New York. Co-sponsored by *Office of Communication of United Church of Christ and Communication Commission of National Council of Churches*.

Continues on page 75

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

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

Sept. 9-12—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif. Future meetings: Sept. 14-17, 1988, Washington; Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

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

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

Oct. 31-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

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

Major Meetings

Century Plaza, Los Angeles.

Jan. 23-25, 1988—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

Jan. 29-30, 1988—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

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

Feb. 10-12, 1988—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Feb. 17-19, 1988—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 26-28, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

April 9-12, 1988—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-

April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 10-12, 1988—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 17-20, 1988—*Broadcast Financial Management Association* annual meeting. Hyatt Regency, New Orleans. Future meeting: April 9-12, 1989, Loews Anatole, Dallas.

April 28-May 3, 1988—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 30-May 3, 1988—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 18-21, 1988—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

June 8-11, 1988—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

Sept. 23-27, 1988—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

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

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Fairness points of view

EDITOR: BROADCASTING's Aug. 10 "Fairness doctrine felled" issue glowingly extolled the FCC action as upholding the First Amendment rights of broadcasters. Presumably hereafter, a broadcaster in the exercise of these rights will be able to air one side of a controversial issue uninhibited by the fairness doctrine. But the First Amendment rights of the individual who takes an opposing view must also be considered. If he is unable to find a station willing to air his view, all he need do is find an available frequency, take the necessary steps to construct a station and, most importantly, obtain an FCC license to operate the station. Under such circumstances, how meaningful are that individual's First Amendment rights? If the First Amendment rights of all concerned are to be preserved, it behooves Congress to give life to the public interest standard by enacting the fairness doctrine into a law which will mandate vigorous enforcement by the FCC.—*Reuben Lozner, Chevy Chase, Md.*

EDITOR: Supreme Court Justice Potter Stewart once said that those who wrote our First Amendment believed that "fairness" was far too fragile to be left for a government bureaucracy to accomplish.

The FCC's schizophrenic approach to editorializing is a textbook example of the dangers of leaving fairness to a group of politically appointed bureaucrats. In the so-called *Mayflower* decision in 1943, the FCC proclaimed that the public interest can never be served by a dedication of any broadcast facility to advocate the causes of the licensee. By 1949, the FCC in its Editorializing Report had second thoughts and gave tepid support for station editorializing: "...we have come to the conclusion that overt licensee editorializing, within reasonable limits and subject to the general requirements of fairness... is not contrary to the public interest." In 1960, in a document with a deliciously bureaucratic title (Report and Statement of Policy, Re: Commission En Banc Inquiry), the FCC swung a full 180 degrees from *Mayflower* by proclaiming that "editorializing by licensees" is one of the major elements usually necessary to meet the public interest.

The FCC, like a Jewish mother, has conveyed mixed messages to broadcasters—ranging from permissiveness ("editorializing may serve the public interest") to prohibition ("editorializing never serves the public interest") to paternalism ("editorializing is an important element of the public interest"). The Patrick FCC has recognized that broadcasters have come of age and deserve to be treated like adults—not a moment to soon.—*Erwin G. Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand, Washington.*

Other side of the story

EDITOR: Laurence Tisch is quoted in BROADCASTING (Aug. 10) as saying that "nobody was hurt in the process..." (of the March 15th layoffs of CBS News staffers) and that "...people were treated very, very well in the process." As one of those in the class of '87, I strongly disagree. Since my dismissal I have done business news anchoring and reporting at FNN, New York, and now at CNN, New York. But Mr. Tisch and his lieutenants fired 13 CBS News correspondents, dozens of producers and other staffers, and regrettably many have not been so fortunate.

Mr. Tisch has previously said that jobs in journalism are plentiful. The claim is ludicrous when the news divisions operated by ABC, NBC and CBS all are scaling back.

"Larry came in and gave us some muscle to get something done," says Gene Janowski, president of the CBS/Broadcast Group. What was done was that people who helped make CBS News great were fired by decision of a committee. A single blackball from any of the half-dozen voting executives ended a CBS News career. Who sacked specific individuals was not disclosed to them, or why they had been chosen, other than: "You know what we're going through." That was Howard Stringer's "explanation" to me. Members of the committee generally were insulated from such nastiness.

One of the staffers in the employe assistance program (for psychological counseling) reported receiving many calls from CBS employes who, she said, were "grieving for a lost institution." The calls have stopped but only because there's no one to receive them. As more of Mr. Tisch's cost reduction program, the program was terminated some time ago. And later this month the CBS outplacement office will shut its doors.—*Steve Young, former CBS News correspondent for 19 years, New York.*

Cable coverage

EDITOR: Your editorial of Aug. 3 concerning the FCC meeting on the fairness doctrine, after outlining the critical importance of the meeting, bemoaned the limited seating available and hoped that the broadcast industry could make arrangements to present this meeting to the American public. Regrettably, it appears the broadcast industry did not attach the same importance to this meeting as did BROADCASTING.

Happily, the cable television industry, through its support of C-SPAN, did present both the commission meeting and following press conference to (potentially) more than 31,000,000 American homes.

Is this another case of the cable television industry planting a flower in the broadcast vast wasteland?—*E.M. Allen, president, Western Communications, Walnut Creek, Calif.*

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A commentary on radio news from Fred Berns, bureau chief, Berns Bureau, Washington

Aggressiveness the key to saving radio news

On a 4,500-mile bicycle trip from Virginia to Oregon last summer, I heard a lot of radio stations. But I heard very little local radio news.

To me, it was just another indication of how far and how fast radio news has fallen. Studies show steady declines in news formats, FM newscast length and radio news staff size.

News has been cut back—or out—at stations in markets from Juneau to Jacksonville. Commitment to news among the dozens of Canadian radio stations and networks that our Washington bureau serves clearly has surpassed that of most U.S. stations.

Funereal has been the tone at radio sessions at Radio-Television News Directors Association conventions in recent years, as tales abound of station takeovers, format changes and news staff and budget cuts.

News directors speak of carpetbagging, fast-buck entrepreneurs who buy a station, blindly slash its news budget in pursuit of a fatter profit margin, then quickly unload the operation to the highest bidder.

Some station owners and managers counter with the argument that, six years after deregulation, they have no obligation to run costly, labor-intensive local news operations and that listener interest in news is minimal, anyway.

"The average American doesn't care much about radio news," says Jeff Smulyan, president of Emmis Broadcasting, which owns seven radio stations. "'Total information' for a 22-year-old woman amounts to where she can pick up tickets to the Billy Joel concert."

Such front office sentiments and the scarcity of local news on the air are downright discouraging to radio news veterans.

"People in their '20s are growing up in an era of no news on radio," laments James Hood, the vice president of broadcast services at UPI. "At the moment, radio news is sort of washed up." Salvation won't come easily, but will come if:

- Backers of radio news mount a public relations campaign in its behalf.
- News directors are willing to program, promote and upgrade their news.
- News and sales departments at stations cooperate more fully in developing news a revenue producer.
- Management can be convinced of the potential of radio news for community service and income.
- Washington reinstates the station ownership requirement.

There are those who link the revival of radio news with the revival of AM radio. The rationale is that news already is holding its own on AM (the average AM newscast



FRED BERNS is chief of the Berns Bureau, an independent radio news organization in Washington that provides "localized" news reports, actualities, live-lines and various other audio services to more than 250 radio stations in the U.S., Canada and Australia. Before starting the bureau in 1976, he was a Washington correspondent for Thomson Newspapers, a general assignment reporter for the *Milwaukee Sentinel*, a Chicago-area radio talk show host and a Madison, Wis., correspondent for UPI.

length is about what it was five years ago), and that there will be a resurgence in news once owners finally realize they can't compete with FM for music listeners.

It's a reasonable theory, but only one of several factors that can bring about a radio news renaissance. Critical to that renaissance is that those concerned about the future of the business accentuate the positive about the present.

So what is there to cheer about?

For one thing, there are recent RTNDA surveys. One notes that 87% of the responding stations reported that their news either made money or broke even. A second pointed out that only 7% of the news directors who responded said that government deregulation has forced news cutbacks at their stations.

The Radio Information Center reports that while the number of all-news stations has declined (to 43 last year), the number of news-talk formats has stabilized (at about 140). A BROADCASTING magazine study last fall indicated that news and news-talk stations were among the top 10 in all but four of the nation's 32 largest markets.

A typical news success story is KGO(AM) San Francisco, where a "seven-figure news budget" has helped propel it to the top of the ratings in recent years.

Talk with news directors at stations such as KIKK(AM) Houston; WDBO(AM) Orlando, Fla.; KFMB(AM) San Diego, and the Missouri Network, and you receive reports of an expanding news commitment and consistently

high ratings.

From Dale Adkins, general manager of WINI(AM) Murpheysboro, Ill., comes the optimistic view that interest in radio news will rise as the graying of America continues.

"In years ahead all those young music listeners will grow older and take an increasing interest in news," he predicts.

News directors will have to upgrade the quality of the product they promote, making newscasts more innovative and interesting. Too many of today's local newscasts are boring rewrites of the morning newspaper.

Greater involvement by station sales departments is important to the survival of news on radio. Sales managers must be shown how news is a "tune in" for local listeners and that spots on newscasts can be sold at a premium.

Sales managers and news directors may have to coordinate their efforts in the future, possibly teaming up on occasional sales calls to promote newscast sponsorship.

To help convince management of the value of news to radio stations, the RTNDA has developed and made available an audio visual presentation. The show, which explains how news can produce income for a station, is targeted at general managers and sales executives.

The idea of radio newsmen developing an educational program to promote their product to management was unheard of in days gone by. But it is the kind of wise, innovative approach that can help save radio news.

Audience response can go a long way toward keeping news on radio. Surveys of listener interest in news programming are vital. Holding audiences in the future may amount to giving them more of what "more music, more often" stations, TV and newspapers often ignore—news affecting their pocketbooks and lives.

Soliciting "news tips" and other forms of citizen involvement in the news department, promoting local events and speaking out in the community are among ways of building a committed following.

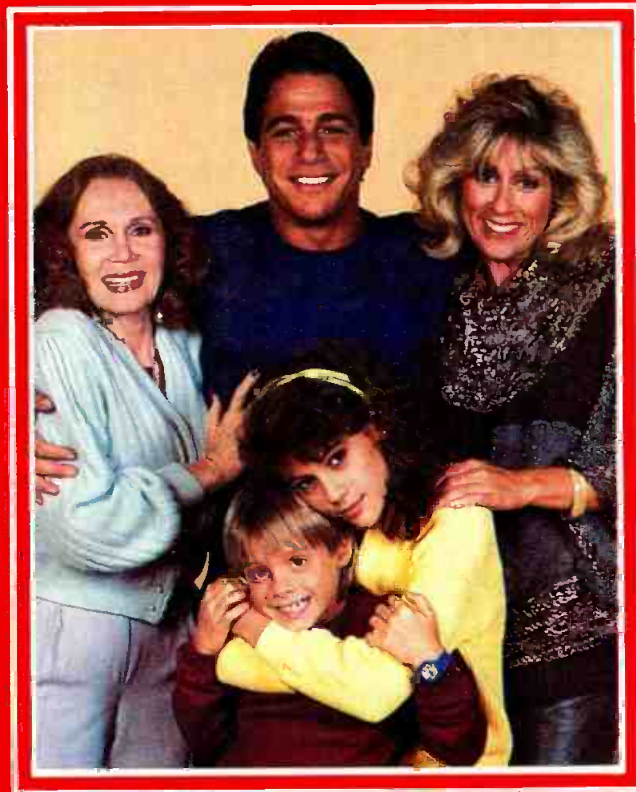
Finally, a return of additional government regulation of the broadcasting industry would brighten the future of radio news considerably.

Station owners have grown accustomed to Washington's hands-off attitude in the six years since deregulation, and they would scream bloody murder should the FCC reassert itself.

But the simple reinstatement of the rule requiring broadcasters to own stations at least three years before selling them could help solve the "carpetbagging" problem.

And it may just give general managers time to take another look at a commodity that can make their stations money—and serve their community at the same time: local radio news.

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Comparative Renewal

The biggest gamble on the air?

For the past six years, things have been relatively quiet on the broadcast renewal front. But next year, all radio licensees in 21 states, territories and the District of Columbia will begin their seven-year itch—TV licensees began holding their breath in 1986—as the threat of challenge looms larger on the horizon. In this special report, BROADCASTING tracks the recent history of the license renewal conundrum and seeks to focus for all parties the pros, the cons and the maybe's. It's a story about the Russian roulette that broadcasters take for granted, if not accept.

To listen to some in the broadcasting establishment, broadcasters are sitting on a time bomb set to explode in October 1988, when the first cycle of seven-year licenses for radio stations begins expiring. Broadcasters have been living a fat, happy life of deregulation since early in the decade, the worriers say, and some will be easy, or at least tempting, targets for challenge by competing applicants.

Indeed, in the last five years, more than 60 comparative renewal challenges have been filed. About one-third were dismissed for one reason or another—the parties settled or the competing application failed to meet FCC standards for acceptance or the would-be challenger thought better of the effort involved and abandoned it before the contests could be designated for hearing. But 40 contests involving 46 stations—13 of them licensed to RKO General—were designated (see chart, pages 30-31).

What's more, those fearing a deluge see some evidence for their concern in the competing applications filed against the renewals of two television stations seeking the second of the five-year licenses Congress has authorized for television broadcasters—WTVR-TV Richmond, Va., owned by Roy H. Park Broadcasting, and WBFS(TV) Miami, owned by the bankrupt Grant Broadcasting System. Grant's challenger is a creditor, which suggests a new dimension to the comparative renewal issue.

Ironically, it is the very relaxation of the commission's rules—cheered by broadcasters at the time—that is causing some of the concern. The commission has eliminated formal ascertainment-of-community needs and program logging requirements, as well as processing guidelines for nonentertainment programming and commercial time. But broadcasters are required to place in their public file every quarter a list of five to 10

major issues that confronted their communities in the previous three months and the significant programming they have offered to deal with those issues. Not much to worry about, right? Indeed, FCC Chairman Dennis Patrick has indicated the commission is not interested in evaluating stations' programming. But, lacking the pressure inspired by a fear of God and/or the FCC, licensees, some feel, may not be taking the precautions necessary to protect themselves against challenges at renewal time. Some lawyers say broadcasters are imbued with the "it-can't-happen-to-me" syndrome as it is.

The industry, it seems, is engaged in a crapshoot on the issue of comparative renewal.

□

John Summers, the National Association of Broadcasters' outgoing senior executive vice president for government relations, has been one of the chief worriers about the possible danger broadcasters face at renewal time. Indeed, his concern over the issue may be one of the reasons he is outgoing. Speaking about the matter several weeks ago in advance of the announcement of his planned departure (BROADCASTING, Aug. 17), he indicated the frustration he felt over an inability to persuade the NAB board to share his concern and to move toward an accommodation with members of Congress on legislation that would protect broadcasters at license renewal time.

For although the NAB sends license renewal kits to members, Summers fears they may not be addressing their renewal obligations with the necessary discipline. "If broadcasters have not been keeping their [issues/programming] lists up to date—and many haven't—stations are going to have to go back and fabricate," Summers said.

That would be bad enough. But the commission altered its requirements twice since adopting issues/programming in 1981 as the means by which broadcasters would keep

Top of the Week

track of their public service—both times, in 1984 and 1986, after the U.S. Court of Appeals in Washington had remanded the issues/programming matter to the agency. So with different requirements applicable before and after those dates—originally, only annual lists were required; later quarterly lists, then quarterly lists of “significant” programming—Summers said that “broadcasters can foul up and citizen groups can nail them. And the courts take this seriously. They won’t give relief to stations found to have fabricated.”

Such concerns drove Summers and NAB President Eddie Fritts in their effort to negotiate legislation that would protect broadcasters against challengers at renewal time. Their aim was the kind of two-step renewal broadcasters have sought since it was first suggested by former Senator John O. Pastore (D-R.I.) in 1969: a broadcaster would have to be stripped of its license before the commission could open the frequency to new applicants. But it was the trade-off demanded by those in Congress considering such an approach that chilled the NAB board’s interest. Things, the board members feel, are not so bad that the industry needs to accept the subjective “meritorious” as a standard for the kind of service that would guarantee renewal—or such requirements, in addition, as mandated children’s programming or equal employment opportunities, as some in Congress are proposing. (Indeed, the Depart-

ment of Justice has said it would recommend a presidential veto if a Senate bill [S. 1277], which incorporates such features, makes its way through Congress; the department says the measure raises serious First Amendment concerns [BROADCASTING, Aug. 17.] A House version, on which Representative Al Swift [D-Wash.] has labored in consultation with Summers and citizen group representatives, has yet to be introduced.)

And the board may be right in writing off the threat that hordes of challengers will descend on renewal applicants in the months and years ahead. There are lawyers who will argue that the threat is not great—that if it exists at all it exists for licensees of dubious reputation. Edward W. Hummers Jr., a former president of the Federal Communications Bar Association, says he is “not aware of any movement to file competing applications against renewal applicants.” He says his “larger clients are doing as much as they have in the past” in terms of keeping records of performance in order. Deregulation, he says, has not caused them to lower their standards. Lewis Cohen, whose firm, Cohen & Berfield, is as active in the representation of competing applicants as any in Washington, says: “The only people filed on top of are the bad apples. Those cases are tough enough [for the challengers]. Nobody files on top of the good broadcasters.”

Indeed, of the 23 comparative renewal cases that have been filed since 1982 and

have worked their way through the commission’s laborious, time-consuming processes, the incumbent held on to its license in 17, as the result of commission decisions or settlements with challengers. In the remaining cases, the incumbent’s application was dismissed: it had settled with a challenger or had failed to prosecute its application. The losers were, for the most part, less than solid operators.

The odds against challengers are indeed substantial, far greater than they were in the 1970’s, when a flurry of comparative renewal challenges was filed. In 1971, the U.S. Court of Appeals had overturned a commission policy providing for a two-step renewal proceeding; the court said it violated case law assuring applicants a full hearing. But the court did not stop there; it said that only licensees with a “superior” record, one “far above average,” could be sure of renewal if challenged by a new applicant. But 11 years later, the same court, in a comparative renewal case involving Cowles Broadcasting Inc.’s license for WESH-TV Daytona Beach, Fla., completely changed the environment. It affirmed the commission’s then-new policy for considering such proceedings, one that favored incumbents: “Renewal expectancy” was a factor to be considered, and the better the record, the greater the expectancy to which the incumbent was entitled. The policy also indicated that, in most comparative renewal cases, a record of at least “substantial” performance would be sufficient to assure the incumbent of renewal (BROADCASTING, July 19, 1982). Nor is that all. A veteran administrative law judge says he cannot recall a case in which an incumbent has not gotten “his renewal expectancy.”

One possible exception, he notes, involves the effort of Harriscope of Chicago, National Subscription TV of Chicago and Essaness Theatre Corp. to hang on to their jointly held license for WSNS-TV Chicago in the face of a challenge by Monroe Communications Corp. At the conclusion of the comparative hearing in the proceeding, an administrative law judge held that the licensee—Video 44—was not entitled to a renewal expectancy preference because the then-pay-TV station had not offered any local programming. It was running 20 hours of pay-TV daily. However, Video 44 appealed to the review board, and the case has become bogged down in an obscenity issue—raised against the station by the board—that the commission now finds difficult to resolve. As a result, a conclusion of the proceeding, which began in 1983, is nowhere in sight.

(The court’s *Cowles* decision, incidentally, has produced one irony. As an indication that the commission would not automatically favor a renewal applicant in a comparative renewal case, the court cited the commission’s order earlier that year denying the renewal of Simon Geller’s license for WVCA-FM Gloucester, Mass., and granting the competing applicant of Grandbanke Corp. The case turned almost entirely on the failure of Geller—a devotee of classical music and the station’s sole employee—to air nonentertainment programming. Geller, the commission said, was not entitled to “renewal expectancy.” But after the order was appealed and the

Moral of the story

Settlements are in vogue as a means of resolving cases before the FCC in which renewal applicants are attempting to fend off challengers for their license. Sometimes they take an odd form, however, and add point to the admonition of one veteran administrative law judge that entering a settlement sometimes means buying yourself a lawsuit.

Take the comparative renewal case involving WYAN(FM) (now WYNT(FM)) Upper Sandusky, Ohio. T.P. Communications, headed by Charles Earl, was seeking renewal of its license in the face of a challenge from an applicant called U.S. Communications, under Forest Whitehead, a former employe of Earl.

Normally in a settlement, it is the challenger that abandons the contest. But in the Upper Sandusky case, the challenger managed to have a number of disqualifying issues added against the licensee. So Earl was ready to talk settlement. The agreement was an unusual one. T.P. Communications would have its application dismissed, leaving the field clear for U.S. Communications. In return, U.S. Communications would buy the station’s assets for \$140,000.

The administrative law judge approved the settlement, and granted U.S. Communications’ applications.

So far, so good. But a few months later, a pleading was received from Earl. He claimed he had not been paid for his equipment, and asked that the grant to U.S. Communications be rescinded and the case returned to hearing. The pleading got nowhere.

Meanwhile, Earl was suing in state court in Ohio for performance of the agreement. But U.S. Communications answered with a countersuit, claiming Earl did not have clear title to the equipment. Eventually, the case was transferred to federal court, when Earl added a federal claim.

The case ended as it began, in a settlement. Its terms were kept confidential, however. U.S. Communications’ lawyer, J. Geoffrey Bentley, said his client had to build a station “from the ground up.” Dennis Begley, Earl’s lawyer, said T.P. Communications’ assets “are just rusting away.” He also said he did not get paid.

Which calls to mind another piece of advice from the veteran ALJ regarding settlements. “Put the money in escrow,” he says. “And the lawyer for the applicants getting out of the case should act as escrow agent—to make sure he gets his money.”

case remanded, an apparently conscience-stricken commission reversed itself and renewed Geller's license. The Geller case, as lawyers would say, was "sui generis," or one of a kind. But it is not quite over: Grandbanke's appeal is pending.)

"What the test for renewal comes down to," the ALJ says, is: "Is the station doing a half-way decent job of serving the community needs?" That feeling, he adds, pervades "all levels" of the commission.

The 40 comparative renewal cases designated for hearing between 1982 and 1987 represent an insignificant fraction of the nation's 12,500 radio and television stations. What's more, commission officials who work in the area say the number is probably less than the number designated for hearing in the 1970's, particularly if the RKO proceedings are considered, for they represent a unique situation growing out of RKO's checkered history as a licensee. Final action on the 13 renewals—a 14th, involving KHJ-TV Los Angeles, had been under way since 1965—had been deferred pending resolution of the comparative renewal case involving RKO's WNAC-TV (now WNEV-TV) Boston and, after RKO lost the license in 1980, what was to be separate noncomparative hearings to determine the action to be taken regarding the 13. But the U.S. Court of Appeals in Washington said the commission could not deny would-be competitors the opportunity for challenge indefinitely (BROADCASTING, Aug. 16, 1982). So the commission invited competing applications—and scores were filed.

(The precise effect ALJ Edward J. Kuhlmann's two recent rulings in the KHJ-TV proceeding will have on the commission's effort to resolve the RKO cases through settlements, incidentally, remains to be seen. Logically, lawyers involved say they need have none. But, psychologically, the tough initial decision characterizing RKO as unfit to be a licensee [BROADCASTING, Aug. 17], followed last week by an order enlarging the KHJ-TV hearing (see page 34) to examine Fidelity's character qualifications, can only complicate that effort.)

Still, commission officials say that a fair assessment of the likelihood of challenges cannot be made until a new renewal cycle has been completed—and that will not be until 1991, when the second five-year licenses for television stations expire. Whatever that assessment reveals, the fact remains that for those licensees caught in a comparative renewal contest, the pain and suffering are great. An NAB survey of such cases in 1970—involving both radio and television—indicated the average proceeding lasted seven years and 10 months, and involved more than 5,000 pages of testimony, exhibits, letters, petitions and other documents. What's more, the average cost for legal fees amounted to \$830,000 per incident—\$595,000 for radio and almost \$1.2 million for television.

Then, too, of course, there were the costs of revenue lost while cases were pending and of station executives' time devoted to the case.

Those are statistics. Frank Mullin, a lawyer who is representing Metroplex Commu-



End in sight. Attorneys for United Broadcasting Co. help make a point regarding the work involved in defending license renewal applications against challengers. Stuart Young, United's general counsel (left), and Thomas Schattenfield, of Arent, Fox, Kintner, Plotkin & Kahn, outside counsel, pose with what they say is the last third of the cartons of documents accumulated in six comparative renewal hearings for seven of United's stations over an eight-year period. The last case was resolved a year ago, when the winnowing process began.

nications in the defense of its license renewal for WHYI-FM Fort Lauderdale, Fla., against the challenge of Southeast Florida Broadcasting Limited Partnership, put it in terms of the individuals involved. "I don't think anyone who has not been in a comparative renewal hearing knows what it means," he says. "It's enormously difficult to put together evidence for one year." The station, he noted, is not a news station where evidence of public service programming would be easier to come by. It is a contemporary hit radio station. So his office, Mullin says, is forced to pull together "thousands of pieces of paper" to make the station's record. Metroplex is concerned only about a one-year record because complaints about its equal employment opportunity policy and other

problems led the commission to grant it only a short-term renewal. "Suppose it was a seven-year license period," Mullin said. "Broadcasters," he says, echoing the NAB's Summers, "don't keep records."

And Norman Wain, president of Metroplex, which owns six AM and seven FM stations, probably speaks for all broadcasters under challenge when he complains that licenses can be "jeopardized when someone can come in with promises of better integration, better programming. It's a lousy way to run a railroad," he adds. "There's no security. You're guilty until proven innocent. It should be the other way around." It's not just the principle; it's the money, too. Wain says Metroplex has spent \$250,000 on the case since September, and it will not go to hearing

Chapter and verse on comparative renewal

Nineteen-eighty-two, the year of the WESH decision, is considered a turning point in comparative renewal history. Since then, presumably, the FCC and the industry have been operating under as lenient a set of rules as might be devised short of new congressional legislation or further FCC deregulation. This is the track record of 40 proceedings involving 46 licensees that were instituted in 1982 or later. It does not incorporate challenges instituted before 1982. (Two other proceedings have not yet been designated for hearing and are not tracked here.) *By Editorial Assistant Kasey Vannett.*

1982

KWBB(TV) [formerly KVOF] **San Francisco** (*Faith Center Inc.*). Three challengers: incumbent loses license March 22, 1983; Together Media settles and application is dismissed Feb. 13, 1984; remaining challengers settle and LDAs application is dismissed and the application of West Coast United Broadcasting Co. is granted Oct. 7, 1983.

WYST-FM Baltimore (*United Broadcasting Co. of Eastern Maryland Inc.*). Two challengers: Belvedere Broadcasting Corp., whose application is dismissed with prejudice April 5, 1983, and SRW Inc., which settles with incumbent. Subsequently, its application is dismissed and incumbent is renewed Oct. 8, 1985.

WAWZ(FM) Zarephath, N. J. (*Pillar of Fire*). One challenger: Radio New Jersey, whose application is denied in initial decision Dec. 14, 1984; upheld by FCC Review Board; now under appeal to U. S. Court of Appeals for D. C. (since Feb. 26, 1987).

WNCN(FM) New York (*Gaf Broadcasting Co.*). Two challengers. Application of first (Classical Radio Inc.) dismissed with prejudice Aug. 15, 1983; appeals to FCC Aug. 22, 1983. Gaf and Classical settle and renewal application granted June 25, 1984. Second intervenor, Listeners Guild, challenges decision in U. S. Court of Appeals for D. C. Dec. 26, 1984; FCC decision upheld March 10, 1987.

1983

WAKA(TV) [formerly WSLA] **Selma, Ala.** (*Central Alabama Broadcasters Inc.*). One challenger: James L. Oyster; application dismissed with prejudice; license renewed April 27, 1984.

KTVK(TV) Phoenix (*Arizona Television Co.*). One challenger: Jason Communications; reaches settlement with incumbent; license renewed May 24, 1984.

WNHC(AM) New Haven, Conn. (*Daniel Meister, Trustee in Bankruptcy for New Haven Radio Inc.*). One challenger: Southern Connecticut Radio; application dismissed with prejudice Feb. 29, 1984; Meister renewal granted and license assigned to Wardco June 5, 1984.

WSNS(TV) Chicago (*Video 44*). One challenger: Monroe Communications Corp.; initial decision to grant Monroe application on condition that owner divest interests in Cablevision Programming Investment and Chicago Cablevision Investments Feb. 14, 1985.

WCTN(AM) Potomac-Cabin John, Md. (*Seven Locks Broadcasting Co.*). One challenger: Celebrity Broadcasters Inc.; application dismissed with prejudice; license renewed Nov. 21, 1983.

KOBY(AM) Reno, Nevada. (*Thompson Magowan and James M. Cunningham d/b/a KOBY Radio, a partnership*). One challenger: First Broadcasting of Nevada Inc.; reaches settlement with incumbent and First Broadcasting's application is granted Oct. 14, 1983.

1984

(One proceeding, two stations)

KRTH(AM) [formerly KHJ] **Los Angeles.** (*RKO General Inc.*). Ten challengers: Stephen E. Powell and Douglas Reed Mathis, both dismissed March 14, 1985; First City Communications Inc. dismissed with prejudice April 8, 1985; Hobart Broadcasting Ltd. Partnership dismissed May 6, 1985; Mandeville Communications Co. dismissed with prejudice Aug. 28, 1985; Los Angeles Broadcasting dismissed with prejudice July 30, 1986. Pending: Future Broadcasting Inc., Valley Radio, South Jersey Radio Inc. and Cozzin Communications Corp. (Bill Cosby).

KRTH-FM Los Angeles. (*RKO General Inc.*). Sixteen challengers: Spanish Radio for Los Angeles dismissed with prejudice Feb. 13, 1985; Stephen E. Powell dismissed March 14, 1985; Los Angeles Minority Women in Broadcasting dismissed with prejudice April 1, 1985; Dick Clark Broadcasting dismissed with prejudice April 3, 1985; First City Communications Corp. dismissed with prejudice

April 8, 1985; Belvedere Broadcasting dismissed May 6, 1985; Women in Broadcasting dismissed with prejudice July 1, 1985; Mandeville Communications Co. dismissed with prejudice Aug. 28, 1985. Pending: Marison Broadcasters Ltd., Radio Radio Inc., Los Angeles Metro Broadcasters, Future Broadcasting Inc., South Jersey Radio Inc., Cozzin Communications Corp. (Bill Cosby), Valley Radio, Los Angeles Broadcasting Co.

KFRF(AM) San Francisco (*RKO General Inc.*). Twelve challengers: Bryan Benware and Stephen E. Powell dismissed with prejudice March 4, 1985; First City Communications Inc. dismissed with prejudice April 10, 1985; Women in Broadcasting dismissed with prejudice April 26, 1985; Presidio Broadcasters Ltd. dismissed with prejudice May 13, 1985; City Broadcasting Co. dismissed with prejudice July 22, 1985; Horizon Communications dismissed with prejudice Nov. 12, 1985. Initial decision to deny applications of Gold Coast Broadcasting Inc., South Jersey Radio Inc., Gold Mountain Broadcasting Co. and Cozzin Communications Corp. (Bill Cosby) Aug. 1, 1986. Initial decision to grant application of Paul J. Growald Aug. 1, 1986.

KQEC-TV San Francisco (*KQED Inc.*). One challenger: Minority Television Project; application denied; license renewed May 17, 1986.

WJBX(AM) [formerly WNAB] **Bridgeport, Conn.** (*Lawson Broadcasting Inc., debtor-in-possession*). One challenger: B. Preston Gilmore; settlement agreement and renewal application granted with voluntary assignment to Jonathan and Elizabeth Hoffman Aug. 16, 1985; application granted for voluntary assignment from Hoffman to Mammoth Connectcastings Sept. 26, 1985.

WAXY-FM Fort Lauderdale, Fla. (*RKO General Inc.*). Nine challengers: Spanish Radio for South Florida dismissed with prejudice Jan. 8, 1985; Stephen E. Powell and Minority Women in Broadcasting dismissed with prejudice April 8, 1985; First City Communications and Florida Southern Broadcasters Ltd. Partnership dismissed with prejudice July 11, 1985. Initial decision to deny applications of Ad-wave Co., Cozzin Communications Corp. (Bill Cosby) and Rosemarie A. Reardon d/b/a Lauderdale Broadcasting Co. May 15, 1987. Initial decision to grant application of South Jersey Radio May 15, 1987.

WSEX(FM) [formerly WTCO] **Arlington Heights, Ill.** (*Darrel Peters Productions Inc.*). One challenger: Midwest Broadcast Associates Ltd.; reaches settlement with incumbent; license renewed March 27, 1985.

WFYR-FM Chicago (*RKO General Inc.*). Twelve challengers: Donnie Simpson Enterprises Inc. dismissed with prejudice Jan. 23, 1985; Spanish Radio for Chicago dismissed with prejudice Feb. 15, 1985; Lakefront FM Radio dismissed with prejudice Feb. 26, 1985; Systers Broadcasting Corp. dismissed with prejudice April 1, 1985; AJCR Radio dismissed with prejudice April 3, 1985; First City Communications Inc. and Stephen E. Powell dismissed with prejudice April 5, 1985; Johnson Communications Inc. dismissed with prejudice May 22, 1985. Initial decision to deny applications of Windy City Broadcasting Ltd., Cozzin Communication Corp. (Bill Cosby) and South Jersey Radio Inc. May 8, 1987. Initial decision to grant application of Eastlake Communications Inc. May 8, 1987.

(One proceeding, two stations)

WGMS(AM) Bethesda, Md. (*RKO General Inc.*). Thirteen challengers: Bethesda Broadcasting Corp. dismissed with prejudice and TNR Broadcasters Group and Classical Arts Committee dismissed March 25, 1985; Stephen E. Powell dismissed with prejudice April 8, 1985; First City Communications Inc. dismissed with prejudice April 9, 1985; Suburban Communications Limited Partnership dismissed with prejudice April 30, 1985; Washington Metropolitan Broadcasters Inc. dismissed with prejudice May 7, 1985; Great Music Stereo Broadcasters dismissed with prejudice June 21, 1985; Kent B. Amos et al. d/b/a Spring Communications dismissed with prejudice July 30, 1985. Initial decision to deny applications of South Jersey Radio Inc., Cozzin Communications Corp. (Bill Cosby) and Washington's Good Music Station Inc. June 19, 1987. Initial decision to grant

until December. He expects Metroplex to spend "another half million before it's over." The Cowles decision evidently is not much comfort to Wain. He is anxious for protection from Congress that would virtually deny the filing of competing applications at renewal time.

Thomas Schattenfield, a lawyer who spent eight years of his life defending five of United Broadcasting Co.'s radio licenses against the challenge of competing applicants, says lawyers earn large fees in such pursuits. But he would happily see the system changed. Indeed, as general counsel for

the National Radio Broadcasters Association, Schattenfield in the late 1970's proposed legislation providing for a two-step renewal plan for radio. "I think the [existing] process is horrendous," he says. "There's no way to get a realistic picture in a hearing. The challenger can focus on nonsense." (He recalled the charge of an applicant seeking United's license for WOOK-FM Washington that the station employed two newscasters as a means of speeding the pace of the newscast to provide additional time for commercials.) "The challenger is not held to the same degree of accuracy as the incumbent. You don't

get justice; it's a lawyer's game." And then there are the documents incumbents must file. Compared to that required of challengers, he suggests, renewal applicants' paper is measured by the ton. Schattenfield discussed these matters in a room stacked high along one wall with what he said was the remaining "one-third" of the cartons of documents that had been accumulated in six United renewal cases that began in 1978 and ran until 1986. All of the cases were settled, with United apparently on its way to victories in most if not all of the proceedings. A seventh was settled before going to hearing.

application of Potomac Broadcasting Corp. June 19, 1987.

WGMS-FM Washington (RKO General Inc.). Twenty-one challengers: W. Ronald Smith and Affirmative Broadcasting Co. dismissed with prejudice Jan. 17, 1985; United Minority Women's Committee dismissed with prejudice March 12, 1985; Donnie Simpson Enterprises Inc. dismissed with prejudice March 21, 1985; Bethesda Broadcasting Corp. dismissed with prejudice and TNR Broadcasters Group and Classical Arts Committee dismissed March 25, 1985; Stephen E. Powell dismissed with prejudice April 8, 1985; First City Communications Inc. dismissed with prejudice April 9, 1985; Classical Broadcasters dismissed with prejudice April 29, 1985; Washington Metropolitan Broadcasters Inc. dismissed with prejudice May 7, 1985; Great Music Stereo Broadcasters Inc. dismissed with prejudice June 21, 1985; Kent B. Amos d/b/a Spring Communications dismissed with prejudice July 30, 1985. Initial decision to deny applications of South Jersey Radio Inc., Cozzin Communications Corp. (Bill Cosby), Washington's Good Music Station Inc., Quality Broadcasters, National Capital Broadcasters, Riggs Radio-casters and Ming Broadcasting June 19, 1987. Initial decision to grant application of Potomac Broadcasting Corp. June 19, 1987.

(One proceeding, two stations)

WRKO(AM) Boston (RKO General Inc.). Twelve challengers: Rita F. Hurwitz dismissed with prejudice Jan. 3, 1985; Donnie Simpson Enterprises Inc. dismissed with prejudice Jan. 23, 1985; Danna May-Lynn Duran dismissed with prejudice Feb. 5, 1985; Stephen E. Powell dismissed with prejudice Feb. 22, 1985; First City Communications Inc. dismissed with prejudice April 5, 1985; Fenway Broadcast Associates Limited Partnership dismissed with prejudice May 3, 1985. Initial decision to deny applications of South Jersey Radio Inc., Boston Radio Corp., Boston Radio Group Inc., Radio Broadcasters Ltd. Partnership and Cozzin Communications Corp. (Bill Cosby) July 26, 1986. Initial decision to grant application of The Commonwealth Broadcast Group July 26, 1986.

WROR(FM) Boston (RKO General Inc.). Fourteen challengers: Rita F. Hurwitz dismissed with prejudice Jan. 3, 1985; Donnie Simpson Enterprises Inc. dismissed with prejudice Jan. 23, 1985; Stephen E. Powell dismissed with prejudice Feb. 22, 1985; First City Communications Inc. dismissed with prejudice April 5, 1985; Boston Dynamic Radio Ltd. Partnership dismissed with prejudice May 1, 1985; The Commonwealth Broadcast Group dismissed with prejudice July 16, 1985; Fort Hill Radio Associates application denied July 26, 1986. Initial decision to deny applications of Nash Communications Corp., Cozzin Communications Corp. (Bill Cosby), Radio Broadcasters Ltd. Partnership, Boston Radio Group, Boston Radio Corp. and South Jersey Radio Inc. July 26, 1986. Initial decision to grant application of Professional Communication Partners July 26, 1986.

WCSA(AM) Ripley, Miss. (Jesse R. Williams trf as Tippah Broadcasting Co.). (Station dark.) One challenger: Kerry W. Hill; application dismissed with prejudice Aug. 9, 1985; licenses of WCSA and commonly owned WJRL(AM) renewed on condition that applications to assign facilities to unrelated third parties be filed within 180 days, May 19, 1986.

KSWV-TV Roswell, N. M. (KCBD Associates). One challenger: Western Sun Broadcasting Co.; reaches settlement; application is renewed and assigned to Caprock Telecasting Inc. and then to The Stanley S. Hubbard Trust June 19, 1985. (One proceeding, two stations)

WOR(AM) New York (RKO General Inc.). Ten challengers: Stephen E. Powell and Michael G. Lacey dismissed with prejudice April 15, 1985; First City Communications dismissed with prejudice May 15, 1985; Las Americas dismissed with prejudice June 3, 1985; Broadway Broadcasters dismissed with prejudice July 16, 1985. Pending: Magna Media Corp., Freedom Broadcasting and People Broadcasting, South Jersey Radio, Women Owning Radio and Cozzin Communications.

WRKS-FM New York (RKO General Inc.). Thirteen challengers: Spanish Radio for New York, Donnie Simpson Enterprises and Stephen E. Powell dismissed with prejudice April 15, 1985; BCCL Radio dismissed with prejudice May 14, 1985; First City Communications Inc. dismissed with prejudice May 15, 1985; Latin-Onyx Broadcasters and Gary L. Portmess dismissed with prejudice June 3, 1985; Manhattan Broadcast Associates dismissed with prejudice June 20, 1985. Pending: Magna Media Corp., Freedom Broadcasting and People Broadcasting, South Jersey Radio, S/G Communications and Cozzin Communications Corp.

(One proceeding, two stations)

WJMO(AM) and WTGR(FM) [formerly WRQC] Cleveland Heights, Ohio (Friendly Broadcasting Co.). One challenger: Cleveland Heights Entertainment Radio Inc.; reaches settlement; renewal is granted subject to outcome of WOOK(FM) proceeding Sept. 11, 1985.

WYAN-FM Upper Sandusky, Ohio (T.P. Communications). One challenger: U. S.

Communications; reaches settlement and application of U. S. is granted March 6, 1985.

WHBQ(AM) Memphis (RKO General Inc.). Five challengers: Donnie Simpson Enterprises Inc. dismissed with prejudice March 2, 1985; Stephen E. Powell and South Jersey Radio dismissed with prejudice March 22, 1985; River City Radio Ltd. Partnership dismissed with prejudice June 18, 1985. RKO and First City Communications file a petition for approval of settlement agreement on May 26, 1987 (if application is approved First City will transfer license to Flinn Broadcasting Corp.).

WHBQ-TV Memphis (RKO General Inc.). Twelve challengers: Ware Communications and Memphis Television Co. dismissed with prejudice March 6, 1985; Stephen E. Powell dismissed with prejudice March 13, 1985; Professional Broadcasters dismissed with prejudice Nov. 21, 1985. Initial decision to deny applications of South Jersey Radio Inc., New South Media Corp., Greater Memphis Communications Ltd., Memphis Telecasters Inc., Shelby Broadcasting Ltd. Partnership, Cozzin Communications Corp. (Bill Cosby), and River City Broadcasting Ltd. July 17, 1987. Initial decision to grant application of River City Communications Corp. July 17, 1987.

KWTC(TV) [formerly KDCD] Midland, Tex. (Midland Telecasting Co.). One challenger: West Texas Communications; application granted to West Texas May 14, 1985; attempt by incumbent to assign license to Plains Television Ltd. dismissed May 14, 1985.

1985

(One proceeding, two stations)

KUKQ(AM) and KUPD-FM Tempe, Ariz. (Tri-State Broadcasting Co.). One challenger: Jack F. Grimm, Jackie B. Grimm, William H. Clifford and Ruth G. Clifford d/b/a Grimm and Clifford; application pending.

KESP(AM) Santa Barbara, Calif. (Westcom Broadcasting Inc.). One challenger: Erway Broadcasting; reaches settlement; renewal application granted Nov. 21, 1986.

KTTL(FM) Dodge City, Kan. (Charles C. Babbs and Nellie L. Babbs db/a Cattle Country Broadcasting). One challenger: Community Service Broadcasting Inc.; reaches settlement agreement and application of Community is granted Sept. 4, 1986.

KVBC-TV Las Vegas, Nev. (Valley Broadcasting Co.). One challenger: William H. Herstadt, et al; application pending.

KCRIL-TV Reno, Nev. (Circle L Inc.). One challenger: Washoe Broadcasting Co.; reaches settlement; renewal application granted Oct. 22, 1986.

KNON(FM) Dallas (Agape Broadcasting Foundation Inc.). Four challengers: Family Broadcasting Inc. dismissed with prejudice Dec. 3, 1985; McKinney Educational Broadcasting Foundation dismissed with prejudice Jan. 21, 1986; Crusader Broadcast Foundation Inc. reaches settlement with other parties and application is dismissed with prejudice March 20, 1986; Criswell Bible Institute reaches settlement with incumbent and Criswell's application is granted June 10, 1987.

1986

WLVG-AM Cambridge, Mass. (J. Christopher Robinson, trustee in bankruptcy). One challenger: Nash Communications Corp.; reaches settlement and application is dismissed with prejudice Oct. 14, 1986; incumbent's application for assignment is granted and license is transferred to Inspiration Communications April 21, 1987.

WALY(FM) [formerly WHGM] Bellwood, Pa. (John R. Powley). One challenger: Elizabeth L. McCumbee and Rocky L. McCumbee, d/b/a ReIm Communications; reaches settlement; renewal application granted Dec. 17, 1986.

WVMC-FM Mifflinburg, Pa. (FM-98). One challenger: Hale Communications; requests settlement agreement for dismissal of FM-98 application and grant of Hale's, filed May 20, 1987.

KNHC(FM) Seattle (Seattle Public Schools). One challenger: Jack Straw Memorial Foundation; application pending.

1987

KWOD(FM) Sacramento, Calif. (Royce International Broadcasting). One challenger: Wong Communications Ltd. Partnership; application pending.

WHYI-FM Fort Lauderdale, Fla. (Metroplex Communications Inc.). One challenger: Southeast Florida Broadcasting Ltd. Partnership; application pending.

WWKB(AM) Buffalo, N. Y. (Empire State Broadcasting Corp.). One challenger: Bursam Communications Corp. WTHe; application pending.

For all of that, the challenger's role is not entirely without cost or burden. "Most people," says Cohen, who represents the challenger in the Metroplex case and five of the competing applicants seeking RKO licenses—his firm also represented applicants that had filed challenges against the renewals of seven of the United stations—"don't have the stomach for such challenges. It takes a long time, it is very frustrating, and the chances are not good. It takes a unique client." The costs, however, do not seem as burdensome as those that the incumbents under challenge experience. According to

Southeast Florida's application, the eight limited partners have contributed about \$100,000 and are committed to invest only another \$100,000. The general partner, Gloria Butler, of Coral Springs, Fla., a McDonald's franchisee, is providing "services only" for her 4% ownership interest.

□

The comparative renewal issue has changed over the years. There once was a time when a competing applicant had one objective in mind: the challenged station's license. The

challenger may still want the license, but increasingly there is evidence of a willingness to settle for a payment from the incumbent. That has been a function not only of the difficulty in wresting a license from an incumbent—thanks largely to that "renewal expectancy"—but of a major shift in congressional and commission policy regarding such payoffs.

Dennis P. Corbett, an attorney with Leventhal, Senter & Lerman, prepared a memorandum two years ago on the history of that policy. It notes that in 1960 Congress, concerned about large payoffs being made to

settle comparative hearing cases, enacted legislation limiting payoffs to the "legitimate and prudent" expenses of the withdrawing party. But the commission, in 1963, determined the law applied only to contests for a construction permit. It held that, in the absence of unique circumstances, any settlement of a comparative renewal case would be inconsistent with the public interest, for it would deprive the commission of a choice between the incumbent and the challenger. But Corbett noted in his memorandum that all of that changed in 1981 when Congress enacted legislation permitting payoffs to settle comparative renewal cases—without limiting payments to the "legitimate and prudent" expenses of the parties vacating the field. A year later, Congress adopted the same language for the settlement of cases limited to applicants for a construction permit. The law now requires only that the commission find that none of the parties filed applications for the purpose of achieving a settlement. And the rule the commission adopted in 1983 implementing the amendments does not even require withdrawing applicants to substantiate their good faith claims.

Congress's belief, as stated in the legislative history accompanying the 1982 action, was that "dismissal agreements generally serve the public interest because they often avoid lengthy hearing appeals." Certainly the commission itself has institutionalized the practice in its effort to dispose of the RKO comparative renewal cases: It has urged and worked for settlement. The underlying purpose of a comparative renewal hearing—to provide a crucible from which the applicant most likely to serve the public best would emerge—may sometimes seem to have been tinged with unreality. But whatever the benefit the comparative renewal process might produce, in resolving the RKO cases, with its 60-odd applicants—winnowed out from some 160—the commission is convinced it is a luxury neither it nor the parties nor, presumably, the public, can afford.

Today, some lawyers feel Congress and the commission were unwise in abandoning the ceiling on the settlements parties could negotiate. Corbett concluded his memorandum with several reasons why he thought the reimbursement ceiling should be restored—among them the view that neither Congress in 1981 nor the commission in 1983 considered "the practical impact in the renewal context" of allowing settlements without the ceiling. "Such a ceiling," he said, "serves to prevent overfilers from trying to profit merely from filing applications." In 1981, he said, Congress, in the legislative history accompanying the comparative renewal amendment, "indicated it was trying to prevent frivolous application filings. . . . [It] acknowledged no awareness that its legislation might ultimately have the opposite effect."

□

Cohen & Berfield has become known as a firm that represents challengers interested in settlement. But the record appears to support Cohen's assertion the firm's clients are not major players in that kind of league. The

Cohen & Berfield clients seeking eight of United's licenses settled for \$2,215,000 of the \$3,020,000 United paid to terminate the seven challenges (one involved an AM-FM combination) by clients of three separate firms. In a somewhat different situation, Cohen & Berfield represented one of the four



Frank Mullin

applicants appealing the commission's approval of RKO's \$387-million sale of WOR-TV Secaucus, N.J., to MCA Inc., a challenge that ended in March when the four reached a settlement with RKO under an agreement whose terms were not disclosed (BROADCASTING, April 6).

Cohen was also involved in what Metroplex's Wain could not wait to describe publicly as "an obvious shakedown attempt." As both Cohen and Metroplex's lawyers later explained, Mullin in April had proposed settlement negotiations. And when Cohen and his partner, Morton Berfield, met with Jason Shrinky, another of Metroplex's attorneys, Cohen mentioned \$5 million as a settlement figure. Wain was thinking of something considerably less—\$500,000. And after hearing of Cohen's proposal, he promptly issued a press release expressing his "outrage" (BROADCASTING, May 4). But his outrage was easily matched by Cohen's. "We were talking," Cohen said of the meeting with Shrinky. "Then I read I'm extorting \$5 million. We were just set up! I let myself be set up!"

Cohen says the settlements, real and potential, in which he has been involved pale into insignificance when compared with what some are calling the "biggest aspidistra" of them all—the proposal to resolve the 22-year-old case involving RKO's KHJ-TV Los Angeles. If approved by the commission, Fidelity Television Inc., which has been battling for the license since 1965, would receive \$100 million and RKO, \$216,875,000, while Walt Disney Co. would be the new licensee.

Cohen has a special interest in that proceeding. His firm represents an entity called Los Angeles Television, a California limited partnership, which emerged last year as an opponent of the then-pending KHJ-TV deal in which Westinghouse Broadcasting Co. was to be the white knight. LATV—six of whose nine limited partners appear as principals of one or another of the five applicants Cohen & Berfield represent in the RKO comparative renewal proceedings—said it wanted an opportunity to compete for the channel 9 license. But its application was rejected as

having missed the cutoff date by a couple of decades. The \$310-million Westinghouse deal collapsed in January when Westinghouse exercised its option to abandon the proposal; the year's delay it had experienced, it said at the time, was as much as it could tolerate (BROADCASTING, Feb. 2). Now LATV is opposing the proposed Disney settlement—along with the FCC's Mass Media Bureau. The bureau is opposing the settlement—as it had opposed the Westinghouse proposal—on the ground that approval would violate a number of commission policies and precedents, among them the ban on granting an assignment application until character qualifications questions had been resolved favorably. RKO, over the years of the battle with Fidelity, had attacked Fidelity's character.

Cohen & Berfield is not the only firm for which the comparative renewal churn is providing business. As Cohen notes, for instance, his opponent in the Metroplex case, Frank Mullin, is also his opponent in the RKO-Fidelity settlement matter; he represents Fidelity. Mullin, in addition, is counsel for three of the applicants competing for RKO licenses. And he is the counsel for Radio New Jersey, which is pursuing a quest for Pillar of Fire's WAWZ(FM) Zarephath, N.J., in an appeal to the U.S. Court of Appeals in Washington. As the business thrown off by the churn demonstrates once again, good lawyers are nothing if not supple.

□

Senator Ernest Hollings (D-S.C.) apparently was aware of complaints about payoffs and alleged "extortions" when he drafted his "Broadcasting Improvements Act" (S. 1277), the bill the Justice Department now opposes. Since the measure would provide for a two-step renewal process and thus prevent the filing of competing applications on top of renewals, there was no need to deal with payoffs to competing applicants. But in addressing petitions to deny or informal objections, the bill would echo the law before 1981: It would limit payoffs for the withdrawal of such pleadings to "the legitimate and prudent expenses" incurred in prosecuting them. That may please some in the industry as a protection against the filing of frivolous complaints. On the other hand, as Congress said in 1982: "Dismissal agreements generally serve the public interest because they often avoid lengthy hearings appeals. . . ." There are, it seems, no easy answers.

Meanwhile, as industry and government officials wait anxiously to learn if a time-bomb of competing applications will explode when the cycle of new, seven-year radio licenses starts coming due next year, the two challenges thus far filed against members of the first group of television licensees operating under five-year licenses may give a clue to the kind of broadcaster that can expect trouble.

Richmond Community Television, which is seeking to supplant Park Communications Inc. as licensee of WTVR-TV Richmond, said in a press release in September 1986 that the station was the subject of allegations of discrimination in the late 1970's and had "recently" been picketed by the Southern Chris-

tian Leadership Conference for allegedly discriminating against minority employees (BROADCASTING, Sept. 8, 1986). The commission had granted WTVR-AM-FM-TV short-term renewals in 1978 because of the stations' equal employment opportunity record during the 1969-72 license period; since then, an administrative law judge said, in 1978, the stations' EEO efforts had improved (BROADCASTING, Oct. 9, 1978). Still, as Cohen & Berfield's Cohen suggests, indications of weakness in service to the public can be exploited.

Indeed, the Telecommunications Consumer Coalition, a project of the United Church of Christ's Office of Communication, issued an "Action Alert" a couple of months ago that probably sent chills down the spines of broadcasters who read it. The TCC said it is important to maintain the existing comparative renewal process. "This may not have been an effective tool in recent years," it said, "but it can be an important means to challenge the license renewal of a station not serving the public interest." Then it added: "A new group of commissioners at the FCC could make comparative renewal useful again."

Then there is the challenge that Orbis Television Stations Limited Partnership has filed against the renewal of WBFS-TV Miami. It presents the unusual picture of a creditor of the bankrupt Grant organization—Orbis Communications Inc., a program syndicator—attempting to take away one of Grant's licenses through an applicant with which Orbis shares principals. Orbis's counsel, Thomas Carroccio, said the application re-

presents an effort to take advantage of an "opportunity that arose out of adversity." Orbis, in other words, may be facing the prospect of not realizing the money owed it by Grant; but it stands to gain a television operation in the nation's 14th market. It remains to be seen whether another creditor takes the cue and files against the renewal of Grant's



Lewis Cohen

Chicago station, WGBO-TV, whose license expires in December. Potential challengers will have more time to consider filing on top of Grant's third television station—WGBS-TV Philadelphia. Its license does not expire until August 1989.

Indeed, it remains to be seen whether creditors of other bankrupt stations—and 23 independents are in Chapter 11—take the cue. Or anyone else, for that matter. For stations that declare themselves bankrupt, Carroccio notes, would appear to be vulnerable—their lack of financial qualifications, self-evident.

So as Congress considers legislation to

protect broadcasters at license renewal time, the question remains: at what price? Those who have been challenged—even if they prevail—and virtually all do—are those who feel protection would be worth a high price. Mullin, considering the burden imposed on Metroplex in defending its FM license in Fort Lauderdale, says: "I'd give up a lot—opposition to the fairness doctrine and spectrum fees and other things purists oppose—to get adequate protection at renewal time."

The number of comparative renewal cases, however, is so few, relatively, that it is not difficult to understand the reluctance of the broadcasting establishment to pay any price, let alone a high one, for protection. The regulatory pressures are off, and an FCC devoted to a free-market, private-enterprise philosophy, is in office. The FCC chairman has advised broadcasters not to think they "can trade freedom for security." That path, Patrick added, may guarantee they get neither (BROADCASTING, June 22). Earlier this month, he even said the FCC "may very well take a look at the comparative renewal process again," if Congress does not act on the issue. But he could offer nothing on the principles the commission might apply. But, then, there are organizations like the Telecommunications Consumer Coalition, and its observation: "A new group of commissioners at the FCC could make comparative renewal useful again."

All of which suggests that the industry is indeed rolling the dice on the comparative renewal issue. ■

By Leonard Zeidenberg

Sudden surge of sales at TV networks

Scatter market heads for sellout after strong upfront at all three

Fourth-quarter network scatter, coming in on the tail of an unusually strong upfront market, is performing exceptionally well, according to network and agency sources. Increases of 20%-30% in cost-per-thousand measured viewers (C-P-M's) over fourth-quarter upfront prices were frequently cited, with unit prices up as well.

By last week the networks had sold the bulk of their availabilities in prime time and other dayparts. Network inventories were already low coming into the scatter market earlier this month following an estimated \$3 billion in upfront sales in July, which some feared, apparently incorrectly, would dilute scatter sales.

At ABC, Executive Vice President of Sales Jake Keever said from a network viewpoint the scatter market had been "excellent," and he confirmed prime time C-P-M's were up 20%-30% over upfront prices, with daytime posting 15% increases and news also with a "very big increase."

Keever said that while sales were still going on last week, the network was more than 90% sold out in prime time, was down to 2% of daytime and had sold most avails in news. "I'm aware of very little inventory for the rest of the year," he said. The network's

third-quarter availabilities are also sold out, with first quarter "particularly tight." Keever said.

"Scatter is almost history," said CBS vice president of sales, Jerry Dominus. "The selling is largely over for prime time, news, late night and daytime." Although Dominus said news and prime time, with prices "significantly above" those for fourth-quarter upfront, were the network's strongest dayparts, he added that all periods were "quite healthy, thank you."

NBC also found the scatter market "stronger than we had anticipated with such an unusually large upfront," according to the head of network national sales, Larry Hoffner. "We wondered how much short-term money [would be left]. We are finding, very pleasantly, there is strength and confidence in the agency or client ranks."

Hoffner said the network could not find any new category helping to boost sales, but cited the "generally healthy [national business] atmosphere" as a likely source of ad budgets' general strength.

At one agency, J. Walter Thompson, the executive vice president and U.S. director of media services, Richard Kostyra, was also hard put to pinpoint the source of the additional ad dollars, although he believed that the cumulative total of new products and new companies, rather than any major

growth, provided some \$300 million in ad dollars above what had been expected.

Robert Daubenspeck, senior vice president, national director of broadcast at Foote, Cone & Belding, agreed the scatter market was "much better than expected by the networks or the agencies. Because there was so much money upfront, all the scatter money was thought to be in those budgets, so we thought we'd end up with weak scatter. But that was not true."

"I'm not sure where all the money came from," added Paul Isacson, Young & Rubicam executive vice president.

The presence of those excess dollars chasing fewer availabilities contributed to the higher prices, especially since all three networks entered scatter with less than the 35%-40% inventory normally remaining. CBS and NBC were about 70% sold out, said Marc Goldstein, senior vice president, director of network programming at Ogilvy & Mather, and Jack Otter, senior vice president, national broadcast, at McCann-Erickson.

Otter added that ABC was probably 80% sold out in the fourth quarter, while Young & Rubicam's Isacson, who cited ABC's fourth-quarter World Series and *Monday Night Football* broadcasts, said the network was as much as 90% sold out coming into the scatter market. □

NBC wants piece of cable action

Wright tells cable crowd that they've got the channels, NBC's got the programming expertise; also seeks help in abolishing network-cable crossownership ban

NBC President Robert Wright told a luncheon audience filled with top executives from cable programmers and operators last week that NBC wants to create product for the cable industry and participate in system ownership.

In remarks at the Cable Television Administration and Marketing Society convention in San Francisco, Wright sought cable's help in overturning prohibitions against network-cable crossownership and suggested the industry provide incentives to attract network participation in program production.

"I think your industry will have to provide program incentives which do not now exist for other players to come in and assist you in developing the programming potential of cable," the former Cox Cable executive said. And that included cable operators giving up their stakes in program service ownership in order to exert greater control of them. "Let's assume," Wright said "that a cable programmer is willing to stake his destiny on annual struggles for pennies per subscriber with distributors to which he has no alternative at present. If that programmer can be assured distribution only by giving up an equity position that cannot otherwise be justified, you are further eroding incentives for mayor players to assist."

Another obstacle that prevents NBC from moving "closer to the cable industry," he said, is the FCC's crossownership rules. Wright said the industry need not fear being overrun if the networks got in. "I think it's wrong if you look on NBC as a hostile potential participant in your industry. . . [It] is just too heavily capitalized today for any outside entity to come in and buy control of it." And he linked the two issues. "Any incentive that will allow network companies to focus more of their resources and program-related expertise on cable, such as through the ownership of cable systems, will be beneficial to cable, and you ought to think more about how you can create such incentives. . . Without a change in mindset and a change in incentives on the part of cable," Wright said, NBC or anybody else "is not going to make the commitments you should want to see made."

Wright's overtures left cable operators pondering the possibilities. Trygve Myhren, president of American Television & Communications, said in a panel session before Wright's speech: "I could see the networks doing more [for cable] and our cooperating with them." And Charles Townsend, president, Colony Communications, said in reaction to Wright's speech: "My hunch is we both need each other."

Wright said cable programming "needs help" and that the industry should improve its program development, placement and promotion, in all of which NBC could pro-

vide needed experience. "Talking about the need for improving cable's programming fare without taking certain necessary steps will not lead to the improvement of cable's programming identity," said Wright, adding that "there should be a natural tendency for more collaboration" between the two industries.

NBC owns a minority interest in the Arts & Entertainment cable service and has shown a strong interest in getting into the cable news business, first through its own service, then through its discussions with Turner Broadcasting about taking a stake in CNN. Neither came to fruition and Wright has not forgotten: "It makes no sense to me that the cable industry did not take greater steps a few years ago to encourage NBC's stated interest in entering the cable news business." Later, when Wright was asked what form NBC's program participation might take, news remained a possibility: "Maybe there will be a different viewpoint [in cable news] going forward," he said.

Wright suggested cable had a double standard in wanting exclusive programming but not respecting "the legitimate claims to exclusivity of the broadcast industry. The syndicated exclusivity and compulsory license issues are directly on point here. . . If cable-exclusive programming is an incentive you

must have, you must also think about re-evaluating your position vis-a-vis the legitimate claims to exclusivity of the broadcast industry."

Although Wright's regulatory wish list contained a number of items, he didn't hold out much hope for changes coming from Washington. "I don't see any near-term turnaround in that situation," he said later. He said if an ownership situation developed that interested it, the network would seek a waiver.

Wright made clear he was not shortchanging NBC's main business. "I believe broadcasting is a great business," Wright said, "and NBC is committed to it for the long term. . . GE/NBC's planned \$270-million acquisition of WTVJ-TV Miami is a strong indication of our faith in broadcast television." And he said NBC can apply its expertise "without lessening our commitment to broadcast television and to the more than 200 affiliated stations we serve."

But clearly times are changing. "The networks have been sliding while others have been building," Wright said. "Certainly your business is one of those on the upswing," he told the cable audience. He also said he was "not too preoccupied by ABC and CBS as my competition, because if I did that, I would be looking at a smaller and smaller world. I think each of the networks today has to look around, make new alliances and pursue new initiatives." □

ALJ's decision complicates KHJ-TV sale

ALJ extends proceeding into fitness of RKO station applicant Fidelity to include character issues

RKO wants to sell KHJ-TV Los Angeles to Walt Disney Co. and settle its 22-year license renewal battle with Fidelity Television Inc. and the FCC, but FCC Administrative Law Judge Edward Kuhlmann is not making it easy. Two weeks ago, Kuhlmann found RKO unfit to hold the license for KHJ-TV and 13 other broadcast stations on character grounds and, last week, he enlarged the yet-to-be-launched proceeding into Fidelity's fitness as a licensee to encompass character issues.

The FCC is inclined to approve the settlement, but Kuhlmann's actions are making it tougher for it to do so. According to FCC General Counsel Diane Killory, with each action, the FCC has to make sure that whatever it does can be justified as being in the public interest. Following last week's action involving Fidelity, she said, "It's not something you can just brush aside." But, Killory said, the Fidelity action is not necessarily a deal breaker. "Fidelity is not going to be the ultimate licensee," she said. "The license is just going to pass through its hands for a split second." If the qualifications of the ultimate licensee—Disney, in this case—had been brought into question, she said, the FCC would not even consider approving the deal.

The way the KHJ-TV deal is now structured, RKO would withdraw its license renewal application for the station, conceding it to the competing applicant, Fidelity. Fidelity along with the licensee would then immediately be transferred to Disney. To acquire

the license and the station's assets, Disney has agreed to pay RKO \$217 million and Fidelity \$103 million.

In the fidelity proceeding, Kuhlmann will be looking at the character of William Simon, Fidelity president and largest stockholder. In particular, he will be investigating the charge that Simon "assisted in the dishonest 'continuing' scheme to hide the true financial posture" of one of his clients in an unrelated proceeding before the FCC. It was RKO that made the charge in a motion to enlarge the issues in the Fidelity proceeding in July 1984.

What the FCC decides in the KHJ-TV case would likely set the precedent for FCC action on similar settlement agreements RKO is trying to reach with other challenging applicants for its 13 other stations and third parties like Disney. Gencorp., owners of RKO, has indicated that it wants out of the broadcasting business.

Although Kuhlmann's action may not stop the KHJ-TV settlement, some of the competing applicants hope that they will cause the FCC, in approving the KHJ-TV deal, to apply more pressure on RKO to reach settlements with them. Bob Thompson, an attorney for Future Broadcasting Inc., the group applying for RKO's KRTH-AM-FM Los Angeles, said that RKO, in settlements involving sales to third parties, is insisting on 70% of the money. He said he hopes that, in light of the Kuhlmann actions, the FCC will "extract a pound of flesh" by suggesting that future settlements will be contingent on RKO taking a smaller share. □

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France's new television order

Independence day

The French are storming the Bastille again. But this time around, they are overrunning a very different kind of bastion, that of the state-owned television.

This undoing of France's four-decade-old state television monopoly has been surprisingly rapid and dramatic. Within just three years and under a radical new deregulatory model not unlike our own, France has doubled its national television networks from three to six and placed four under private ownership, including the nation's longest-running channel.

Another four private channels could be beamed as early as next spring directly to France's 19 million television homes from broadcast satellites.

But as France prepares next month to enter one of the most contentious ratings battles in its history, the early fruit of the deregulation and expansion, French viewers will not be the only ones to gain.

The developments are opening new opportunities for European media interests buying into French TV, for transnational advertising firms anxious to take advantage of the opening in commercial time, and for producers hoping to supply much-needed program fare.

U.S. television program and movie syndi-

cators, in fact, are expecting a boom in business in France, as well (see box, page 40). American program sales have already increased in recent months there and may grow dramatically in the next two years, according to several American observers. At least one major studio executive suggests France will be the number-one international market in the year to come.

As is apparent, however, from a series of interviews with leading French media executives and others conducted by BROADCASTING, there are numerous unresolved elements likely to affect the ongoing transformation, for better or worse.

Few are sure, for instance, whether pent-up advertising demand will be enough to support all six terrestrial channels, each of which now gets some part of its revenue

from advertising.

The French-based program production industry also may be unable to meet the tremendous demand for programs brought on by channel growth and is considering co-production ventures.

And as for DBS, long a subject of debate throughout Europe, substantial obstacles remain before France's launch plans proceed, not the least of which is whether potential programmers can afford to participate in the DBS service at the transponder rates now set for them by government.

Changes in the landscape

"The changes are far more profound than originally thought when the government be-

After years of government-controlled television, France has unloosed commercial interests that have developed new TV channels—some advertising-supported—including some that will beam programming via satellites. The country is now a new marketplace with changing horizons.



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gan to privatize the structure of the television industry," commented Francois Le-moine, head of France's largest program producer, the state-owned Societe de Francaise Production (SFP).

"A complete change, a revolution," was how another French media executive, Antoine de Clermont-Tonnerre, president of the independent production company Editions Mondiales, termed the industry's development.

The transformation has been vast. Driven both by competitive changes throughout Western Europe's television industry, such as the emerging concept of cross-border broadcasting by satellite, and by general deregulatory political and economic pressures from within, France has virtually turned the idea of a state television monopoly on its head,

with a series of deregulatory changes during the past five years making way for private media ownership and control (see box on media law, page 46).

According to Xavier Gouyou-Beauchamps, chief drafter of the country's current media law and now president of France's state transmission company, Telediffusion de France (TDF), the government's deregulatory program sought primarily to insure that private interests, rather than government planners, would shape the medium's future.

He explained: The first stage in the transition, the legislative stage, "was not architecture. It was urbanism. The initial aim was not to build the building, it was to let people build buildings."

And the "building" made possible by this

liberalization has begun with a fury (see box on key players, page 42). Two new national channels, La Cinq and Metropole TV (M6), the result of a 1985 law allowing private networks, have been on the air for more than a year with full schedules now aimed at the same general interest audience the three state channels had monopolized for years.

Another channel, the over-the-air pay film service Canal Plus, actually a hybrid public-private company formed before the new laws, has also emerged as one of the most dynamic programming forces in France (see box on Canal Plus, page 48).

The sprouting of these new channels has not been the only factor in shifting the balance of the French television industry. The government privatization program has also had a dramatic effect. Earlier this year, for

French buying spree

French television could well become the world's biggest buyer of U.S. programs in the next year or more, according to experts in the field, and some American distributors are already taking home the winnings.

Long a leading market for American shows, but stagnant until recently because of the imposition of insular cultural policies in the early 1980's, French television's demand for programming has now been driven to a high with the emergence of its new TV channels. And in that seller's market, U.S. product beats pricing of French shows by far, at the same time drawing audiences too sizeable to ignore.

"France will be the number one international market this year," believes Colin Davis, president, MCA TV International. "I did more business in one week [in a recent trip] than I ever have in one year in the past."

Worldvision's Bert Cohen agreed: "France has become a major factor; a prominent player. We see a very promising next two years for American distribution companies in the French marketplace. It may have already surpassed England in terms of volume of TV programs for license purchased from American suppliers."

Business in France for another major studio, Paramount, has been "very substantial" in recent months, added the Paramount TV International President Bruce Gordon, and include two major deals with La Cinq involving all of the studio's latest titles.

Brian McGrath, president and chief executive officer of Coca-Cola's Entertainment Business Sector International, also said his company views the developments in France as "extremely positive. We see it as a further indication of new avenues opening throughout Europe for programs. There is a terrific demand at viewer level."

MCA, for instance, needed only Davis's week-long trip to Paris earlier this summer to sell all of MCA's new shows and renew remaining episodes of series already airing there, while at the same time gaining license fee increases of up to 80%. The company also got an output deal for its new shows, with network commitments to buy every episode of that show with minimum agreed price increases each year.

Worldvision's Cohen, which sold its program, *Throb*, to pay channel Canal Plus, followed by airing on Antenne 2, sees the boom opening markets for new types of television programs other than action series, films and other types of programs that have traditionally sold well there. "Daytime soaps are going to come onto the scene," he predicted. "By the fall to the beginning of next year, we will see [U.S.] soap operas in the morning and afternoon."

U.S. programs' proven audience appeal is part of its attract-

iveness to French programmers looking for ammunition in the growing ratings war. "[They] have to find dubbed, maximum-appeal product to attract viewers," Davis commented. "More old product than new is selling, because it's available, it's known."

But it is also their lower price that gives American shows the edge when French channels go buying. According to Antoine de Clermont-Tonnerre, head of independent producer Editions Mondiales, the cost advantage is "enormous," with a channel paying 10 times less to buy syndicated American programs than produce new French ones.

Added Davis: "The economic realities [are] American product is cheaper. [The French] almost have to buy foreign product to subsidize their own production."

But the pricing differential will probably shrink as distributors respond to more competitive buying with higher fees. "Prices will definitely increase. There will be a very strong increase," said Cohen. Clermont-Tonnerre, whose company is one of the consortium owners of channel TF1, acknowledges that "it's a good situation for the American producers," with bidding wars already occurring for stronger U.S. series, such as *Dallas*, where La 5 outbid previous rights-holder TF1 by paying 50% more.

Antenne 2's Henry Perez also believes prices for American product will go up with demand, and while quotas keep U.S. shows from dominating the airwaves (50% of all programs must be domestically produced, and the percentage aired is generally much higher), they will remain crucial in the prime viewing period.

At highly competitive A2, for example, Perez said U.S. shows may represent only 8%-10% of the overall schedule, but have a much higher share in prime time and represent one-third of the network's dramatic programs and series. At pay channel Canal Plus, as well, Francois Garcon of parent company Agence Havas said American product makes up 50% of film showings and 30% of sports telecasts.

The inroads may be not only for U.S. entertainment and sports product, but for U.S.-produced news as well. Canal Plus, in the first experiment of its kind, has been airing since early this year *CBS Evening News with Dan Rather* during a clear period in early morning (7 a.m.), reaching a potential audience of 94% of the nation with a subtitled, time-delayed version of the American newscast.

CBS International's Rainer Siek, vice president of sales and marketing, said while the audiences are relatively small, advertiser response has been developing well, with advertisers including American Express, Rover, Mobile Oil and the French national gas and electric company.

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instance, after more than 40 years as the dominant state network, France's longest running TV channel, Television Francaise 1 (TF1), was sold into private hands and the dust has still not settled.

Now 50% held by the country's largest construction company, Bouygues, along with substantial interests with one of the continent's most aggressive media barons, Robert Maxwell, TF1's presence in the private sector has unleashed a feverishly competitive battle with La5, whose owners include, in equal parts, Italy's leading broadcaster, Silvio Berlusconi, and France's largest newspaper publisher, Robert Hersant.

The TF1-La5 rivalry shifted into high gear early last summer when La5 raided TF1's leading talent, including some of its most popular program hosts, and also outbid the dominant channel for next fall's broadcasts of the well-watched U.S. series, *Dallas*. Several observers are confident that with Bouygues' capital and Maxwell's media know-how, TF1 should soon stem the losses.

But in the meantime, TF1 has hardly begun to respond, in part due to the disorganization wrought by privatization and the subsequent management restructuring. The channel, which has been unprofitable in the last two years and most probably will be so

again in 1987, has already taken a key step toward its final reorganization as a private company, last July offering 40% of its remaining interest to French stockholders and another 10% to TF1 employees.

According to reports, the TF1 offering was a mixed success, drawing fewer investors than other recent French company privatizations, but managing to take in over \$200 million in the sale of 7.6 million shares—6.5 million shares purchased by 415,000 individuals, over 1 million bought by institutions and another 160,000 going to foreign buyers.

Although the volatile television industry makes interpretation of stock values difficult, TF1 shares have increased by nearly \$5 over the \$26 share price originally set by the government, first trading on the French stock market in late July at over \$28, and as of Aug. 17, trading at nearly \$31.

Advertising pays the way

Not everyone, including TF1 owner M. Francis Bouygues himself, believes the now-private channel, or the other channels, are out of the woods. The main reason: uncertainty about the advertising market.

The industrialist, setting the ambitious goal for the network of achieving a 10% profit on \$660 million revenue by 1990, has complained publicly that for TF1 to survive in the competitive atmosphere, advertising revenues allowed for the two remaining state channels should be cut to foster an increase in the private channel ad pool.

It is true that for all of France's new and existing TV channels to be profitable, current TV advertising levels would have to grow greatly. Now just one-fifth of a \$4.25-billion advertising universe, French television advertising is positively anemic compared to British television's 30-plus percent of the total advertising pie, or television's 50% in Italy, where the medium underwent a radical deregulation in the 1970's.

The majority of data gathered in France and elsewhere shows that advertising expenditures long limited on television by government regulation and diverted to other media, are ready for a shift to TV. Projections put TV ad expenditures by the end of the decade at well over the \$1-billion mark for the first time.

"The cards are stacked reasonably well," according to Chris Dickens, worldwide media director and executive vice president at Young & Rubicam. "Most of the people I speak with tend to believe as TV media ex-

Who's who in French television

France, with a population of 54 million, has some 19 million estimated TV households, each paying \$86 for an annual color TV license, and the average adult viewing about three hours a day. Key TV channels and other television companies in that nation's broadcasting industry, both public and private sector, follow:

■ **Television Francaise 1.** TF1, France's oldest and its only channel until 1963, was made private this year. Half of the channel was sold in April for approximately \$500 million to France's largest construction company, Bouygues (25% of the half-interest), British media magnate Robert Maxwell (10%) and a consortium of other companies; another 40% was sold in a public offering in July and the remaining 10% went to some of the channel's 1,500 employees. The channel, the regular ratings leader along with Antenne 2 (see below), provides a nearly equal amount of entertainment and news programming on a seven-day schedule. Revenue for 1986 was \$380 million, but the channel has been unprofitable for two years and most believe it will be so again this year, the first time it will have no revenue from TV license fees, which once totalled \$238 million.

■ **Antenne 2.** One of two remaining public sector channels, A2 was established in 1963 and is funded by proceeds from France's television license fees and from commercial advertising sales under ceilings set by the government. Revenue in 1986 was \$380 million. In 1987, the channel will get 70% (\$248 million) of its revenue from ad sales, 30% from set taxes. The channel employs 1,300 and, like TF1, splits programming about evenly between entertainment and news.

■ **La Cinq.** La5 was one of two new private national channels established in 1986. Current ownership is shared by Italy's dominant broadcaster Silvio Berlusconi (25%), France's largest newspaper publisher Robert Hersant (25%) and others. The channel's revenue, expected to total approximately \$110 million this year, comes entirely from advertising sales. Coverage is still limited to 64% of France, or 34 million households, but is expect-

ed to expand to 90% by the end of 1988.

■ **Metropole TV.** Established as the second private national channel along with La5 in 1986, M6 is currently owned by Compagnie Luxembourgeoise de Telediffusion (25%), water distribution company Lyonnaise des Eaux (25%) and others. The channel, which began largely as a music video service, has since moved toward more general programming. The channel is targeting advertising revenues in 1987 of \$16.7 million.

■ **Canal Plus.** A pay terrestrial channel with 1.9 million subscribers, Canal Plus is run privately by France's largest advertising conglomerate, Havas, itself partly state-owned. After losses estimated at more than \$100 million in its first two years of operation, the channel registered profits in its last fiscal year of nearly \$32 million on revenues of \$555 million, derived from both subscriptions and ad sales. Approximately four-and-a-half-hours of its 20-hour program day are broadcast unscrambled, with its transmissions covering 94% of the country.

■ **France Regions 3.** FR3 was established in 1972 as the third public channel. At one time a candidate for privatization, the channel's budget comes predominantly from license fees, with about \$56 million derived from ads, down 13% by government decree. Nearly two-thirds of the channel's programming is news.

■ **Telediffusion de France.** TDF is the state-owned organization responsible for broadcasting the programs of state networks and private networks on its nationwide system of UHF transmitters. TDF is also responsible in part for the launching of France's DBS systems TDF-1 and TDF-2 in the next two years. The company employs 3,960, and has an annual budget of \$448 million, financed largely through its service contracts.

■ **Societe Francaise de Production et de Creation Audiovisuelles.** SFP claims to be the largest integrated film and video production complex in Europe, producing 2,000 hours of programs a year, with a staff of 2,300. The company is responsible for the production of programs for the national networks, and also provides production services to a wide variety of foreign—including U.S.—television broadcasters and others.

The image features several decorative ribbons in blue, yellow, and orange, swirling across the white background. The ribbons are positioned around the text, with one blue ribbon starting from the top left and curving towards the center, a yellow ribbon starting from the top left and curving downwards, and an orange ribbon starting from the center and curving towards the bottom right. A blue ribbon also appears at the bottom of the page.

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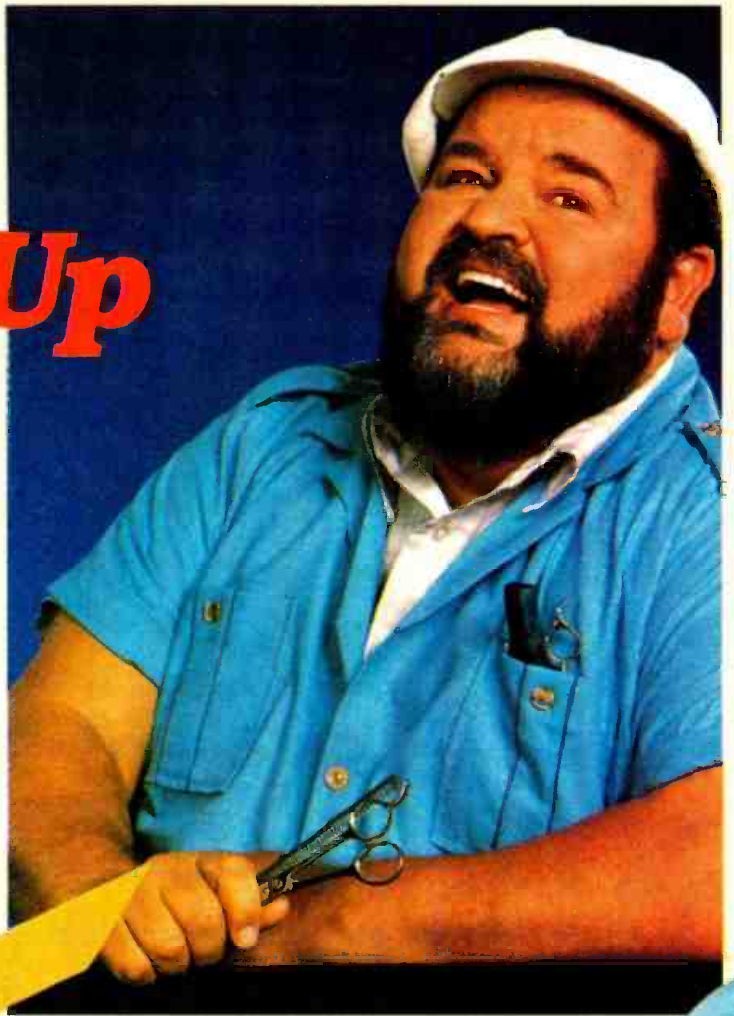
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Total	May '87	May '86	May '85
# Syndicated Pgms. Ranked*	506	473	443
Rankings (based on)			
HH Rating	#7	#10	#12
Women 18+ Rating	#5	#9	#9
Women 25-54 Rating	#7	#9	#9

DONAHUE

*Source: NSI Cassandra/Ranking of Syndicated Programs Reports
† #Daytime Syndicated Pgms Ranked: 1987-126, 1986-123, 1985-114

Going Up

Now **UP** to **95** Markets

Total	May '87	May '86	May '85
# Syndicated Pgms. Ranked*	506	473	443
Rankings (based on)			
HH Rating	#44	#68	#144
Women 18+ Rating	#33	#47	#85
Women 25-54 Rating	#34	#52	#89
Daytime Only†	#5	#7	#15

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pand in places like France and West Germany, the availability of air time expands."

Although Dickens acknowledged his company was on the "slightly optimistic side" of TV ad growth projections, he added, "There's almost certainly enough around to allow TV companies to make their way . . . assuming no major restrictions on ad categories to harm revenue. There's no evidence I can glean to suggest as TV media expand, there isn't enough money to make it pay."

Agreeing was J. Brian McGrath, president and chief executive officer of Coca-Cola's Entertainment Business Sector International. There is a "substantial pent-up demand on the advertising side [and a] substantial amount of dollars for advertising," he said.

A key limit on TV ads, now being loosened in France and throughout Europe, is the amount of allowable ad time per hour. Ads in France are generally kept to an average of six minutes per hour (half the U.S. average), with nine minutes maximum. Overall, TF1 and A2, the largest channels, have only about 35 minutes of advertising a day, while new competitors La5 and C+ have 84 and 53 minutes, respectively, according to Ogilvy & Mather data. But recent regulatory revisions, according to Editions Mondiales' de Clermont-Tonnerre, have already authorized up to 12 minutes maximum per hour, nine minutes average.

Some observers still wonder, however, whether there will be enough for all six channels to stay profitable. One reason is the continuing threat of new regulations restricting certain lucrative types of advertising. Laws already prohibit advertisements for

French deregulation

France's deregulatory drive is not exactly a new phenomenon. As early as the mid-1970's, French President Valery Giscard d'Estaing revamped the country's broadcasting laws to mildly decentralize, although hardly lessen, the state broadcasting monopoly structure that had been in place since private broadcasting was abolished after World War II.

It was early in this decade, however, under his successor, Socialist President Francois Mitterand, that the first serious push was made to recast the nation's media laws. One new set of laws, passed in 1982, established for the first time a distinction between state-owned and privately owned stations, with the state maintaining its monopoly on national networks. Further refinements in the law established similar principles for cable television networks in mid-1984.

Then in late 1985, breakthrough legislation was passed allowing further private ownership of localized, multicity television networks, while the most recent communications legislation, established in the fall of 1986, allows for private national networks, as well as the privatization of government-owned media organizations, most notably TF-1.

The 1986 law also created the current communications regulatory body, the National Commission for Communications and Liberty (CNCL), which was largely modeled on the FCC. CNCL is charged with enforcing regulations governing broadcast, cable, satellite television and other communications media. Its functions include authorizing use of radio and TV frequencies and regulating time and content of commercials and political advertisements, as well as some aspects of programing. CNCL is made up of 13 government-appointed members serving nine-year, non-renewable terms.

airlines and tourism, tobacco, wine and liquor and certain forms of entertainment such as books, music, movies and magazines.

Also earlier this summer, for example, new legislation was introduced that would further limit liquor advertising to prohibit virtually all alcohol, including wine.

Expectations for France to become a focal point for any pan-European advertising cam-

paigns may be premature as well, according to some. A2's Henry Perez, for instance, sees potential for such campaigns, but not until four or five years in the future, when transnational marketing and distribution catch up with the pan-European advertising potential made possible by the expansion of European TV media. Coca-Cola's McGrath also views pan-European advertising, carried by satellite, as an "evolutionary, rather than a revolutionary" development.

Others, such as de Clermont-Tonnerre, also caution that with the growth of French TV occurring in such a relatively short time, advertisers' ability to expand as rapidly as required to sustain all channels may be taxed, creating short-term difficulties for some of the channels.

While the two state channels, Antenne 2 and France Regions 3 (FR3), for instance, have been changed the least by deregulation, they may be the ones to feel its impact the most.

A2, which now derives 70% of its income from advertising, will likely see its government-sanctioned share of advertising revenue decrease, without increase in revenue from the nation's television licenses fee proceeds to make up the difference.

According to Henry Perez, A2 director general and a believer in the new, competitive approach, A2's ad revenues "will perhaps decrease to 55% over the next several years." Perez added: "[We] cannot have a smaller budget. . . [We] need very large audiences so we can battle in prime time for our share of market."

While Perez acknowledges the network may not necessarily remain the leading channel, he said it should not become the public-television equivalent in France of the U.S. Public Broadcasting Service, which,



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despite its quality programming, he believes has audiences too small and specialized for A2.

Gouyou-Beauchamps agreed. "Antenne 2 should remain a large public network. [But] the public sector is one actor of the system. Probably it will be very difficult" for the channel to be as big as TF1 again, he added, "but they have the possibility and capacity of remaining one of the two or three big networks."

Will all the new French channels survive? According to de Clermont-Tonnerre, "it's not sure. . . . The market here believes it is difficult for six channels, especially with three beginning at the same time and [TF1] obliged to find 50% of its expenses on the market." A2's Perez also maintains there may not be enough to go around, with only five of the six channels staying in business.

At least one non-French observer, MCA International TV President Colin Davis, also commented: "I don't think anybody really knows the answer to that."

Television a la Francaise

As the television outlets in France expand, one key question remains unanswered: Will French television programming production expand to fill them? So far, the answer is a definite maybe.

France's new channels in particular, as well as existing ones, are turning as much to American and other nondomestic product as they are to that of France's production leaders for the most competitive program periods.

Some believe strongly, however, the country's production output can increase, especially through the use of co-production ventures with non-French companies, as well as other cost-saving innovations.

SFP is France's state-owned, and Europe's largest, independent production company, with a staff of more than 2,300 producing about 2,000 hours of programming per year. For SFP President and Director General Francois Lemoine, the company's "biggest hurdle" is to have adequate facilities to produce even more programs, at the same time "nourishing" its personnel to find new economies in production.

Henri Spade is one such experienced SFP producer. In fact, he is a French television pioneer going back to the earliest post-war broadcasts in the 1940's. And Spade believes that while "the time of big budget productions is over, the image [on the] screen can be no less rich."

Another experienced SFP executive finding ways to use technology to increase productivity is Michel Oudin, head of development, who has been exploring measures such as producing programs with video in place of film, or moving to electronic-style postproduction after shooting on film, as well as building permanent sets that can be modified and reused for different programs.

"There is a serious pressure to increase quality at the same time we decrease cost. We're competing in a new environment," Oudin explained.

But will this kind of improvement provide the momentum needed to boost French production to the level demanded by the new environment? "It's difficult to predict because of the huge changes," acknowledged

Lemoine.

Also pessimistic is U.S. film industry representative in Europe, S. Frederick Gronich, senior vice president for the European Continental Offices of the Motion Picture Export Association of America. To rebuild the French production industry will "cost beyond what the government is willing to invest. It means tens of thousands of hours a year [in productions]. . . and subsidies alone are not enough to guarantee programs," he argued.

One potential solution long under consideration by European producers is in working increasingly in co-productions with companies across national borders, both throughout Europe and in the U.S., saving costs by sharing resources ranging from facilities to creative talent.

For SFP, which has extensive co-production agreements in areas such as sports coverage, the development of co-production in fiction programming of more than 50% of its output is a major goal, Lemoine explained.

Independent producers in France are also poised to use co-production as program demand expands. One such company, a relative newcomer to the television field, but already with unique international co-production experience, is Editions Mondiales.

According to EM President and Director General Antoine de Clermont-Tonnerre, who joined the company in 1982 from the top spot at SFP, the trend toward co-production is growing. "We are obliged to co-produce with our partners. There's not enough money in one single country to do high quality programs. So we need to have presales in different markets. And the channels encourage this evolution because all the channels in the world have less and less money and need more and more programs for the lowest involvement."

Co-production does have a few obstacles to overcome, believes Lemoine. "The problem of language is a very difficult one. Countries are anxious to maintain their particularities." While the difference in languages will not go away soon, European television companies are already thinking of ways to overcome such barriers, such as greater emphasis on so-called "pan-European" television, with more universal subjects either dubbed or subtitled into multiple languages, or, as de Clermont-Tonnerre suggests, thematic channels that emphasize multicultural subjects such as news, sports, music or cultural events.

Skyward factors

If France does manage to sustain intact its new channel structure, providing there is enough domestic and co-produced programming and advertising support, it has one more issue to consider. Very soon, possibly as early as next spring, the country could have four more channels to add to the mix, these beaming to the home via French direct broadcast satellites (DBS).

In preparation now since the start of the decade as part of a joint DBS program with West Germany (which anticipates launching

Movies help make Canal Plus a hit

One new channel made possible by this decade's move toward deregulation was Canal Plus. An unusual hybrid in structure and service, the channel has emerged as one of the most powerful players in the French program market.

Canal Plus is a terrestrial pay service, scrambled for most of its program day. And because it first went on the air in November 1984, prior to the current deregulation, it was licensed under special dispensation as a privately run channel owned by a partly state-owned company, advertising conglomerate Havas.

Although Canal Plus found its drive for subscribers undermined early on by unrealized government intentions to introduce dozens of local private TV stations throughout France, these days Canal Plus has turned itself around, in its last fiscal year showing a profit of nearly \$32 million on revenues of \$555 million, with 1.9 million subscribers paying approximately \$24 a month. The channel has a churn of 6% and draws 4,000 new subscribers each day.

One of the reasons for the channel's success has been a schedule dominated by popular theatrical releases. According to Worldvision's Bert Cohen, because the channel is France's first pay service, it has provided a form of sequential distribution previously not available to studios, which can now provide the channel with film releases prior to airing over free broadcast channels without fear of diluting audiences.

A full 40% of the channel's schedule are fresh films, said Francois Garcon of parent company Havas, most airing 11 months after theatrical distribution and fully a year before the national networks, which all compete heavily in the showing of theatricals, can air them.

"Canal Plus has become a major force in the buying area," noted Paramount's Bruce Gordon, while Coca-Cola's Brian McGrath said the channel has been "an enormous commercial success." MPEAA's S. Frederick Gronich added: "The key phenomenon for programming in France is Canal Plus."

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its own four-channel DBS service later this year), and with investments greater than that of any other European DBS project, France's TDF-1 satellite, as it is known, is just one step away from approval.

But this last step, following a long series of delays, may be the most difficult of all. To make TDF-1 a reality, the state and private industry must finally agree on how to finance the satellite, as well as how to pay for a twin, TDF-2, to be launched in fall, 1989 as a backup and to provide a fifth program channel.

Further complicating the picture is the competition to the French-German DBS joint venture by the Luxembourg satellite upstart, Astra, to be launched in the fall of 1988. Astra, while requiring somewhat larger home receive dishes, plans 16 program channels in a mix of French, German, English and other languages. And the satellite is boasting far lower transponder costs to compete for the same media interests that might like to be on the more powerful French bird, plus projections putting it in some six million French homes within five years.

France must also place in proper perspective other alternative media, such as a long-touted, and now sluggish cable industry and an embryonic home video market waiting to escape the bonds of protectionist, 33% sales taxes on videocassette recorders.

Currently, French DBS is in limbo as the nation attempts to work out a serious dispute over the financial responsibilities of programmers and of the state in the venture. In mid-July, communications regulatory body CNCL made the final preselection of what companies would be on the satellite—TF-1, Canal Plus, La 5 and M6—rejecting foreign bids from Visnews, British musical channel Olympia and US cable company Bravo TV.

Now, however, the cost of participation

for those selected must be established. As the DBS plan currently stands, the government will pay approximately \$333 million satellite launch and insurance costs for TDF-1, while the programmers will pay similar costs, half in advance, for the building and launching of TDF-2, as well as paying an average annual transponder cost of \$22 million.

The programmers, however, must also take a \$7 million-\$8 million share in a commercial company, Tevespace, set up under TDF to handle the second satellite. They must also advance another \$20 million each in the form of an eight-year loan, and they face penalties the equivalent of four years of transponder costs if they break their contract to air programs on their channel.

The programmers, understandably, are balking at arrangements for a service that not all are even sure will attract significant viewership for years, particularly since the channels to be aired (with the exception of M6), already have or will soon have full nationwide coverage by terrestrial means. The programmers subsequently asked the state to reduce annual transponder costs by half.

French finance ministers, meanwhile, have openly wondered whether the state, despite extensive financial and political commitments already made, should expend further costs if the participating television companies themselves are concerned about DBS's prospects for success.

The television industry, however, will not likely turn to cable as another way of reaching viewers with new programming outlets, as early predictions on the extent of French cabling in the 1980's have been greatly overestimated.

According to Gouyou-Beauchamps of TDF, which has responsibility for the physical cabling of the nation, present forecasts

call for fewer than 20% of French people to have cable in the next 10 years, although certain major cities, such as Paris, should be fully cabled in the next five to six years.

No more talking heads

The landscape of French television, altered with a vengeance by deregulation and an aggressive media climate, will certainly never again be the sparsely populated, limited-choice service it was until several years ago. Not only has the number of outlets increased, but with the new competitiveness will likely come new and diversified styles of television.

TDF's Gouyou-Beauchamps, who is now seeing the result of media deregulation he helped set in motion, commented: "It will be a big change, of course. The economy of the channels where a TF-1 has 40% of the viewers will change. If you have real diversity and if you use that diversity, [the viewer] will go to watch a channel, then 20 minutes later you will go to another channel and no one will have 40% of the audience."

Paramount's Bruce Gordon also believes the new environment will "benefit viewers, who get a wider choice, a more aggressive presentation. . . . The fact they [viewers] are being sought after, pursued aggressively because of advertisers [looking for ratings] has never happened before. In France, the viewer is going to get quite a surprise."

Even one veteran programmer, who for years has produced shows for the state networks, likes the way television in France is changing. Henri Spade of SFP admits he prefers the new channel, Canal Plus. If the other channels are showing nothing but documentary-style cultural programs, Spade jokes, he might as well "read a book." ■

By Adam Glenn



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O N R A D I O

Two for one

In what is being called a "historic" first for a major radio market involving two separately owned stations, Metropolitan Broadcasting's new age/jazz-formatted KTWV(FM) Los Angeles, also known as "the Wave," and Group W's all-news KFVB(AM) have formed a cross promotion/advertising venture whereby each station is airing 30-second spots promoting listenership to both formats. "I don't believe this has happened before," said Bob Galen, the Radio Advertising Bureau's senior vice president for research.

Said KTWV Vice President and General Manager Howard Bloom: "We don't see our move in any way, shape or form as competitive with each other. In fact, our stations complement each other because we each have very selective formats: one is all music, the other all information." Added KTWV Program Director Frank Cody: "This is probably the ultimate synergistic relationship."

Dave Forman, executive editor of KFVB, said the KTWV ads tell the station's listeners

that when it's time for information, KFVB is the place to tune. For example, copy for the KFVB spot over KTWV reads, in part: "94.7 [KTWV's FM dial position] 'the Wave' for southern California's musical soundtrack and KFVB News 98 [KFVB's AM dial position] for the words. Give 'the Wave' as long as you like and give KFVB 22 minutes. Together we'll give you southern California."

Conversely, the KTWV ads over KFVB—there are two different spots—tell the all-news listeners that when it's time to "relax," tune to "the Wave." One KTWV spot describes the station as "an elegant alternative, blending soothing and relaxing vocals, light jazz, melodic 'new age' music and no disk jockeys." It goes on to say: "Instantly, catch up on news, traffic and weather on KFVB. Then switch to FM 94.7."

The cross-advertising campaign, which began Aug. 17, will run on both stations "indefinitely," the stations said. Typically, each station airs six spots a day.

"We [the two stations] are making a strong statement on how radio needs to look

at itself in the 1980's," Forman said. "Everyone is sharing audience with everyone else. This arrangement gives us an opportunity to advertise to listeners who are already listening to radio. It's like a point-of-purchase display within our own medium," he said.

Baby boomers-plus

The radio industry's 35-plus committee (formerly the 35-64 committee) will soon tour 19 top markets with a new, multi-image, three dimensional information campaign aimed at demonstrating the growing importance of the mature adult market in media planning. The slickly produced, 16-minute presentation, the "Amazing Invisible Market," is narrated by the veteran comedy team of Jerry Stiller and Anne Meara with NBC announcer Don Pardo. It contains such data as older Americans (primarily 50-plus) account for "half of all discretionary income in America, 80% of all the country's savings, and 77% of all financial assets." The presentation also states that the buying power in America will be changing over the next 12 years as the percentage of people 50 and older is projected to grow by 23%, compared to 8% for those under 50.

The "Amazing Invisible Market," which will be shown to major clients as well as senior ad agency executives in the 19 markets beginning in September, was produced in association with Group W Radio. It was unveiled at a press luncheon last week in New York that was hosted by six area stations: WCBS(AM), WINS(AM), WMCA(AM), WOR(AM), WPAT-AM-FM and WQXR-AM-FM.

The 35-plus committee, which was formed some five years ago, has 270 members, most of which are radio stations and groups, networks and rep firms. It is chaired by Ted Dorf, vice president and general manager, WWRC(AM)-WGAY(FM) Washington.

Win one, win one

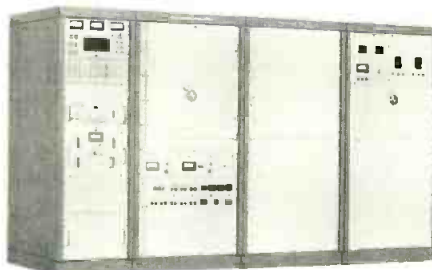
In the continuing local radio ratings battle between Birch Radio Research and Arbitron, Birch has received an endorsement for its services from the Washington-based National Association of Black Owned Broadcasters for all NABOB member radio stations. "We are encouraging our membership to support Birch Radio and are calling on advertisers and their agencies to utilize Birch Radio for the use of planning and buying black radio," said NABOB's executive director and general counsel, Jim Winston.

NABOB was formed in 1976 to address problems that black station owners found different from those of broadcasters in general. The association has 165 member sta-

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tions (150 radio, 15 television).

On the Arbitron front, Dr Pepper/Seven Up Companies has renewed its exclusive agreement with the ratings service for another three years. As a result of the new contract, all Dr Pepper/Seven Up Companies' local radio buys will be made using Arbitron audience estimates. "Arbitron has always given us the media information we need," said John Smith, director of media for Dr Pepper. "In addition, our bottlers' agencies are all Arbitron shops, and it makes sense for us to keep our systems compatible."

Albuquerque format fight (cont.)

The third round in the fight over the format of noncommercial KUNM(FM) Albuquerque, N.M. (BROADCASTING, July 13, 27), was the filing of a lawsuit by the New Mexico American Civil Liberties Union on behalf of 20 former station volunteers. The million-dollar suit claims the station violated the due process clause of the 14th Amendment by ignoring complaints pending under its grievance policy and asks whether the station violated the university employees' right to free speech. Eric Isbell-Sirotkin, an attorney with The Girard Street Legal Clinic, Albuquerque, which is handling the ACLU's case, said the judge denied a request for a temporary restraining order to keep KUNM from implementing a new format on Aug. 1. The station, which added 10 hours of fine arts programming and 25 hours of jazz, expanding its operations from 12 hours to 18, cut out the "free-form" programming that had been a station staple.

In support of radio news. With recurring debate in some radio industry circles over whether listeners have been losing interest in news and with continuing concern among news directors over moves made at some stations to reduce news staffs, a soon-to-be released Associated Press study called "Radio Power" says that "news and information programing" on the aural medium attracts listeners.

In a telephone survey of 1,000 listeners, 18 and older, who listen to radio at least 30 minutes during an "average" weekday, 70% said they pay "as much or more attention to news and information as they pay to music." Also, 80% of all respondents agree they "like listening at the start of the day because they get a variety of information in a short time."

Another key finding of the study, which included interviews with 63 program directors and 39 general managers at commercial stations in the top 100 markets, shows 97% of them "expect to have the same amount or more news and information on their station next year as they have this year."

The full results of the study, conducted for AP by Reymer & Gersin Associates, Detroit, will be unveiled at the Radio-Television News Directors Association meeting, Sept. 1-4, in Orlando, Fla., and at the National Association of Broadcasters "Radio '87" convention, Sept. 9-12, in Anaheim, Calif.

Reformatted UPI

The UPI Radio Network announced several format changes scheduled for the fall, including the addition of two new "personality" newscasts (morning drive and midday) anchored by veteran UPI Radio Network correspondent Pye Chamberlayne.

The Chamberlayne newscasts will combine hard news with life-style reports, said Mike Freedman, director of the UPI Radio Network. Chamberlayne, who has been with UPI since 1962, is UPI Radio's Senate correspondent.

Other network modifications are a three-tone "sunder" theme package for all newscasts, sports and business reports, a first for

UPI Radio; a new five-minute newscast at the top of the hour replacing the current four-minute and 30-second broadcast; and an "all-in-one" feature package fed three times each day (4:35 a.m., 5:35 a.m. and 9:10 a.m. NYT) that will incorporate the network's three, 60-second, daily *Jack Anderson Investigative Reports* along with 16 different feature series. "We are consolidating our feature feeds, enabling stations to have them all in-house just as the programing day begins," said Freedman. The feeds had been scattered throughout the day. Freedman added that UPI's two-minute "contemporary" newscasts will continue to run at the bottom of the hour.

"These changes are the result of nearly a year of research and production. They are also in direct response to the needs of our affiliates," Freedman said. The UPI Radio format changes and additions are slated to be implemented on Monday, Oct. 5.

Dodger deal

Talkradio KABC(AM) Los Angeles has signed a new five-year pact with the Los Angeles Dodgers that will extend KABC's role as the originating station for all Dodger games. (The Dodgers hold all broadcast rights to their games.) KABC has been carrying Dodger baseball since 1984.

Papal satellite plans

The IDB Communications Group, Los Angeles, will be the sole supplier of network audio transmissions for coverage of Pope John Paul II's 11-day, nine-city U.S. trip next month, said Peter Hartz, vice president of marketing and operations for the satellite distribution firm. From each city, said Hartz, IDB will provide audio to ABC, AP, CBS, Mutual, NPR, NBC, United Stations, UPI and Voice of America.

IDB's network radio pool will consist of six, 8 khz unilateral channels and will be coordinated by Tony Brunton, director of radio special events for CBS News. According to Hartz, IDB will use four C-band transportable earth stations as well as a Ku-band flyaway unit. Audio will be received at IDB's teleport facilities on Staten Island, N.Y., then distributed to the various network studios in New York and Washington.

IDB will also handle transmission of video for television news coverage of the Pope's visit.

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On September 14, 1987, Broadcasting looks at the incredible six decades of the "Tiffany network," what it was, what it is, and where it's going.

Here's a sampling of some of the stories that are part of this exciting and comprehensive survey:

- The early years...is anyone listening?
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Marketing on the minds of cable executives

CTAM convention in San Francisco draws record attendance to hear advice on how to gain a competitive edge

The numbers and the talent present on the first day of the Cable Television Administration and Marketing Society convention last week at the Fairmont hotel in San Francisco made clear that marketing has gained the attention of the cable industry's top programmers and operators.

In addition to the record-breaking 1,400 attendees, CTAM's second executive mini-conference attracted 70 chief executive officers to engage in a behind-closed-doors debate on the results of two CTAM studies—one on overbuilds and the other on the viewing habits of nonsubscribers.

Rod Thole, executive vice president, Heritage Communications, outlined the conference's "Cable's Competitive Edge" theme at the opening session (see below). "Much of what this conference will focus on is developing those marketing and operational aspects that will outwit and outperform competitors attempting to intrude on cable's traditional market share," Thole explained. "The combatants are cable television, home video, MMDS and DBS," he said, and "the prize to be won is the subscriber. Failure on our part to recognize these competitive threats will undoubtedly result in slowed growth, loss of subscriber units and softening of bottom lines," he said.

But if the conference tried to warn that there was a lot of competition for cable, there were also signs that societal trends were playing into cable's hands. CTAM President Barry Lemieux, president and chief operating officer of American Cable-systems, pointed to data that the U.S. was becoming a nation of homebodies, as the baby boomers settle down and have families. "And what's great for cable," Lemieux said, "is that many of this huge generation, about one-third of all Americans, are TV couch potatoes, our best prospects." But they are also a demanding, fickle and sophisticated lot, Lemieux said, "investing in all sorts of electronics to stay at home yet keep in touch with the world," through VCR's, CD players, PC's, advanced stereo systems and TVRO's. And selling to the baby boomers won't be easy, Lemieux said. "They will increasingly place a premium on their time and seek greater control over how it is used. Our industry will need to adapt—we'll need to sharpen our management skills, and most importantly, we'll need a stronger consumer orientation permeating our industry."

Thole, the conference chairman, was elected CTAM president at the convention, and will begin his term in January. Other officers elected last week were vice presi-



Conference chairman Rod Thole

dent: David Van Valkenburg, president Paragon Cable; secretary: John Reardon, executive vice president, sales, MTV Networks, and treasurer: Ajit Dalvi, senior vice president, marketing and programming, Cox Cable.

CATM honored William Grimes, president and chief executive officer of ESPN, with its Grand Tam Award for outstanding contributions to the industry, most notably in bringing the NFL to cable. Thole and John Reardon, executive vice president and general manager, affiliate sales and marketing, MTV Networks, won the association's President's Award.

Nielsen study examines differences in subscribers and nonsubscribers

The CTAM-commissioned studies on overbuilds and nonsubscriber viewing habits were the primary focus of the CEO mini-conference held Monday afternoon. Those two topics were chosen after a canvass of top leaders in the industry earlier this year on what should be addressed at the mini-conference. The overbuild study, conducted by Touche Ross, confirmed the conclusions of other studies that such activity is not economically unsound, CTAM officials said, with the exception being high density areas with poor service. Many of the overbuild problems confronting the industry, however, are coming not from other cable operators, but from public utility companies.

The viewing habits study was conducted by A.C. Nielsen, and was based on its meter sample. What CTAM found was that the nonsubscriber and the subscriber had similar viewing habits. The top five categories of what each segment watches on television were identical, CTAM reported. The major differences were that the nonsubscribers watch 20% less television and are less interested in television than subscribers. CTAM officials would not release information on what types of programming the nonsubscriber would be interested in other than to say the

NFL—which has made its debut on ESPN—scored high, reinforcing the industry's move to ante up for pro football. The survey also found that nonsubscribers skew higher on PBS programming but their viewing of that programming is very slight. Participants at the meeting said there was discussion of promotion and the need for "high profile" programming. The bottom line coming out of the studies, CTAM officials stressed, was there was no real major stumbling blocks for cable.

Cable's good points and bad argued by Johnson and Wiley

The debate between former FCC Commissioner Nicholas Johnson and former commission Chairman Richard Wiley on "The Competitive Edge," which opened Monday morning's CTAM general session, lived up to its billing by giving the assembled cable multitude something to think about. Johnson listed cable's shortcomings in great detail, but Johnson, a primary proponent of cable during his commission tenure, concluded that cable's failings may be its competitive edge—"that willingness... to face head-on your most serious problems."

For his part, Wiley, now an attorney with the Washington law firm of Wiley, Rein & Fielding, extolled the virtues of cable, but imparted some advice for cable's continued success. "The key ingredient," he said, "is your affinity with your local community. That tie... will distinguish cable from satellite-fed programming in the future."

Johnson began by offering a litany of cable's problems: poor service and signal quality, a lack of original programming, onerous rates, anticompetitive practices and high levels of subscriber dissatisfaction. "Cable is putting out a good picture," he said, "for 1957," but is largely ignoring advanced technologies such as stereo and HDTV. He said that coaxial cable was yesterday's technology. "The phone companies will be in your business. How will you compete?" he asked. He added: "Your customers have created a new industry," referring to the VCR boom. "The VCR store gives them 100 times the choice and the ability to time shift." And he pointed to the *Consumer Reports* survey that revealed widespread disenchantment with some cable programmers and the service that operators were providing customers (BROADCASTING, Aug. 17). He concluded by calling cable "an overreaching, greedy, heavy-handed local monopoly."

Wiley responded by asking why, if cable is truly beset by those troubles, why do all the indicators—the number of subscribers, ad revenues and the market value of cable systems—continue to increase, in some cases quite measurably. Cable has a lot going for it, Wiley said. "Nothing can match its

for it, Wiley said. "Nothing can match its program diversity...and it has multiple sources of revenue, which is unusual in the media world." He downplayed churn rates, saying they "approximate the relocation rate" of Americans in a mobile society. He said VCR's "impacted only on one selected area" and said cable had an ace in the hole when it came to home video—pay per view. Even overbuilds, Wiley said, "only prove that the greatest challenge to cable is more cable."

The cable industry reactors at the session took a more subdued approach in addressing the challenges facing the industry.

■ Trygve Myhren, president of American Television & Communications, said cable has won many regulatory battles of late "be-

cause we've been on the right side of the issue." And he took issue with Johnson's claims that the industry is a monopoly: "The [franchise] renewal process is not automatic," and there is still "a large regulatory overlay" on cable. He said "deregulation has been good for the consumer" because signal quality has improved and more channels have been added as operators raised rates. And in discussing programming possibilities, Myhren seemed to foreshadow the remarks of NBC President Robert Wright (See "Top of the Week") about the networks producing for cable. "I could see the networks doing more [for cable] and our cooperating with them."

■ Sumner Redstone, president of National Amusements and chairman of Viacom, saw



Wiley



Johnson

programming as the key to staying competitive in the future. At Viacom, he said, "we are increasingly committed to the idea of original programming... The way to beat the VCR is to offer diversity of programming," he said. Redstone said the cable industry should be prepared to take on the financial risk of new programming opportunities. "You don't get anywhere by being risk adverse," he said. Redstone, whose company is active in marketing to TVRO owners, also told cable operators that they cannot stand in the way of technological advances. "Anything that's economically and technically sound," he said, "is going to happen."

■ Stewart Blair, chairman of United Artists Communications, also picked up on the DBS theme. Of all the competing technologies, he said, "DBS merits the most attention." He said DBS is in cable's best interest because it provides service to viewers who will never be passed by cable.

Blair was cautious, however, when it came to investing in cable programming. The failure rate must be lower than the broadcast television networks, he said, because the cable industry does not have as much money "to throw around," and thus its margin for error is smaller.

■ Rich MacDonald, with First Boston Corp., said cable's recent prosperity could change if "there is a sharp increase in interest rates" or if "there is a very massive political sea change in Washington." Although he said Wall Street has not given cable the full credit it deserves, he also cautioned against complacency. "Listen to your subscribers," he said. "The freedom on pricing requires a lot of effort and responsibility."

PPV promoted as an answer to cable's problems

Hollywood's message to cable operators and programmers at CTAM was simple and direct: Embrace PPV.

If cable wants to position itself for major growth, then it should take full advantage of PPV, said Edward Bleier, president, pay TV and network features, Warner Brothers Television.

From Bleier's point of view, optimum use of PPV by cable operators means several channels devoted to PPV on cable systems, as well as use of the more expensive two-way impulse selection technology.

Bleier, who maintained that PPV is not price sensitive, said that two-way selection technology can increase consumer buy-rates by as much as 30% with preselection and proper promotion.

Mel Harris, president, television produc-

MBA SALUTES THE WINNERS OF ITS 1987 JANUS AWARDS FOR EXCELLENCE IN ECONOMIC & FINANCIAL NEWS BROADCASTING

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***WINNER FOR TELEVISION NEWS PROGRAMMING:** ABCTV, New York, for "Tax Shelters - ABC Nightline," by Herb O'Connor, Ann Compton, and Charles Gibson.

***WINNER FOR RADIO DOCUMENTARY:** Mutual Broadcasting System, Arlington, Virginia, for "Trading With Japan," by John Hartge.

***WINNER FOR RADIO NEWS PROGRAMMING:** THE SOURCE NBC Radio, New York, for "The Money Memo," by Bob Madigan.

***HONORABLE MENTIONS** were presented to THE SOURCE NBC Radio, New York, for "Home Sweet Mortgage," by Bob Madigan, and to KMOX Radio, St. Louis, for "Victims of Neglect," "Rural Medicine: In Critical Condition," "Detroit: Land of the Rising Sun," and "Welfare: Safety Net or Spiderweb?"



The Janus Awards, now in their seventeenth year, are sponsored by the Mortgage Bankers Association of America (MBA) to honor individual broadcasting stations and networks whose news programs have made a significant contribution toward the understanding of economic and financial issues of the day. MBA, headquartered in Washington, D.C., is a national real estate finance trade association representing more than 2,800 member mortgage companies, savings and loan associations, commercial banks, life insurance companies, and others in the mortgage lending field. Mortgage companies are the second largest group of mortgage lenders, originating nearly a third of residential mortgages nationwide.



Harris, Bleier, Thole



Dodge, Fuchs, Reiss

tion, Paramount Pictures, told the Tuesday morning general session that the percentage of Paramount's revenue represented by cable is significantly less than it was five years ago.

And he urged cable operators to be cognizant of new technologies—including high-definition television—that will allow competitors to aggressively compete with cable for consumer viewing. For cable operators enthusiastic about PPV, the key question is what window Hollywood will give cable to get new movies on their systems to compete with the VCR.

Asked about the situation by Steven Dodge, chairman and chief executive officer, American Cablesystems, Harris said that as long as consumers can tape off the air, it will be hard to give a window of advantage to PPV. But, he added that more PPV would produce a greater stream of revenue that would add some leverage and protection for such a window.

Jeffrey Reiss, chairman and chief executive officer, Request Television, said he thought the window issue was overstated. Instead, he sees the issue as one of an infant industry which needs to deal with issues such as the number of channels, resources and promotion.

Harris also urged cable operators to pay attention to their customers to be sure that they aren't beat out by competitors who are anxious to siphon business from the cable industry. He also said that, increasingly, Hollywood studios have some interest in the cable business, either through cable systems or through programming. "We are after the same thing," he said of the two industries, "consumer dollars."

Bleier said that an increasing number of movies released today do not get back the \$6 million spent in distribution costs.

Michael Fuchs, chief executive officer of Home Box Office, said of PPV: "We can't fight it and we can't stop it."

As one of the reactors at the session, Fuchs said he doesn't believe that PPV will cannibalize the pay services on cable. "PPV is first-run and we are volume." Fuchs also said the cable business must invest in its own programming that is unique to cable and involves more than just movies. "We have to develop software as aggressively as technology," he said.

Harris added that the future of the industry is to increase its market share in retailing. "You have the most challenging job in the industry," he told the conference session.

Pushing for PPV

At another programming panel, proponents of pay per view urged other cable operators to

get behind the fledgling service as a means for cable to compete with the lucrative home video business.

Kenneth J. Krushel, assistant vice president of new services and product development for American Cablesystems, said operators who don't opt for PPV may lose "a remarkable opportunity" to respond to consumer desires for choice, convenience, control and value. He also noted that a typical cable subscriber now rents movies three times a month.

"If cable operators want to share in the \$4-billion VCR business, they have to get actively involved and be aggressive," said Hugh Panero, director of business operations for BQ Cable. "The sooner, the better."

Panero told the session that his company hopes to gross \$400,000 by the end of the year from PPV. To date, he added, 51% of BQ's customer orders for PPV are for 8 p.m. programming. "It's a hits business for us," he said.

While advocates of PPV are enthusiastic about the service, they are less unified about the technologies available for consumers to make their program selections, from two-way impulse to calls by customer service representatives.

While two-way impulse technology clearly has its appeal for cable operators, it is expensive and has maintenance costs along with the inability to preprogram.

Beyond the technology debate, PPV operators such as Thomas G. Wehling, vice president of Centel Cable Television, said cable operators have to actively promote PPV and provide consumers with information guides.

Wehling said he has also concluded that one channel isn't enough for a successful PPV service and is concentrating on getting a second PPV channel "up and running as soon as possible."

Nancy Anderson, vice president of programming and PPV for Rogers Cablesystems, which has five PPV systems with 225,000 addressable subscribers, stressed the need for PPV to get its programming as early as possible from suppliers. "An early window is a must for PPV to be successful," she said.

Barry L. Babcock, executive vice president and chief operating officer for Cencom Cable Associates, said his company grossed \$1.5 million in revenue from PPV in 1986 and expects that number to grow to \$2.2 million this year. Cencom is using three channels—Request, special events and regional baseball games.

Babcock told the panel session his company has experienced a higher consumer buy-rate with the two-way response systems, but he said the gap narrows with one-

way response systems when it comes to special events programming.

He cautioned, however, that one disadvantage to the one-way response systems is that they were not designed to handle mass bunching of calls from consumers. "We must design systems to handle peak loads," he said. □

CTAM provides the numbers of first-quarter growth

The large increases in pay and basic penetration in the first quarter of 1987, when rate deregulation went into effect, pleasantly surprised many in the cable industry. And there are indications that growth has continued in the second quarter. Ajit Dalvi, senior vice president, marketing and programming, Cox Cable, in response to a question at a CTAM session analyzing first-quarter results, said the preliminary data from the second quarter "was very positive. The growth seems to continue," he said.

The analysis of what happened in the first quarter and why was presented at a CTAM panel Wednesday morning and were based on CTAM's database, a quarterly report tracking market changes in 210 representative systems serving four million subscribers. The database tracks installation and disconnection rates, upgrades and downgrades.

Dalvi discussed the effect of rate increases on penetration. In 60% of the 210 systems, he said, rates were increased. In those systems, the overall average basic price jumped from \$11.06 to \$13.39, an increase of 21%. But systems that raised rates the most also registered the greatest growth.

CTAM broke out the figures in dividing the data into three categories—low, medium and high original basic rates. In systems representing the lower third of the sample, the basic rate increased 32%, from \$8.91 to \$11.72. Growth in those systems was 1.3% in the first quarter. In systems with average basic rates that increased from \$10.65 to \$13.25, a 24% jump, growth was 0.7%. In systems where basic rates were the highest, jumping from \$13.68 to \$15.23, an 11% increase, first-quarter growth was 0.5%.

Additionally from those three groups, the lowest basic rate group had the highest penetration, 67%, versus 46% for the middle and 41% for the highest. The data led Dalvi to conclude that "price elasticity does exist. The lower the price, the higher the penetration," he said. But he said the lower priced systems were able to raise rates the most and still achieve gains because they added services, and subscribers perceived the additions worth the price. Dalvi also said "rate increases in underpenetrated markets should be avoided." The latter served to increase the transaction level to 27%, burdening the operator's service and sales staff, he said.

Dalvi also said that when looking at system size, the greatest net gains in basic penetration occurred in the smaller systems. Systems with fewer than 16,000 registered a 2.2% net basic gain in the quarter, while systems between 16,000 and 50,000 subscribers were up 1.1% and those above 50,000 subscribers were up only 0.4%.

Pay growth seemed to uncharacteristically follow basic rate increases. In systems

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where basic rates rose, pay growth was up 6.1%. In systems where basic rates remained flat, pay grew only 3.1%. That may be linked to the "tier meltdown" that took place in the quarter, when cable operators simplified their service offerings and lowered pay rates. In systems with tier meltdown, pay grew 8%; in systems where tiers remained in place, pay increased only 5.3%.

Case studies offer cable systems help in solving marketing problems

The nuts and bolts of the CTAM convention were marketing strategies to keep cable one step ahead of the competition. In two competitive marketing sessions, CTAM case study presenters—25 marketing cases studies were offered throughout the show—joined others in describing approaches to successful marketing.

HBO regional manager, Steve Kreindel, discussed a joint promotion conducted in the Phoenix market that produced a 2.5% gain in HBO subscribers. The pay service joined with Coca-Cola, the Safeway supermarket chain and local cable operators in a four-way promotional effort. Coupons were printed on Safeway shopping bags entitling the holders to 50% off installation costs for HBO and free six-packs of Coke products. Some 2.5 million bags were distributed, and HBO found that 84% of the net gain in subscribers over that period was attributable to the shopping bag promotion. The costs were also low, Kreindel said, with HBO's cost per sale

less than \$5.50 and the cost to Times Mirror, the principal cable operator and benefactor in the area, less than \$5.

HBO's Daniel Levinson, vice president for advertising and promotion, discussed how the already well-established pay service sought to increase its brand awareness. First, HBO sought to increase usage of the service and create word of mouth excitement. Publicity also heightens awareness, and Levinson said even a negative review is better than no review at all because it gets the HBO name in front of people. Also important in building awareness were advertising, promotion and retail reinforcement on the distribution level. Levinson said 52% of the population was aware of HBO in 1980, but by 1986 that figure had risen to the mid-90's.

The problems Warner Cable found itself facing in the mid 1980's were quite different. It set out to battle a negative image of the company in the community, stemming from problems with Qube and in franchising. Kevin Leddy, senior director of marketing for Warner, said the company instituted a straightforward educational and informational campaign to improve the company's image. Warner brought in spokesperson E.G. Marshall to discuss the problems Warner faced and what they were doing about system pricing and VCR's. But Leddy's conclusion was: "It really doesn't work." All that straightforward talk, he said, "didn't do a lot to change sales."

The company has shifted gears, embarking on a new campaign, "Live Wire," to address the same problems. The strategy is

for Warner to get some credit for the product they present, he said, and create excitement and visibility through high-tech graphics and rapid-fire clips of cable programming. The company is trying to get across a youthful feeling, he said, by saying the wire into the home "is not ugly, but is a live wire," packed with excitement. Leddy said the campaign is focusing on current or former subscribers, and not those who are staunchly anti-cable.

Cox Cable has faced a major marketing problem in sections of its New Orleans franchise where the problem is not signing subscribers, but getting those in low income areas to pay their bills. Cox tracked problem areas in its franchise where there was high churn, bad debt and equipment theft. "We wanted to manage and market the low income area more effectively," said Dale Ordoyne, director of marketing, Cox Cable, Jefferson parish. To do that, Cox divided the problem areas into 25 regions, and engaged a neighborhood rep, in addition to the system's customer service rep, to operate in that area. The rep was responsible, on average, for 7,000 homes, and handled sales calls, installation, fee collection and service problems. The rep supplied his own truck and insurance, while Cox supplied a modest salary and a commission on "booked revenue" received by Cox. Before the program was started, those areas were losing roughly 500 subscribers per month; Cox is now adding a few hundred a month. The churn rates, non-pays and bad debts are all down, said Ordoyne. The setup "is primarily retention based," he said. "If we can make him [the subscriber] pay a few months longer," Ordoyne said, Cox can turn a profit.

In response to questions, Ordoyne said the neighborhood sales reps make about \$24,500 a year and bring in about 13 sales a month.

Robert Russman, vice president, marketing and sales, Simmons Communications, discussed ways to improve penetration in small systems. Simmons "put together a new program every month" built around a new program service introduction, local charity event, or holiday celebration. The company increased the amount of money spent on marketing from 1% to 2% of total revenue. It found pay rates increased from 35% to 47% in two years and an already healthy 70% basic penetration increase to 74%. "Be active in your market," Russman said, because it makes political and economic sense.

Making programming plans at CTAM

With the impact of the VCR and the prospect of other new technologies weighing on everyone's mind, cable's programming offerings—and the ability to sell them—are increasingly important topics of discussion.

Operators and programmers alike are eagerly watching ESPN's move with the NFL games to see whether cable should concentrate on acquiring other high-profile programming or pursue more niche programming.

"Breakthrough programming is a necessary thing for cable television," Robert Wussler, executive vice president of TBS, told a panel session.

William Grimes, chairman of ESPN, who

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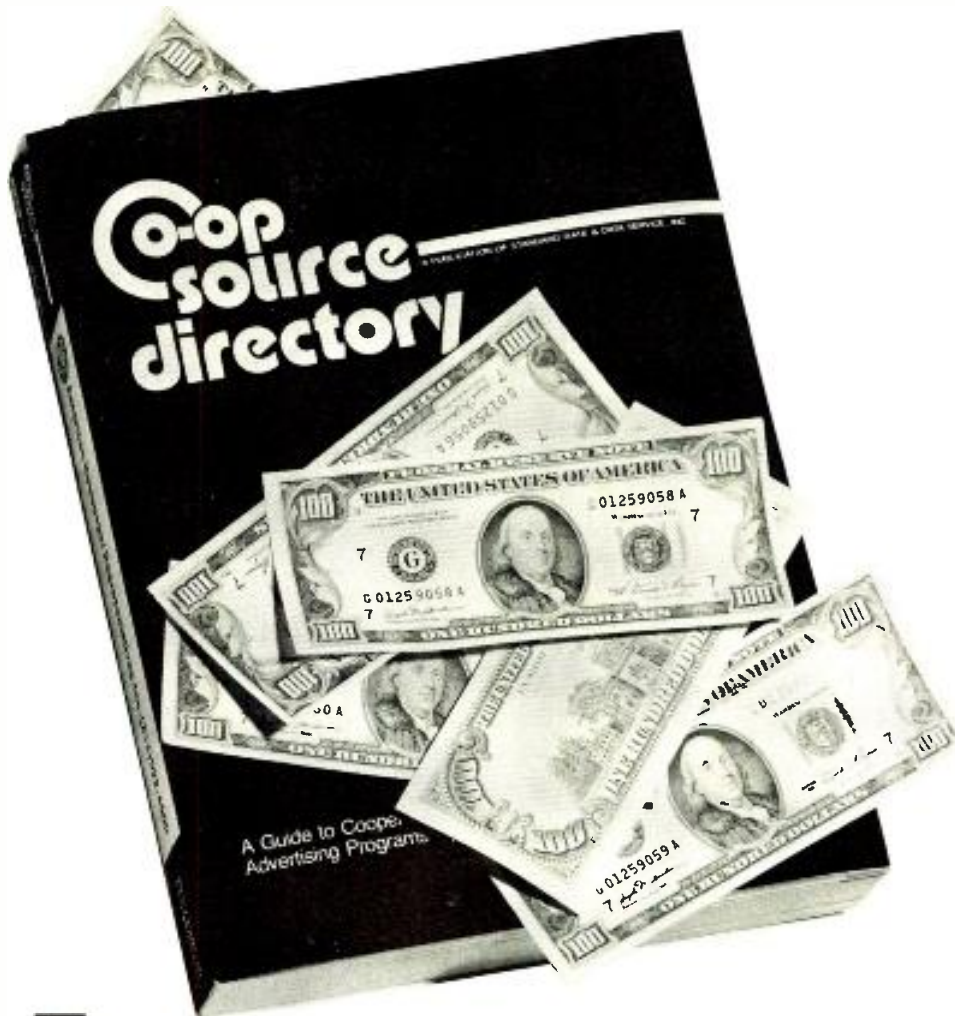
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said ESPN is spending \$6 million in print advertising in 100 markets to help launch its NFL coverage, agreed. "The way for cable to break through and make the cover of *Time* magazine is just money," he said. "With support from individual companies, we can make that breakthrough programing happen."

Wussler also stressed the need for the cable industry to support exclusive cable programing such as TBS plans for the 1990 Goodwill Games. TBS officials are in Denver this week (Aug. 21) for meetings with top cable executives to discuss the TBS proposal for a \$1 per subscriber surcharge to raise \$40 million for TBS coverage of the games.

The TBS surcharge plan raises questions among some operators about what precedent it might set. "I don't think operators have a bottomless pit," Wussler said. "We programers recognize that."

Wussler said TBS hopes to know by Octo-

ber whether the surcharge is achievable. The TBS executive and others at the panel also talked about the drawing power of stars and the need to have more stars associated with cable.

One of cable's stars, Shelley Duvall, whose *Faerie Tale Theater* has become a hallmark, also encouraged more original cable programing. Moreover, she said cable shouldn't let people like Pee Wee Herman, "who practically single-handedly revived Saturday morning programing," get away to over-the-air TV.

As for Duvall, who heads Platypus Productions, she said, "I would be doing more cable if I had offers from cable."

Unlike some others involved in cable, Duvall said she is not bothered by VCR sales of *Faerie Tale Theater* because she believes home videos help promote viewership for the program.

Talk of programing at the panel also led to discussion of who is not watching cable.

Gary Bryson, executive vice president of American Television & Communications, said 45% of the homes passed by cable are nonsubscribers.

Of that figure, 30% have never subscribed and 15% are former subscribers. Included in the former subscribers are those who bought more cable than they could afford and others who experienced local service problems. This group tended to include younger families with lower incomes.

Almost 60% of the "hardcore group" who have never subscribed are over 45 years old. According to Bryson, they have a high interest in local news and programing and object to adult-rated programs. Many are females who live alone on lower incomes.

In addition to programing, one way for cable to grow, he said, is for cable operators to increase their subscriber base and improve communications with subscribers about what cable has to offer. □

CBS in the public eye

The network, and especially its chairman, William Paley, have been attracting much attention in the publishing world in the form of histories and biographies

The recent turmoil at CBS has spawned a plethora of books about the network and its founder, William S. Paley. Recently released have been "Bad Day at Black Rock: The Sell-Out of CBS News," by former *Rolling Stone* editor, Peter McCabe, and "In The Storm of The Eye: A Lifetime at CBS," by former CBS News president, Bill Leonard. Expected to be seen in the near future is a work in progress, a biography of Paley as yet untitled, by *New York Times* reporter, Sally Bedell Smith, due out at the end of the year, and "This... is CBS: A Chronicle of Sixty Years," by *Time* correspondent, Bill Slater, due in April 1988. Also rumored are memoirs by former CBS News presidents, Dick Salant and Ed Joyce. The latest in the torrent of words centers on the life of the chairman of CBS. Lewis J. Paper, a Washington communications lawyer and author of books about John F. Kennedy and Justice Louis Brandeis, has written "Empire: William S. Paley and the Making of CBS."

Paley's autobiography, "As It Happened," published in March 1979, was not met with great acclaim and was not felt by critics to offer new insight into the networks founder. "Paley was never satisfied with his 1979 book," Paper quotes one CBS executive as saying. Paley is now working on a new autobiography to be published by Bantam books.

Treated in much detail in Paper's book is David Halberstam's coverage of Paley in "The Powers That Be" (1979), and Paley's reaction to it. Paper describes Paley's vehement reaction to "The Powers That Be" as provoking the autobiography and giving it its defensive tone. In Paper's interview with the CBS founder, Paley admitted to being offended by Halberstam's work and complained of errors and unjust inferences especially regarding his religious background and social status.

In an anecdotal style, Paper gives a detailed history of Paley's life beginning with his grandfather's trip from Russia to the United States in 1888 and ending with his reassumption of power at CBS as board chairman in 1987.

Paley began his career working for his father in the family cigar business in Chicago. Paley had remarkably close ties with his father and they remained so until Sam Paley's death in 1963. "Everything I did was right," Paley said of his father's attitude. "He got vicarious pleasure out of my success."

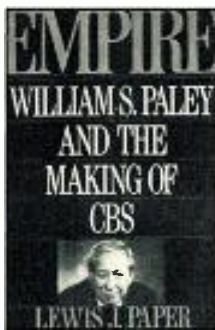
Sam Paley approved his son's request to buy United Independent Broadcasters, a small radio network in New York, with family funds in 1928 because he sensed his son's

vision created the greatest expansion of Paley's power and Paper notes that the man had tremendous respect for that power. Paley drummed the ideas of fairness, balance and objectivity in CBS reporting into every facet of the operation. "Everybody I hired had to come in and I had to give them a lecture about giving the people all they needed on every issue. . . ." said Paley. His only regret, Paley told Paper, was that the FCC had—at his own urging—made the fairness doctrine a formal policy. In retrospect, Paley felt that it was inconsistent with the press's First Amendment rights.

CBS had gained the reputation as the "Tiffany Network" through its commitment to high quality entertainment, and Paley was again considered the prime mover in creating programs that "would make people laugh and listen and even learn." Paper quotes a CBS executive who explained: "[Former CBS Inc. President Frank] Stanton and all those others made it work. But [Paley] established the climate."

But Paley's ruthless side is also well documented. "Everyone—the chairman excepted—was expendable and replaceable," said Paper. As can be seen in recent months with Paley resuming his role as chairman, no one has survived in Paley's role at CBS, even his handpicked successor, Thomas Wyman. "He was dragging the company down," Paley told Paper, "when Larry [Tisch] arrived on the scene. . . and was dissatisfied, pretty quickly as I was. . . it was natural for the two of us to get together and get him out." But, as evidence of his sustaining charm, Paley was almost always able to avoid direct confrontations and generally remained well respected, because it was usually clear that any tough choices Paley made were for the good of CBS. "He might care about the person, but he wouldn't let it interfere with the decision [to fire someone]," said former News president, Bill Leonard.

Paper ends his book by comparing Paley to an emperor. "Bill Paley had become a sovereign. . . from his perspective, no one could ask for more." □



Paper

need for something more glamorous than the cigar business. Paley built the fledgling network into a major broadcasting force through the 1930's and 40's by aggressively signing new affiliates and recruiting major talent—such as Jack Benny, George Burns and Gracie Allen—from rival networks. Paper points to the mushrooming of CBS's power in the 1940 with its war coverage led by Edward R. Murrow, and notes with irony that it was made possible by CBS having large unsold blocks of time that were filled by Murrow's reports. Paper says listeners flocked to CBS because it was felt to have the most up-to-date and informed reporting and helped give it its reputation for quality.

The postwar years and the advent of tele-

Money for Fashion

The Fashion Channel (TFC), the Los Angeles-based cable clothes-shopping channel scheduled to launch Oct. 1, is planning to raise \$15-\$18 million through an initial public offering.

The offering, will be of 1.5 million shares sold by the company and will be priced between \$10-\$12. The offering represents 15% of the total outstanding shares.

According to the company, 64 MSO's have already purchased equity positions in TFC at 20 cents a share, together holding 2.5 million in common stock or 25% of the company's outstanding shares.

TFC Chairman and Chief Executive Officer Charles Gee owns 33% of the company, with two other company executives, Raymond Klauer and Wayne Smith, owning 2.5% apiece and United Cable owning 20%.

With its cable equity partners, the channel has guaranteed carriage into 18.3 million cable homes by the end of three years. The cable system operators, which include most of the country's top 20, will provide, at launch, 4.8 million viewers. The number of viewers is projected to increase to 6.7 million a year after launch and 11.7 million after two years.

Under their agreement with TFC, the participating MSO's cannot sell their shares until after the third anniversary of the launch. They would also lose their stock if they do not keep up their commitment to carry the program to the required number of viewers—15% at launch, 30% after one year, 60% after two years and 100% after three years.

All cable operators carrying TFC, whether in an equity or nonequity position, receive a 5% commission on net sales in their markets.

Among the MSO's holding equity positions in the channel are TCI, ATC, Century Communications, Cox Cable, Heritage, Viacom, Times Mirror Cable, Scripps-Howard Cable, Continental Cablevision and Cablevision Industries.

The company, which under its agreement with cable MSO's is restricted to fashion shopping programming using only cable delivery, said it intends to use the money raised in the public offering to replace a \$5-million line of credit with Union Bank of California for purchasing merchandise—the company is currently negotiating a new \$5-million line of credit—as well as to repay a \$2.5-million working capital loan.

United Cable, which last January purchased \$2 million in TFC common stock and agreed to provide a \$3 million line of credit at 10% interest for start-up, has options to purchase an additional 100,000 shares of common stock at the time of the offering, as well as the right to transfer one-half of its shares in TFC to Tele-Communications, Inc. (TCI owns more than 20% of United).

United also has the right to nominate six members of TFC's 11-member board and has already selected United's Gene Schneider and TCI's John Sie, with TCI's Gary Bracken and J.C. Sparkman and Unit-

ed's William Elsner and Mark Schneider joining the board after the offering.

The channel is scheduled to launch at 10 a.m. (ET) on Oct. 1, with sixteen hours a day (eight hours live and eight hours of edited replays) with offers of brand-name family apparel, as well as accessories and cosmetics (BROADCASTING, April 6).

TFC is headed by Gee, a clothing manufacturer, and Kaluer and Smith, former May Company department store executives. Gee will have an annual salary of \$202,000, Klauer, chief operating officer, will receive \$192,000 and Smith, president, \$182,000.

The company expects monthly expenditures to increase to over \$5 million a month within several months after launch, with approximately \$3.3 million going to purchase merchandise. Salaries and wages will account for \$1.1-\$1.5 million, advertising expenditures for \$425,000, and transponder and uplink expenses for \$141,000.

The Satcom IV satellite transponder used to transmit the channel to cable systems is being subleased from Crazy Eddie, Inc., until May, 1988 at \$98,000 a month. A second transponder on Galaxy III is being sublet from MTV Network through March, 1993 at \$125,000 a month.

TV tie in

HBO Box Office is entering a three-month promotion with Sylvania that will feature rebates for HBO's two pay services when consumers buy certain Sylvania products.

The promotion begins in September and involves more than 5,000 Sylvania retail stores. Purchasers of Sylvania SuperSet TV, SuperSet II TV or Sylvania videocassette recorder will be entitled to a \$30 rebate toward three months of HBO or Cinemax. The campaign will be supplemented by local TV and radio ads, plus advertising in national magazines.

HBO plans to distribute 418,000 rebate coupons to Sylvania. Sylvania's parent, NAP Electronics, will run an incentive sweepstakes for its Sylvania dealers as part of the campaign.

Signing up

The Walter Kaitz Foundation announced that over 50 cable-related companies have purchased tables for its awards dinner, to be held Sept. 30 at the New York Hilton. Last year's dinner attracted 650 and organizers expect attendance to reach 1,000 this year. Tables for 10 cost \$3,500. This year's honoree will be Ted Turner.

Home opportunities

Turner Broadcasting's WTBS(TV) Atlanta will be available to home satellite receivers beginning Sept. 1 for an annual fee of \$19.95. Tempo Development Corp. will handle TVRO authorizations and is sending letters

to cable operators detailing the terms for local distributorships. Tempo has set up offices in Atlanta to handle the orders and plans to have two toll-free numbers in use by the end of August—one for cable operators, another for consumers.

On another front, Bob Caird, HBO vice president, direct broadcast operations, said his company is evaluating whether to market its new Festival pay TV service to backyard earth station owners. "We are fielding market research early this fall, and if there is an adequate level of interest, we will offer the service," Caird said.

CBN scrambled

The CBN Cable Network announced it has finished a scrambled test of its signal. The basic cable service plans to begin full-time addressable transmission today (Aug. 24).

Adding up

Northwest Cable Interconnect, a Seattle interconnect that passes 421,000 homes, has added another 122,000 homes to its sales reach in an agreement with Pacific Communications Inc. (PACCOM). Penny Taylor, general manager of NCI, said the move will make NCI "the second largest regional cable advertising representative on the West Coast."

NCI will handle PACCOM's regional and national cable sales except for the Olympia, Wash., area. PACCOM President James Jenner said the consolidation will allow his company "to concentrate on our local ad sales efforts in western Washington" and local cable sales and production.

CNN to feed debates

The League of Women Voters announced last week that, during the 1988 primary season (between February and June), Cable News Network will carry live four Republican and four Democratic League of Women Voters presidential debates. "We are pleased that CNN has once again demonstrated its commitment to broadcasting nonpartisan debates as a public service to voters," said league president, Nancy M. Neuman, referring to CNN's role as originator of its 1984 Democratic party primary debate.

The first four primary debates will be held Feb. 13 and 14 in Manchester, N.H., and March 5 and 6 in Nashville. Dates and sites for the next four debates are to be announced this fall. CNN will provide live feeds to commercial and public television stations for each of the eight debates.

In addition to the primary debates, the league will sponsor four general election debates among presidential and vice presidential nominees in Birmingham, Ala.; Boston; Los Angeles and Minneapolis-St. Paul.

According to Nielsen media research, at least 125 million persons watched each of the league's 1984 general election debates.

Former FCC commissioners divided over fairness move

BROADCASTING poll finds 14 disagreeing with repeal, 8 agreeing, 4 refusing to talk

Of the 29 FCC commissioners known or believed to be alive, 14 feel the FCC erred in abolishing the fairness doctrine three weeks ago, eight feel it did the right thing, four have no comment (at least not a public one), and three couldn't be reached for comment.

Nine of the 14 who oppose the FCC action and favor the fairness doctrine made their feelings known in a letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) (BROADCASTING, Aug. 10). They are Robert E. Lee (1953-1981); Abbott Washburn (1974-1982); Tyrone Brown (1977-1981); Kenneth A. Cox (1963-1970); Charles D. Ferris (1977-1981); Joseph R. Fogarty (1976-1983); Rosel Hyde (1946-1969); Nicholas Johnson (1966-1973), and Newton Minow (1961-1963). Lee, Ferris, Hyde and Minow were chairmen.

Since the letter went out, Washburn, who was chiefly responsible for it, reportedly found two other former commissioners to add—Benjamin Hooks (1972-1977) and

Charlotte Reid (1971-1976), And a BROADCASTING survey of the remaining former living commissioners found three others who concurred: Robert T. Bartley (1952-1972); H. Rex Lee (1968-1973), and Thomas J. Houser (1971).

The survey also found eight who support the FCC's action and oppose the doctrine: Mark Fowler (1981-1987); Glenn O. Robinson (1974-1976); Richard Wiley (1972-1977); E. William Henry (1962-1966); Robert Wells (1969-1971); Stephen Sharp (1982-1983); Margita White (1976-1979), and Lee Loevinger (1963-1968). Fowler, Wiley and Henry were chairmen.

The four not wishing to comment were former Chairman Dean Burch (1969-1974), Anne Jones (1979-1983) Henry Rivera (1981-1985) and George Sterling (1948-54). "At my age," said the 94-year-old Sterling, "It doesn't make much difference."

Former Chairman John C. Doerfer (1953-1960), Charles R. Denny (1945-1947) and Charles H. King (1960-61) could not be reached for comment.

At the request of the National Association of Broadcasters Senior Executive Vice President John Summers, Robinson, now a

law professor at the University of Virginia, is trying to gather the signatures of former commissioners for a letter to Dingell supporting the FCC action.

Reached last week, Robinson would not say which of the pro-FCC commissioners had agreed to sign his letter, but he said the names and the letter would be released to the press as soon as it was ready. Robinson said his letter is not to "counteract" the Washburn letter. Rather, it's intended to let Dingell know that there are some "fair-minded people who agree with the FCC," he said.

Robinson acknowledged that the majority of former commissioners oppose the FCC action, but nobody is taking a vote. "It's a question of principle and who can make the best statement of principle."

If he were still a sitting commissioner, Robinson said, he would have voted with the FCC. The action was "courageous," he said. "I think they did the responsible thing and I know they'll take a lot of political heat for it."

The Washburn letter, which Dingell circulated to other members of Congress, called the FCC action "rash." It said the action "undermines the very foundation of the Communications Act of 1934—the public trusteeship concept. . . . The fairness doctrine has served the public well. It should be kept for as long as monopoly licenses are granted by the government."

Washburn and Lee co-authored a letter to the *Washington Post* in reaction to the paper's June 24 editorial calling the doctrine "harmful, repulsive . . . and misnamed." In their letter, which ran on July 20, Washburn and Lee raised the scarcity argument to support retention of the doctrine. "Air time . . . is finite. Anyone wishing to go on the radio or TV must apply to a licensee for access. The broadcaster is the gatekeeper. As such, he accepts a duty to be fair in the presentation of issues. It is hard to overemphasize the importance of this responsibility at a time when most Americans receive most of their knowledge of news and viewpoints from radio and TV."

Bartley, who was appointed to the FCC by President Truman and served two decades, said he was "very much" in favor of the doctrine. "There will always be a fairness doctrine."

Houser also expressed support for the doctrine. "Broadcasters felt they had to [cover controversial issues] perfectly. . . . It was created to encourage people to put on matters of public importance."

Leading the former commissioners who approve of the FCC action and disapprove of the fairness doctrine is Mark Fowler, who stepped down as chairman in April. As chairman, he made his antipathy toward the doctrine well known. "It's long overdue," he said of the FCC's action. Broadcasters



should "show a little backbone and back the commission on this."

Stephen Sharp, who served alongside Fowler for a brief period, concurred with Fowler. "As a matter of law, I think the commission's decision correctly analyzes Red Lion and the Constitution."

Perhaps the most surprising proponent of the FCC action is E. William Henry, who was appointed to the FCC chairmanship by President Kennedy. Upon taking his seat in 1963, he threatened broadcasters with sweeping programing regulations aimed at improving the "vast wasteland" identified by his predecessor at the helm of the FCC.

"The scarce resources environment that supported the fairness doctrine in the past no longer exists. Today, freedom of the press should apply equally to print, broadcasting and cable media," he said. "If the broadcasters and cablecasters exercise their new rights

no better and no worse than their print counterparts—as I believe they will—then the public will be the beneficiary and future generations will wonder what all the fuss was about."

Wells, a Nixon FCC appointee in 1969 who now heads the Harris broadcast group based in Garden City, Kan., said he was always "uncomfortable sitting in judgment of fairness complaints. To 99% of the broadcasters," he said, repeal of the fairness doctrine will "make no difference."

White said she "very much" endorses the FCC action. "It's consistent with the First Amendment and it's in the public interest."

Loevinger said he always thought that *Red Lion*, the 1969 Supreme Court case affirming the fairness doctrine, was a "lousy decision." The scarcity argument underlying the Supreme Court's opinion didn't make sense then and it doesn't now, he said. □

Quello urges broadcasters to get behind fairness repeal

'Apathy' ultimately could decide issue he tells West Virginia association

In a speech to a group of West Virginia broadcasters last week, FCC Commissioner James Quello predicted that the "apathy" of broadcasters and "congressional indignation" will lead to the return of the fairness doctrine and its requirement that broadcasters present all sides of controversial issues.

"Unless the Supreme Court ultimately decides the issue," Quello told members of the West Virginia Broadcasters Association in White Sulphur Springs for their fall meeting, "broadcaster apathy—I mean broadcasters throughout the nation, not the [National Association of Broadcasters]—and congressional indignation will result in legislation codifying the fairness doctrine as statutory. Believe me, this FCC will enforce any such statute."

Quello said a Washington lobbyist told him that the broadcasters have never had a better chance to turn Congress against the doctrine. "But the Packwood theory will probably prevail," Quello said. "Broadcasters can't lobby themselves out of a paper bag.

"In my opinion, broadcasters can live

easily and blandly with a fairness doctrine," Quello said. "Just avoid controversial editorializing. However, it just doesn't belong in a country dedicated to freedom of speech and freedom of the press."

In a historic and unanimous vote, the FCC abolished the fairness doctrine on Aug. 4, finding that it was unconstitutional (too intrusive upon the First Amendment rights of broadcasters) and counterproductive. Congressional leaders have vowed to bring the doctrine back, cast in the concrete of law, and they seem to have the votes to do it. Whether such legislation could survive a presidential veto remains questionable.

Commenting on the FCC action, Quello said it's fully consistent with the FCC's enforcement of statutory indecency prohibitions for broadcasting and doesn't eliminate broadcasters' "bedrock public trustee obligation."

In enforcing the indecency prohibitions, Quello said, the FCC means well. "We don't think our forefathers guaranteed freedom of speech for repulsive, obscene purposes," he said. "Our FCC action tried to encourage constructive social values and maintain reasonable decency in TV and radio, the most accessible and pervasive of all media for children. For me, enforcement presents a real First Amendment dilemma. I'll just do my best on a case-by-case basis."

Despite the FCC's fairness doctrine decision, broadcasters still have public interest obligations. "I would remind all licensees that our obligations to serve the public interest through the quarterly program/issues requirement remain," Quello said. "Furthermore, licensees remain obligated to provide children's programing and to refrain from activities such as news distortion and presenting false and deceptive programing. For me, these local service obligations, which still allow broadcasters full editorial discretion in programing, constitute the cornerstone of the public interest standard."

Quello also advocated reform of the license renewal process. "As it now exists,

The Decline and Fall of the Fairness Doctrine

A Work in Progress

By the editors of BROADCASTING

The editors of BROADCASTING have been chronicling the fortunes—and misfortunes—of the fairness doctrine since 1949, when it first arrived on the telecommunications scene. In no single issue has that coverage been more concentrated, or more significant, than that of Aug. 10, when they devoted almost 26 pages to the FCC's historic elimination of that doctrine.

Included in that edition was the full text of the *Meredith* decision, the case on which this issue turned—absent 247 of the 249 footnotes with which the FCC supported its case. For purposes of that issue's coverage, and operating within the constraints of space and time, the editors felt they could spare their readership at large those extra pages. They nevertheless promised to publish the full *Meredith* text, with footnotes, for those BROADCASTING readers—primarily in the law or academe—to whom the complete record is imperative.

The pamphlet above is the result—36 pages in total, incorporating all the Aug. 10 stories, including the complete transcript of the FCC meeting at which the action was taken, the text of the order and footnotes, and nationwide reaction, along with other editorial material that was forced into that issue's "overset." In one package, it assembles the past and present from which the future must proceed.

A limited number of copies are available at \$5 each. Orders for multiple copies in excess of five earn a 20% discount. Call or write:

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Quello

any citizen with a grudge can wreak revenge on a station through the comparative renewal process," he said. The process is "grossly unjust" because it compares the "paper promises" of license challengers to the "actual performance" of licensees, he said.

"The mere threat of a license challenge can divert top management's top prime attention from program service to defense against litigation," Quello said. "No matter how unworthy the challenge, the licensee immediately faces months of prolonged, ex-

pensive litigation through reconsideration and appeals. The threat itself has a chilling effect on the independence and integrity of a station's operations, including its news and public affairs."

Quello also said the process has "too great a potential for abuse and some cases seemed to result in extortionate consultation fees." At the same meeting in which the FCC abolished the fairness doctrine, it opened a rule-making aimed at discouraging groups and individuals from filing license challenges

and agreeing to withdraw them in return for cash or lucrative consultancy agreements (BROADCASTING, Aug. 10).

Quello said the two-step renewal process proposed in pending congressional legislation "would better serve both the public[s] and broadcasters' interest." But, he said, such legislation should not be encumbered with greater regulatory obligations for broadcasters. "If the [current] process is unfair and disserves the public, it should be eliminated without additional conditions," he said. □

Bork and the First Amendment: qualified defense

Supreme Court nominee's record on free speech issues is strong, but he has indicated there are limits including what he sees as court's softness on pornography

Judge Robert H. Bork may give liberals reviewing his record pause in many respects. But, as the Senate Judiciary Committee prepares for hearings next month on his nomination to the Supreme Court, even liberals regard him as sound on the First Amendment—a position the White House seeks to strengthen in a report on Bork it submitted to the Senate committee. Yet a speech that Bork, a member of the U.S. Court of Appeals in Washington, delivered at the University of Michigan in 1977, when a Yale law school professor, and that he made available to the committee, indicates his views on the First Amendment are not easily catalogued.

In it, he speaks of the need to protect "the core value" of political speech, which "informs and guides the political process essential to a republican form of government." But there are limits to what he considers the core. For he expressed concern about "the law's extraordinary and, in my view, unjustified tenderness, indeed solicitude, for the well-being and vigor of subversive advocacy." "Speech advocating the forcible destruction of democratic government or the frustration of such government through law violation has no value in a system whose basic premise is democratic rule," he said, adding, "More dangerous is the lesson that our form of government is not inherently superior to any other."

He expressed concern, too, about the Supreme Court's "softness" on pornography and obscene speech. Such material, he said, "can hardly be thought to lie at the center of the First Amendment concerns. Indeed, to the degree the amendment is about the health of a republican form of government, to that degree pornography and obscene speech run counter to its values. The First Amendment does not enforce virtue, but the court should not use it to frustrate legitimate and, I would argue, essential efforts of communities to prevent deep erosion of moral standards, to safeguard the esthetic environment, and to set minimal standards for the civility of public discourse."

Bork over the years has drawn criticism for a law review article written in 1971 in which he took the position that "Constitutional protection should be accorded only to speech that is explicitly political." And in

his University of Michigan speech he reflected that view in mocking the Supreme Court's "eccentric discovery" in several cases that the First Amendment "protects commercial advertising." However, he has since backed away from the extreme position he had taken in 1971; in the January 1984 edition of the *American Bar Association Journal*, he wrote that "moral and scientific debate are central to democratic government and deserve protection." What's more, in an opinion he wrote for the appeals court two years ago, one that involved advertising by Brown & Williamson Tobacco Corp., he indicated that he would extend First Amendment protection to commercial speech. But he has not changed his views to the extent of believing obscenity and pornography deserve constitutional protection.

The White House, in the material it submitted to the Senate committee, says that Bork, in his five years on the appeals court bench, "has been one of the judiciary's most vigorous defenders of First Amendment values." It also says that Bork's "conservative reputation and formidable powers of persuasion provide strong support to the American tradition of a free press," and adds, "Indeed, precisely because of that reputation, his championing of First Amendment values carries special credibility with those who might not otherwise be sympathetic to vigorous defenses of the First Amendment."

And the White House material includes references to a number of cases in which Bork demonstrated concern for First Amendment values, including cases involv-

FCC for breakfast. The FCC will be in full force at the National Association of Broadcasters "Hundred Plus Exchange" meeting for small-market television broadcasters on Sept. 20-22 at the Capitol Hill Hyatt Regency hotel in Washington. The major focus of the forum is to discuss ways to increase station revenue and recruit employees. The meeting includes an FCC breakfast on Sept. 21 featuring remarks by Commissioner Patricia Diaz Dennis and a follow-up question and answer session with Dr. Thomas P. Stanley, bureau chief with the FCC office of engineering and technology; Ralph Haller, deputy chief of the private radio bureau; William Johnson, acting chief of the Mass Media Bureau; FCC General Counsel Diane Killory, and Peter Pitsch, chief of staff in the chairman's office.

ing electronic media. He wrote the opinion in 1986 which held that the fairness doctrine had not been codified into law, opening the way for the FCC action earlier this month repealing the doctrine. And he was on the panel that held the commission's must-carry rules violated the First Amendment. But the Bork opinion that First Amendment lawyers cite most frequently in discussing Bork was the one—a concurring opinion—he wrote in *Ollman v. Evans*, a libel case.

The sweep of his opinion went beyond that of the opinion written for a plurality of the court in rejecting the complaint of a Marxist professor that Rowland Evans and Robert Novak had defamed him in their syndicated column. He said the remark complained about was constitutionally protected "rhetorical hyperbole." And he expressed the view the press needed additional protection from libel suits; he cited "a remarkable upsurge" in such actions, "accompanied by a startling inflation of damage awards," that, he said, "has threatened to impose a self-censorship on the press which can as effectively inhibit debate and criticism as would overt governmental regulation that the First Amendment would most certainly prohibit." But if the 1977 speech remains any kind of a guide to Bork's feelings about the press, he is not entirely sympathetic to the vigor and success with which he saw the press pursuing its right to publish. In *Pentagon Papers*, for instance, he said the press was permitted to publish state secrets it knew to have been taken from the government without authorization. And in *Miami Herald Publishing Co. v. Tornillo*, he said, "the court struck down a right-of-reply statute that had significant scholarly support." In *Cox Broadcasting Corp. v. Cohn*, he said, "a statute prohibiting publication of a rape victim's name was held invalid." And in *Landmark Communication v. Virginia*, he said, the state was prevented from punishing publication of material regarding a secret inquiry into alleged judicial misconduct that had been "wrongfully divulged." Such cases, Bork said, "are instances of extreme deference to the press that is by no means essential or even important to its role."

But such comments are made out of friendly motives, he suggests. For he said that the press "has come close to obtaining completely... the recognition of a status under the First Amendment accorded to no one else." And, he said it is "the possibility that the press will harm itself by succeeding in its demands that troubles those of us who think freedom of the press indispensable to democracy." □

Former KABC-TV employe files suit against Capcities/ABC

Station's former ombudsman claims he was fired after airing criticism of station; latter said he left on his own

A former ombudsman at KABC-TV Los Angeles who claims he was fired after airing a report critical of the station, last week filed a multimillion-dollar lawsuit against Capital Cities/ABC.

Wayne Satz, an attorney who served as a media analyst and investigative reporter during his 13 years with the station, contends in a "wrongful termination" suit that his "Second Look" report examining alleged ratings manipulation by KABC-TV during the May sweeps led management to fire him and disband his investigative unit. He seeks \$5 million in punitive damages, plus lost wages and general damages for "humiliation and emotional distress."

John Severino, KABC-TV's president and general manager, denied that Satz was fired, saying Satz left on his own after failing to come to terms on a new contract.

Satz, however, said he was called into the office of KABC-TV news director Terry Crofoot on July 24 and, with Crofoot allegedly reading from a card, was told the "Second Look" segment had ended, Satz's two researchers had been fired, his producer reassigned, and his position as an ombudsman, media analyst and investigative reporter terminated.

This occurred a week after the station aired a promotion featuring Satz and two other reporters as the station's "I-Team." Moreover, Satz said he was told he could return at an entry level position at half his current salary, but that when he refused he was banned from the lot and not permitted to pick up his personal belongings, including his numerous reporting awards. "I don't know any way to construe that other than I was fired," he said.

Severino labeled as false Satz's assertion that he was banned from the lot. Crofoot was on vacation last week in Australia and unavailable for comment. Severino admitted to Satz in a May 27 on-camera interview that an eight-part series on Nielsen families was intended to artificially boost ratings for the station's late news. Satz said he undertook the analysis of the "Nielsen scandal" because "of the high level of interest in the story and the important ethical issues it raised for broadcasters."

Satz insists KABC-TV initially sought to block the interview from airing despite his protests that it would compromise his role as an ombudsman and his credibility as an investigative reporter. But Satz said the station changed its position and aired the piece June 5, once Nielsen publicly revealed its decision to delete the 11-11:30 p.m. time period for all Los Angeles TV stations from the May book for the eight days the series ran (BROADCASTING, June 8 and 15).

Nielsen took the unprecedented action against its client after competing stations in the market lodged protests. KABC-TV's late news dropped from a Monday-Friday May average of 10.5/24 to 8.9/21, putting the station into a first-place tie with KNBC-TV. Each point in the Los Angeles market for the

time period represents about \$1 million in revenue, various sources said.

KABC-TV sought a temporary restraining order to prevent Nielsen from publishing the May books with the numbers "delisted," but a judge ruled against the station. In their written response to the court, Nielsen attorneys cited Severino's admission of guilt in the Satz interview, which received national attention when it was rebroadcast on ABC's *Nightline* June 8 during a program devoted to ratings manipulation. The legal dispute between KABC-TV and Nielsen continues, with the two sides scheduled to return to court Wednesday (Aug. 26). KABC-TV has yet to ask for compensation, according to Nielsen lawyer Lawrence Laskey.

The story was doubly embarrassing to Severino, Satz said, since it came in the midst of the ABC affiliates meeting in Los Angeles while he was playing host to the network's top executives. Kenneth Johnson, Western

president of ABC's owned station division, who is based in San Francisco and who is Severino's boss, was at KABC-TV last week on business. Whether the matter came up is unknown. Johnson did not return repeated phone calls, and Michael Mallardi, president of the network's broadcasting division, was on vacation.

In a brief interview, Severino said, "Obviously our version of the facts varies totally from what Wayne has stated... He has been without a contract for well over a year. For that entire time he has refused to sign a new contract. We are still willing to negotiate with him."

Satz, who expressed fear the suit could give him a "black mark" in the television industry, said the contract was never an issue until the Nielsen story aired. His attorney, Sanford Gage, noted that to negotiate with a lawsuit pending against ABC would be unadvisable. □

Court affirms \$200,000 verdict favoring middle-aged DJ

Fired when Bonneville stations changed to younger-target format, 51-year-old wins in appeal

Radio station operators thinking of developing a format to attract a young audience would be wise to exercise caution before firing disk jockeys whose age does not fit in with a youth movement. The U.S. Court of Appeals for the Seventh Circuit has affirmed a \$200,000 verdict a federal court jury entered against Bonneville International Corp. on the ground that one of its stations willfully violated the Age Discrimination in Employment Act in firing a disk jockey who had served it for over nine years.

The case began in 1980, when Leo Rengers, then 51, lost his job at WCLR(FM) Skokie, Ill. The station at the time was employing an MOR/adult contemporary format to which it had switched from beautiful music in 1975 in an effort to attract a younger audience. The appeals court said the station's personnel policy was intended to reflect that aim; it hired a 29-year-old program director and, by the end of 1981, it did not employ a single announcer over the age of 40.

The appeals court also held that Rengers had produced evidence supporting an inference of age discrimination in his firing. It cited the fact that Rengers's photograph was not included in the station's promotional material. And it noted that the station had stopped giving him production work—taping commercials or public service announcements—and no longer scheduled him for personal appearances at shopping centers to earn extra money, "unlike the younger WCLR disk jockeys."

Bonneville attorneys had contended that poor performance, not age, was the principal factor in the decision to fire Rengers. They said he had been tardy frequently, had been guilty of an excessive number of reading errors and had allowed "dead air" on his

program. But Rengers said station officials had not complained about tardiness for two and a half years before his firing, and he denied having made "excessive" reading errors. He also said the "dead air" occurred only a few seconds each month, and was in part unavoidable and in part the chief engineer's fault. He also countered the station's contention that he had failed to adapt to the new format with testimony from a consultant's report, prepared for the station, that Rengers "did a good job of representing the WCLR format."

In sum, the appeals court said, the jury was justified in finding the station had fired Rengers because of his age, and in awarding him \$97,433 in back pay—and then doubling it on the ground the discrimination had been willful. The station's role as a member of what the court called "a heavily regulated industry" was considered by the appeals court in concluding WCLR should have been aware of the law banning age discrimination. Given the fact the station must seek renewal of its license periodically, the appeals court said, "it is fully expectable that it would be familiar with legal requirements like those in the ADEA."

The appeals court also affirmed the district court's award of \$62,934.75 in legal fees, which is substantially less than the \$196,381.51 that was sought. The court refused to order Rengers's reinstatement in his old job, or to require the station to pay him "front pay," that is, an award of future earnings that are lost when reinstatement is considered infeasible. Still, Rengers's attorney, Peter R. Meyers, said he was "delighted" with the appeals court's decision. "We are ecstatic that the wrongdoing of WCLR has been fully exposed and affirmed," he said. "Hopefully, Leo... and other employes in the media and other industries will not have to worry about getting older and not fitting in with their employers' 'youth image.'"

TV rep business in state of flux

Chris-Craft switches stations from TeleRep to Katz, MMT; more changes are anticipated

The winds of change continued to blow across the television representation business last week as Chris-Craft Industries moved the representation of six of its stations from TeleRep, its former subsidiary and its rep since 1968, to Katz Communications and MMT Sales, Inc. In all, national spot billings for the Chris-Craft group are valued at over \$100 million, according to rep sources.

The rep change by Chris-Craft comes on the eve of other possible changes in national spot accounts that could add up to as much as \$250 million in billings according to the rep sources. Those accounts include the eight Gannett stations; WWOR-TV New York and KHJ-TV Los Angeles, and three stations resigned by Katz in the Chris-Craft markets.

Chris-Craft assigned Katz Communications national spot sales for four of its independent stations—KCOP(TV) Los Angeles, KBHK-TV San Francisco, KMSP-TV Minneapolis and KPTV(TV) Portland, Ore.—as MMT Sales Inc. got national spot billings for two affiliates—KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex. Representation of a fifth Chris-Craft independent, KUTP(TV), continues under Petry.

The shuffling of Chris-Craft's national spot accounts last week marks the end of an association between Chris-Craft and TeleRep for all but one of the stations (KBHK-TV, which was handled by MMT). TeleRep start-

ed in the rep business in 1968 as a Chris-Craft subsidiary, and repped the group even after Chris-Craft sold TeleRep to Cox Enterprises in 1973.

Bidding on representation of the group began in earnest following the resignation of KCOP(TV) by TeleRep, so that it could pick up Tribune's KTLA(TV) Los Angeles as it assumed representation of the rest of that group's six stations (BROADCASTING, June 15). TeleRep's contracts with Chris-Craft were up in December of this year.

Given conflicts in the present rep configuration in the Chris-Craft markets, jockeying for all or part of the TeleRep business came down to three firms—TeleRep, Katz and MMT. According to executives at all three rep firms, offers from all three were in the form of multiyear deals with a commission rate of 6-7.5%.

For MMT, sources said the loss of KBHK-TV should be offset by the gain of KTVX(TV) and KMOL-TV. Annual national spot billings on KBHK-TV were estimated at \$18 million. To rep KBHK-TV, Katz will resign its representation of KOFY-TV. In addition to MMT, are at least two other rep-firms are said to be interested in repping KOFY-TV.

Other Katz stations that have been resigned given the firm's deal with Chris-Craft, are WCCO-TV Minneapolis and KATU(TV) Portland, Ore. KATU(TV) owner Fisher Broadcasting also owns KOMO-TV Seattle, which is also represented by Katz. Should Fisher wish to keep both of its stations under one rep, a station in Seattle would also open

up.

In terms of national billings, the rep sources said that representation of the Gannett stations is currently perhaps the most exciting prospective piece of business on the rep horizon. Following recent corporate meetings at which rep assignments and performance were reviewed, Gannett has been entertaining presentations from various firms. Gannett gave no word to the reps whether any changes are imminent, however. Estimates of the value of the national spot billings last week ranged from \$100 to \$150 million. Six of Gannett's eight stations—WXIA-TV Atlanta, WLVI-TV Boston, KUSA-TV Denver, KARE(TV) Denver, KOCO-TV Oklahoma City and KPNX-TV Phoenix—are currently represented by Blair Television. Gannett's WUSA-TV Washington and KVUE-TV Austin are represented by MMT.

The two most visible accounts that may be available remain WWOR-TV New York and KHJ-TV Los Angeles. The desirability of each of those stations stems not from their national billings but from the prestige associated with their new owners—MCA Inc. for WWOR-TV, and, pending approval, Walt Disney for KHJ-TV. Each of the stations bills roughly \$18 million nationally according to rep executives. Both of those stations are represented by Blair. MCA has been fielding presentations from other reps but has given no word if a change will be made. The speculation surrounding Disney follows the review of a rep relationship made by a new owner. □

Business Briefly

TELEVISION

Mr. Gatti's Inc. □ Retail pizza chain will start four-week flight in late September in five markets. Commercials will be slotted in all dayparts. Target: adults, 18-49. Agency: Emerson/Nichols/Powell, Irving, Tex.

Quality Stores □ Chain of general merchandise stores in Michigan and Ohio will kick off fourth-quarter campaign in mid-September. Commercials will appear in all dayparts. Target: men, 25-54. Agency: William B. Doner, Southfield, Mich.

Lucky Stores □ Northern and Southern

Divisions of Lucky Stores will conduct fourth-quarter campaign starting in late August in about 10 markets, including San Francisco, Los Angeles, San Diego and Phoenix. Commercials will appear in all dayparts. Target: adults, 18-49. Agency: Grey Advertising, Los Angeles.

Sanderson Farms □ Miss Goldy Chicken will be promoted in 10-week drive beginning in 13 markets in Southeast. All dayparts will be used. Target: women, 25-54. Agency: Burton-Campbell Inc., Atlanta.

On-Cor Foods □ Various frozen food

products will be spotlighted in six-week campaign starting in late September in major markets in which On-Cor has distribution. List includes Boston, Minneapolis-St. Paul and Madison, Wis. Commercials will be slotted in daytime and early and late fringe. Agency: Jack Levy & Associates, Chicago.

California Teachers Association □ Three-week campaign will be conducted by CTA in eight California markets to highlight value of union membership to teachers and general public. Commercials will air in all dayparts. Target: adults, 25-59. Agency: Beber, Silverstein & Partners, Miami.

Chief Auto Parts □ Company will highlight Labor Day promotion by running schedule in more than 10 markets for two weeks before holiday. Commercials will be set in all dayparts. Target: men, 18-54. Agency: Davis, Johnson, Mogul & Colombatto, Los Angeles.

Seagram Classic Wine Co. □ Monterey Vineyards will be highlighted in fall campaign starting in late September in four markets including Miami and Los Angeles. Commercials will appear in all dayparts. Target: adults, 25-54. Agency: Levine, Huntley, Schmidt & Beaver, New York.

Mid-Atlantic Milk Marketers □ Two-week campaign stressing importance of milk and physical fitness will be launched in five markets, including Harrisburg and York, both Pennsylvania, during late August. Commercials will appear in all time periods. Target: adults, 18-49. Agency: W.B. Doner, Baltimore.

Natural Nectar Corp. □ Natural foods will be highlighted in four-week campaign beginning in early September in San Francisco, Los Angeles and Denver. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Klein/Richardson, Los Angeles.

Roman Meal Bread □ Refrigerated

RepReport

Roslin Radio Sales, New York, has bought Queen Co., Boston, a New England regional rep firm that handles 16 radio stations in 10 markets. Roslin now represents about 250 radio stations in large and middle-sized markets.

WVUE(TV) New Orleans and wTV(TV) Milwaukee: To Petry Television from TeleRep.

WJFW-TV Rhinelander, Wis.: To Seltel from Blair Television.

WGBO-TV Joliet, Ill., WFB5-TV Miami; WGBS-TV Philadelphia: To Katz Independent Television from Seltel.

WOVR-FM Versailles, Ind.: To Roslin Radio Sales (no previous rep).

KNFO(FM) Waco, Tex.: To Katz Radio from Christal Radio.

WOOT(AM) Burlington, Vt.: To Republic Radio from Kadestky Broadcast Properties.

Advantage

Morris for President. It really must be dog days of August for 25 reporters and 10 television crews to turn up in Washington last week for news conference announcing that Morris the Cat is running for U.S. President. Morris was introduced by Eleanor Mondale, whose father, Walter Mondale, ran seriously for presidency in 1984. She described Morris as having "quiet demeanor of Coolidge"; "animal magnetism of Kennedy," and "honesty of Lincoln." News conference signaled opening of advertising campaign for 9-Lives, maker of cat foods that bear candidate's name. Advertising will run through election day 1988, and will include commercial parodying various candidates and spotlighting Morris's platform of "catfood in every bowl" and "satisfied cat in every kitchen." Agency is Leo Burnett U.S.A.

Expanded campaign. Reebok International, coming off banner sales year, plans to spend about \$30 million advertising its running and walking shoes in new campaign that kicked off last week. Combination of network and spot television will be used in effort, which is more than double expenditures of last year. Spokesman said upsurge in advertising results from outstanding sales performance in past 12 months, with sales moving upward from about \$300 million to about \$1 billion. Agency is Chiat/Day, New York.

Back on. Johnson & Johnson, maker of Tylenol, Band-Aid adhesive strips and numerous other products, was expected to resume advertising in Florida after protesting state's new tax on services for more than month (BROADCASTING, July 6 and 27). Company, which discontinued its network advertising July 1, issued statement saying it "remains strongly opposed to the new Florida sales tax on national advertising and will exert every effort to have it rescinded. The company has decided to resume television advertising in Florida while the law is being challenged in the courts, but it will continue to express its opposition in other ways, such as by holding sales and marketing meetings elsewhere."

Merged. Arbitron has announced that recently acquired Broadcast Advertiser Reports' sales and marketing staffs will be integrated into similar departments of parent company. Pro Sherman, formerly vice president, BAR, becomes vice president, BAR market development, reporting to Ken Wollenberg, vice president advertiser/agency sales and marketing, Arbitron. Arbitron company president A.J. Aurichio said integration will "provide most of the components necessary for our clients to make the best selling and buying decisions."

TV advertising: first half. Commercial television advertising for first six months of 1987 amounted to \$10.9 billion, jump of 5.3% from first half of 1986, according to Television Bureau of Advertising. In second quarter of this year, TV advertising climbed to \$5.8 billion from \$5.5 billion in 1986 quarter. TVB compilations also showed that for first six months of 1987, local TV advertising totaled \$3.1 billion, up 6.7% over last year; national/regional spot TV advertising, \$3.09 billion, up 4.6%; national syndication TV advertising, \$346 million, up 33.2%, and network TV advertising, \$4.3 billion, up 3.1%. TVB said that data for local and national regional spot television advertising is based on bureau's quarterly time sales survey of stations and reflect estimated universe. National syndication and network advertising figures are compiled by Broadcast Advertisers Reports, based on monitoring.

Capsulizing cable. Seventh annual edition of "Cable Capsules" has been issued by J. Walter Thompson, New York, initially to agency's staff and clients and now made available to all advertising and communications professionals. JWT said 69-page booklet will be sent to anyone who makes donation of \$25 to special charity drive for The Help For Retarded Children. Checks may be forwarded to Media Department of JWT, 466 Lexington Avenue, New York 10017. Booklet provides basic information on cable networks and superstations and data on host of subjects including VCR penetration by NSI market, viewing in cable homes and audience trends.

Advertising challenges. Eight advertisers, including three on television, cooperated with National Advertising Division of Council of Better Business Bureaus to resolve challenges to their advertising during July. Television advertisers modifying or discontinuing their commercials were Cadbury Schweppes Inc./Sunkist Soft Drinks Inc.; Dutch Mill Baking Co. and Kenner Parker Toys Inc. (Chuck Norris Karate Kommandos).

All about TV. Bozell Jacobs Kenyon & Eckhardt has issued comprehensive report on television, including latest information on erosion of network viewing shares; effective usage of 15-second commercials; viewer switching of channels; growth in regional buys and effect of increased cable viewership.

Report runs 120 pages and is available by writing Helene Guss, public relations manager of BJK&E, 40 West 23d Street, New York 10018. Among other developments covered: VCR usage, commercial length, distribution trends; network and syndication revenues and expenditure trend changes.

biscuits and muffins will be accented in one-week flight to begin in mid-September in nine markets, including Houston, Knoxville, Tenn., and Tulsa. Commercials will run during all time periods on weekends and weekdays. Target: women, 25-54. Agency: Strategic Promotions, Dallas.

Osterman's Jewelers □ Retail jewelry chain has prepared fourth-quarter campaign to run three weeks in September and two weeks each in

October and December. Commercials will be placed in drive periods. Target: adults, 25-54. Agency: Stone, August & Co., Birmingham, Mich.

RADIO & TV

Oshman's Sporting Goods □ Ski promotion will begin in early September for one week in two television and six radio markets. All time periods will be used for commercials. Target: men, 18-34. Agency: Gulf State Advertising,

Houston.

Evans Inc. □ Fall campaign featuring various types of furs will start in late September in about eight television markets, including Baltimore, Chicago and San Antonio, Tex. Campaign will run until end of year. Radio will be used in Denver only. TV commercials will be slotted in daytime, fringe and news segments. Target: women, 25-40. Agency: State Advertising Agency, Chicago.

TELECASTINGS

Taking the pulse

Conus Communications reached an agreement in principle with the Gallup organization to conduct up to 42 weekly national election surveys for the exclusive use of participating television stations. Conus member stations get the right of first refusal to participate in the surveys, which will cost more than \$1 million. The costs will be borne by the participating stations.

Studio sold

The former home of WWOR-TV New York, MGM New York studios and the recently canceled *Today Business* syndicated series, has been purchased by Marcello Miyares and renamed Times Square Studios. Tribune Entertainment will use the facility for the production of two Geraldo Rivera specials and *Geraldo*, the daily talk/magazine series debuting this fall. (*Geraldo* was origin-

ally scheduled to be produced at KTLA-TV Los Angeles.) Also recently signed has been the United States Information Agency's world-wide television service. Times Square Studios will offer four sound stages, full pre- and postproduction services, computer graphics facilities, video field crews and worldwide satellite capabilities.

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Nonstop party. WNET(TV) Newark, N.J. (New York), the noncommercial station on channel 13 purchased in 1961 with commercial broadcasting and foundation funds, celebrates its 25th anniversary Sept. 16 with the first of several special events scheduled over the next nine months.

Launching the festivities will be a three-and-a-half-hour broadcast that will include the station's original introduction by Edward R. Murrow; salutes from Bill Moyers, Robert MacNeil and Big Bird, and rebroadcast of three programs considered among WNET's best.

On Sept. 22, the Ballantine House in the station's city of license, Newark, will be the site of a reception attended by Newark Mayor Sharpe James. New York Mayor Edward Koch will host a reception Oct. 14 at New York's Gracie Mansion. And a black-tie dinner honoring New Jersey Governor Thomas Kean and featuring entertainment by humorist Mark Russell will be held Oct. 15 at the New Brunswick, N.J., Hyatt Regency hotel.

Throughout October and November, businesses and cultural institutions in New York, New Jersey and Connecticut will participate in promotional activities honoring WNET. The annual Friends of Thirteen dinner dance will be held Dec. 3 at New York's Tavern on the Green, and in February a black-tie dinner at New York's St. Regis hotel will launch a three-month retrospective on WNET programming at the Museum of Broadcasting, which will feature 80 hours of programs broadcast by the station and five seminars.

'Moto Monsters' mashed by Axlon

Syndicator drops interactive kid's show after trouble with toy sales

One of the three interactive children's shows originally set to debut in syndication this fall, *Technoforce and the Moto Monsters*, was withdrawn from the market last week. Axlon Inc. pulled the plug on the show because response from toy distributors to the toy line associated with the show was not encouraging, according to Robert Rao, Axlon vice president of marketing.

Technoforce was originally planned as a weekly show. Axlon held discussions with the animation house, DIC Enterprises, to produce a 13-episode series, but any agreement between the two companies fell apart in January, according to a well-placed source. Rao said that Axlon did not shop for an animator after the deal with DIC fell apart. Axlon did not make an appearance at January's NATPE International convention in January. Rao said that the syndication marketplace was perceived as too difficult to allow a show to get on the air this year, but he added that the possibility of reviving the show in the future remains open.

MTS Entertainment said last week that *Captain Power*, a weekly series, is now cleared on 98 stations covering 82% of the country. World Events' *Saber Rider* is now cleared on 71 stations covering 65% of the country.

Interactive animated shows include an audio or radio signal through which associated toys are activated in the viewer's homes. For example, in Mattel's show, *Captain Power & The Soldier of the Future*, a gun is aimed at the screen to hit a certain color of

light that appears in the broadcast. The gun keeps a score of successful hits.

In the case of *Technoforce*, the associated toy line included a console operated by the viewer and an array of vehicles and figures activated by commands from the screen. Viewers could play by themselves or against the screen. The *Technoforce* toy retailed for

\$300; toys associated with the other interactive shows sell for considerably less.

Axlon Inc. took a \$325,000 charge in its second-quarter earnings as a result of withdrawing the show. Axlon revenue for the second quarter ending June 30 was \$2.4 million, compared to \$3.7 million a year ago, for a drop of 35.1%. □

NATPE makes its move

Programmer organization completes move from New York to Los Angeles to be closer to program sources

In an effort to strengthen its ties with the programming community, the National Association of Television Program Executives has completed the move of its corporate headquarters from New York to Los Angeles. From its new 8,000-square-foot headquarters in Century City, Philip Corvo, executive director of NATPE International, said the organization hopes to stay closer to the production side of the business.

"After 25 years on the East Coast, we felt it was important to be in closer proximity to the largest group of program executives," he said. "This move will enable us to more effectively provide a variety of services to our members, and to be in closer contact with developments occurring in the television industry."

The new office, which replaces NATPE's 3,000-square-foot New York headquarters, will contain a computer data base that will

provide NATPE members with information on the availability of syndicated programs. Corvo said the organization is close to concluding a deal with the manufacturer of the communications system, which should be installed within a few months.

Aside from Corvo, only conference director Nick Orfanoupolos made the move west on Aug. 14. Last week, Corvo named former broadcasting executive Alan Petronio as business manager. Five positions are still to be filled to meet the staff level NATPE had in New York, he said.

Since it was formed in 1962, NATPE, which now represents more than 1,700 television executives, has become best known for its annual program conference.

More than 250 exhibitors and 8,000 participants are expected at the 1988 NATPE conference, Feb. 25-29, in Houston, up from about 7,800 participants this year. NATPE also examines issues such as must carry, rating devices, syndication exclusivity, prime time access and compulsory licensing, and it sponsors seminars, conferences and award programs. □

SyndicationMarketplace

ITC Entertainment has acquired more than 50 movies in the past nine months, some of which will be in the soon-to-be-released "Volume Seven" movie package. Among the films: "Rent-A-Cop," starring Burt Reynolds and Liza Minelli; "Twice in a Lifetime," starring Gene Hackman, Ellen Burstyn and Ally Sheedy; "High Road to China," starring Tom Selleck and Bess Armstrong; "At Mother's Request," starring Stephanie Powers and E.G. Marshall; "Rockabye," starring Valerie Bertinelli; "Volunteers," starring Tom Hanks and John Candy; and "Sweet Dreams," starring Jessica Lange.

MCA TV Enterprises has canceled *The Home Shopping Game*. The half-hour show produced in association with Home Shopping Network will end its 13-week run on Sept. 11. CBS gave MCA word of the show's cancellation on three of its four stations nine weeks into the show's run, exercising an option in MCA's contract with CBS. MCA's plans to deliver a daily seven-hour overnight feed, produced in association with HSN, are not affected by the cancellation of *The Home Shopping Game*, it said.

GGP Sports reports clearing *Road to Calgary* on 118 stations covering 63% of the country, and *Road to Seoul* on 88 stations (58% coverage). The two half-hour series lead up to the winter and summer Olympic games, respectively. Recent clearances for *Calgary*

include KGO-TV San Francisco, KSTP-TV Minneapolis and WRTV-TV Indianapolis. Recent clearances for *Seoul* are KCBS-TV Los Angeles, WMAQ-TV Chicago, KRON-TV San Francisco and WBZ-TV Boston. Both shows are barter with four minutes for stations and two-and-a-half minutes for GGP. GGP recently signed NBC sportscaster Greg Lew- is as a co-host with Barry Tompkins. GGP also reports that its *NFL Preseason Special* is now cleared in 178 markets covering 88% of the country. Barter sales of that one-hour special gives station six-and-a-half minutes and GGP six minutes.

Lorimar says that it has lined up 75% of the country for three-year renewals of the animated strip, *Thundercats*, beyond the show's original commitment. Lorimar is producing 65 new episodes for the extended run. Lorimar also reports that it has deals with 151 stations covering 88% of the country for the second season of the first-run sitcom, *Mama's Family*.

Paramount reports that *Friday the 13th: the Series* has been cleared on 185 television stations covering 97% of the country for its Sept. 28 debut. That lineup comprises 60% network affiliates, according to Paramount. Barter sales of the series give stations five minutes and Paramount seven.

Duncan for Harper. Sandy Duncan, who is under contract to NBC, will replace actress Valerie Harper in the network's 8:30 p.m. Monday sitcom, *Valerie*. Lorimar-Telepictures, which produces the series, had earlier reported that it had resolved its salary dispute with Harper and that the actress had returned to the set after a week-long walkout. But a company spokeswoman said: "We were unable to work things out." There were reports that Harper, who completed work on one episode for the fall season, made \$57,000 per show but wanted \$80,000. Also gone in the shakeup is Harper's husband, Tony Cacciotti, the show's co-executive producer.

Changing Hands

PROPOSED

WEZS(FM) Richmond, Va. □ Sold by EZ Communications Inc. to Eastern Broadcasting Corp. for \$16 million. **Seller** is Fairfax, Va.-based group of four AM's and 11 FM's principally owned by Arthur Kellar, chairman. **Buyer** is Washington-based owner of five AM's and six FM's headed by Roger A. Neuhoff, president. WEZS is on 103.7 mhz with 3 kw and antenna 750 feet above average terrain.

WLEC(AM)-WCPZ(FM) Sandusky, Ohio, and WADC(AM)-WMGP(FM) Parkersburg, W.Va. □ Sold by Erie Broadcasting Corp. to Signal One Communications Inc. for \$6 million. **Seller** is owned by James T. Embrescia, Kenneth and Martin Elrad, Alan Krause and Dr. Martin Markowitz. It has no other broadcast interests. **Buyer** is owned by Kim E. Colebrook, former head of Cleveland-based GCC Communications, and Mills Hall Walborn & Associates, Cleveland-based adver-

tising agency, headed by Michael A. Mooney. WLEC is on 1450 khz with 1 kw day and 250 w night. WCPZ is on 102.7 mhz with 10 kw and antenna 120 feet above average terrain. WADC is daytimer on 1050 khz with 5 kw. WMGP is on 99.3 mhz with 3 kw and antenna 210 feet above average terrain.

WVOL(AM) Berry Hill and WQQK(FM) Hendersonville (Nashville), both Tennessee □ Sold by Phoenix Broadcasting of Nashville and Phoenix Broadcasting of Hendersonville, respectively, to Pinnacle Broadcasting Co. for \$5.5 million-\$6 million. **Seller** is owned by Samuel H. Howard, who has no other broadcast interests. **Buyer** is owned by Phillip D. Marella, who recently bought WDUR(AM)-WFXC(FM) Durham, N.C. ("Changing Hands," July 20). WVOL is on 1470 khz with 5 kw day and 1 kw night. WQQK is on 92.1 mhz with 3 kw and antenna 430 feet above average terrain. **Broker:** Gammon & Ninowski Media Investments

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KORQ-AM-FM Abilene and KLSF(FM) Amarillo, both Texas □ Sold by Adams-Shelton Communications to Bakcor Broadcasting Inc. for \$5.2 million. **Seller** is Amarillo, Tex.-based group of two AM's and four FM's owned by Keith Adams and James D. Shelton. **Buyer** is Lubbock, Tex.-based group of two AM's and two FM's owned George Backe and seven others. Stations were sold to Holder Communications for \$5.1 million last year ("Changing Hands," Dec. 1, 1986), but deal fell through. KORQ is on 1340 khz full time with 1 kw. KORQ-FM is on 100.7 mhz with 100 kw and antenna 1,260 feet above average terrain. KLSF is on 96.9 mhz with 100 kw and antenna 599 feet above average terrain.

WKEE-AM-FM Huntington, W.Va. □ Sold by Capitol Broadcasting Co. to Adventure II Inc. for \$3.1 million. **Seller** is Raleigh, N.C.-based group of two AM's, five FM's and one TV principally owned by James F. Goodmon. **Buyer** is owned by Michael Shott, who also owns WHIS(AM)-WHAJ(FM) Bluefield, W.Va. WKEE is daytimer on 800 khz with 5 kw. WKEE-FM is on 100.5 mhz with 53 kw and antenna 560 feet above average terrain. **Broker:** Blackburn & Co.

WOFM(FM) Chesapeake, Va. □ Sold by Southland Communications Inc. to American Eagle Communications of Virginia Inc. for \$1,538,461. **Seller** is owned by Klaus Rabb and James Hunt. It has no other broadcast interests. **Buyer** is owned by Joseph Kennedy, Mike Kromirs and Jim Rees. Kennedy was formerly general manager of WJZZ(AM)-WCHB(FM) Detroit, Kromirs is Grosse Isle, Mich.-based financial consultant and Rees is newcaster on WWJ(AM)-WJOI(FM) Detroit. Hunt will retain minority interest in station. WOFM is on 92.1 mhz with 1.7 kw and antenna 420 feet above average terrain. **Broker:** Chapman Associates.

KODK-FM Kingsville, Tex. □ Sold by KODK Inc. to Austin Radio Group for \$497,000. **Seller** is owned by Ed Lovelace, who also owns KBIL-AM-FM Beeville, Tex. **Buyer** is owned by Bob Walker, who also owns KSSR-FM Bastrop, Tex. KODK-FM is on 92.7 mhz with 3 kw and antenna 210 feet above average terrain. **Broker:** Norman Fischer & Associates.

KRPL(AM)-KZFN(FM) Moscow, Idaho □ 52% sold by Thomas L. Neal and his wife, Marilyn, to KRPL Inc. for \$454,109.61. **Sellers** have no other broadcast interests. **Buyer** is equally owned by Dennis T. Deccio, Gary W. Cummings and Larry L. Ayer, who own remainder of stock and have no other broadcast interests. KRPL is on 1400 khz full time with 1 kw. KZFN is on 106.1 mhz with 59 kw and antenna 961 feet above average terrain.

WEGA(AM) Vega Baja, P.R. □ Sold by Vega Baja Broadcasting Corp. to Radio Sol Broadcasting Corp. for \$390,000. **Seller** is headed by A.M. Cordia. It has no other broadcast interests. **Buyer** is owned by Luis Rodriguez Bou. It also owns WKCK(AM) Oro-covis, P.R. WEGA is daytimer on 1350 khz with 500 w.

For other proposed and approved sales see "For the Record," page 78.

Network news underplays House, according to survey

University study finds broadcast network news programs call on same group of lawmakers for appearances

The broadcast networks' evenings news programs ignored nearly half the members of the U.S. House of Representatives during the 99th Congress (1985-86), never even mentioning their names on the air, according to a study by the radio-television department of the Southern Illinois University-Carbondale.

At a press conference at the Capitol last week, Joe Foote, press secretary to former House Speaker Carl Albert and now chairman of the radio-television department at SIUC, said the network newscasts, working with a "round-up-the-usual-suspects mentality," keep returning to a small group of lawmakers for their stories, ignoring or virtually ignoring, everyone else.

According to the study, which was based on data supplied by the network news archives at Vanderbilt University in Nashville, the networks' reliance on a small group of congressmen is more pronounced in the House than in the Senate. In the House, 5% of the members accounted for half of all "exposures" during the two years, the study found, while 48% of House members in 1985 and 43% in 1986 received no exposure. An exposure constitutes either a member speaking on camera or having his or her name mentioned on the air.

"Network preoccupation with familiar sources erects a formidable access barrier which is difficult for younger members with new and unconventional ideas to penetrate," the study found. "Such rigid gatekeeping behavior reinforces the status quo, giving viewers the impression that only the establishment has anything meaningful to say. Only during extraordinary events like the Iran-contra hearings do members have an opportunity to break away from network bondage to communicate fully and directly with the American people."

According to Foote, when it comes to "visibility" on the networks' evening newscasts, members of Congress fall into three categories: The Anointed Ones, the Surfers and the Untouchables.

The Anointed Ones, who receive a lot of air time on the evening newscasts, include Senate and House leaders as well as such perennial favorites as Senator Edward Kennedy (D-Mass.). The Surfers are those who wait for an issue to come along that they can ride to prominence. The Untouchables are those rarely making the evening newscasts either because they don't want to or because they don't know how to.

During the 99th Congress, Foote said, the Untouchables included the chairmen of some "fairly heavyweight" House committees: Jamie Whitten (D-Miss.), Appropri-

ations; Augustus Hawkins (D-Calif.), Education and Labor; G.V. Montgomery (D-Miss.), Veteran's Affairs; E. De La Garza, Agriculture, and William Ford, Post Office and Civil Service.

Some lawmakers are unfairly ignored by the networks, Foote said. He cited Senator Paul Simon (D-Ill.), an expert on higher education whom the networks overlooked until he decided to run for President. With network exposure, Foote said, "the seven dwarfs might turn into the magnificent seven."

Many of the older members "couldn't care less" whether they appear on the evening newscasts, Foote said. But the younger members are the ones who are most eager to appear, he said. And, he added, they'll do "the craziest things you can imagine to get on the air."

In general, the longer a congressman is in Congress, the more exposure he receives. Freshman are usually ignored, he said. An exception in the 99th Congress was first-

term representative Tommy Robinson (D-Ark.). His "flamboyant and emotional style" has caught the eye of network news producers, earning him 13 exposures on the evening news.

One way for congressmen to attract the attention of the media is to run for President, Foote said. "The networks seem to be fascinated with the presidential races," he said. During the 97th Congress (1981-82), former Senator Gary Hart (D-Colo.) had 49 exposures on the evening newscasts. While running for President during the 98th Congress (1983-84), Hart hit the network airwaves 483 times. And, after the campaign, during the 99th Congress, Hart was on only 37 times.

Network newscasts give short shrift to most members of Congress because they rarely do stories about what Congress is doing. For the most part, Foote said, they go to Congress looking for reaction to some crisis or to what the executive branch is doing. What's more, he said, networks tend to fo-

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cus on one story and ignore everything else. "They give new meaning to 'overkill' in how they cover events."

Believing that congressional stories are "dull," he said, the networks have written Congress off. Network correspondents have to be "very adept" to sell a story on congress to their bosses, he said.

The networks should become less "event-oriented" and eschew the "hit-and-run type of journalism" they now practice, Foote said, adding that in covering Congress, they could provide an "educational function," providing in-depth examination of an issue and the congressional process. "They haven't been innovative enough or creative enough in covering it," he said.

Cable's C-SPAN and the Cable News Network are helping, giving national television exposure to many congressmen who are ignored by the networks, Foote said. Unlike the broadcast networks, he said, CNN will interrupt its regular programming schedule to cover hearings and other newsworthy events. CNN is the only national television service that "can really cover news in the city the way it should be covered," he added.

The attitude of congressmen toward the media has changed over the past three decades, Foote said. When Sam Rayburn was Speaker of the House (1940-1957) there was a great distinction between "workhorses" and "show horses," Foote said, adding: "Today, it's difficult to be a workhorse unless you know how to deal with the media, particularly television." □

Glass breaks free

Former ABC News correspondent escapes captors after two months

After two months to the day in captivity in South Beirut, former ABC News correspondent Charles Glass gained his freedom last week. He walked into Beirut's Summerland hotel last Monday night (Aug. 17) at around 7 p.m. (NYT), seeking protection by Syrian peacekeeping troops. Glass said he escaped from his captors, believed to be south Lebanese Shiite Muslims. However, questions were raised last week as to whether Glass's captors may have intentionally been looking the other way, as the result of pressure from the Syrian government to obtain the journalist's release.

Glass is the second American journalist to escape captivity from terrorists in Beirut. CNN's Jeremy Levin was kidnapped in March of 1984 and escaped 11 months later. Five other Americans are believed to remain in the hands of captors in Lebanon, including Terry Anderson, the Beirut bureau chief for Associated Press, who was kidnapped two and a half years ago.

The Glass story made the front pages of the nation's daily newspapers and led the network evening news programs last Tuesday as word of his release spread. He has been on leave from ABC News to write a book about the Mideast and the ongoing strife there. In 1985, Glass, then with ABC



Glass

News, was generally cited for having provided some of the best coverage of the TWA hostage crisis in Beirut.

And last week, ABC News had the decided advantage in covering his release before the cameras. The print and electronic media had the essential story in time for Tuesday morning editions. But Glass provided little more than a sound bite to television reporters in Damascus, where he was taken by the Syrians after his escape, holding back to give the first full television interview to ABC's Ted Koppel. Eight minutes of that interview ran on Tuesday's *World News Tonight* with Koppel substituting for the vacationing Peter Jennings, while Tuesday's *Nightline* broadcast later that night, focussed entirely on the taped interview.

ABC spent considerable time and effort looking for Glass throughout the time he was captured. Last week, ABC News President Roone Arledge said in a prepared statement that Glass's freedom was "a matter of immense joy and relief to the people at ABC News. However this has come about, we are particularly thankful to the many people around the world who worked so hard and quietly toward this day."

Several weeks after his capture, the gunman holding Glass released a tape of him confessing to be an agent for the Central Intelligence Agency using journalist's credentials as a cover. During his interview with Koppel last week, Glass confirmed what many suspected at the time, that he was under severe duress when that confession was taped. "In the case of the videotape, which I was required to read out," he said, "there was a gun pointed at my head a few feet away during the entire time that I was reading it, and it was made clear to me that if I didn't read it word for word, I would be dead."

Glass said he made his escape by slipping out of chains and climbing out a window onto the balcony of the apartment where he was being held. He then re-entered the apartment through a door on the balcony, went out the front door, locking it behind him as his captors slept, and down seven flights of stairs to freedom. He said he had gone back to Beirut to gather research for his book, assuming he would be safe with the presence of Syrian troops in the city. "I was kidnapped only yards away from a Syrian army checkpoint," he told Koppel, "which is there to prevent kidnapping. But I was wrong, and certainly it was probably the stupidest mistake I've made in my life." □

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Preparing the way

During Pope John Paul II's September visit to the United States, the FCC will temporarily lift the rules requiring authorization for short-term auxiliary broadcasts (Section 74.24). The temporary suspension will be in effect Sept. 3-20 in the nine cities the Pope will visit. The suspension period will begin a week before the Sept. 10 commencement of the Papal visit, to allow for advance coordination of auxiliary broadcast frequencies, according to the FCC.

The commission has suspended the short-term auxiliary broadcast rules in the past during news events that might lead to spectrum congestion such as the 1984 Olympics, the 1984 Republican convention in Dallas and the Democratic convention in San Francisco, and last year's Fourth of July celebration at the Statue of Liberty.

All short-term auxiliary broadcasts should be coordinated in advance. Representatives of the Society of Broadcast Engineers have been appointed as coordinators in each city. They are: Henry Seiden, (305) 576-1010, Miami; Jerry Massey, (803) 271-9200, Columbia, S.C.; Hugh Burney, (504) 529-4444, New Orleans; Jerry Norkseih, (512) 366-5000, San Antonio, Tex.; Jerry Grunig, (602) 257-1234, Phoenix; Howard Fine, (213) 460-4311, Los Angeles; Ed Johnson, (415) 954-7711, Monterey and San Francisco, Calif.; Larry Eastlack, (517) 484-7747, Detroit.

Buy back

N.V. Philips, Netherlands-based electronics corporation, has offered to buy back 42% of the public stock in its American subsidiary, North American Philips. The offer is to buy 50 million shares of N.A. Philips at \$50 each.

Cornelis van der Klugt, chairman and chief executive officer of the European parent company, released a statement saying the move was made to "more effectively meet the competition in the increasing global market in which the Philips group operates."

The brand names of electronic and electrical products manufactured by N.A. Philips are Magnavox, Philco, Philips, Norelco, Genie and Sylvania. The company also operates Philips Laboratories, Briarcliff Manor, N.Y., which is presently developing MAC-60, a method of transmitting enhanced TV signals via satellite.

Support for standard

A working group of the Society of Motion Picture and Television Engineers, White Plains, N.Y., has approved a document specifying signal parameters for a high-definition television system. SMPTE's working group on high-definition electronic production unanimously approved the Japanese-developed 1,125-line/60-field system. The society expressed its support for a single world production standard. Following final

approval of the document by SMPTE, the standard is to be submitted for approval as a national standard by the American National Standards Institute, Washington.

Air-brushed clouds

LiveLine V, a new 32-bit weather graphics system has been introduced by ColorGraphics Systems Inc., Madison, Wis. Available for delivery now, the system sells for \$69,900. Among LiveLine V's features are 24-bit pixel images including air-brushed clouds, transparent raindrops and glowing suns; 32-bit animated graphics displays, and animation techniques including two-plane animation, color cycling and event recording. The system also includes a world map database which allows for graphic display of the boundaries of any country, state or county. ColorGraphics is also offering upgrade packages for its LiveLine III and LiveLine IV systems.

New address

The Winsted Corp., Minneapolis-based manufacturer of editing and production consoles and videotape storage units, has moved to a new facility. Effective immediately, the company will be located at 10901 Hampshire Avenue, South, Minneapolis, 55438. The new site has twice the space of the former location, and the company is installing a computerized order processing system.

New Allied division

A new division has been created by Allied Broadcast Equipment, a Richmond, Ind., marketer of automated broadcast systems. Allied Broadcast Systems, located in Bryan, Tex., handles engineering services and acts as liaison between the company and its customers and manufacturers for Allied's broadcast, satellite, Canadian and international divisions. Heading the new division is Stephen S. Sampson who joins Allied after 10 years as executive vice president of Normal, Ill.-based Sono-Mag Corp.

Datebook continues from page 18.

Riverside Church, New York. Information: (212) 683-5656.

■ **Sept. 17**—Cabletelevision Advertising Bureau local advertising sales workshop. Stouffer Concourse hotel, Denver.

■ **Sept. 17**—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

Sept. 17-18—37th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers*. Washington hotel, Washington. Information: (202) 659-3055.

Sept. 17-19—*American Women in Radio and Television* South Central area conference. Houston.

Sept. 17-20—*American Women in Radio and Television* Western area conference. San Jose, Calif.

Sept. 18—Cable television technology conference, sponsored by *Massachusetts Cable Television Commission*. Massachusetts Transportation Building, 10 Park Plaza, Boston. Information: Bill August, (617) 727-

6925.

Sept. 18—Reception for FCC bureau chiefs, sponsored by *Broadcast Pioneers, Washington chapter*. National Association of Broadcasters, Washington.

Sept. 18-19—*North Dakota Association of Broadcasters* annual convention. Minot, N.D.

Sept. 18-20—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

Sept. 20-22—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

■ **Sept. 20-22**—*National Association of Broadcasters* "Hundred Plus Exchange," meeting for small market television broadcasters to discuss increasing television revenues and recruiting employees. Capitol Hill Hyatt Regency hotel, Washington. Information: (202) 429-5362.

Sept. 20-24—*Southern Educational Communications Association* conference. Hyatt Regency, Balti-

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TV • RADIO • CABLE • APPRAISALS

Errata

All American Television, not Orbis Communications as listed in Aug. 17 issue, will distribute late night talk show hosted by G. Gordon Liddy available for fall 1988 debut in syndication.

more. Information: Jeanette Cauthen, (803) 799-5517.

Sept. 20-24—National Association of Telecommunications Officers and Advisers seventh annual conference, "Options and Opportunities." Speakers include: Jack Valenti, Motion Picture Association of America; James Mooney, National Cable Television Association; Preston Padden, Independent Television Association. Pfister hotel, Milwaukee. Information: (202) 626-3250.

Sept. 21—Deadline for reply comments in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

■ **Sept. 21**—"The XYZ's of Advertising Compliance and Negotiations Seminar," sponsored by American Advertising Federation. Halloran House, New York. Information: (202) 898-0089.

Sept. 21-23—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cownie, co-founder and executive VP, Heritage Communications. Indiana Convention Center, Indianapolis.

Sept. 21-24—Third Pacific International Media Market for film and television programs. Regal Meridien hotel, Hong Kong. Information, in Australia: (03) 509-1711.

Sept. 22—Symposium on reporting health risk information, sponsored by Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education. UNC, Chapel Hill, N.C. Information: (919) 966-4032.

■ **Sept. 22**—Cabletelevision Advertising Bureau local advertising sales workshop. Ramada Hotel O'Hare, Chicago.

Sept. 22-24—Ninth annual Satellite Communications Users Conference. Infomart, Dallas. Information: (303) 220-0600.

Sept. 22-24—Wisconsin Broadcasters Association annual sales seminar. Eau Claire-Appleton-Madison, Wis.

■ **Sept. 23**—"Career Opportunities in Television," seminar sponsored by Global Village. Global Village Video Study Center, 454 Broome Street, New York. Information: (212) 966-7526.

Sept. 23-25—National Association of Black Owned Broadcasters 11th annual fall broadcast management conference, "Overcoming the Barriers to Profitable Station Operation." Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

Sept. 23-25—Oregon Association of Broadcasters annual meeting. Shilo Inn, Lincoln City, Ore.

Sept. 24-25—National Religious Broadcasters South-

central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

Sept. 24-26—International Symposium on Broadcasting Technology, sponsored by Radio and Television Broadcasting Society of Chinese Institute of Electronics and China Institute of Radio and Television. Beijing, China.

■ **Sept. 24-28**—Second Italian Broadcasting and Telecommunications Show. South Pavilion of Milan Trade Fair, Milan, Italy.

Sept. 25—Society of Broadcast Engineers Chapter 22, Central New York 15th regional convention. Liverpool, N.Y.

■ **Sept. 25**—Cabletelevision Advertising Bureau local advertising sales workshop. Hyatt Regency DFW Airport, Dallas. Information: (212) 751-7770.

■ **Sept. 25-26**—21st annual South Dakota Broadcasters' Day, sponsored by South Dakota State University. SDSU campus, Brookings, S.D.

Sept. 25-27—Massachusetts Association of Broadcasters annual convention. Brewster, Mass.

■ **Sept. 26**—"An Introduction to Community Access Television," sponsored by Chicago Access Corp. Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

Sept. 27-29—Microwave Communications Association annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

Sept. 27-29—Kentucky Cable Television Association annual convention. Keynote speaker: Senator Wendell Ford (D-Ky.). Marriott's Griffin Gate Resort, Lexington, Ky.

Sept. 27-29—New Jersey Broadcasters Association 41st annual convention. Buck Hill Inn, Buck Hill Falls, Pa.

Sept. 28-Oct. 2—Video Expo New York, sponsored by Knowledge Industry Publications. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29—National Academy of Cable Programming annual fall forum luncheon. Grand Hyatt hotel, New York. Information: (202) 775-3611.

■ **Sept. 29**—Cabletelevision Advertising Bureau local advertising sales workshop. Omni hotel, CNN Center, Atlanta. Information: (212) 751-7770.

Sept. 29-Oct. 1—Society of Broadcast Engineers national convention. St. Louis Convention Center, St. Louis.

Sept. 29-Oct. 3—Fifth Canada-Japan TV executives meeting, coordinated by Canadian Broadcasting Corp. Toronto. Information: (613) 738-6862.

Sept. 30—International Radio and Television Society newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria, New York.

Sept. 30—Deadline for entries in Ohio State Awards program competition. Information: Phyllis Madry, (614) 292-0185.

Sept. 30—"Hispanic Media: Influence and Opportunity," seminar sponsored by Media Institute. Westin Bonaventure hotel, Los Angeles. Information: (202) 298-7512.

October

■ **Oct. 1**—Cabletelevision Advertising Bureau local advertising sales workshop. Radisson Plaza hotel, Orlando, Fla. Information: (212) 751-7770.

Oct. 1-2—"Urban Markets: Cable's Newest Challenge," seminar sponsored by National Cable Television Association and National Association of Minorities in Cable. Waldorf-Astoria, New York. Information: Barbara York or Ann Dorman, (202) 775-3622.

Oct. 4-6—Washington State Association of Broadcasters annual conference. Cavanaugh's Inn at the Park, Spokane, Wash.

Oct. 4-7—American Association of Advertising Agencies Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

Oct. 4-8—HDTV Colloquium, "From Studio to Viewer." Organized under chairmanship of Guy Gougeon, VP, Canadian Broadcasting Corp. Engineering. Ottawa Congress Center, Ottawa, Canada.

Oct. 5—Presentation of CAPE Awards (Cable Awards for Programming Excellence), sponsored by Cable Television Network of New Jersey. Trump Tower, Atlantic City, N.J.

Oct. 5-6—Corporation for Public Broadcasting annual meeting. CPB headquarters, Washington.

Oct. 5-6—National Religious Broadcasters Southwestern chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

Oct. 5-7—Third annual general assembly of World Teleport Association, sponsored by Bay Area Teleport. Theme: "Teleports and Regional Economic Development." Oakland Hyatt Regency hotel and Oakland Convention Center, Oakland, Calif. Information: (415) 769-5062.

Oct. 5-8—Electronic Industries Association 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

Oct. 5-8—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board, and Telesat Canada. Ottawa, Ontario. Information: (613) 224-1741.

Oct. 5-8—Eighth annual Nebraska Videodisk Symposium, sponsored by Nebraska ETV Network/University of Nebraska-Lincoln. UN campus, Lincoln, Neb. Information: (402) 472-3611.

■ **Oct. 6**—"An Introduction to Community Access Television," sponsored by Chicago Access Corp. Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

■ **Oct. 6**—Cabletelevision Advertising Bureau local advertising sales workshop. LAX Hilton, Los Angeles. Information: (212) 751-7770.

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

Oct. 6-8—World Teleport Association general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McStine, (212) 466-4758.

Oct. 7—Connecticut Broadcasters Association annual meeting and fall convention. Parkview Hilton, Hartford, Conn. Information: (203) 633-5031.

Oct. 7-10—Kansas Association of Broadcasters convention. Wichita Marriott, Wichita, Kan.

Oct. 7-11—Women in Communications national professional conference. Minneapolis. Information: (512) 346-9875.

Oct. 8-10—American Women in Radio and Television North Central area conference. Louisville, Ky.

Oct. 9-11—Illinois Broadcasters Association fall convention. Knickerbocker hotel, Chicago.

Oct. 9-11—Radio Advertising Bureau's Radio Sales University. Chicago. Information: 1-800-232-3131.

Oct. 11-13—North Carolina Association of Broadcasters annual convention. Raleigh, N.C.

Oct. 13-15—Mid-America Cable TV Association annual meeting, including Society of Cable Television Engineers seminar and testing. Hyatt Regency Crown Center, Kansas City, Mo. Information: (913) 841-9241.



R.A. Marshall & Co. Media Investment Analysts & Brokers

Coastal southeastern FM station serving top 200 market.
\$ 1.75 million

508 Pineland Office Center
Hilton Head Island, South Carolina 29928, 803-681-5252

Stock Index

	Closing		Net	Percent	P/E	Market
	Wed	Wed				
	Aug. 12	Aug. 5	Change	Change	Ratio	Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	419	1/2 437	1/2	- 18	-04 11	29 6,782
N (CBS) CBS	189	7/8 192	1/4	- 2 3/8	-01 23	11 4,480
O (CLCH) Clear Channel	18	18			00 00	34 58
O (INFTA) Infinity Broadcasting	24	25		- 1	-04 00	-184 201
O (JCOR) Jacor Commun.	8	7 3/4		1/4	03 22	45 45
O (LINB) LIN	47	3/8 49	1/2	- 2 1/8	-04 29	25 2,540
O (MALR) Malrite	10	1/2 10	1/2		00 00	-15 143
O (MALRA) Malrite 'A'	11	10 3/4		1/4	02 32	-15 150
O (OBCCC) Olympic Broadcast	8	8			00 00	20 20
O (OCOMA) Outlet Commun.	19	1/2 19	3/4	- 1/4	-01 26	127 127
A (PR) Price Commun.	12	1/4 15	5/8	- 3 3/8	-21 60	-6 105
O (SCRIP) Scripps Howard	78	1/2 77	1/2	1	01 29	26 810
O (SUNN) SunGroup Inc.	1	3/4 1	3/4		00 00	-2 4
N (TFB) Taft	153	152	1/4		04 49	-26 1,402
O (TVXG) TVX Broadcast	9	1/2 9	3/4	- 1/4	-02 56	-6 56
O (UTVI) United Television	32	32	1/8	- 1/8	-00 38	53 350
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	72	1/4 74	1/2	- 2 1/4	-03 02	23 777
A (AAR) Adams Russell	40	3/4 40	1/2	1/4	00 61	679 271
A (AFP) Affiliated Pubs	74	1/4 79	1/2	- 5 1/4	-06 60	22 2,628
O (ASTV) Amer. Comm. & TV					00 00	7 7
N (AFL) American Family	15	3/4 15	1/8	5/8	04 13	15 1,268
O (ACOMA) Assoc. Commun.	37	1/2 37	1/2		00 00	357 357
O (BMAC) Bus. Men's Assur.	40	3/4 41		- 1/4	-00 60	-16 426
N (CCN) Chris-Craft	27	28	1/8	- 1 1/8	-04 00	31 544
N (DNB) Dun & Bradstreet	66	70		- 4	-05 71	27 10,036
O (DUCO) Durham Corp.	31	1/4 32	1/2	- 1 1/4	-03 84	18 266
N (GCI) Gannett Co.	52	3/4 54		- 1 1/4	-02 31	28 8,523
N (GY) GenCorp	109	110	3/4	- 1 3/4	-01 58	18 2,435
N (GCN) General Cinema	60	1/2 62	3/4	- 2 1/4	-03 58	18 2,211
O (GCOM) Gray Commun.	198	210		- 12	-05 71	34 98
N (JP) Jefferson-Pilot	40	1/2 36		4 1/2	12 50	14 1,627
O (JSON) Josephson Intl.	14	1/8 14	1/4	- 1/8	-00 87	3 62
N (KRI) Knight-Ridder	57	3/4 58	1/2	- 3/4	-01 28	23 3,314
N (LEE) Lee Enterprises	27	28	1/8	- 1 1/8	-04 00	16 672
N (LC) Liberty	49	3/4 46	1/4	3 1/2	07 56	17 476
N (MHP) McGraw-Hill	73	5/8 75	1/2	- 1 7/8	-02 48	24 3,720
A (MEGA) Media General	45	3/8 45	1/4	1/8	00 27	66 1,279
N (MDP) Meredith Corp.	40	7/8 41	5/8	- 3/4	-01 80	22 785
O (MMEDC) Multimedia	68	70		- 2	-02 85	6800 748
A (NYTA) New York Times	46	5/8 47	1/8	- 1/2	-01 06	25 3,819
O (NWS) News Corp. Ltd.	30	3/8 30	5/8	- 1/4	-00 81	19 3,849
O (PARC) Park Commun.	33	1/2 33	1/2		00 00	29 462
O (PLTZ) Pulitzer Publishing	41	1/2 40	1/2	1	02 46	33 434
N (REL) Reliance Group Hold.	10	3/4 10	1/4	1/2	04 87	11 806
O (RTRSY) Reuters Ltd.	85	1/4 86	3/8	- 1 1/8	-01 30	40 35,391
T (SKHQ) Selkirk	23	1/2 23	1/2		00 00	51 190
O (STAUF) Stauffer Commun.	165	170		- 5	-02 94	27 165
A (TO) Tech/Ops Inc.	34	5/8 35		- 3/8	-01 07	13 74
N (TMC) Times Mirror	101	103	1/2	- 2 1/2	-02 41	20 6,514
O (TMC) TM Communications	2	5/8 2	3/4	- 1/8	-04 54	13 20
O (TPCC) TPC Commun.		5/8	5/8		00 00	6 6
N (TRB) Tribune	42	3/4 46		- 3 1/4	-07 06	16 3,368
A (TBS) Turner Bcstg.	24	24	5/8	- 5/8	-02 53	-1 522
A (WPOB) Washington Post	231	232		- 1	-00 43	25 2,967
PROGRAMING						
O (SP) Aaron Spelling Prod.	9	3/8 10	1/4	- 7/8	-08 53	8 173
O (ALLT) All American TV	3	3	1/2	- 1/2	-14 28	3 3
O (BRRS) Barris Indus.	13	1/4 14	1/4	- 1	-07 01	7 117
O (CMCO) C.O.M.B.	18	1/8 19	1/2	- 1 3/8	-07 05	-54 331
N (KO) Coca-Cola	50	1/4 50	1/4		00 00	19 18,994
A (CLR) Color Systems	9	7/8 9	1/8	3/4	08 21	-5 50
A (DEG) De Laurentis Ent.	4	7/8 5	3/4	- 7/8	-15 21	-3 54
O (dcpi) dick clark prod.	4	3/8 4	1/2	- 1/8	-02 77	11 36
N (DIS) Disney	77	7/8 78	3/4	- 7/8	-01 11	27 10,229
N (DJ) Dow Jones & Co.	51	3/4 53	3/4	- 2	-03 72	25 5,010
A (EM) Entertainment Mktg	9	1/8 8	1/2	5/8	07 35	30 112
O (FNFI) Financial News	10	10	1/4	- 1/4	-02 43	62 117
A (FE) Fries Entertain.	3	3/4 3	7/8	- 1/8	-03 22	16 19
N (GW) Gulf + Western	91	90	5/8	3/8	00 41	20 5,529
O (HRSI) Hal Roach	8	3/8 9	1/4	- 7/8	-09 45	-19 58
A (HHH) Heritage Entertain.	5	3/4 7	3/4	- 2	-25 80	5 26
A (HSN) Home Shopping Net.	13	3/4 14	5/8	- 7/8	-05 98	38 1,181
N (KWP) King World	31	1/8 32	3/4	- 1 5/8	-04 96	32 931
O (LAUR) Laurel Entertainment	3	1/2 3	3/4	- 1/4	-06 66	7 9
A (LT) Lorimar-Telepictures	16	1/4 15	1/8	1 1/8	07 43	-12 743
N (MCA) MCA	59	1/2 59		1/2	00 84	28 4,521
N (MGM) MGM/UA Commun.	10	3/4 11	7/8	- 1 1/8	-09 47	-13 537
A (NHI) Nelson Holdings	2	2	3/8	- 3/8	-15 78	-20 53
A (NWE) New World Enter.	10	10			00 00	7 108
N (OPC) Orion Pictures	15	13	7/8	1 1/8	08 10	23 258
O (MOVE) Peregrine Entertain.	6	1/2 6		1/2	08 33	-216 15

	Closing		Net	Percent	P/E	Market
	Wed	Wed				
	Aug. 12	Aug. 5	Change	Change	Ratio	Capitalization (000,000)
PROGRAMING						
N (PLA) Playboy Ent.	15	5/8 14	1/2	- 1	1 8	-10 146
O (QVCN) QVC Network	10	11		- 1	-09 09	65 65
O (RVCC) Reeves Commun.	13	1/4 13		1/4	01 92	1325 166
O (RPICA) Republic Pic. 'A'	8	3/8 8	7/8	- 1/2	-05 63	93 35
O (RPICB) Republic Pic. 'B'	9	1/4 9	3/4	- 1/2	-05 12	66 7
A (RHI) Robert Halmi	3	1/2 3	5/8	- 1/8	-03 44	14 78
O (SMNI) Sat. Music Net.	4	4	1/8	- 1/8	-03 03	-100 35
O (TRSP) Tri-Star Pictures	10	3/8 10	5/8	- 1/4	-02 35	18 319
N (WCI) Warner	38	37	5/8	3/8	00 99	23 4,753
O (WWTU) Western World TV	1	1/4 1	1/4		00 00	7 1
O (WONE) Westwood One	28	3/4 30	1/4	- 1 1/2	-04 95	38 356
SERVICE						
O (BSIM) Burnup & Sims	6	1/2 6	9/16	- 1/16	-00 95	13 103
O (CVSI) Compact Video	4	1/8 4	1/4	- 1/8	-02 94	-3 27
N (CQ) Comsat	32	31	3/4	1/4	00 78	-13 586
N (FCB) Foote Cone & B.	67	1/4 65	1/2	1 3/4	02 67	20 280
O (GREY) Grey Advertising	131	125		6	04 80	19 158
O (IDBX) IDB Communications	14	1/4 14		1/4	01 78	57 57
N (IPG) Interpublic Group	40	1/2 38	7/8	1 5/8	04 18	20 899
N (JWT) JWT Group	55	1/4 55	1/4		00 00	394 533
A (MOV) Movielab	6	3/4 6	3/4		00 00	11 11
O (OGIL) Ogilvy Group	43	5/8 38		5 5/8	14 80	23 602
O (OMCM) Omnicom Group	27	5/8 24	5/8	3	12 18	-125 677
O (SACHY) Saatchi & Saatchi	31	3/8 32	1/4	- 7/8	-02 71	16 4,571
O (TLMT) Telemation	3	1/4 3	1/4		00 00	13 14
A (TPO) TEMPO Enterprises	7	5/8 7	5/8		00 00	25 43
A (UNV) Unitel Video	10	1/2 10	3/4	- 1/4	-02 32	15 22
CABLE						
A (ATN) Acton Corp.	18	18	3/4	- 3/4	-04 00	21 21
A (ACN) American Cable	26	7/8 26	1/8	3/4	02 87	-52 252
O (ATCMA) Amer. TV & Comm.	27			3/4	02 87	103 2,954
A (CVC) Cablevision Sys. 'A'	31	1/8 31	7/8	- 3/4	-02 35	-53 654
N (CNT) Centel Corp.	70	3/4 73	3/4	- 3	-04 06	18 2,042
O (CCCCA) Century Commun.	20	20	1/4	- 1/4	-01 23	2000 578
O (CMCSA) Comcast	24	1/4 26		- 1 3/4	-06 73	-110 1,006
O (ESSXA) Essex Commun.	22	22	5/8	- 5/8	-02 76	-50 81
A (FAL) Falcon Cable Systems	19	3/8 19	3/8		00 00	-60 123
N (HCI) Heritage Commun.	33	7/8 33	7/8		00 00	-34 810
O (JOIN) Jones Intercable	14	1/8 15		- 7/8	-05 83	44 179
T (MHPQ) Maclean Hunter 'X'	24	1/4 24	1/2	- 1/4	-01 02	33 893
O (RCCA) Rogers Cable A.	18	3/4 18	3/8	3/8	02 04	96 96
O (TCAT) TCA Cable TV	28	3/4 28	1/2	1/4	00 87	58 311
O (TCOMA) Tele-Commun.	26	3/4 26	1/8	5/8	02 39	43 3,881
N (TL) Time Inc.	108	7/8 116		- 7 1/8	-06 14	17 6,463
O (UACI) United Art. Commun.	27	1/4 29	1/4	- 2	-06 83	227 1,119
N (UCT) United Cable TV	37	1/4 38	7/8	- 1 5/8	-04 18	-161 938
N (VIA) Viacom	21	3/4 22	5/8	- 7/8	-03 86	1,159 1,159
N (WU) Western Union	4	4	1/8	- 1/8	-03 03	97 97
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	79	3/8 79	1/2	- 1/8	-00 15	21 18,176
N (ALD) Allied-Signal	46	3/8 47	1/8	- 3/4	-01 59	14 8,088
O (AMCI) AM Communications	1	1/8 1	3/8	- 1/4	-18 18	-1 4
N (ARV) Arvin Industries	36	3/8 35	1/2	7/8	02 46	13 680
O (CCBL) C-Cor Electronics	10	3/4 10	3/4		00 00	29 21
O (CATV) Cable TV Indus.	3	3			00 00	-20 9
A (CEC) Cetec	5	3/4 6		- 1/4	-04 16	191 10
N (CHY) Chyron	7	3/4 6	1/2	1 1/4	19 23	29 79
A (CXC) CMX Corp.	1	5/8 1	3/8	1/4	18 18	23 11
A (COH) Cohu	8	8	1/4	- 1/4	-03 03	19 14
N (EK) Eastman Kodak	100	1/8 98	3/4	1 3/8	01 39	25 22,622
O (ECIN) Elec Mis & Comm.	2	1/8 2	1/8		00 00	8 8
N (GRL) Gen. Instrument	41	3/4 41	1/2	1/4	00 60	-18 1,360
N (GE) General Electric	63	7/8 63	1/2	3/8	00 59	2

As compiled by BROADCASTING, Aug. 13-19, 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

- KRAB(FM) Green Acres, Calif. (CP)—Seeks assignment of license from Rose Marie Ramirez to Double D Broadcasting Co. for \$79,859.24. Seller has no other broadcast interests. Buyer is owned by Donna Hutchinson, who has no other broadcast interests. Filed Aug. 5.
- KTOB(AM) Petaluma, Calif. (1490 khz; 1 kw-U)—Seeks transfer of control of North Bay Broadcasting Inc. from Barton J. Fenmore to Edward E. Gardner for \$75,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 10.
- WCKS(AM) Cocoa, Fla. (860 khz; 1 kw-D)—Seeks

assignment of license from Fox Radio Inc. to ENCOM Associates Ltd. for no consideration. Seller has no other broadcast interests. Buyer is principally owned by Jane S. Maschmeier. It has no other broadcast interests. Filed Aug. 10.

- WORZ-FM Daytona Beach, Fla. (101.9 mhz; 28 kw; HAAT: 1,650 ft.)—Seeks assignment of license from Duffy Broadcasting Corp. of Florida to Augusta Broadcasters Inc. for \$9.2 million. Seller is Dallas-based group of four AM's and seven FM's principally owned by Robert Duffy. It is divesting radio group ("Changing Hands," July 20). Buyer is subsidiary of Beasley Broadcast Group, Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. Filed Aug. 10.

- KRPL(AM)-KZFN(FM) Moscow, Idaho (AM: 1400 khz; 1 kw-U; FM: 106.1 mhz; 59 kw; HAAT: 961 ft.)—Seeks transfer of control from Thomas L. Neal (51.94% before; none after) and his wife, Marilyn (.03% before; none after) to KRPL Inc. for \$454,109.61. Sellers have no other broadcast interests. Buyer is equally owned by Dennis T. Deccio, Gary W. Cummings and Larry L. Ayer, who own remainder of stock and have no other broadcast interests. Filed Aug. 13.

- WMMJ(FM) Bethesda, Md. (102.3 mhz; 1.12 kw; 480 ft.)—Seeks assignment of license from Outlet Communications to Almic Broadcasting Co. for \$7.5 million. Seller is Providence, R.I.-based group of one AM, three FM's and three TV's headed by Bruce Sundlun. It also owns co-located WTOP(AM) and recently bought WASH(FM) Washington for \$29,250,000 (see "Changing Hands," July 20, and below). Buyer is owned by Cathy Liggins Hughes, who also owns co-located WOL(AM) Washington. Filed Aug. 14.

- KCTB(FM) Cut Bank, Mont. (102.7 mhz; 50 kw; HAAT: 300 ft.)—Seeks transfer of control of Glacier Communications Inc. from Mark Haemig et al. to Dan M. Mitchell and his wife, Elaine for approximately \$200,000. Sellers have no other broadcast interests. Buyers have no other

broadcast interests. Filed Aug. 11.

- KMCA(FM) Ada, Minn. (106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from MSM Broadcasting to R&J Broadcasting for \$90,000. Seller is owned by Cecil Malme, who has no other broadcast interests. Buyer is owned by Richard Harelson, who also owns cable system in Finley, Md., and Jimmy Birkemeyer, who has no other broadcast interests. Filed Aug. 6.

- WDDT(AM) Greenville, Miss. (900 khz; 1 kw-D)—Seeks assignment of license from Clearwater Enterprises Ltd. to Clearwater Communications Co. for \$252,000. Seller is headed by Don Manuel who has no other broadcast interests. Buyer is owned by Malcom C. Walls and Clyde Pinkney, who have no other broadcast interests. Filed Aug. 10.

- WTOF(AM) Canton, Ohio (900 khz; 500 w-D)—Seeks assignment of license from Mortenson Broadcasting Co. to Midwest General Telecommunications Inc. for \$270,000. Seller is Lexington, Ky.-based group of four AM's and three FM's, owned by Jack M. Mortenson and family. Buyer is owned by R. Hamisi Ingram and Jack Trowell. It has no other broadcast interests. Filed Aug. 10.

- WEGA(AM) Vega Baja, P.R. (1350 khz; 500 w-D)—Seeks transfer of control from Vega Baja Broadcasting Corp. to Radio Sol Broadcasting Corp. for \$390,000. Seller is headed by A.M. Cordia. It has no other broadcast interests. Buyer is owned by Luis Rodriguez Bou. It also owns WKCK(AM) Orocovis, P.R. Filed July 28.

- WSJW(AM) Woodruff, S.C. (1510 khz; 1 kw-D)—Seeks assignment of license from Newton-Conover Communications Inc. to Jarrett Communications for \$2,000. Seller owns WNNC(AM) Newton, N.C. Buyer is owned by Garry Jarrett and his wife, Marsa. It also owns WKYK(AM) Burnsville, N.C. Filed Aug. 6.

- KORQ-AM-FM Abilene and KLSF(FM) Amarillo, both Texas (KORQ: 1340 khz; 1 kw-U; KORQ-FM: 100.7 mhz; 100 kw; HAAT: 1,260 ft.; KLSF: 96.9 mhz; 100 kw; HAAT: 599 ft.)—Seeks assignment of license from Adams-Shelton Communications to Bakcor Broadcasting Inc. for \$5.2 million. Seller is Amarillo, Tex.-based group of two AM's and four FM's owned by Keith Adams and James D. Shelton. Buyer is Lubbock, Tex.-based group of two AM's and two FM's owned by George Backe and seven others. Filed Aug. 6.

- WASH(FM) Washington (97.1 mhz; 22.5 kw; HAAT: 690 ft.)—Seeks assignment of license from Metropolitan Broadcasting Corp. to Outlet Communications Inc. for \$29,250,000. Seller is New York-based group of three AM's and six FM's headed by Carl Brazell. It is also selling WIP-(AM) Philadelphia ("In Brief," Aug. 17). Buyer is Providence, R.I.-based group of one AM, three FM's and three TV's headed by Bruce Sundlun. It also owns co-located WTOP(AM)-WMMJ(FM) Washington, but is selling WMMJ(FM) (see above). Filed Aug. 5.

Actions

- WANA(AM) Anniston, Ala. (1490 khz; 1 kw-D; 250 w-N)—Granted transfer of control of Anniston Radio Co. from Cary L. Graham to Joe A. Burney and his wife, Ann, for \$115,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 4.

- KASK-TV Las Cruces, N.M. (ch. 48; ERP 79.4 kw vis.; 7.9 kw aur.; HAAT: 113 ft.)—Granted assignment of license from John G. Hoagland, receiver, to Bayport Communications of New Mexico for \$825,000. Seller has no other broadcast interests. Buyer is owned by Roy E. Henderson, who also owns KLEF(FM) Seabrook, Tex., and K05IL (LPTV) Clear Lake, Tex. Action Aug. 6.

- WNYB-TV Buffalo, N.Y. (ch. 49; ERP vis. 4,136 kw, aur. 414 kw; HAAT: 1,235 ft.)—Dismissed assignment of license from Television Corp. of Buffalo to First Allied Massachusetts Corp. for \$250,000. Seller is Virginia Beach, Va.-based group of 12 TV's headed by Gene Loving and Tim McDonald. Buyer is Rochester, N.Y., group of five TV's owned by Malcom Glazer. Action Aug. 10.

- WUSV(TV) Schenectady, N.Y. (ch. 45; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 875 ft.)—Dismissed assignment of license from Union Street Video Inc., debtor in possession, to Mohawk-Hudson Council on Educational Television for \$1.8 million. Seller is owned by U. Bertram Ellis, who has no other broadcast interests. Buyer is nonprofit corporation headed by Sara Catlin. It also owns WMHT(TV) Schenectady, N.Y. Action July 24.

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to

Ian Wheeler and Charles Goldmark

on behalf of

Family Group Broadcasting

from

Radio Intermart Corporation

\$8,100,000

Subject to FCC approval

■ WMSR-FM Manchester, Tenn. (99.7 mhz; 30 kw; HAAT: 200 ft.)—Granted assignment of license from WMSR Inc. to American General Media Inc. for \$900,000. Seller is owned by Ray Spivey, who also owns co-located WMSR(AM). Buyer is Arroyo Grande, Calif.-based group of three AM's and two FM's owned by Lawrence Brandon and his son, Anthony. Anthony Brandon owns KVOQ-FM Lorenzo, Tex. Rogers Brandon, brother of Anthony, also owns WYDE(AM) Birmingham, Ala. Action Aug. 11.

■ WNBG(AM) Waynesboro, Tenn. (1400 khz; 1 kw-D; 250 w-N)—Granted assignment of license from CESR Inc. to Pioneer Radio Inc. for \$40,000. Seller has no other broadcast interests. Buyer is principally owned by Wayne C. Hall and Daniel R. Mullin. It has no other broadcast interests. Action Aug. 7.

■ KIBG(AM) St. Stephens, Wyo. (1550 khz; 2.5 kw-D; 250 w-N)—Dismissed assignment of license from Claud M. Pettit and Associates to Wind River Communications Inc. for \$14,800. Seller is principally owned by Claud M. Pettit, and has no other broadcast interests. Buyer is owned by Kurt Browell and his wife, Cindy. Scott O'Malley, George Meeks and five others. It also owns KTRZ-FM Riverton, Wyo. Action Aug. 4.

New Stations

Applications

FM's

- Birmingham, Ala.—Briarwood Presbyterian Church seeks 88.5 mhz; 800 w; HAAT: 127 ft. Address: 3001 Highway 280 S., 35243. Principal is non-profit corporation with no other broadcast interests. Filed Aug. 18.
- Eureka, Kans.—Newwood Productions seeks 93.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 331, 67045. Principal is owned by Jay Brown and his wife, Kris, who have no other broadcast interests. Filed Aug. 18.
- Bowling Green, Ky.—Western Kentucky University seeks 91.7 mhz; 100 w; HAAT: 9 ft. Address: Academic Complex 153, 42101. Principal is headed by Joseph Iracane, and has no other broadcast interests. Filed Aug. 4.

Actions

- Chicago—Granted app. of CHD Broadcasting Inc. for 1200 khz; 10 kw-D; 2.5 kw-N. Action Aug. 5.
- Madbury, N.H.—Returned app. of Harvest Broadcasting for 1340 khz; 1 kw-U. Action Aug. 6.
- Blythewood, S.C.—Dismissed app. of Michael B. Gliner for 880 khz; 1.6 kw-D. Action Aug. 6.
- Due West, S.C.—Granted app. of Erskine College for 88.5 mhz; 20 kw; HAAT: 502.4 ft. Action Aug. 6.
- Lewis, S.C.—Dismissed app. of Mark Howard Glenn for 880 khz; 320 w-D. Action Aug. 6.

FM's

- Brooklyn, Iowa—Returned app. of Dennis M. Lawyer for 99.3 mhz; 3 kw; HAAT: 128 ft. Action Aug. 13.
- Brooklyn, Iowa—Returned app. of Family Broadcasting Co. for 99.3 mhz; 3 kw; HAAT: 128 ft. Action Aug. 13.
- Kokomo, Ind.—Dismissed app. of Temple Christian Academy seeks 91.5 mhz; 2 kw; HAAT: 238.5 ft. Action Aug. 13.
- Delhi, La.—Granted app. of Delhi Broadcasting Ltd. Partnership 93.5 mhz; 3 kw; HAAT: 320 ft. Action Aug. 7.
- Houghton, Mich.—Dismissed app. of Wireless Media for 96.3 mhz; 100 kw; HAAT: 1,903.9 ft. Action Aug. 10.
- Houghton, Mich.—Dismissed app. of Robert A. Kramer II for 96.3 mhz; 100 kw; HAAT: 856 ft. Action Aug. 10.
- Houghton, Mich.—Dismissed app. of Radio Houghton Ltd. for 96.3 mhz; 100 kw; HAAT: 954 ft. Action Aug. 10.
- Warroad, Minn.—Granted app. of Demolee Communications Inc. for 92.5 mhz; 100 kw; HAAT: 457.9 ft. Action Aug. 6.
- Indianola, Miss.—Dismissed app. of Dwight R. Magnuson for 96.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 6.
- Watonga, Okla.—Vera L. Dunn seeks 93.5 mhz; 3 kw; HAAT: 328 ft. Action Aug. 13.
- Grants Pass, Ore.—Dismissed app. of Patricia Ann Silva Broadcasting Foundation for 91.3 mhz; 694 w; HAAT: 958 ft. Action Aug. 6.
- Salt Lake City—Granted app. of Family Stations Inc. seeks 91.7 mhz; 500 kw; HAAT: 241.7 ft. Action Aug. 7.
- Crandon, Wis.—Granted app. of Non-Profit Concepts for 96.7 mhz; 3 kw; HAAT: 316 ft. Action Aug. 7.

■ Sturgeon Bay, Wis.—Granted app. of Boyd Fellows for 97.7 mhz; 3 kw; HAAT: 328 ft. Action Aug. 7.

Facilities Changes

Applications

AM's

Tendered

■ WJBQ (1590 khz) Gorham, Me.—Seeks CP to change freq. to 870 khz; reduce night power to 500 w and make changes in ant. sys. Filed Aug. 17.

Accepted

- WCBR (1110 khz) Richmond, Ky.—Seeks CP to change TL and make changes in ant. sys. Filed Aug. 12.
- WGVC-FM (88.5 mhz) Allendale, Mich.—Seeks mod. of CP to change TL. Filed Aug. 12.
- KEZB (1150 khz) El Paso, Tex.—Seeks CP to change TL and make changes in ant. sys. Filed Aug. 12.
- WNST (1600 khz) Milton, W.Va.—Seeks CP to make changes in ant. sys. Filed Aug. 13.

FM's

Tendered

- New (98.1 mhz) Anchorage—Seeks mod. of CP to change TL; change ERP to 25 kw and change HAAT to 82.7 ft. Filed Aug. 17.
- KJZZ (101.1 mhz) Kodiak, Alaska—Seeks mod. of CP to change ERP to 3.1 kw and change HAAT to 12.7 ft. Filed Aug. 18.
- KYGO (98.5 mhz) Denver—Seeks CP to change HAAT to 1,774.4 ft. and change TL. Filed Aug. 12.
- WHCN (105.9 mhz) Hartford, Conn.—Seeks CP to make changes in ant. sys. Filed Aug. 12.
- WFSY (98.5 mhz) Panama City, Fla.—Seeks mod. of CP to change HAAT to 1,055.7 ft. Filed Aug. 17.

■ WTKX (101.5 mhz) Pensacola, Fla.—Seeks CP to change ERP to 40 kw; change HAAT to 1,364.2 ft. and change TL. Filed Aug. 12.

- WOKA-FM (106.7 mhz) Douglas, Ga.—Seeks CP to change ERP to 100 kw. Filed Aug. 17.
- WMCQ-FM (101.7 mhz) Richmond, Ky.—Seeks CP to change TL and change HAAT to 303.2 ft. Filed Aug. 17.
- WMJC (95.3 mhz) Battle Creek, Mich.—Seeks CP to change TL and change HAAT to 308.5 ft. Action Aug. 17.
- WNWN (98.5 mhz) Coldwater, Mich.—Seeks CP to change ERP to 39 kw and change HAAT to 550.14 ft. Filed Aug. 17.
- KLJC (88.5 mhz) Kansas City, Mo.—Seeks CP to change ERP to 1.2 kw; change HAAT to 893.6 ft. and change TL. Filed Aug. 12.

■ WCHR (94.5 mhz) Trenton, N.J.—Seeks CP to change ERP to 50 kw; change HAAT to 492 ft. and change TL. Filed Aug. 12.

- KKBK (103.1 mhz) Aurora, Neb.—Seeks CP to change freq. to 97.3 mhz; change ERP to 50 kw; change HAAT to 337.1 ft. and make changes in ant. sys. Filed Aug. 17.
- KTYX (105.5 mhz) Healdton, Okla.—Seeks CP to change freq. to 105.7 mhz; change TL; change HAAT to 581.6 ft. and change ERP 33 kw. Filed Aug. 12.
- KMGK (102.7 mhz) Dallas—Seeks CP to change HAAT to 1,307 ft. Filed Aug. 17.

Accepted

- KOCN (104.9 mhz) Pacific Grove-Monterey, Calif.—Seeks CP to change HAAT to 559 ft.; change ERP to 944 w and change SL. Filed Aug. 13.
- KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change ERP to 895 w and change HAAT to 586.4 ft. Filed Aug. 13.
- KYGO (98.5 mhz) Denver—Seeks CP to change TL and change HAAT to 1,774.4 ft. Filed Aug. 17.
- WHCN (105.9 mhz) Hartford, Conn.—Seeks CP to make changes in ant. sys. Filed Aug. 17.
- WTKX (101.5 mhz) Pensacola, Fla.—Seeks CP to change ERP to 40 kw; change HAAT to 1,364.2 ft. and change TL. Filed Aug. 17.

All shares having been sold, this announcement appears as a matter of record only.

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Springfield, Illinois

WZFM
White Plains, New York

- WSOC-FM (103.7 mhz) Charlotte, N.C.—Seeks CP to change HAAT to 1,017.6 ft. Filed Aug. 13.

TV's

Accepted

- New (ch. 57) Live Oak, Fla.—Seeks MP to change ERP vis. to 4,467 kw; aur. 447; change TL and make changes in ant. sys. Filed Aug. 12
- WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change HAAT to 505 ft. Filed Aug. 13.
- WNYB-TV (ch. 49) Buffalo, N.Y.—Seeks MP to change ERP vis. to 4,932 kw and make changes in ant. sys. Filed Aug. 12.

Actions

AM's

- WIXC (1140 khz) Hazel Green, Ala.—Granted app. to reduce power to 20 kw and make changes in ant. sys. Action Aug. 10.
- KIRS (1040 khz) San Diego—Granted app. to reduce power to 4.5 kw and change TL. Action Aug. 7.
- KFRP (1210 khz) Rocklin, Calif.—Granted app. to change TL. Action Aug. 7.
- KLPL (1050 khz) Lake Providence, La.—Dismissed app. to make changes in ant. sys. Action Aug. 6.
- WKCU (1350 khz) Corinth, Miss.—Granted app. to make changes in ant. sys. Action Aug. 7.
- KWRO (630 khz) Coquille, Ore.—Granted app. to change TL. Action Aug. 7.
- WFIL (560 khz) Philadelphia—Granted app. to make

changes in ant. sys. Action Aug. 7.

- WSOL (1090 khz) San German, P.R.—Returned app. to increase day and night power; change TL and make changes in ant. sys. Action Aug. 6.

■ KCHG (810 khz) Somerset, Tex.—Granted app. to reduce power to 250 w and make changes in ant. sys. Action Aug. 7.

■ WMYD (1090 khz) Rice Lake, Wis.—Granted app. to make changes in ant. sys. Action Aug. 7.

■ WATK (900 khz) Antigo, Wis.—Granted app. to make changes in ant. sys. Action Aug. 6.

FM's

■ WLAY-FM (105.5 mhz) Muscle Shoals, Ala.—Dismissed app. to change TL; change ERP to 560 kw and make changes in ant. sys. Action Aug. 5.

■ WSFU-FM (100.9 mhz) Union Springs, Ala.—Returned app. to change TL; change ERP to 1.3 kw and change HAAT to 488 ft. Action Aug. 5.

■ KWLF (98.1 mhz) Fairbanks, Alaska—Granted app. to change TL and change ERP to 25 kw. Action Aug. 7.

■ KWTD-FM (106.3 mhz) Lonoke, Ark.—Granted app. to change ERP to 2.5 kw and change HAAT to 353 ft. Action Aug. 7.

■ WKRL (97.9 mhz) Clearwater, Fla.—Granted app. to change TL and change HAAT to 580.4 ft. Action Aug. 6.

■ WFSU-FM (91.5 mhz) Tallahassee, Fla.—Returned app. to change TL; change HAAT to 379 ft. and change ERP to 58 kw. Action Aug. 6.

■ WDNL (102.1 mhz) Danville, Ill.—Granted app. to

change ERP to 50 kw and change HAAT to 356.2 ft. Action Aug. 7.

■ WWVO (93.5 mhz) Hartford City, Ind.—Granted app. to change ERP to 1.55 kw; change HAAT to 442 ft. and change TL. Action Aug. 7.

■ KSKB (99.3 mhz) Brooklyn, Iowa—Granted app. to change HAAT to 168.5 ft. Action Aug. 13.

■ KUNY (91.5 mhz) Mason City, Iowa—Granted app. to change TL and change HAAT to 359.7 ft. Action July 7.

■ WMRQ (103.3 mhz) Boston—Granted app. to change ERP to 16 kw. Action Aug. 7.

■ WCTD-FM (107.1 mhz) Federalsburg, Md.—Granted app. to change ERP to 1.93 kw and change HAAT to 1,293.6 ft. Action Aug. 7.

■ WJML-FM (98.9 mhz) Petoskey, Mich.—Granted app. to change TL and change HAAT to 969.6 ft. Action Aug. 10.

■ WZLQ (98.5 mhz) Tupelo, Miss.—Granted app. to change HAAT to 960.4 ft.; change TL and make changes in ant. sys. Action Aug. 10.

■ KMJM (107.7 mhz) St. Louis—Returned app. to change TL and make changes in ant. sys. Action May 27.

■ WHOT (101.1 mhz) Youngstown, Ohio—Granted app. to change ERP to 24 kw. Action Aug. 13.

■ KQFE (88.9 mhz) Springfield, Ore.—Dismissed app. to change TL; change ERP to 1.3 kw and change HAAT to 405.1 ft. Action Aug. 7.

■ KESY-FM (104.5 mhz) Omaha, Neb.—Granted app. to change TL and change HAAT to 1,051.9 ft. Action Aug. 7.

■ KHBN (92.7 mhz) Socorro, N.M.—Returned app. to change HAAT to 737.8 ft. and change TL. Action Aug. 7.

■ WYFL (92.5 mhz) Henderson, N.C.—Granted app. to change HAAT to 989.3 ft. Action Aug. 7.

■ WZLD (96.7 mhz) Cayce, S.C.—Granted app. to change ERP to 1.91 kw. Action Aug. 10.

■ KEZV (101.1 mhz) Spearfish, S.D.—Granted app. to change TL and change HAAT to 1,606 ft. Action July 27.

■ WYCQ (102.9 mhz) Shelbyville, Tenn.—Granted app. to change TL and change HAAT to 820 ft. Action July 28.

■ KLTG (96.5 mhz) Corpus Christi, Tex.—Granted app. to change TL; change HAAT to 954.5 ft. and change ERP to 100 kw. Action July 24.

■ KLMT (96.7 mhz) Marlin, Tex.—Returned app. to change community of license to Riesel, Tex.; change TL and make changes in antenna system. Action July 24.

■ KLZX (99.5 mhz) Bountiful, Utah—Granted app. to change TL; change ERP to 22 kw and change HAAT to 3,873.7 ft. Action July 27.

■ KRDC-FM (99.3 mhz) St. George, Utah—Granted app. to change freq. to 91.7 mhz; change ERP to 105 w; change HAAT to 311.6 ft. and make changes in antenna system. Action July 27.

■ WQCR (98.9 mhz) Burlington, Vt.—Granted app. to change ERP to 100 kw and change HAAT to 297.3 ft. Action Aug. 6.

■ WSKX (106.9 mhz) Suffolk, Va.—Granted app. to change TL; change HAAT to 954 ft. and make changes in ant. sys. Action Aug. 7.

■ WEMI (100.1 mhz) Neenah-Menasha, Wis.—Granted app. to change HAAT to 328 ft. and change TL. Action Aug. 4.

TV's

■ KZRQ (ch. 25) Pine Bluff, Ark.—Granted app. to change HAAT to 1,031 ft.; change ERP vis. to 5,000 kw and change TL. Action July 31.

■ KLXV-TV (ch. 65) San Jose, Calif.—Granted app. to change ERP vis. to 3060 kw; change HAAT to 2,582.2 ft. and make changes in ant. sys. Action July 31.

■ KSMS-TV (ch. 67) Monterey, Calif.—Granted app. to change ERP vis. to 1,257 kw; change HAAT to 2,229.2 ft. and make changes in ant. sys. Action July 31.

■ WTOG (ch. 44) St. Petersburg, Fla.—Granted app. to change ERP vis. to 5,000 kw; change HAAT to 1,507.3 ft. and make changes in ant. sys. Action July 31.

■ WCCU (ch. 27) Urbana, Ill.—Granted app. to change ERP vis. to 3,360 kw and change HAAT to 442 ft. Action Aug. 10.

■ KBTU (ch. 63) Des Moines, Iowa—Granted app. to change ERP vis. to 1,200 kw; change HAAT to 1,749 ft. and change TL. Action Aug. 10.

■ WGGF (ch. 55) Lebanon, Pa.—Dismissed app. to change ERP vis. to 2,890 kw. aur. 289 kw; change HAAT to 1,504 ft.; change TL and locate studio outside community of license. Action July 29.

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Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

WNOE AM and FM, New Orleans' only country station and an EEO employer, seeks an experienced local sales manager. Resumes only: 529 Rue Bienville, New Orleans, LA 70130.

Salesperson with major market experience wanted to head sales effort for Class C FM expanding into Greenville/Spartanburg, SC. Successful applicant must have solid sales and management track record. Send resume with salary history and requirements to Don Trapp, Box 1076, Brevard, NC 28712. No calls.

Major group broadcaster seeking high achieving managers and salespeople for quality station in America's finest city. Send resume/salary requirements and all the reasons why you should be hired to: Managing General Partner, Commonwealth Broadcasting Co., 2550 Fifth Ave., 11th Floor, San Diego, CA 92103. M/F. EOE.

FM station manager, \$24,389 - \$34,569. Responsible for management of WSCI-FM, Charleston, SC. Liaison between the SCETV Network and the Charleston area. General administrative duties including planning and public relations. Producer and on-air host for local broadcast origination. Supervision of engineering aspects of program origination. Liaison with other Public Broadcasting entities. Assistance in agency developmental activities. Supervision of all aspects of local radio production. Supervision of community programming and integration of such programming into the network schedule. Other duties as required. Bachelors and three (3) years experience in radio or television production and programming. Jane Livingston, Personnel, South Carolina ETV, 2712 Millwood Avenue, Drawer L, Columbia, SC 29205.

Deep South Class-C FM CHR, medium market. We will triple our gross within 2-3 years, and we need a take charge sales manager who enjoys making it happen. We'll provide the tools; you provide the expertise and motivation... and we'll all enjoy the rewards. Minimum five years competitive experience. Complete particulars to Box X-98.

HELP WANTED SALES

General sales manager for top rated AM-FM combo in top 65 market. Must have proven sales ability and be a great teacher, motivator and leader. This is a terrific opportunity in our growing corporation for the right person. EOE. Inquiries to Box X-47.

Northern California, 100,000 watt, number one rated FM station 40 plus shares now expanding sales department. Seeks two aggressive, self motivated, experienced sales people with management potential. Media knowledge in agency and direct selling a must. Send resume including track record - salary history to: James C. Nelly, KXGO, P.O. Box 1131, Arcata, CA 95521. No phone calls please. EOE M/F.

Sports & sales: AM/FM regional radio station in SW Oklahoma needs a combo sports director/PBP and aggressive account executive. Call Harold Wright 405-247-6682.

Great Florida opportunity. General sales manager for only station in one of America's fastest growing cities. No newspaper either, the N.Y. Mets new spring training center. WPSL 305-335-8800. Resume to: Ray Sherwood, 9344 S. U.S. 1, Port St. Lucie, FL 33452.

WRCN/WRHD, Long Island needs aggressive, hard working, experienced sales reps. Send resume to: Dick Adrian, Pres., Box 666, Riverhead, NY 11901. EOE.

Sales manager: KFJZ 870 AM Ft. Worth/Dallas. Salary, commission, override, profit sharing, incentives. P.O. 12469, Dallas, TX 75225. 817-336-7175.

General sales manager wanted immediately for successful operation in Las Vegas. The successful candidate will have previous sales management experience and a strong radio retail sales background with a track record to match. This is a great opportunity with a growing broadcast company in America's second fastest growing market. Send resume, references, and salary history to Box X-80. EOE.

Sales manager: 50KW, full service market leader (#1 Spring 87 ARB) needs energetic, experienced motivator to lead 7 person sales staff. Resume to: Bryan McIntyre, GM, WPTF Box 1511, Raleigh, NC 27602. EOE/MF.

Sales success & opportunity for advancement is what we offer. Immediate opening for sales professional. We provide a proven account list. You bring us good communication skills & a problem-solving attitude. Contact Vince Hallett, GSM, KKAA/KQ95, PO Box 1770, Aberdeen, SD 57402-1770. EOE.

New York City: Major communications company has a full time position available as a Manhattan account executive. Minimum 2 years sales, advertising or marketing experience. Send resume to P. Fox, Chase Broadcasting of Stamford, 117 Prospect St., Stamford, CT 06901.

AM/FM in Portland, Maine, seeks individual with strong radio background and sales credentials to head up aggressive sales team. Utilizing Greenwood sales performance systems, RAB, NAB materials. While management experience is preferred, we will consider any individual who has the sales savvy and desire to accept management responsibility. We'll negotiate salary and override based on experience. Send resume today to P.O. Box 6713, Portland, ME 04101. EOE.

HELP WANTED ANNOUNCERS

Exciting morning personality for urban contemporary in resort city. Send resume and tape to Program Director, 60 Markfield Drive, Suite 4, Charleston, SC 29407.

Enterprise Network has two openings for announcers in it's group of 5 Christian formatted stations. One year on air experience a plus but will consider others with basic training or college prep. Resumes with references to Enterprise Network, 100 N. 24th St. W., Suite B, Billings, MT 59102. EOE.

Versatile announcer for news and commercials at USA's solar power FM. Females and minorities encouraged to apply. KHX-FM, Prescott, AZ 86312. EOE.

NAN is looking for a host of a weekly nationally syndicated comedy variety show originating from Washington, D.C. Must mail a demo tape and bio to: North American Network, 2025 Pennsylvania Avenue, NW, Washington, DC 20006.

Contemporary talk show hosts needed for new national radio home shopping program: "Value Radio." 3-5 years talkradio experience, good interviewing skills and sincerity a must. Must have distinctive personality and be able to work on-air with other talent and celebrities. Program beginning October 5, to originate from Chicago. 7 nights a week 11pm-7am, central time. No beginners. Tape and resume, salary history and references to: Sandra Kramer, Vice President, Programming, Public Interest Affiliates, 666 N. Lake Shore Drive, Chicago, IL 60611. No phone calls, please. EOE/MFH.

HELP WANTED TECHNICAL

Engineer wanted: WYNN/WPIQ (Class 3 & C), Brunswick, GA. Coastal Georgia. Main base Brunswick w/occasional travel among 3 other group properties (all AM/FM). Salary based on your ability and ours. Contact: Dick Boekeloo 912-264-6251.

Chief engineer wanted for Mid-West. Directional, high power FM and automation experience a must. Box X-69.

Technical director for radio production facility. Substantial audio production and maintenance required. Formal audio and electronics education essential. Send letter, resume to Alaska Public Radio Network, 4640 Old Seward #202, Anchorage, AK 99503. Minorities and women are strongly encouraged to apply.

Experienced AM/FM radio chief engineer needed in beautiful medium sized Northwest market. Facilities excellent. Hands-on person wanted with AM directional, AM/FM transmitter, STL, studio and automation equipment experience. EOE. Send resume to Personnel Director, KJRB/KEZE, PO Box 8007, Spokane, WA 99203.

Top-notch chief engineer wanted to be part of management team. Great opportunity with highly successful, growing group in New York State. Five years experience desired. Your chance to work with state-of-the-art equipment. Send resume and salary requirements to: Box X-102.

One of America's oldest radio groups has an opening for a chief engineer at its Portland, Maine, stations, WYNZ AM/FM. If you're interested in an exciting position in one of America's most liveable cities, please send a resume and salary history to: Mr. Michael Schaefer, Vice President, WYNZ Radio, P.O. Box 1319, Portland, ME 04104. WYNZ AM/FM is an equal opportunity employer.

HELP WANTED NEWS

News anchor. Akron's top rated news/talk WNIR-FM has opening for news person with our award winning news department. Call Bill Klaus 216-673-2323 EOE.

NYC suburban daytimer. Morning anchor. Gather, edit issue-oriented local stories. T & R to Box 910ND, Pomona, NY 10970. EOE, M/F.

Anchor/reporter needed for award-winning news department. Aggressive reporter with solid anchoring abilities. T&R: Greg McKinney, WSPA-AM, Box 1717, Spartanburg, SC 29304.

News director to cover and report local news. No rip & read. News intensive county requires constant attention. Tape, resume, writing samples: Bobby Martinez, KIKR, Box 2368, Conroe, TX 77305.

News director for three person department Southeast NY AM/FM. Sports background helpful. Tape and resume to G.M., WBNR/WSPK-FM, Box 511, Beacon, NY 12508.

Broadcast news. The Ohio State University seeks broadcast producer to teach radio news and coordinate student internships for School of Journalism; do general assignment reporting and prepare and deliver newscasts at WOSU-AM. B.A. and considerable professional broadcast journalism experience, or equivalent combination of education and experience. Master's preferred. \$17,040-25,920 for twelve months depending on experience and qualifications. Includes complete insurance and retirement benefits. Send resume, writing samples and audition tape to Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. Application review begins immediately. An equal opportunity, affirmative action employer.

WSMI AM-FM, Litchfield, Illinois 62056 opening. Gather, write, air. Telephone beat, actualities, interviews. Resume, tape please.

Producer. Medical background or radio skills required. Full-time. Ability to understand and interpret medical material for physician audience. Knowledge of audio recording and editing an advantage. Contact: Sarah Masters, Physicians Radio Network, 1 Dock Street, Stamford, CT 06902. 1-800-223-6598.

Assistant program director: news & information programming: KCFR-FM seeks person to direct 3 professional news people in gathering and production of local news segments for NPR's Morning Edition. Some hosting/reporting duties. At least 4 years professional experience in broadcast journalism with 2 years in a supervisory position required, plus strong management/writing/speaking/production skills. Salary competitive plus full benefits. Send letter describing interest; resume with 3 references and phone numbers; non-returnable tape (10-15 min.) containing 2 examples of investigative reporting (NO newscast samples). Annette Griswold, KCFR, 2249 S. Josephine, Denver, CO 80210. EOE/AA.

Sports anchor/reporter: Produce and anchor daily sports-casts for Virginia news network. Strong delivery and excellent writing a must. Willing to work split shift. College degree and two years professional broadcast experience preferred. Send tape, resume and salary requirements to M.A. Jennings, 3245 Basie Road, Richmond, VA 23228. No phones. Equal opportunity employer. M/F

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top 10 classical market looking for experienced program director and full-time announcers. Send letter and resume to Box X-75.

Operations manager: Gulf Coast AOR. Leadership, stability and promotions a must. Resume and references to General Manager, Box 9781, Corpus Christi, TX 78469.

Opportunity today! High power/tall tower Mississippi/Louisiana FM needs experienced programmer to totally revamp station's country format to compete in huge new coverage area. Good air/production and the ability to manage and lead others are priority one. Excellent starting salary and very good facility. Recent aircheck/production to Scott Kerr, Programming Consultants, 2000 Randolph Rd. SE, Albuquerque, NM 87106. EOE/MF.

Serious dedicated jazz broadcasters! Managers, salespeople, announcers, producers, engineers, newspeople; interested joining future NYC area jazz broadcasting family? HANDWRITTEN letter: resume: salary history; tapes; work samples to: Director, POB 400, Red Bank, NJ 07701-0400.

SITUATIONS WANTED MANAGEMENT

Career broadcaster with an impressive management record in major and medium markets, as well as group and ownership experience, desires a situation that provides challenge and opportunity. Prefer start-up or turnaround and the more competitive the better. Call Frank Ward 803-788-8461.

Years of GM/ownership have laught the sales, expense, bottom line equation. I can recruit, train, and lead. Turnarounds welcome. Call Mike Hassan, 505—296-8112.

Looking to manage radio station. Broad background in radio, TV, newspaper sales and production. BS Communications, major: Radio-TVadmin./mgmt. Currently asst. manager of consumer loan office. Emphasis on collecting past due accts. Evan Brown, 813—935-8402, evenings.

Operations manager with business, sales and programming experience looking for general manager opportunity. Unsuccessful in obtaining FM frequency. Aggressive, dedicated but cautious. 10 years medium market experience. Box X-101.

SITUATIONS WANTED ANNOUNCERS

Knowledgeable, articulate, classical music announcer seeks announcing and/or programming position. Confident delivery, accurate pronunciation, programing beyond Top 40 Ernest Grove 312—668-4210.

Experienced writer/announcer. Produce daily ski/summer travel reports aired on major Northeastern stations. Knowledge and love of skiing a plus! No calls. Tape and resume to Anne Bridges, New England Ski Areas Council, 10 Cox Road, Woodstock, VT 05091.

SITUATIONS WANTED TECHNICAL

Chief engineer, 9 years experience in all phases of FM and AM directional, seeks challenging opportunity with stable company. Box X-82.

Experienced chief desires small or medium market in Western state. Can do air shift or production if needed. Joe Lundy, 855 North First, Battie Mountain, NV 89820. 702—635-5910.

SITUATIONS WANTED NEWS

Hard-working sports director, with 8 years experience behind the mike is looking to relocate immediately..Call Mike (r 618—654-4449.

Veteran sportscaster seeks anchoring and/or play-by-play job. Top 50 markets only Box X-13.

Experienced sports director with eleven years of radio looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob 812—866-5515 after 5:30 EST.

Hey Alaska. Veteran anncr/copy writer seeks new frontiers. Make me an offer I can't refuse. Box X-59.

Experienced sportscaster/announcer, hard worker, great personality, community active, seeks new start. Call 309—853-5789 after 3 p.m.

A missing link in your news/P.R. department? Hire me! Attractive black female. Experience in radio news. B.A. in b'cast journalism/public relations. Washington/Maryland area only. Phone 301—725-1246.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

PD. - 15 year pro including majors. Expert top 40/AC programming, promotions, production, sales, people skills, voice, AD. Prefer Class C FM Box X-54.

Programer/operations manager: Air, seasoned veteran, research development, promotion minded, ARB analysis, A/C -CHR. P.O. Box 44292, Cincinnati, OH 45244.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager: Network affiliate in desirable southeastern market is seeking a dynamic NSM. Excellent growth opportunity. National sales management or national sales rep experience preferred. Include references for all prior sales positions. Company offers excellent benefits package and salary to be commensurate with experience and performance. Guaranteed confidentiality for replies to: Box X-63. An equal opportunity employer.

General sales manager: A real go-getter is needed to lead our sales staff to the top! Local and national experience preferred with emphasis on local. This is a tremendous opportunity to become associated with the fastest growing television broadcast group in the industry. Send resume to Box X-65. EOE.

General sales manager for CBS affiliate in attractive, mid-size Sunbelt market. Must be strong administrator, with prior television station sales management experience. Expertise in national sales required. An excellent growth opportunity. Please send resume to Stan Marinoff, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Director of broadcasting. Salary range: \$24,500 - \$28,500/annually plus benefits. WNIT-TV is seeking an experienced leader for a challenging management position responsible for the station's broadcast facilities which include engineering operations and production. Qualified candidates will have a college degree and 5 years of television experience in production/operations with demonstrated leadership ability, excellent human relations and organizational skills. At least 2 years of their experience will be in public television. Please forward cover letter, resume and three professional references to: WNIT/34, Broadcasting Search, P.O. Box 3434, Elkhart, IN 46515. All applications must be postmarked by midnight, Monday, August 31, 1987. Do not send video tapes. WNIT/34 is an equal opportunity employer.

National sales manager: Dominant NBC affiliate in the 45th market is seeking a national sales manager. WGAL-TV, located in the Harrisburg, Lancaster, York, Pennsylvania area requires applicants with 3-5 years experience in television broadcast sales. Management experience is preferred. Excellent company benefits. Qualified applicants should send resumes to: Personnel Director, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604-7127. No phone calls. WGAL-TV is an equal opportunity employer.

Program director/operations manager. Excellent opportunity for someone to guide top rated station to even higher levels. Prefer someone with promotion and/or production experience, and ability to envision our future. Resumes to Mike Smith, VP/General Manager, KTIV, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

Production manager: Small market Southeast network affiliate is looking for a young creative leader with ability to relate to clients and interact with sales. Must be able to shoot, edit and manage people. This is your chance to grow with a small group owner. Send resume and salary requirements to Box X-88. EOE.

Station manager with proven sales and administrative ability for station in growing Texas city. EOE. Box X-83.

Aggressive, energetic sales manager with ability to recruit and train staff for south Texas VHF market. EOE. Box X-81.

Operations/program manager. Aggressive affiliate in fast-growing SE market is looking for someone to manage programming, production, and promotion. Must have strong skills in negotiating, promotion, programming. Also, must be good "people person" with strong management skills. Please send resumes to Box X-100.

Program/operations manager. Fast growing television division of a well known New England company is seeking a manager to oversee program and operations responsibilities. Production and indy background a big plus. Great opportunity to grow with an exciting new TV company in a great New England market. Send resumes to: Program and Operations Manager, WNHT-TV 21, P.O. Box 2100, Concord, NH 03301. EOE.

TV station traffic manager. Traffic manager wanted to manage four person department. Must have at least 2 years experience with computerized traffic system in television. Salary commensurate with experience. Send resumes to: GSM, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. EOE.

Promotion manager: Highly creative individual needed to take charge of planning, development and execution of on-air and print. Minimum 3 years experience required. If you have proven creative skills in writing and producing with an emphasis on news promotion send a resume and tape to Tom Foss, Director of Programming and Marketing, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. No phone calls, please. EOE.

HELP WANTED SALES

Local sales manager. WFSB, a Post-Newsweek station, seeking local sales manager whose responsibilities include: local budget delivery, staffing local account executives, managing major project selling, supervising market development, establishing and maintaining working relationships with the Hartford, New Haven, Springfield buying community, keeping general sales manager informed on pricing and selling strategies. College degree preferred, previous management experience as well as local and national sales experience required. Send resume to: Warren Anderson, General Sales Manager, WFSB-TV3, 3 Constitution Plaza, Hartford, CT 06115. EOE, M/F.

General sales manager: WCBD-TV, Charleston, SC, is seeking a GSM with experience in all areas of TV sales; rep experience highly desirable. College degree or equivalent experience. Company offers excellent benefits package and salary to be commensurate with experience and performance. No phone calls, please. Guaranteed confidentiality for replies and references to: WCBD-TV, Channel 2, P.O. Box 879, Charleston, SC 29401, Attn: Personnel Dept. EOE, M/F.

Vendor support consultant: Proven track record in selling and presenting vendor programs. Corporate position with weekly travel. 804—496-9200.

KTVN-TV, Reno, Nevada, has an opening for an experienced account executive. A minimum of one year local TV sales experience required. Applicants must be self-starting and willing to develop new business. Send resume to Ron Rash, Local Sales Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. Prior to September 4, 1987. Equal opportunity employer.

Sales manager: Large, growth-oriented teleproduction facility is seeking a person to obtain sponsors for quality original programming. Principal agency/corporate contacts essential. We need an aggressive sales style and a creative marketing mind to compliment an exceptional production staff. Good benefits and commission. Reply to: Jim Duffy, Video Ventures Productions, 16505 NW 13 Ave., Miami, FL 33169. 305—621-5266.

General sales manager. Major market independent station group seeks experienced general sales manager. Immediate start. Prefer 3+ years sales management experience and strong independent sales background. Must be results oriented. Top pay. EOE, M/F. Box X-79.

Sales rep: for film/video production company. Must have proven record calling on ad agencies for commercial production sales and have quality directors to market. Base pay, plus good commission. Send resume and references to P.O. Box 4464, Pittsburgh, PA 15205.

HELP WANTED TECHNICAL

Supervisor-engineering field maintenance and operations. Duties: maintenance of all news and field production equipment including live units and microwave facilities. Technical supervision of remote telecasts and special events. Qualifications: experience in ENG maintenance. FCC general class. Contact Albert Scheer, Vice President-Engineering, WLEX-TV Inc., P.O. Box 1457, Lexington, KY 40591. 606—255-4404. WLEX-TV is an affirmative action/ equal opportunity employer.

Transmitter maintenance engineer, New England ABC affiliate seeks individual with background in installation, maintenance and operation of TV transmitter facilities. Good written communication skills are a plus. Experience with RCA G-Line transmitters is desirable. Send resume to Steven M. Davis, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914. EOE.

Maintenance engineer, New England ABC affiliate seeks individual with 2-3+ years experience installing and maintaining broadcast video, audio, and RF systems. Must be capable of component-level troubleshooting on current equipment. Computer skills are a plus. Send resume to Steven M. Davis, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914. EOE.

Boston video/film production company has immediate opening for a maintenance engineer. 2 to 3 years of 1" on-line editing systems experience a must. Send resume to Director of Engineering, Audvid Productions, Inc., 1380 Soldiers Field Rd., Brighton, MA 02135.

Chief engineer. The Broadcast Communication Arts Department at San Francisco State University seeks a television engineer to be responsible for the maintenance, operation and continuing development of a professional/educational media complex including three color television studios, sound recording and editing facilities, cable radio station, and videotape editing systems. Must be able to work harmoniously with faculty and students and supervise a three person technical staff. B.S. or equivalent in EE, physics or related field, FCC license and minimum 3 years experience in TV maintenance and operations, pre-employment medical exam. \$3056 - \$3688/month. Send letter of application, resume with social security number, and names of three references by September 14, 1987 to: Personnel Services, SFSU, 1600 Holloway Ave., NAD 353, San Francisco, CA 94132. Refer to Job #0744.79. Affirmative action employer.

Assistant chief engineer: TV station in top 50 market needs assistant CE with strong maintenance ability. Experienced in UHF transmitters, 3/4" and 2" VTRs and video systems desired. Excellent benefits. Send resume to Chief Engineer, WLYH-TV, Box 1283, Lebanon, PA 17042. EOE, M/F.

Chief engineer, NPR FM station, and transmitter supervisor, PBS UHF-TV station. This is a dual position requiring ASET degree plus six years experience in broadcast engineering, including significant experience in full-power radio/TV transmitter operation/maintenance; or any equivalent combination of education and experience. Valid General Class license or equivalent required. Half-time CE is responsible for all technical aspects of FM operation, including FCC paperwork. Half-time supervisor maintains and repairs joint UHF TV/FM transmitting facility, and helps maintain translators. \$29,500 minimum plus benefits. Send resume and names of three professional references to Karen Holp, KRWG Radio, P.O. Box 3000, Las Cruces, NM 88003-3000. Deadline August 31, 1987. New Mexico State University is an EO/AA employer.

Operating engineer. WFSB, a Post Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3-4" editing equipment, camera, videotape, audio and video switching. Technical degree and/or FCC license preferred. Resume to: Stevan Vigneaux, Engineering Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Wanted: Field engineer, 2 years electronic experience minimum. 2-5 years in CCTV with emphasis on time lapse recorders. Must be articulate and a communicator. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802.

Assistant director of field technical services. Salary: \$22,548 - \$31,961. Description: Overall management of daily activities and/or operational requirements within department. Assists in financial management involving operations, administrative systems, and procedures development, program and project development & implementation. Delegates specific phases of the design and implementation of technical reception and building distribution systems to qualified contractor/personnel. Assists in planning and budgeting departmental expenditures; designs and maintains reports on various projects throughout installation and development stages. Acts as liaison technical advisor to public and private schools and state agencies in the planning, purchasing, installation and maintenance of various broadcast reception equipment and systems. Assists the ITFS design department in planning and developing technical design, performing of site surveys for existing and proposed site installation throughout the state. Reviews specifications on new equipment, recommends new equipment purchases, prepares technical specifications for bidding purposes and evaluates incoming bids. Recommends contract awards. Assists in establishing operational standards, goals and objectives for the field technical functions of the agency. Perform other duties as directed and/or required. Requirements: Bachelor's degree in electronic engineering, communications or business and/or seven (7) years experience in this or a related electronic communications field with at least three (3) years of management responsibilities or an equivalent of education, training and experience. Contact: Jane Livingston, Personnel, South Carolina ETV, 2712 Millwood Ave., Drawer L, Columbia, SC 29205.

MTCE ENG. Will repair - LDK6 cams, VPR's 2, 3, & 80, ACR-25, VR2000, Harris 9100 of AM-FM-TV, 20 Ikegami cameras 77-83s, Over 90 Sony 3/4" VTRs. 3 frequency agile ENG trucks. 3 rotatable ENG pick up systems. RS 422 machine control RS 232 routing SWR system. FM stereo with digital SCA, - AM stereo Motorola. Will be using Spectrum analyzers 7L5, 7L13, 7L18 digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. EOE. Send resume to J.D. Weigand, KFMB-TVAM & FM, P.O. Box 85888, San Diego, CA 92138.

New England, major market independent seeks talented, hands-on chief. Must have strong maintenance and managerial skills. Excellent growth potential for a motivated individual. Send resume and salary requirements. Box X-105.

Contemporary chief engineer for a Midwest station. Primary responsibility to effectively organize and direct maintenance staff. Must be versed in technical planning, maintenance, transmitters, FCC rules and budget administration. Hands-on experience a plus. Previous technical management experience and FCC general license required. Successful candidate will become part of a team responsible for all phases of daily operations including a variety of sports and news remotes. Send resume with references to Box X-96. Equal opportunity employer.

Maintenance engineer: Position available immediately for FCC licensed engineer. Must be experienced in troubleshooting digital and analog circuitry to the component level. VTR/VCR maintenance experience desirable. Contact: Chief Engineer, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504. EOE.

HELP WANTED NEWS

Foreign bureau: We still have an opening for a one person bureau on the island of Saipan, Commonwealth of the Northern Marianas. Position requires a high level of investigative reporting into governmental activities. Responsible for ten minute daily newscast plus feed to main station. No beginners. Tape and resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910 or call collect 671-477-9484.

News director: ABC affiliate needs individual to assume leadership of a good and emerging news staff and product. Must have all the basic news skills plus the skills to manage, motivate, plan and budget. Send resume and salary requirements to: Geoffrey Pearce, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

Ground floor opportunity for the right reporter. Must be versatile and creative. We're looking for a self starter who can shoot, write, edit and isn't afraid of a challenge. New CBS affiliate in the Sunbelt expanding news. Come grow with us. Tapes, resumes only. No phone calls. News Director, WHLT, 990 Hardy, Hattiesburg, MS 39401.

Co-anchor for Monday through Friday 6 and 11 p.m. news needed for medium size network affiliated in attractive Sunbelt market. Minimum 3-5 years experience in reporting, writing and on-air presentation. An excellent growth opportunity. Box X-66. EOE.

News director/anchor. Southeast 101+ market. Must have strong leadership skills plus on-air capabilities. Send resume and present salary status to Box X-72. EOE.

We're looking for a talent, to complement our female talent on staff, with two years of experience to co-host PM Magazine in Orlando. If you have a smooth and polished look, plus excellent writing and producing skills, send your tape and resume to Dan Limbaugh, WCPX, P.O. Box 606000, Orlando, FL 32860. Deadline: September 7, 1987. EOE.

Satellite newsgathering coordinator. Sunbelt network affiliate with strong news commitment seeks key person for uplink operations. Conus member station with mobile satellite truck. Send resume with references to Walter Saddler, News Director, WJTV (CBS), P.O. Box 8887, Jackson, MS 39204. EOE.

Director of newscasts at market leading affiliate (50's market). Fast paced shows with a wide array of visual elements. State-of-the-art equipment. Looking for accomplished "live" director who will have input into show "look" and production. Send resumes to Box X-90.

Strong producer needed for late newscast. Need a good writer, with leadership ability to handle show at number one affiliate (50's market). State-of-the-art equipment. Send resume to Box X-91.

Media Marketing is growing again! We specialize in assisting "job-seekers" and "employe-hunters" nationwide. Our rapid expansion has created several existing staff availabilities: PLACEMENT DIRECTOR (\$94,000) to supervise the continuity of referrals; Senior consultant (\$92,000) to overlook and advise television news operations with subscribing companies; PROMOTION MANAGER (\$75,000) to coordinate all media campaigns; VIDEOGRAPHER/EDITOR (\$75,000) to work with client demo material and additional in-house productions. Full benefits/relocation expenses/year-round sunshine. Only complete presentations will be considered. Also still accepting applications for COMMUNICATIONS COORDINATOR (\$85,000) to coach on-air talent. Dave Sanders, President, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813--786-3603.

Weekend anchor/reporter. Requires several years commercial broadcast reporting and anchor experience; demonstrated leadership ability. Tape, resume, references, writing samples to: Bob Allen, News Director, KCRG-TV, Cedar Rapids, IA 52401. EOE. Absolutely no telephone calls.

Assignment editor. New York's leading news service seeks experienced AEs. Knowledge police and fire radios. Good news sense. Must be personable, client smart, able to handle problems in busy news office. Long hours, short pay, good commission. Call 4:00 to 8:00pm Eastern time, John Henry, ENG Services, 212--869-4100.

Sports reporter-videographer. Progressive affiliate seeks individual who can cover sports beat and break stories. Back-up sports anchor. At least two years experience. Non-returnable tape to: Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

Medical reporter/producer for syndicated television news "Health Matters". Minimum 2 years experience required as medical/health reporter in news with excellent writing, story telling, and journalistic skills. Must be willing to relocate. Extensive nationwide travel required. Competitive salary and excellent benefits. Tape and resume to Barbara Fister, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106.

Assignment editor. Small market station. Big news commitment. Need experienced reporter ready to move off the street and into management to co-ordinate weekday coverage. Absolutely no beginners. No phone calls. Tape, letter, resume and salary requirements to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Executive producer/assignments manager to keep NBC affiliate dominant! Challenging position for news professional with minimum 5 years experience, background in writing and producing, knowledgeable in all facets of TV news. Will supervise 25 person staff. Resume to Robert Hite, WJAC-TV, Box 38, Johnstown, PA 15907. EOE.

Number one station in Midwest 60's market has openings for assistant news director, producer and photographer. Experience required. EOE. Send resume to Box X-95.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Post production editors and maintenance engineers needed for rapidly growing Boston post house. If you have several years experience with GVG or CMX editors, ADO and computer graphics applications, send a resume and salary history to: Michael Hutchison, Director of Post Production Services, Boston Post Production, 648 Beacon Street, Boston, MA 02215. 617--267-0500.

Hot stuff! If you're a promotion producer with a hot reel of news promotion, let's talk! At least one year of news promotion production will put you at the top of the list to work for a great station in a great market. Send reel and resume to: Alan Batten, WSOC-TV, 1901 N. Tryon St., Charlotte, NC 28206, today! EOE M/F

Co-host for local magazine format show airing weeknights in prime access. Must have on-air experience and strong skills in writing and producing creative feature stories. Excellent organizational skills needed along with leadership qualities to manage talent and photographers in the field. Please submit resume to: Local Production Manager, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605.

Promotion director: Top 50 net affil. Responsible for budgeting, planning and implementing total promotion effort for TV station. Must have strong writing, production skills, proven creative talent and experience as promotion manager. Send resume and salary requirements to: Box X-76. EOE.

Television production specialist: Completion of a standard college program with major study in broadcasting or television and one year of experience. Fully qualified individual in production television work using portable camera equipment. Requires specific knowledge in other audiovisual technology. Salary \$19,147 and above depending upon qualifications and experience. Submit application, resume, transcripts, sample video production, and three letters of recommendation to: Ms. Glenda Boswell, Danville Community College, 1008 South Main St., Danville, VA 24541 by September 30, 1987. An equal opportunity/affirmative action employer.

Technical director for top-rated Midwest affiliate, three newscasts daily, state-of-the-art equipment. We want the best to switch our market's best shows. Send resume Box X-94.

Producer: If you like working behind the camera to put on a great newscast, we have a job waiting for you. No beginners. New York Times station. Rush tape & resume to Frank Verdel, News Director, WHNT, P.O. Box 19, Huntsville, AL 35804. EOE.

Producer/reporter opening at award winning statewide public TV network. Produce issue-oriented documentaries/reports and cover state government for local, regional and national distribution. Bachelor's in broadcast journalism, or related field plus three years related experience required. Equivalency considered. \$22,983 minimum. Apply by September 14 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Producer: Creative, industrious, enterprising, well organized person to produce and/or contribute to live programs, documentaries, magazine format shows, children's programs, specials ranging from roadtraces to musical extravaganzas. Person must be excellent writer, good communicator and motivator of people, and extremely resourceful. Send resume and tape to: Local Productions Manager, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605.

Broadcast designer. Top 50 market CBS affiliate with excellent benefits seeks experienced broadcast designer with 2-5 years experience with emphasis in electronic graphic production. In-house systems include CSF Vidifont V, Ampex AA-3, ESS-3. Print skills a must. Will work closely with news department. Immediate opening. Send resume along with salary requirements to: Personnel Manager, P.O. Box 1100, Louisville, KY 40201. An EEO employer.

Promotion writer/producer needed for top 20 CBS affiliate station on West Coast. Looking for good writer with creative ideas for promoting entertainment shows and community affairs programming. Previous experience necessary. Send tape & resume to Marketing/Promotion Director, KXTV, P.O. Box 10, Sacramento, CA 95801. No telephone calls accepted. EOE. Applicant finalists will be required to furnish evidence of employment authorization and identification.

TV director opening: Fast paced newscasts at top-ranked station. Commercial production. Prefer three years experience. State-of-the-art equipment. Nice city, too. Send resume to Production Manager, WKYT-TV, Box 5037, Lexington, KY 40555. EOE.

Philadelphia based television production company is looking for experienced producer for national dance show. Must have experience in TV production, music, promotions, knowledge of teens, well-organized, a completer and full of exciting ideas. Send resume to Box X-103.

Broadcast schedule manager/WUFT-TV. The incumbent is responsible for the supervision and coordination of all on-air operations, to include broadcast logs, FCC files, tape library inventory, facilities and satellite feeds and communications with program distributors and PBS. Salary commensurate with experience. Minimum \$16,193. Send complete resume to Charles Koenig, CEO, 4th Floor Stadium, University of Florida, Gainesville, FL 32611, by September 4. Requests must refer to position identification number 10323 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

TV producer/writer: Write screenplays, scripts and print materials. Produce single-camera taped programs and multi-camera live broadcasts. Minimum three years writing experience. Send resume/salary history only to: Calvin Gilbert, Div. of Employee Resources, American Hospital Association, 840 North Lake Shore Dr., Chicago, IL 60611. An equal opportunity/affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Right hand (assistant) to administrator of cable regulatory agency. Interested in position with cable operator--community/public relations or management assistant. Dedicated, hard working, efficient, organized, detail oriented. Box X-85.

I am a **leading account executive** with national television rep. Three years experience with excellent performance record. If you have a challenging opportunity in broadcasting with NYC/LA territory contact me at Box X-28. Outstanding references and resume available.

Business manager with 10 years major markets experience, including start-up, ownership transfer, PC's Lotus 123, Symphony production, personnel, professional sports. Interested in group-owned independents or affiliates seeking hands-on manager. Victim of HSN blitz. Please call Jim Weiss 216-845-1298.

SITUATIONS WANTED SALES

Successful sales pro with six years experience in local direct and regional/national spot. Will relocate, available immediately. 614-598-4334.

SITUATIONS WANTED ANNOUNCERS

I'm a **personality** looking for a change. Radio & TV experience. Very personable and talented. Eager to relocate. Call Debbie. 412-378-3520

SITUATIONS WANTED NEWS

Attractive female seeks entry-level on-air position. Broadcast degree, radio/TV experience, can edit, write and work hard. Any market. Tape. Kay 316-269-0658.

I'm **ready to join serious news team.** Broadcasting and newspaper experience. College degree. Currently with major market station. Will relocate. Box-68.

Meteorologist seeking position in medium or major market. Ten years experience large, small markets. AMS seal, masters degree. Box X-58.

Former collegiate athlete, now proven sportscaster seeks position anywhere. Hard worker with excellent writing and verbal skills. Will relocate anywhere and immediately. Also, numerous references available immediately. Call Kevin Joyner at 202-484-7463

Experienced newscaster in New York City suburb area radio seeks on-air position in TV news. Tape available, willing to relocate. Call Adam 212-874-6700.

Small market, full or part-time weathercasting position desired by 10-year print journalist seeking career change. Five years management experience, some college and work background in meteorology, related fields. Joe. 405-226-0275, or Box 5185, Ardmore, OK 73403.

Meteorologist seeks on-air position, 3 years on-air experience on radio and cable TV. Available early September. Replies to Box X-77

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Good editor with commercial client & promotion experience needs to relocate to New England/Northeast. Mark 303-894-9742.

Commercial writer/senior producer, creative, polished. 5 years TV experience now in 50's market, seeks new challenges. Prefer mention of your facility's production capabilities in response. Resume, great reel upon reply. All markets, positions considered, will relocate. Box X-97.

MISCELLANEOUS

Primo Pe
tials and
sume to :
06870-011

Assistant/a
undergradu;
performance
professional
petitive sala
line Novemb
three referer
Garry, Depart
versity, Carbo

HELP WANTED TECHNICAL

Engineer to maintain and operate fixed and transportable uplink. Must be willing to travel. Experience in TV broadcast engineering and RF/satellite earth station maintenance required. EE degree preferred. Resume and salary requirements to: Capitol Satellite, c/o Capitol Broadcasting Human Resources, P.O. Box 12800, Raleigh, NC 27605. Phone 919-859-1400.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962, World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Want to broadcast the American Legion baseball World Series, September 3-7, 1987? Contact Kayla Satellite Broadcasting Network for broadcast rights in your area. Call 608-647-6387.

EMPLOYMENT SERVICES

Government jobs \$16,040 - 59,230/yr. Now hiring. Call 805-687-6000 ext. R-7833 for current federal list.

"Breaking Into Broadcasting", For exclusive 20 page report mail \$9.95 to Coastline Publications, PO Box 533, Somers Point, NJ 08244.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

MISCELLANEOUS

Cars sell for \$155 (average)! Also jeeps, trucks, etc. Now available. 805-687-6000 Ext. S-7833 for details

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

Instant cash--highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

25/20KW FM *Harris FM 25K (1986), Harris FM 25K (1983), *CSI 25000E (1979), *AEL 25KG (1977) **20 KW FM-CCA 20000DS (1972) * Transcom Corp. 215-884-0888, Telex 910-240-3856.

1KW AM **Harris MW1A (1983) *Continental 814-R1 (1983) both in mint condition **Bauer 701 (1983) *Gales BC-1G, 1T, 1J and BC500* Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM **Gates BC-50C (1966) on air w/many spares. in STEREO. * Transcom Corp. 215-884-0888, Telex 910-240-3856.

10KW AM **Harris BC-10H (1980) Mint condition, spares also *RCA BTA-10H 100% spares just taken off air. * Transcom Corp. 215-884-0888, Telex 910-240-3856

FM transmitters **Harris FM-10H (1974) w/MS-15 RCA BTF-10D (1969) **RCA BTF-5B also 3B **Sparta 602A 2.5 FM **Gates FM-1C 1KW* Transcom Corp. 215-884-0888, Telex 910-240-3856.

s. Quality Media can save you money. Top it at lowest prices. Business Plans, financiality Media 303-665-3767.

ransmitters new, best price, latest tech- w, 120kw, 240kw, Bill Kitchen or Dirk Free- echnology 303-465-4141.

ment! UHF-VHF transmitters: 110KW, ed: 1 KW AM. 5 yrs old--perfect! Grass ic, 1400-12 switcher Laird 3615A, anten- i more! Call Ray LaRue 813-685-2938.

trans, in stock All powers, all complete, all spares, all inst. books. AM 1kw thru J 40kw, Besco International, 5946 Club X 75248, 214-630-3600, New # 214--

queeze zoom for sale all up-grades. 3 currently on-line. 303-698-1145

: video equipment. We buy, sell, con- * 1200 units in stock. BCS-Broadcast 300.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

10KW FM transmitter: McMartin BF-10M 7KW to 15KW complete with exciter, tube set, manual, and some spares. Excellent condition. Call 806-372-4518.

Ampex AVR-2, 2-inch NTSC videorecorder: in excellent condition: only 640 machine hours; plus spare head, \$10,000 (off Amsterdam). Call Hans Koorring, Condor Broadcast Video Center, Amsterdam, The Netherlands, phone (31.20.)712600.

Ampex VPR-5, VPR-2B, VPR-80, RCA TR-800 and 600, Convergence 202-Editor, Abekas A-52 DVE, Ikegami 302 studio camera, Ikegami HL-79E, Grass Valley 100 and 1600-3G switchers, Sony 3/4" VCR's, 5800's and 5850's, Sony 5800/5850/440 edit system only \$8,900.00 For more information and to receive our mailist give us a call today! Call Lynwood or Marvin at Media Concepts 919-977-3600

KU earth stations: includes 5.5 meter antenna with motor drive and deice, environmentally controlled equipment shelter, redundant uplink/downlink system. \$75,000. Call 505-275-3832.

Convergence 204 editing equipment & accessories. Call Linda Davis at 213-850-1165 for list.

Sony BVU 820: Like new, new heads, Sony BVU 800's, several in stock at time of placing ad. Call Video Brokers 305-851-4595.

One inch VTR's: Sony 1000, Sony 1100 & 1100 As, Ampex VPR 2 & VPR 2B, VPR 6 w/Zeus. All VTR's with warranty priced as low as \$15K. All with TBC and some with full consoles. Call Video Brokers 305-851-4595.

Grass Valley routing switchers. GVG 400 -several to choose from up to 64 x 64 and dual audio. Call Video Brokers 305-851-4595.

Tektronix vectorscope 520 A: Like new, TEK 1480R's, 1740, 1750, Sync gens, and test sets. Call Video Brokers 305-851-4595.

Ampex ACR-25B: Good condition with spares & carts. Get ACR back up while waiting for new generation equipment. Units also available with Ampex overhaul and warranty. Call Video Brokers 305-851-4595.

Sony edit package: 5850, 5800, RM 440, with warranty, first class condition. Call Video Brokers 305-851-4595.

Ikegami 79D with Triax: Priced right with warranty. Call Video Brokers 305-851-4595.

Sony BVU 850 SP: Low hours, Sony BVP 330 cam in good condition. Sony PAL TBC-BVT 2000 P. Sony triple 5" color monitors. Call Video Brokers 305-851-4595.

Video Brokers: All equipment sold with full 30 day warranty. If you are not happy, we want it back. Call now for other items not in ads. 305-851-4595.

RCA TTU-110C UHF transmitter. Only 5 years old. Currently on air. Tuned in mid band. Complete with dual SS exciters, Pulser, good klystrons. Avail. approx. November '87. Can be inspected \$190,000.00. Maze Broadcast, Inc. 205-956-2227.

Microwave system. RCA TVM-6 one watt 7 Ghz solid state. Includes transmitter/receiver ends, plus 3 channels audio. Single system \$6500.00. Dual system \$12,000.00. Maze Broadcast 205-956-2227.

Sony BVU-800 3/4" VTR system. Clean and in good condition. Just removed from service. \$8750.00. Maze Broadcast. 205-956-2227.

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

RADIO

Help Wanted Management

OPERATIONS MANAGER KRMG-AM TULSA

If you're happy where you are, and you're performing at high levels, we need to talk. If your achievements happen because of team concepts, talent recognition, high levels of expectation, research skills, and commitment, we're ready to provide recognition, challenging opportunity, a great broadcast team, and one of the Country's most admired Broadcast Groups: NewCity Communications.

Please send your successes and resume. Tell us what you know, how you manage your job and how this opportunity would fit your career.

Gerardo Tabio
Vice President, General Manager
7136 South Yale
Tulsa, Oklahoma 74136



Equal Opportunity Employer

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needs qualified and experienced
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salary, commission, profit sharing, incentives
P.O. Box 12469, Dallas, Texas 75225
817-336-7175

Help Wanted News

Overnight Anchor

WEEI Newsradio 590 is looking for an Overnight Anchor to cover the 9 PM to 5 AM shift. This is a position for an individual who has had at least 5 years of on-air news experience. The successful candidate will have strong writing skills and computer aptitude. This position has long-term growth opportunity.

Interested applicants should send tapes and resumes to: Ms. Susan Griffin, 4450 Prudential Tower, Boston, MA 02199. Minority applicants are encouraged to apply. WEEI is an Equal Opportunity Employer.

NEWSRADIO
590 WEEI
On top of the world,
around the clock.



Help Wanted Announcers

MEDIA STRATEGIES

ARE YOU A MINDLESS CARD READER?

That's what they say most air personalities have become. Maybe it's true, but something tells us there are some bright, articulate and knowledgeable rock experienced personalities out there looking for a shot at something that's challenging. We represent classic rock stations in top 10, medium, and smaller markets and we're looking for talent (on air and off) that hasn't been lobotomized by consultants, simple-minded PDs, or just plain lethargy. In case you haven't heard, classic rock is a demanding format that truly requires wit, brains, and savvy. It also requires a feel for the music that made FM radio great, before there was Madonna or Motley Crue. Send us a tape, materials about yourself, and an idea of what you'd like to be doing. We'll respond to all inquiries, but be sure you meet the requirements stated above. No calls, please.

**31800 Northwestern Hwy., Suite
385, Farmington Hills, MI 48018.**

Situations Wanted Announcers

WE'VE HAD IT!

Veteran personality/newsman morning duo, over 30 years combined experience, all formats. Sick of traffic jams, plastic yuppies, and high cost of living. Seeking A/C morning show at established station in more livable environment--someplace where radio will be fun again. Box X-89.

Situations Wanted Programing, Production, Others

RECOVERING ALCOHOLIC

Now dominating AM drive in 1,000,000+ market. Number 1: Adults 18-49/25-54. Extensive programing background including major market. Need company who understands my A.A. commitment. Honesty essential. 513-220-9685.

Miscellaneous

ATTENTION SMALL MARKET RADIO & TV STATIONS

Customized VOICE ID's, Station Promo's and Commercials by a Top 10 market professional. Give your station the Professional Sound it deserves. Package Prices start at \$100.00. For Sample Tape and Information contact:

ENTERTAINMENT COMMUNICATIONS
OF AMERICA, INC.
450 Old Lake Alfred Road,
Polk City, FL 33868
813-956-3559

(New: customized Jingle package available,
starting at \$500.00)

TELEVISION

Situations Wanted Management

BUSINESS MANAGER/CONTROLLER

Aggressive, creative 14 year broadcasting vet seeks challenge and growth. Experience in radio and TV stations, group, affiliate, indy, PBS and production environments, markets 1, thru 25. All phases of strategic planning, accounting, reporting, budgeting and systems. Reply to Box X-99.

Situations Wanted News

O & O EMMY AWARD WINNER

Anchor/Talk. Knowledge, compassion and experience in deadline pressure. Currently employed as all-news radio GM, but confidentially looking for return to television with growth company. Leading market research in television talk and news. Serious inquiries today! Box X-73.

Situations Wanted Management

THE GENERAL MANAGER OF AMERICA'S #1 RATED RADIO STATION IS LOOKING FOR A JOB!!!

WWNC, Asheville, North Carolina, which scored a 41.8 share (Mon.-Sun., 6am - 12:mn, 12+) in the spring of '87 Arbitron has been sold for \$7.25 million - (not bad for an AM standalone in the 277th market). The new owner will manage the station himself, so I'm looking for a job.

My name is Terrell L. Metheny, Jr. I have more than 30 years radio experience from New York City to Cheyenne, Wyoming - 15 as a successful general manager.

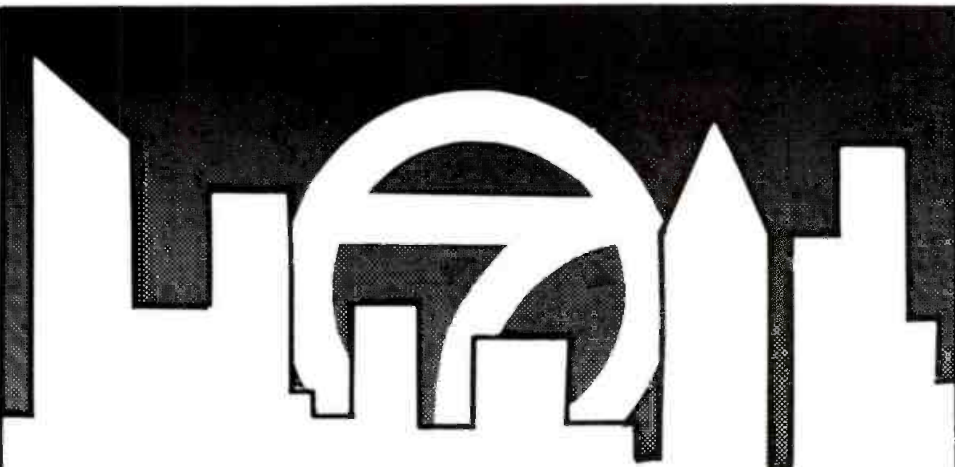
I will be traveling for the next few weeks, so you should contact my immediate superior at Multimedia, who can tell you of my work and will be able to reach me. Contact - Greg R. Anderson, Vice President/Operations, Multimedia Broadcasting Company 803-298-4121.

GM POSITION

Over 15 years of highly successful sales management in top 35 markets. Fully prepared and qualified to lead aggressive Television Station in top 100 market. Also, have network experience. I am a winner. Also, honest, smart, a hard worker. All I need is an opportunity. Can it be with you? Please call 305-431-2347.

Classified Advertising is Your Best Buy...

This space could be working for you at a very low cost...
and it reaches a most responsive audience.



REPORTER: WABC-TV

Do you have what it takes to compete at N.Y.'s number one station in the number one market? WABC-TV is looking for an accomplished aggressive reporter to join its Eyewitness News team.

Send tape and resume to: **BILL APPEGATE**
WABC-TV
7 Lincoln Square
New York, N.Y. 10023

No phone calls, please
An equal opportunity employer.

Help Wanted Programing, Production, Others

REMINGTON STEELE NEEDS YOUR HELP.

As a Senior Promotion Producer for CBN Cable Network, you'll be responsible for making our stars shine brighter. And with the host of exclusives and originals we've gathered, it promises to be a rather exciting assignment. Especially when you consider your work will be seen by some 37 million subscribers coast to coast.

You should have 3 to 5 years experience in on-air promotion, be fully familiar with computerized editing and videographics, and demonstrate skills as a writer/producer of promotional material.

Detective training not needed, just send a letter, resume, and tape to: Employment Department-Box 5B, CBN Cable Network, CBN Center, Virginia Beach, Virginia 23463.

CBN is an Equal Opportunity Employer

BEAM ME UP SCOTTY

Up link and down link is what you'll need to know as a satellite terminal operator for the CBN Television Network. If you have good overall knowledge of Klystron and TWT transmitters, video and audio circuitry and understand frequency modulation, then you'll be able to help us clearly spread the gospel of Christ and tell others of the true force.

If this enterprising venture interests you, send a resume to: The Christian Broadcasting Network, Inc., Employment Department, Box PS, CBN Center, Virginia Beach, VA 23463.

ALLIED FIELDS

Employment Services

JOB HUNTING?

If you need a Job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



Consultants

NEED AN FCC DOCUMENT FAST?

Contact

BROADCAST MEDIA LEGAL SERVICESSM

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

Miscellaneous

INCREASE PROFITS!!

Don't lose unsold time. New ad program turns it to money. Any station can earn \$100+ per ad. FREE.

DETAILS: write/call 813-586-3406
ABLE ASSOCIATES, INC.
750 Oakridge Ln., Largo, FL 34640

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**CHANNEL YOUR
PROBLEM COLLECTIONS
INTO PRIME PROFITS!**

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS



ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

Business Opportunities

EXPERT OPERATOR

My winning expertise for substantial equity in broadcast group. Single stations in rated markets considered. Serious players only. Confidentiality a must. Financial institutions encouraged. Box X-84.

NEEDS PARTNER

Experienced on-air broadcaster with \$50,000 investment plans to purchase/operate small station. Seeking partner with at least equal down payment or a viable purchase situation.
Box X-104

Wanted to Buy Stations

**WANTED:
STATIONS TO BUY**

Lester Kamin has qualified buyers!
Financial services also available.
When you're ready to sell, call us.



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For Sale Stations



COLORADO

Combo with Class C FM & 5 kw AM with low down payment on \$450 K asking price.

DAVID LaFRANCE
(415) 391-4877



SOUTHERN NEW ENGLAND

Exclusive full-time AM showing 20% cash flow. Real estate has development potential nearly equal to \$850,000 price.

Contact Mel Stone

KOZACKO • HORTON COMPANY

Brokers & consultants to the communications industry
638 Congress Street Portland, Me 04101 (207) 774-6561

FOR SALE

High power AM (PSA/PSSA) with Class B FM medium market, Mid Atlantic states. First time ever for sale by original owner. Owner wishes to retire after 30 years of community leadership. Station extremely profitable. Six figure cash flow. Can be more. Your financial statement required first letter. All financials kept in strict confidence, principals only need apply. No brokers (please). Sale subject to owner's conditions, and FCC approval. Box X-74.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

Current annual billing = \$450,000
To be sold at \$550,000
That's 1.3 x sales!
Positive cash flow
Single Station Market
Southern New England
core market of 80,000 population
call Mike Rice at 203-456-1111

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

Tenn. Class A FM	\$900,000
Ala Class IVAM	350,000
Coastal Class C	2 million
Florida AM	350,000
LPTV Top 20 markets	1,050,000
Tenn Urban combo	1.5 million
South East UHF TV	10 million
Ill Combo	750,000

The Thorburn Company
410 Sandalwood Drive
Atlanta, GA 30338
phone 404-998-1080
Bob Thorburn, President

PUERTO RICO INDY

Top 25 market, currently in reorg. Exc. potential, needs well capitalized experienced operator. Stock or assets can be purchased. All new equipment. Call 305-536-9951. Investors considered.

WESTERN KENTUCKY

Medium market fulltime AM. Great potential! Good owner/operator station located in one of the nation's best recreational areas! A real showplace! Asking \$500,000.00 Cash or terms to qualified buyers. Principals only reply. Box X-86.

EASTERN MISSOURI

Fulltime AM, medium size regional retail center, large university town, profitable, good facility and dial position. Fairly priced at \$325,000 with real estate. Terms to qualified buyers. Box X-93.



MIDWEST

5000 watt AM in Top 100 mid-west market. Asking price is \$150,000 cash.

SHARON FISHER
(313) 542-6747

**Jennings/Reid Associates, Inc.
Media Brokers & Consultants**

SE Coastal C Giant. 2M Terms
GA Med Mkt AM/FM 1.5M Terms
GA Med Mkt 5k Full AM 100k Down
SC Small Mkt AM 40k Down
SC Med Mkt AM
FL Small Mkt AM
GA Paging System 440K

Jim Jennings Paul Reid
904-668-0263 404-882-1214

ATTENTION

BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

Nationwide Media Brokers
Chapman
Associates

SOUTHEAST

Small Market Class A FM in college town. Asking \$750K with \$250,000 down.

ERNIE PEARCE
(404) 998-1100

NORTHEAST ARKANSAS

Fulltime regional coverage (great dial position) serving over 1 1/4 million people in five states including neighboring major market. Asking \$250,000.00 Cash or terms to qualified buyers. Principals only reply. Box X-87.

Dominant FM, Virgin Islands, strong cash flow. \$1.6 million cash. Contact Norman Fischer & Associates, Inc., POB 5308, Austin, TX 78763 or call 512-476-9457.

MOTIVATED SELLER! A STEAL! SMALL W. TEX MKT. 1KW AM DAYTIMER W/PSA, AND UNCONTESTED CLASS A FM (CP ON THE WAY). \$45,000 CASH TAKES IT ALL, PLUS TINY NOTE PAYMENTS FOR NEXT 47 MONTHS. NO LOCAL COMPETITION. REQUIRES OWNER/OPERATOR. PRINCIPALS ONLY! SCHWARTZ (OWNER) 818-702-9888.

Hogan - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 980-3201

- FM in SE Texas. \$240,000.
- AM/FM. Middle Tenn. 17 acres. \$510,000. Terms.
- UHF TV CP within 60 miles of Cincinnati - \$70,000.

Business Broker Associates
615-756-7635, 24 hours

EARLY DEADLINE NOTICE

Due to Labor Day holiday, Monday, September 7, 1987, classified advertising for the September 14 issue is due Friday, September 4, 1987, at noon, EDST.

Broadcasting Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

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.

EXCLUSIVE OWNER/OPERATOR OPPORTUNITIES

NORTHERN CALIFORNIA:

Fulltime AM and Regional Class B FM with cash flow. Price of \$1.1 million with \$350,000 down includes studio/office building and AM transmitter, real property.

NORTHWEST:

Class C FM in university community with good ratings and new transmitter, \$525,000 with \$150,000 down and seller financing.

NORTHERN CALIFORNIA:

#1 rated FM with regional AM, both with upgrades pending. \$1.5 million with \$500,000 down includes real estate. Growth market with great amenities.

CALIFORNIA:

Delightful resort area Class B FM needs development by experienced operator. \$600,000 with \$150,000 down. Includes real estate.

COLORADO:

Class A FM in resort area with year around economy. Includes studio/office/living quarters and transmitter real estate. Great ratings and cash flow. \$500,000 with \$125,000 down.

BILL EXLINE ANDY McCLURE

NAB RADIO '87
Suite 6-521 Anaheim Hilton

William A. Exline, Inc.

4340 Redwood Hwy., Suite F-230
San Rafael, California 94903
415-479-3484

Fates & Fortunes

Media



Nugent

Bruce A. Nugent, VP, finance and planning, CBS, New York, joins John Blair Communications there as VP, corporate planning and development.

Officers named for group of 10 Spanish-language television stations acquired from Spanish International Communications

Corp. by Hallmark Cards Inc. and First Chicago Venture Capital (BROADCASTING June 22): **Irvine O. Hackaday Jr.**, president and CEO, Hallmark, to president; **Charles W. Koester**, VP, finance, Hallmark, and **Robert J. Druten**, director, corporate development, Hallmark, to executive VP's; **Charles J. Egan**, VP and general counsel, Hallmark, to VP; **Andrew Goldman**, executive VP, SIN, to VP, business affairs; **George Blank**, VP and controller, NBC, to VP, finance and chief financial officer.

Appointments at Family Group Broadcasting, Tampa, Fla., owner of three AM's, three FM's and six TV's in Florida, Wisconsin, Illinois, Virginia and Kentucky: **Howard R. Trickey**, general manager, WLAX(TV) La Crosse, Wis., to WVFF-TV Roanoke, Va., in same capacity; **Jim Tomlin**, general manager, WGBA(TV) Green Bay, Wis., adds responsibilities as general manager, WLAX(TV); **George W. Harvey Jr.**, director, radio operations, Family Group Broadcasting, to general manager, WKWF(AM)-WAIL(FM) Key West, Fla.; **Patrick J. (Pat) McNamara**, director, corporate sales, Family Group Broadcasting, to general manager, WPGX-TV Panama City, Fla., scheduled to go on air in late 1987; **Deborah Abbott**, program and promotion director, WFTX(TV) Cape Coral, Fla., to VP, corporate programming, Family Group Broadcasting.

Chris Sophinos, distributor sales director, General Instrument's Jerrold division, Hatboro, Pa., joins Midwest Corp.'s Midwest-CATV, Charleston, W.Va., as chief operating officer.

Appointments at Cox Cable Communications, Atlanta: **Eric J. Illowsky**, manager, program analysis, The Disney Channel, Los Angeles, to director, marketing development; **Carl D. Fusco**, account manager, Elrick & Lavidge Inc. marketing research company, to manager, market research; **Frank M. Modrak**, manager, planning and operations, Atlanta Reservations Center, Eastern Airlines, to manager, customer service programs.

James Kiernan, manager, departmental and other costs, East Coast, television finance and planning, ABC-TV, New York, named director, financial planning and controls.

Thomas E. O'Connor, supervisor, white collar

crime investigations, FBI, New Rochelle, N.Y., joins Capital Cities/ABC as associate director, security.

Kevin T. Mastellon, news director and acting general manager, WWNY-TV Carthage, N.Y., named general manager.

Art Lanham, general manager, WKCH-TV Knoxville, Tenn., joins KMSS-TV Shreveport, La., as VP and general manager.

Ron Palmer, general manager, KQEU(AM) Olympia, Wash., joins KBND(AM) Bend, Ore., and KLRR(FM) Redmond, Ore., in same capacity.

Harley Park, chief financial officer, Mid America Media, Kankakee, Ill., joins Beasley Broadcast Group, Goldsboro, N.C., in same capacity.

Jon C. Scott, general manager, American Cablevision's Capitol Cablevision, Charleston, W.Va., joins Southwestern Cable TV, San Diego, and American Cablevision of Coronado, Calif., as VP operations.

Bill Legere, radio manager, noncommercial KTOO-FM-TV Juneau, Alaska, adds duties as assistant general manager.

Paul D. Quinn, general sales manager, WRAL-TV Raleigh, N.C., named assistant general manager.

Denise Bowman, student, University of North Carolina, Asheville, joins WIZY(TV) Belmont, N.C., as business manager.

Appointments at Falcon Cable Systems Co.: **Dennis Putnam**, technical supervisor, Falcon's Tulare, Calif., region, to general manager, Crescent City, Calif., system; **Mike Lovell**, chief technician, Falcon Cable System Co., Malibu, Calif., to general manager, Oregon region, Springfield, Ore.

Dan Fair, corporate financial analyst, Gillett Communications, Nashville, joins KSBY-TV San Luis Obispo, Calif., as controller.

Stephanie Forbes, controller and business manager, KTAR(AM)-KKLT(FM) Phoenix, joins KPHO-TV there as business manager.

Carol A. Walden, accounting manager, Port City Press Inc., Baltimore, joins WBAL-TV there as assistant resident controller.

Karen Allen, traffic manager, WGGT(TV) Greensboro, N.C., joins WJZY(TV) Charlotte, N.C., in same capacity.

David H. Hosley, news writer and special projects coordinator, KPIX(TV) San Francisco, joins noncommercial KQED-FM San Francisco, as station manager.

Appointments at WSPD(AM)-WLQR(FM) Toledo, Ohio: **Mike Jablonski**, news director, WSPD(AM), to operations manager there; **Steve Kendall**, program manager, WLQR(FM), to operations manager there and also to director, research, WSPD(AM).

Stephen Lavin, operations manager, KLTV(TV) Tyler, Tex., joins WLBT(TV) Jackson, Miss., in same capacity.

Mike Dean, station manager, KGHO-AM-FM Hoquiam, Wash., joins KENU(AM) Enumclaw, Wash., in same capacity.

Terrie Anderson, assistant traffic manager, WVTV(TV) Milwaukee, named traffic manager.

Gerri Meyer, assistant traffic manager, WCVB-TV Boston, joins WQTV(TV) there as traffic manager.

Jeff Butler, marketing director, Sonoma region, Healdsburg, Pinole and Napa systems, Viacom Cablevision, Pleasanton, Calif., to system manager, Viacom's Marin, Calif., system.

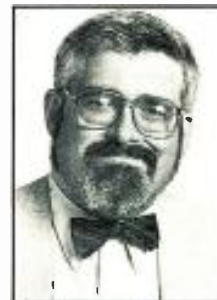
Henri P. Pensis, program director, noncommercial WHIL-FM Mobile, Ala., joins non-commercial WWNO-FM New Orleans as general manager, subject to approval of Louisiana State University board of supervisors.

Marketing

Chuck Silverman, managing partner and creative director, Scali, McCabe, Sloves/West, Los Angeles, joins Chiat/Day Inc. there as senior VP and group creative head.



Kaiser-Innes



Aronson

Laura Kaiser-Innes and **Mark Aronson**, associate creative directors, BBDO Chicago, named VP's.

Barbara Mozer, manager, McCann-Erickson local broadcast regional spot buying group, Detroit, named VP.

Deborah Dick-Rath, VP, account supervisor, William Esty Co., New York, named VP, management supervisor.

Appointments at Rainbow Advertising Sales Co., New York, subsidiary of Cablevision Systems Corp., Long Island, N.Y.: **Rusty McCormack**, manager, new ad sales, to VP; **Philip DeCabia**, New York sales manager, to VP and New York sales manager; **Peter J. Moran**, director, ad sales, Cablevision Systems Corp., to VP, local cable sales at Rainbow.

Patrick Stimpson, account executive, Clark-White & Associates Inc. advertising agency, Seattle, Wash., named VP.

Tom Carroll, VP and account supervisor, Saatchi & Saatchi's AC&R/DHB & Bess, New York, joins FCB/Leber Katz Partners there as account director.

Anne H. Martin, account executive, Blair Tele-

vision's NBC Blue team. Chicago, joins Blair's Green team. New York, in same capacity.

Robert Picunko, account coordinator. Interep Radio Networks, New York, named operations manager.

Steven S. Rosenberg, sales executive. MCA TV Enterprises, New York, named manager. East Coast sales.

Bill Lage, general sales manager. WCPQ-TV Charlotte, N.C., joins Raycom Inc. there, TV program syndicator, as director, sales, Southeast region.

Raymond Gross, attorney. Loeb & Loeb, Los Angeles, joins New World Television there as associate director, legal affairs.

Karen S. Jamon, director, marketing and programming, United Cable Television Corp. of Connecticut, joins Bravo Cable Network, New York, as Eastern regional sales manager.

Ray Giacopelli, research analyst. USA Network, New York, named senior research analyst.

Susan Bradkin, network manager. Blair Radio, New York, joins Hillier, Newmark, Wechsler & Howard as account executive.

Linda Ferrary Madonna, VP. Boston manager. Major Market Radio, joins WMJX(FM)-WMEX(AM) there as director, corporate sales.

Doug Tangeman, account executive. KFVB(AM) Los Angeles, joins Sconnix Broadcasting Co.'s WHDH(AM)-WBOS Boston as general sales manager.

Dan Savadove, local sales manager. WYSP-FM Philadelphia, joins WEGX(FM) Philadelphia, as general sales manager. **Robin Davidson**, account executive. WSN(FM) Philadelphia, joins WEGX-FM as local sales manager.

Jeff Schatz, account representative. KKFM(FM) Colorado Springs, named general sales manager.

Brewster Allison, sales manager. WSVA(AM)-WQPO(FM) Harrisonburg, Va., named sales manager. WSVF(FM) Buffalo Gap, Va.

Stephen G. Scollard, local sales manager. KRRF(TV) Kerrville, Tex., named general sales manager. **Thomas L. Hurley**, national sales manager there, replaces Scollard.

Appointments at Mintz & Hoke Inc. advertising, Avon, Conn.: **Bob Breno**, senior art director, Lawler Ballard, Detroit, to art director; **Brian Decker**, account supervisor, McCann-Erickson regional marketing, Boston, to associate media director; **Paige Calhoun**, media coordinator, Keiler Advertising, Farmington, Conn., to assistant media buyer; **Maureen Fiacco**, account manager, Building Services Division, Honeywell Inc., Hartford, Conn., to account management development staff.

Appointments at Seltel, New York: **Larry Strumwasser**, account executive, TeleRep, New York, to manager, New York Ranger sales; **RoseMarie Ferrara**, sales manager, to national manager, New York Ranger sales; **Marshal Lichstrahl**, account executive, WGNX(TV) Atlanta, to manager, New York Rocket sales; **Richard Donnelly**, account executive, Seltel, Chicago, to same capacity, New York Rocket sales; **Lillie Roberts**, account executive MTV, New York, to account

executive, New York Rocket sales; **Irit Krossman**, planner and senior buyer, Leo Burnett Co. Inc., to account executive, Raider sales team, Chicago.

Keith Bland, general sales manager. WREX-TV Rockford, Ill., joins WIFR-TV Freeport, Ill., as local sales manager.

Appointments at WCAX-TV Burlington, Vt., sales department: **Philip Waterman**, VP, sales, to sales consultant; **Ken Jarvis**, local sales manager, to general sales manager; **Mary Adamidis**, account executive, *Burlington Free Press*, and **Paul Ugalde**, operations director and afternoon drive personality, WEZF(FM) Burlington, to account executives.

Albert F. Riggs, television marketing consultant, Television Bureau of Advertising, Chicago, joins KOLR(TV) Springfield, Mo., as local sales manager.

Paul McQuillan, account executive. KCAQ(FM) Oxnard, Calif., named local sales manager.

Appointments at WVTU(TV) Milwaukee: **Deanne Haviland**, regional sales manager, to national sales manager; **Thomas Gaertner**, local sales manager, to regional sales manager; **Stephen Kolb**, senior account executive, to local sales manager.

Jim Wilcox, general sales manager. WKAB-TV Montgomery, Ala., joins WSPA-TV Spartanburg, S.C., as national sales manager.

Merrit Rose, VP and general sales manager. TeleRep, New York, joins WSOC-TV Charlotte, N.C., as director, sales and marketing.

George S. Niles, VP, marketing, Eisner Associates advertising, Baltimore, joins WPBR(TV) Palm Beach, Fla., as marketing consultant.

Kevin Hanley, account executive. Cable Networks Inc., New York, named sales manager, Union, N.J., office.

Kathy Daume, local sales manager. KTXA-TV Fort Worth, named general sales manager.

Darrel Brown, national sales manager. KGTU(TV) San Diego, named general sales manager, succeeding **Joan E. Carson**, retired.

Donald Marion, national sales manager. WSN(AM) St. Petersburg, Fla.-WYNF(FM) Tampa, Fla., named general sales manager.

Will McManus, local sales manager, WFTS(TV) Tampa, Fla., joins WSTM-TV Syracuse, N.Y., in same capacity.

Eric Anderson, development director, to director, development and marketing; **Jean Hites**, local sales manager, KLAS-TV Las Vegas, named special sales promotion manager. **Andy Henderson**, general sales manager, KLAS-TV, adds duties as local and national sales manager.

Gary Poole, local sales manager, WCMH-TV Columbus, Ohio, named national sales manager.

Suzanne Starr, account executive, Starr Marketing Research, Burlington, Vt., joins WEZF(FM) there in same capacity.

Leanne Bunas, account executive, KZZA-TV Seattle, named sales marketing director. **Scott Paine**, former director, customer relations, Zoo Shoes Inc., Seattle, joins KZZA-TV as assistant director, marketing.

Marsha Belcher, account executive, WBBM(AM) Chicago, named national sales

manager.

Thomas Schenck, general sales manager, Guilford Telecasters, Greensboro, N.C., joins WJZY as national sales manager.

Sandy Vandiver, general manager. WSBY(AM)-WQHQ(FM) Salisbury, Md., joins KMEZ-AM-FM Dallas as account executive.

Laurie Devito, operational manager, Alpine Ski and Sport, North Haven, Conn., joins WELI(AM) New Haven, Conn., as account executive.

Appointments at WXIN(TV) Indianapolis: **Donna Bennett Gould**, account executive, WMAQ-TV Chicago, to marketing director; **Timothy J. Bennett**, local-national sales manager, WIII(TV) Cincinnati, to account executive.

Programing

John Symes, VP, current programs, Paramount Pictures, Los Angeles, named senior VP, programs.

Gary Kessler, agent and program packager, The Cooper Agency, Beverly Hills, Calif., joins Fries Entertainment, Hollywood, as VP, movies for television and mini-series.



Bennett

Sharon Bennett, regional director, HBO, Dallas, named VP, affiliate operations, HBO, Kansas City, Kan.

Ian Jessel, president and chief operating officer, Nelson Entertainment International, Los Angeles, named executive VP, Nelson Holdings International Ltd. there.

international Ltd. there.

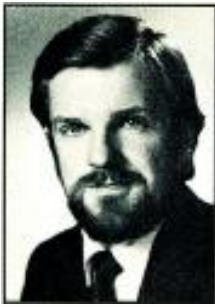
Appointments at Weintraub Entertainment Group, television division, Los Angeles: **Michael Ross**, VP, business affairs, Imagine Pictures, there, to same capacity; **Thomas A. Nunan III**, VP, movie and mini-series, to VP, drama; **Richard Pierson**, manager, television development, Walt Disney Co. there, to director, comedy development.

Appointments at Merv Griffin Enterprises, Hollywood: **Peter Barsocchini**, director, development, to VP, motion pictures and films for television; **Ray Sneath**, director, creative services, to VP, game shows and variety.

Harry Bernstein, VP, programing, Telestar pay-per-view, Los Angeles, joins Showtime/The Movie Channel Inc. there as VP, film acquisition.

Appointments at The Disney Channel, Burbank, Calif.: **David Schreff**, director, central region, to VP, central region; **Michael Mason**, regional director, HBO, Atlanta, to VP, Southeast region; **Garnet Rich**, director, Disney's Southwest region, Dallas, to VP, Southwest region; **Katharine Sloan**, director, development, Garen/Albrecht Productions, Los Angeles, to manager, program development, original feature-length films.

Lynn Kressel, former casting director, CBS's *Kate & Allie* series, New York, joins Univer-



Poltrack

New role. David Poltrack, vice president, research, CBS/Broadcast Group, has been named vice president, marketing, CBS Television Network. He will retain overall responsibility for the research efforts of the group. In his new marketing role, Poltrack will in effect be responsible for bringing new advertisers to the network and reinforcing in the minds of existing clients the benefits and effectiveness of network advertising. The network sales department does have a marketing unit which will now report to Poltrack. He said last week that he has received a commitment for "substantial resources" to expand that unit. The unit has two separate areas: marketing services, which generally provides support in the form of research and presentations to the sales effort, and market development, designed to bring in new business. It is the first time that

the marketing unit will be a stand-alone unit outside of sales, said Poltrack, and more attention will be focused on new business development than before.

Poltrack, who had been reporting to David Fuchs, senior vice president, corporate and broadcast affairs, will now report to Thomas Leahy, president, CBS Television Network. Reporting to Poltrack on the marketing side will be Jim Joyello, vice president, market development and John Brooks, vice president, marketing services, both of whom previously reported to network sales vice president Jerome Dominus. On the research side, Poltrack said he would make some realignments within the department, probably elevating one or more staffers already there to take over some of the day to day research duties.

sal Television there as casting consultant, East Coast.

Appointments at Warner Bros. Television, Burbank, Calif.: **David Himelfarb**, director, movies and mini-series, to director, comedy development; **Susan Horowitz**, director, current programming, to director, drama development.

Gordon Beck, senior producer, USA Network, New York, named executive producer and director, sports.

John Dorkin, associate director, programming, Petry Programming, New York, named director, programming.

Paula Rockowitz, marketing analyst, ABC TV Spot Sales, New York, joins Silver King Broadcasting Inc., Newark, N.J., subsidiary of Home Shopping Network, Clearwater, Fla., as research director.

Jacquelyn Gail Snyder, director, business affairs, 20th Century Fox Television, Los Angeles, joins New World Television there in same capacity.

Pat Wells, programming research analyst, television department, Katz Communications Inc., New York, named manager, programming research.

Lisa Friedman Bloch, managing partner, Amite Puppets Inc., organizer of U.S.-Soviet cultural exchanges, and director, television projects, Amite Productions Inc., Los Angeles, joins Republic Pictures Corp. there as television development executive.

Bonnie Tiegel, former associate producer, *The Tom Snyder Show*, 3-3-0, and *AM Los Angeles*, ABC-TV, joins *Entertainment Report*, joint venture of Group W Television, Los Angeles, and All American Television, New York, as talent coordinator and special projects producer.

Appointments at USA Network, New York: **Paul Gesimondo**, director, accounting, to director, financial and strategic accounting; **Matthew Kirby**, manager, accounting, to director, accounting.

Bonnie Kaplan, series producer, WLS-TV Chicago, joins Tribune Entertainment Co., Los Angeles, as executive producer, syndicated

talk show, *Geraldo*.

Paul Decker, director, daytime casting, NBC TV, named director, casting, daytime dramas, television movies and prime time shows.

Appointments at Lifetime Cabletelevision Network, New York: **Robert H. Heath Jr.**, MBA, Pace University, New York, to director, strategic planning; **Ray Stefanski**, office manager, to director, office services; **Jim Smyth**, production director, instructional television, Westchester, N.Y., to network operations coordinator; **Kevin McTigue**, data control coordinator, GTE, to videotape library assistant.

Appointments at The Playboy Channel, Los Angeles: **Brian Quirk**, executive VP and general manager, Cablenet Associates, Chicago, to director, sales and affiliate relations, central region; **Vanita Cillo**, publicist, Henri Bolinger Public Relations, to sales manager, Western region; **Steve Weed**, marketing manager, Falcon Communications, Pasadena, Calif., to affiliate marketing manager in southern California, Alaska, Washington and Oregon; **Daniel MacKenzie**, director, marketing, Post-Newsweek Cable, Modesto, Calif., to affiliate relations and marketing in northern California, Arizona, New Mexico, Colorado, Idaho, Wyoming, Utah and Montana.

Steve Bradbury, VP, SpringGreen Marketing Associates, New York, joins Peregrine Entertainment Ltd. programming producer-distributor there as marketing coordinator.

Dennis Hammer, producer, Aaron Spelling Productions' *The Colbys*, named producer, Spelling's *Hotel*.

Kathy Andrews, bureau chief, South Carolina Educational Television network, Hilton Head, S.C., resigns to form Andrews Productions there.

Toby Tobiason, program director, noncommercial KLCC(FM) Eugene, Ore., joins noncommercial KTOO-FM Juneau, Alaska, in same capacity.

Maura McDonough, account executive, Petry Television, New York, joins Paramount Pictures Corp., domestic television division, Los Angeles, as account executive, national spot television.

News and Public Affairs



McKee

Robert C. McKee Jr., president, WPRW(AM) Manassas, Va., and president-elect, Associated Press Broadcasters Inc., named president, Associated Press Broadcasters Inc.

Appointments at Associated Press: **Partick R. Arnold**, chief of bureau, Little Rock,

Ark., to chief of bureau, New Orleans; **William Kronholm**, energy and natural resource correspondent, Washington, to news editor, Helena, Mont.; **Mitchell S. Weiss**, newsman, Columbus, S.C., to correspondent, Toledo, Ohio; **Steve Robrahn**, newsman, Topeka, Kan., to correspondent, Pikeville, Ky.; **Debra Riechman**, newswoman, Kansas City, Kan., to correspondent, Hagerstown, Md.; **Nicholas Geranios**, newsman, Springfield, Ill., to correspondent, Yakima, Wash.

Adam C. Powell III, consultant and former news director, now defunct Satellite News Channels, Stamford, Conn., joint venture of ABC and Westinghouse Broadcasting, joins National Public Radio, Washington, as head of news and information programming.

Appointments at ABC News *Nightline*, New York: **Maryellen Cox**, production associate, to senior production associate; **Jennifer Koncicky**, production associate, ABC News's *Our World*, to same capacity.

Cathy Pircsuk, anchor and assignment editor, WJNY-TV Carthage, N.Y., named news director.

David Scott, columnist, *San Antonio Light*, San Antonio, Tex., joins KTVV(TV) Austin, Tex., as co-anchor, 6 and 10 p.m. weekday news.

Appointments at WDEF-TV Chattanooga: **David Carroll**, co-host, *Morning Show*, to assignment editor, co-anchor, noon news and host, prime time public service interview shows; **Cater Lee**, reporter and 11 p.m. co-anchor, to co-anchor, 6 and 11 p.m. weekday news; **David Neal**, weekend weather anchor, WTXL-TV Tallahassee, Fla., to meteorologist.

Barbara Cave, anchor, WJOB(AM) Hammond, Ind., joins WOBM-FM Toms River, N.J., as morning anchor.

Appointments at WNEV-TV Boston: **Diana Williams**, noon news co-anchor, adds duties as 5 p.m. co-anchor; **Dave Wright**, co-anchor, 6 p.m. news, to 5 p.m. co-anchor; **R.D. Sahl**, weekend co-anchor, to co-anchor 6 p.m. news.

Harold Bugg, weekend sports anchor, WHNT-TV Huntsville, Ala., to 10 p.m. sports anchor.

John Langcuster, reporter, WCFF-TV Tuscaloosa, Ala., joins WHNT-TV as reporter and weekend sports anchor. **Terasha King**, morning anchor, WHNT-TV, adds duties as noon anchor.

Shawn Rampy, weekend meteorologist, KTBS-TV Shreveport, La., joins KSNW(TV)

News champions. Associated Press Broadcasters, the advisory body representing radio and television stations served by AP, meeting Sept. 17 in Washington, will present its annual Associated Press Broadcasters Awards to the following member stations in recognition of the "best reporting and cooperative efforts by member stations":

Honored for best overall cooperation with AP: WDEL(AM)-WSTW(FM) Wilmington, Del.; honorable mentions: KAAA(AM)-KZZZ(FM) Kingman, Ariz., KSOO(AM)-KPAT(FM) Sioux Falls, S.D., KBRO-AM-FM Denver, KTTS-AM-FM Springfield, Mo.

Honored for best weekend cooperation: KGAK(AM)-KONM(FM) Gallup, N.M.

Honored for best single story cooperation: KBRO-AM-FM Denver; honorable mention: WKYT-TV Lexington, Ky.

Honored for best radio enterprise: WCBS(AM) New York.

Honored for best radio spot coverage: WKY(AM) Oklahoma City; honorable mention: KRLD(AM) Dallas, WVA(AM)-WVOK(FM) Wheeling, W.Va., KYW(AM) Philadelphia.

Honored for best television enterprise: WRAL-TV Raleigh, N.C.; honorable mention: KAKE-TV Wichita, Kan., WBAL-TV Baltimore, wsoc-TV Charlotte, N.C.

Honored for best TV spot coverage: KARE(TV) Minneapolis; honorable mention: KELO-TV Sioux Falls, S.D.; WFMY-TV Greensboro, N.C., WOWT(TV) Omaha, Neb.

Wichita, Kan., as meteorologist.

Joyce Taylor, weekend weathercaster and field reporter, WFMY-TV Greensboro, N.C., named weekend co-anchor and reporter. **Topper Shutt**, weathercaster, WTVK(TV) Knoxville, Tenn., joins WFMY-TV as meteorologist.

Giselle Fernandez, weekend anchor and reporter, KTLA-TV Los Angeles, joins WBBM-TV Chicago as general assignment reporter.

Jay Gourley, correspondent, CNN, Washington, joins WRC-TV there as general assignment reporter.

Mary Herman, reporter, WCMH-TV Columbus, Ohio, and **Dawn Meadows**, reporter and anchor, WEWS(TV) Cleveland, join WTVN-TV Columbus, Ohio, in same capacities.

Lisa Price, from WANE-TV Fort Wayne, Ind., joins KAKE-TV Wichita, Kan., as general assignment reporter. **Vince Munyon**, from KWQC-TV Davenport, Iowa, joins KAKE-TV as photographer.

Bruce Wolf, sportscaster, WLUP-FM Chicago, joins WFLD(TV) there in same capacity.

Ted Textor, weather and environmental reporter, WJBK-TV Detroit, joins KMBC-TV Kansas City, Mo., as weekend meteorologist.

David Chandley, weekend weathercaster, WMAZ-TV Macon, Ga., joins WTVM(TV) Columbus, Ga., as 6 p.m. and 11 p.m. weathercaster.

Cheryl Pressley, from KUSA-TV Denver, joins KHOU-TV Houston as photographer.

Bob Bronson, air personality, WMEX(AM) Boston, joins WSSH(FM) Lowell, Mass., in same capacity.

Chip Moody, lead anchor, KHOU-TV Houston, joins WFAA-TV Dallas as weekend anchor.

Appointments at KIRO-TV Seattle: **Monica Hart**, 4:30 p.m. anchor, to weekend co-anchor; **Brian Wood**, reporter, to weekend co-anchor; **Nerissa Williams**, reporter, to 4:30 p.m. anchor.

Angela Astore, weekend anchor and reporter, KSTP-TV Minneapolis, named 5 p.m. co-anchor.

Appointments at WLBT(TV) Jackson, Miss.: **Lenard Kent**, weekend producer, WTOK-TV Meridian, Miss., to news producer; **Edward Bryson**, general assignment reporter, WLOX-TV Biloxi, Miss., to investigative reporter; **Corrice Collins**, stockbroker, Edward D. Jones & Co., Kansas City, Mo., to news pro-

ducer and reporter.

Robert Willey, news director, operations manager and morning anchor, WGHN-AM-FM Grand Haven, Mich., joins WOOD-AM-FM Grand Rapids, Mich., as reporter and anchor.

Appointments at WCIV-TV Charleston, S.C.: **Clay Johnson**, reporter, to news producer; **Fredricka Whitfield**, news intern, WJLA-TV Washington, to general assignment reporter; **Jeff Wierus**, graduate, Southern Illinois University, Carbondale, Ill., to photographer.

Lila Petersen, general assignment reporter and temporary co-anchor, KRON-TV San Francisco, named co-anchor.

Deborah Brada, anchor and reporter, KIDY-TV San Angelo, Tex., joins KVBC(TV) Las Vegas

as reporter.

Appointments at WANE-TV Fort Wayne, Ind.: **John McKinnon**, reporter and anchor, WLNS-TV Lansing, Mich., to weekend anchor; **Jeff Neumeyer**, reporter, WTWO(TV) Terre Haute, Ind., to same capacity; **Randy Schiffman**, sports director, WCJB-TV Gainesville, Fla., to same capacity.

Hampton Pearson, reporter and producer, CBS News, Washington bureau, joins WBZ-TV Boston as general assignment reporter.

Assignments at WBAL-TV Baltimore: **Dick Gelfman**, reporter, to weekend co-anchor; **Lyle Mason**, assignment desk editor, to night assignment editor.

Technology

Appointments at Anixter Bros., Skokie, Ill.: **Shellie Rosser**, director, corporate accounts, Pioneer Communications of America, Columbus, Ohio, to VP, business development; **Gordon Halverson**, VP, communication systems products, to executive VP, CATV Group.

Catherine Malatesta, director, international sales and marketing, The Video Tape Co., North Hollywood, Calif., joins Rock Solid Productions, production and post-production studio, Burbank, Calif., as VP, marketing and development, television and consumer video.

Philip J. Levens, VP, broadcast TV operations, ABC, New York, retired this year

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after 30 years. joins Lewis Peter Lewis Communications. radio frequency equipment leasing company there, as VP. radio frequency operations.

Paolo Gramaccioni, business development manager, magnetic media division, 3M. St. Paul, Minn., named manager, broadcasting and related products department.

Gordon A. Hatherley, VP, finance and operations. Kontron Electronics. Mountain View, Calif., joins Pinnacle Systems Inc., Santa Clara, Calif., as corporate controller.

Appointments at Varian Associates Inc., Palo Alto, Calif.: **William R. Moore**, senior counsel, elected secretary and associate general counsel; **Raymond E. Bly**, director, taxes, Diasonics Inc., San Francisco, to same capacity.

My E. Chung, instrument sales representative, Hewlett Packard, Palo Alto, Calif., joins Telecommunications Techniques Corp., manufacturer of telecommunications test and simulation instruments. Gaithersburg, Md., as national sales manager.

Fritz Busch, student, Indiana University, Bloomington, Ind., joins Lee Colortran Inc., lighting manufacturer, New York, as marketing assistant.

Appointments at Target Productions, graphics and postproduction facility, Boston: **Amy Kafka**, communications director, Spotwise Productions, Boston, to same capacity; **Amy Coblenz**, account executive, Century III, Boston, and **Sally Filaris**, account executive, VizWiz, Boston, to same capacities; **Andrew Gray**, graphic designer, Krannert Center for the Performing Arts, Urbana, Ill., to same capacity.

Robin Thompson, master control operator, WSYT(TV) Syracuse, N.Y., named operations engineer.

Karl Black, supervisor, television services, Harris Corp., Quincy, Ill., joins WEYI-TV Saginaw, Mich., as chief engineer.

Promotion and PR

David A. Andelman, correspondent, CBS News, Paris, joins Burson-Marsteller, New York, as senior VP, corporate communications group.

Edward E. Frumkes, director, advertising and publicity, Columbia Pictures International, Burbank, Calif., named VP, advertising and publicity.

Beth Comstock Manderfield, publicity coordinator, NBC, Washington press office, named manager, corporate relations there.

Marlene DeMarco, senior account executive, Ketchum Public Relations, Pittsburgh, named account supervisor.

Michel Boyette, senior editor, Springhouse Corp., Spring House, Pa., joins Lewis, Gilman & Kynett Public Relations, Philadelphia, as account executive.

Bob Meyer, program publicist, Fox Broadcasting Co., Los Angeles, joins NBC Television there as media representative, series programs, West coast.

Appointments at Laura Walcher Public Rela-

tions, San Diego: **Karen Hauslein**, assistant account executive, to account executive; **Aaron Ellis**, marketing public relations coordinator, Kennell-Ellis Photography Inc., Eugene, Ore., to assistant account executive.

Sandra Colony, manager, government and public relations, Manhattan Cable TV, New York, named director, corporate affairs.

Vicki Christensen, promotion producer, KDFW-TV Dallas, joins WTVF(TV) Nashville as director, creative services.

Chris Green, director, advertising and sales promotion, KERO-TV Bakersfield, Calif., joins KHOU-TV Houston as news promotion producer.

Lisa Leblanc, recent graduate, Central Connecticut State University, New Britain, joins WKSS(FM) Hartford-Meriden, Conn., as promotion coordinator.

Robert Flinn, promotion writer/producer, KOCO-TV Oklahoma City, joins KOLN(TV) Lincoln, Neb., as manager, creative services and programming.

Sue-Ellen Feinberg, promotion coordinator, noncommercial WUOM(FM) Ann Arbor, Mich., to promotion director.

Dan Grossman, copywriter, WOBM-FM, Toms River, N.J., named director, advertising and promotion.

Dian DaCosta, administrative assistant, corporate promotion and special events, Katz Communications, New York, named editorial assistant, public relations and promotion.

Holly Friedman, director, product development, Select Records, New York, joins MJJ Broadcasting, radio network, affiliate relations staff there.

Donna Kane, promotion writer and producer, KTXA(TV) Fort Worth, joins KDFW-TV Dallas in same capacity.

Aileen Krikoryan, assistant promotion director, WNEW-AM-FM New York, named publicity manager.

Cyndie Reynolds, promotion manager, WFAA-TV Dallas, joins WDZL(TV) Fort Lauderdale, Fla., in same capacity.

Johanna Baker, production coordinator, non-commercial WGBH-TV Boston, named publicist.

Allied Fields



Wooden

Ruth S. Wooden, senior executive, NW Ayer Inc., New York, will become president, The Advertising Council, public service advertising agency there, next January.

Appointments at Cinetex, world film and television market/congress to be held September 1988 in Las

Vegas: **Allan L. Rice**, former VP, business affairs, 20th Century Fox, Los Angeles, to president and chief administrative officer; **Bruce Adams**, president, Adams Linden advertising agency, Los Angeles, to president,

creative services; **Sheldon Saltman**, former president, sports division, 20th Century, Los Angeles, to president, marketing division.

Gregory Sidak, Council of Economic Advisers, White House, Washington, joins FCC there as deputy general counsel.

Richard H. Buffett, assistant VP, United Virginia Bank, Richmond, Va., joins American Security Bank, Washington, as VP and group leader, Communications Lending Group.

Bob Biernacki, VP, The Mahlman Co., New York-based station broker, named executive VP.

Eleanor C. Miller, deputy director, corporate communications, Corporation for Public Broadcasting, Washington, joins Rural Electric Cooperative Association there as manager, media relations and national advertising.

Douglas S. Dexter, VP and regional director, QVC Inc. home shopping service, West Chester, Pa., joins StarNet Inc. satellite tune-in and retention program to market and promote the value of cable, subsidiary of Cable AdNet Inc., Malvern, Pa., as VP, affiliation and marketing.

Appointments at Association of Independent Television Stations, Washington: **Rob Friedman**, VP and director of programming, WNYW(TV) New York, to director, marketing/East there; **Kevin McGurk**, account executive, WLS-TV Chicago, to director, marketing/Midwest there.

Richard H. Frank, president, Walt Disney Studios, Los Angeles, and president, Academy of Television Arts and Sciences there, named general chairman, 28th annual International Broadcasting Awards, honoring world's best television and radio commercials of 1987; awards set for March 15, 1988, Los Angeles.

Richard Cole, co-founder and president, central Indiana meeting group, Society of Cable Television Engineers, and former plant manager, Comcast Cable Communications' Cablevision of Indianapolis, joins SCTE, Exton, Pa., as director, chapter development. **Howard Whitman**, public relations manager, Comico, publisher, Norristown, Pa., joins SCTE as editorial assistant, monthly newsletter, *Interval*.

Betty Cope, president and general manager, wvz-TV Cleveland, named winner, 1987 William E. Fagan Award, presented by Children's Television International, Springfield, Va., for "excellence in leadership and her contribution to the growth and quality of instructional television."

Deaths

Clyde McLean, 61, pioneer television weathercaster, died of diabetic complications Aug. 12 at Charlotte hospital, Charlotte, N.C. After beginning his career in radio at WGNC(AM) Gastonia, N.C., WIS(AM) Columbia, S.C., and WBT(AM) Charlotte, he began a tenure as weathercaster at WBT(TV) Charlotte in 1951 that lasted until his retirement for health reasons in 1981. He is survived by wife, Barbara.

Diane S. Killory: FCC's lawyer of the year

A platoon of FCC commissioners who served for years never reached the prominence that has Diane Killory in just nine months.

But, as Killory (that's Kil-LOR-y) readily acknowledges, the prominence is partly due to timing. Since she became general counsel last December, the FCC has taken two controversial initiatives of wide interest—to enforce broadcast indecency prohibitions and not to enforce the fairness doctrine—that are so intertwined with legal issues that she was the natural FCC spokesman.

The fairness doctrine order is as much a product of Killory's mind as anybody's at the FCC. And much of what she put into it stems from her belief that government shouldn't interfere with the editorial judgments of broadcasters. Killory sees herself as a strong First Amendment advocate, although she has been criticized for the FCC's stand on broadcast indecency. Because parents can't control their children's use of radios, she feels the FCC is on track in prohibiting broadcasters from airing "indecent" programming when children might be around. "I don't think you can close your eyes to what the medium is when you decide what is reasonable," she says.

By most accounts, Killory has handled her public visibility well. By the time the popular media had tired of the indecency issue, Killory had appeared on ABC's *Nightline*, NBC's *Today*, CBS's *Nightwatch* and PBS's *MacNeill/Lehrer NewsHour*. Under the scrutiny of cameras from all the networks, Killory presented the FCC rationale for repealing the fairness doctrine at the FCC's Aug. 4 meeting and, following the meeting, fielded questions from reporters, answering those she wanted to answer and easily deflecting those she didn't. Perhaps the most accurate measure of her performance was given by Commissioner Mimi Dawson, who exclaimed after Killory's presentation of the item: "Gosh, that was wonderful."

A certain measure of her prominence also derives from some personal attributes. She is the first woman to serve as FCC general counsel and, at 33, is among the youngest, if not the youngest, person to hold the job.

Killory appears to take it all in stride. Seated in her sunlit corner office on the sixth floor at 1919 M Street, she says that any anxiety she feels before one of her public appearances dissipates as soon as the questioning begins. She even thinks she knows how to handle Ted Koppel, one of broadcasting's most celebrated interrogators. "If you don't want to answer his question, you can answer it sort of the way you want," she says. "He'll try again, but not more than twice because it uses up too much time."

As general counsel, Killory has her hand in just about every decision the FCC makes:



DIANE SILBERSTEIN KILLORY—general counsel, FCC, Washington; b. April 13, 1954, New York; BA, University of Rochester (N.Y.), 1976; JD, Harvard University, 1979; attorney, Steptoe & Johnson, Washington, 1979-1983; special counsel for legal policy, general counsel's office, FCC, 1983; legal assistant to FCC Commissioner Dennis Patrick, 1983-86; present position since December 1986; m. Joseph E. Killory, Sept. 22, 1985.

almost every item passes through her office for legal review. But, beyond that, Killory takes an active role in formulating the items. Before becoming general counsel, she served for three years in a policymaking role as chief legal assistant to then Commissioner Dennis Patrick. He is now chairman, and she continues to serve him in helping make policy. Unlike her predecessor as general counsel, Jack Smith, Killory believes having a hand in policymaking is an important part of the job. Besides, she adds, "it's the fun part of the job."

In a professional setting, Killory is somewhat reserved. "But if you met her in another setting away from the office," says her husband, Ted Killory, an attorney with the Washington law firm of Wilmer, Cutler & Pickering, "you would find a casual, relaxed and very funny person." According to Killory, you would also find a classical pianist harboring hopes of playing improvisational jazz, a golfer and a basketball player who gave up the game a few years back after winning a championship in the Washington recreational league.

For the most part, the broadcast and cable lobbyists and lawyers who deal with Killory find her "intelligent," "accessible" and "candid." "She is an extremely bright young woman," says National Cable Television Association General Counsel Brenda Fox.

Jim Hedlund, vice president, government relations, Association of Independent Television Stations, says, "She seems to have elevated the position of [general counsel] within the commission." She's "not a spell-

binding public speaker in the Jack Valenti style," he says, but she presents the FCC's arguments well. Her performance at the fairness doctrine press conference, he says, was "masterful."

Bert Carp, vice president, government affairs, Turner Broadcasting System, dismisses the comment of a fellow lobbyist characterizing Killory as an unbending ideologue. "I find her to be open, accessible and interested in the practical side of things...the way things work," he says. Tom Herwitz, a former top aide to Mark Fowler and now vice president for corporate and legal affairs for Fox Television Stations Inc., says Killory and Patrick work well together, pursuing their policy goals, but always within a sound legal framework.

A confessed straight-A student through her high school years in New York, Killory won a scholarship to the University of Rochester, graduating summa cum laude in 1976. After three years at Harvard law, she went to Washington and joined the law firm of Steptoe & Johnson. Her assignment at the firm was not as communications-intensive as she would have liked, but it exposed her to a variety of legal work. As a litigator, she spent much of her time defending clients in employment discrimination suits. She also handled *pro bono* cases for the Reporters' Committee for the Freedom of the Press and the National Women's Health Network.

In May 1983, Killory jumped at an opportunity to join the FCC as an assistant to the then general counsel, Bruce Fein. In interviewing for the job with him and then Chairman Mark Fowler, Killory says she "doesn't remember being put through any kind of [ideological] litmus test. I think they wanted someone who was comfortable with the way they were going—basically, that, where there is competition, the marketplace can sometimes be a better indicator of the public interest than the government."

A Reaganite, Killory as regulator clearly believes in the marketplace, except in such areas as health and safety where people can't make choices. "There are cases where you don't have the information or, by the time you have it, it's too late."

With the Reagan administration winding down, Killory is already looking ahead to where she might be in a year or two. The most likely possibility is another large law firm, but, she says, she's acquired a taste for setting policy at the FCC and might like to work for a corporation in some "decision-making" capacity.

When she was interviewed for the job at Steptoe in 1979, she says, she was asked where she would like to be in 10 years. Having an interest in journalism as well as the law, and not knowing what else to say, Killory answered "legal affairs editor for *Newsweek*." That's one job offer that's unlikely to come, she acknowledges, but, if it did, she "might think about it." ✎

FCC Chairman Dennis Patrick said FCC "may very well take a look at the comparative renewal process again" if Congress fails to pass legislation to reform process. Current process leads to delays and litigation, he said. Congress's two-tier renewal process is proper structure, he said, but "key issue" is renewal standard. "I would like to see a standard that is as objective as is possible and one which does not involve us in the regulation of content any more than is necessary." No immediate action is planned on comparative renewal bills pending in House and Senate. They've been put on back burner until Congress acts on codification of fairness doctrine.

Viacom's second-quarter revenues were up 12% to \$254.3 million, over same period last year, led by gains in cable and broadcasting operating segments, company said last week. But Viacom Networks Group, which includes Showtime/The Movie Channel and MTV Networks, showed operating income down 6% to \$19.9 million on revenue of \$130 million, up 2%. Viacom cited lower margins for S/TMC, with programming costs increasing and average number of subscribers rising just 1% since second quarter 1986. Advertising revenues also decreased for MTV over same period. Company's operating income (earnings from operations plus depreciation and amortization) was up 20% to \$65.9 million, and consolidated earnings from operations were up 17% to \$41.9 million. Quarterly results included \$16.3 million in interest costs for three weeks following June 9 acquisition of Viacom by Sumner Redstone's National Amusements. Earnings results for Viacom Entertainment showed revenues up over last year's second quarter by 4% to \$19.7 million, and operating income up 9% to \$7.4 million. Broadcasting revenue, reflecting higher local and national sales, was \$36.2 million, with operating cash flow at \$16.9 million; cable revenue was \$70.7 million, operating cash flow \$27.3 million.

MCA stock rose 4 1/8 to 63 3/8 in heavy trading last Thursday on strength of rumors company would restructure or sell off assets and

Choosing venue. *The first argument to be settled in the citizen groups' appeal of the FCC's decision to repeal the fairness doctrine is which court will hear the case. The Syracuse Peace Council, which originally filed the fairness complaint against Meredith Corp. that is at issue in the case, has taken its appeal to the U.S. Court of Appeals for the Second Circuit, in New York (BROADCASTING, Aug. 17). And last week, the United Church of Christ's Office of Communication and the Communications Commission of the National Council of Churches jointly filed a notice of appeal in the same court.*

But Meredith and the commission, in separate filings last week, petitioned that court to transfer the case to the appeals court in Washington, where, they said, it belongs. They note that that court originally heard the case and remanded it to the commission to deal with Meredith's contention that the doctrine violates the First Amendment. And they argue that the case is closely linked to another pending before the Washington appeals court, one involving the appeal by the Radio-Television News Directors Association and other media groups of the commission's original failure to rule the doctrine unconstitutional.

What's more, Meredith and the commission accuse SPC of "forum shopping." They contend that the SPC, in appealing to the Second Circuit, is hoping to relitigate the Washington court's decision in Telecommunications Research and Action Center that led to the commission's abandonment of the fairness doctrine. The court held that the doctrine was not statutorily mandated and, thus, subject to commission repeal. Meredith notes that SPC has said it filed its appeal in the Second Circuit to avoid application of that decision. Lawyers note that a ruling by the Second Circuit that the doctrine is statutorily mandated would create a conflict between the two circuits and guarantee Supreme Court review.

The court will hold oral argument on the issue on Sept. 9.

that **Coniston Partners**, active investors in Viacom and Storer Cable, had purchased shares in company. Stock, closing Friday at 62 3/4, has risen from \$48 since early July.

CBS said last week that its fall season would be unveiled between Sept. 14 and Oct. 4 and that five of nine new series would have special "previews" outside of normal time periods. They include *Frank's Place* (two previews on Monday, Sept. 14 at 8 p.m. and Monday, Sept. 21, 8 p.m.), *Wiseguy* (Wednesday, Sept. 16, 9 p.m.), *Beauty and the Beast* (Friday, Sept. 25, 10 p.m.), *Jake and the Fat Man* (Saturday, Sept. 26, 10 p.m.) and *The Law and Harry McGraw* (two-hour preview on Sunday, Sept. 27, 9 p.m.). In addition, network said it will broadcast special on U.S. Constitution, *We the People 200: The Constitution Gala*, hosted by Walter Cronkite, on Thursday, Sept. 17, at 9-11 p.m.

Independent television operator **Ted Baze of KCMC(TV) Oklahoma City** is taking novel approach in dealing with station's inability to obtain **exclusive rights from program syndicators**. Two weeks ago, Oklahoma broadcaster was negotiating with Warner Brothers Television Distribution for its *Head of the Class*, which goes into syndication in 1989. Baze, whose station faces competition from at least three superstations (WGN-TV Chicago, WTBS(TV) Atlanta and KTVT(TV) Dallas), asked Warner to reduce program fee by 25% each time it sells same program to superstation. (Baze said that in two-week period, about six of KCMC's programs and at least 12 movies are duplicated.) But Warner wasn't interested. "I wasn't surprised they rejected it. I was dead serious. There's no point in paying the full price and then see it [the program] diluted," said Baze. He would like other broadcasters to try his approach. "I am amazed that we've [broadcasters] been passive for so long and let the distributors do it to us."

FCC has set Oct. 22 as date for acting on petitions for reconsideration of its notice establishing new, and tougher, standards to combat on-air indecency. Commission reported date in renewing request to U.S. Court of Appeals in Washington that it hold in abeyance Pacifica Foundation's appeal of that notice. Pacifica contends new standards violate First Amendment. Commission's first request was that court hold appeal in abeyance pending review of petitions for reconsideration—without specifying date on which petitions for reconsideration would be reviewed. Court on Aug. 13 rejected request, asserting that commission had not offered sufficient reasons.

FCC's recently adopted indecency policy has fueled fires of long-standing fight in Indianapolis. **Petition has been filed with FCC by local citizen group, "Decency in Broadcasting Inc.," to revoke license of WRBQ(FM Indianapolis).** According to John R. Price, chairman of committee and local attorney, group formed in 1981 to protest station's promo for "Kick Ass Radio" filed complaint with FCC at that time with little result. In 1985, after additional complaints from local citizens, said Price, group monitored month of programming and produced 336-page transcript of alleged profanity. With new indecency standards in mind, said Price, group filed latest petition this week. Taft attorney, Bernie Koteen, said he had not seen petition but expected little to come from it. "Taft has always broadcast to the highest standards and has never violated the law," said Koteen.

Booth American, Detroit-based broadcast and cable concern, said it will have voting control in Genesis Broadcasting, newly formed group that is buying seven of Duffy Broadcasting's nine radio properties for \$74 million ("In Brief," July 13). Booth American, represented in deal by John Booth II and Ralph Booth, among principal owners of company, supplied most of equity for Genesis, which will be headed by current Duffy Broadcasting president and chief operating officer, Marty Greenberg. Greenberg, along with other Duffy Broadcasting managers, will become owners of Genesis. Other "potential" lenders in Genesis include Prudential Capital, Republic Bank and Philadelphia National Bank. Agreement for sale of seven stations was signed last week.

Production-distribution union in works. Barter syndicator *All American Television* and television and theatrical producer *Atlantic/Kushner-Locke* last week announced their intentions to form a single production-distribution company. According to an announcement issued by *All American*, the deal in discussion would involve the creation of a publicly traded company operating under the name *Atlantic/Kushner-Locke Inc.* AKL is not publicly traded currently, but according to industry executives it has considered a public offering in the past. AKL would now get access to the stock market through the publicly traded *All American*, while avoiding the costs associated with underwriting such an offering. Plans call for *All American* to issue 10.6 million shares of common stock in exchange for all of the common stock in AKL. *All American*, which went public in 1985, now has 1,925,000 million shares outstanding.

AKL will reportedly hold 84.6% of the new company, with *All American* holding 15.4%. Ownership of AKL is shared by *Atlantic Entertainment Group* and television producers *Donald Kushner* and *Peter Locke*. The majority share in *All American* is owned by *George Back*.

According to the announcement, the deal between the two companies is still in the negotiation stage. The deal is hoped to be closed by late October or early November, when *All American* shareholders meet.

AKL is the producer of syndicated series including *Divorce Court* and *Heroes: Made in the USA*, distributed by *Blair Entertainment* and *Access Syndication* respectively; the HBO series *First and Ten*; and *Teen Wolf*, an animated series that airs on CBS. *All American* distributes programming including two *Group W* productions, *Newsfeed* and *The Entertainment Report*, *America's Top Ten*.

Distribution rights to *Divorce Court* will continue to be controlled by *Blair Entertainment* and *Storer*, which together own the copyright to that series. *Access* also has the syndication rights to *Heroes*. AKL has the rights to the other two series. *Kovacs* said that *All American* will get rights of first refusal on television rights to AEG theatrical movies.

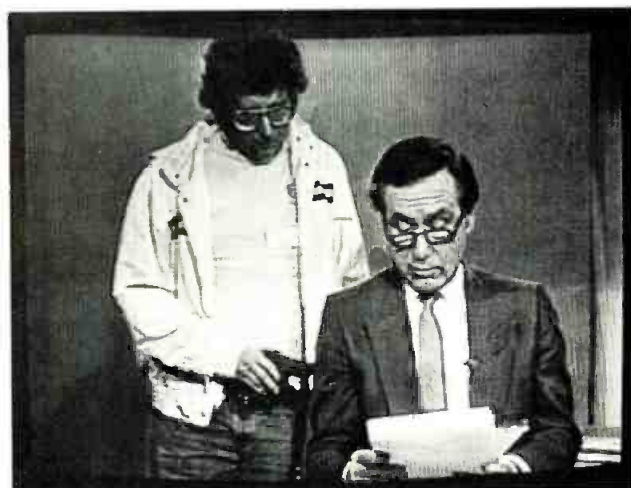
M.L. Media Partners, which recently made one of largest radio purchases of year when it bought 16-station *Stoner Broadcasting System* for \$52,700,000 ("Changing Hands," Aug. 10), extended hitting streak when it bought **WEBE(FM) Westport-Bridgeport, Conn., for \$12 million.** Station is principally owned by *Franz Allina*. M.L. Media Partners is headed by *Martin Pompadur*, who owns two TV's and also has interest in *Television Station Partners*, New York-based group of four TV's. WEBE is on 107.9 mhz with 50 kw and 383-foot tower. Sale was brokered by *Atkinson & Somerset*.

ESPN said last week its **Aug. 16 telecast of Miami Dolphins-Chicago Bears game from Miami**—first of 13 NFL games it will carry this season—was **highest rated sports event in basic cable history.** According to ESPN's *C. Dana Redman*, game scored 8.9 rating/15 share in ESPN's cable universe of 42 million homes. Rating translates to 3.8 million homes. Audience surpassed that of superstation *WTBS(TV)* Atlanta's broadcast of NBA playoff game last May, *Redman* said. Dolphins-Bears game was also broadcast by *WLS-TV Chicago* and *WPLG(TV) Miami*. Former scored 31.9 rating; latter, 33.4.

NBC and CBS complained last week that ABC monopolized all of available satellite time from Damascus last Tuesday (Aug. 18) to conduct half-hour interview between escaped hostage *Charles Glass* and *Nightline's* *Ted Koppel*. Other two networks were precluded from doing own interviews with *Glass* as result. But privately, source at one of networks left out said: "If we had a half-hour show to do every night, we would have done the same thing." Also last week, *Koppel* was reportedly furious at CBS anchor *Dan Rather's* reporting of release, in which *Glass* was described as "a young American who says he was a hostage [and] has turned up free and talking out of Beirut tonight." *Koppel* said insinuation that

kidnapping may have been staged was "beneath contempt." *Rather* was unavailable for comment.

New York archdiocese head **John Cardinal O'Connor** intervened last week in labor dispute between **NBC and its striking technical union** and, as result, parties will restart negotiations tomorrow (Aug. 25) in Washington. Cardinal O'Connor met with NBC President and Chief Executive Officer *Robert C. Wright* and AFL-CIO Secretary and Treasurer *Thomas A. Donahue* for hour and 45 minutes in his New York home last Thursday in discussions he later called "amiable." Network and National Association of Broadcast Employees and Technicians (NABET), representing 2,800 NBC engineers and others on strike since June 29, will meet with participation of Federal Mediation and Conciliation Services's Director *Kay McMurray*. Cardinal O'Connor, who early in strike had barred NBC news crews from conducting personal interviews, summoned *Wright*, described by network spokesman as devout Catholic, at behest of NABET supporters after NBC last week rejected union proposal to bring in outside mediator. AFL-CIO interest in NABET strike is expected to continue, with labor organization President *Lane Kirkland* speaking at NABET rally in Washington this Thursday, Aug. 27.



KNBC-TV photo

Newsroom ordeal. Los Angeles television stations tightened security last week after a man brandishing a realistic-looking toy handgun interrupted a live newscast and forced *KNBC-TV* consumer reporter *David Horowitz* to read a rambling four-page statement about the CIA and space aliens. No one was hurt in the incident, and viewers did not hear the message since the station went off the air before it could be read. *Gary Stollman*, 33, of Tallahassee, Fla., son of the station's former pharmaceutical reporter, *Max Stollman*, was visiting the set after requesting an invitation from anchorwoman *Kirstie Wilde*. At 4:42 p.m. (Pacific time) last Wednesday (Aug. 19), he walked behind *Horowitz* and told the host of the syndicated program, *Fight Back!* with *David Horowitz*, and long-time *KNBC-TV* employee, "I've got a gun at your back and I'm going to kill you unless you read this statement."

At the conclusion of the statement, about five minutes later, the gunman told *Horowitz*, "Thank you very much, David. I couldn't hurt anyone with this BB gun." He laid the gun on the counter, anchorman *John Beard* grabbed it away, and *Stollman* was wrestled to the ground by Burbank police and NBC security officers. *Capra* said the program remained off the air for another two-and-a-half minutes while police removed the gunman from the studio and took him to the psychiatric ward of Los Angeles county jail, where police said he was charged with false imprisonment and burglary. He was to be arraigned last Friday. *Max Stollman*, who was recently released from his contract with *KNBC-TV*, confirmed that his son had a history of mental illness.

Editorials

The record of renewal

In the articles beginning on page 27 of this issue, BROADCASTING makes a modest effort to describe the real-world dangers presented by current law and regulation that give rival applicants the opportunity to compete for broadcast facilities against incumbents at license renewal time. Dangers exist but on a scale considerably less terrifying than has been imagined by the more anxious seekers of renewal relief from this Congress.

There is probably no way to calculate how many rival applications are filed with the serious intention of winning a comparative hearing, how many in the hope of an out-of-court deal. Whatever the original intention, 40 comparative cases, some involving multiple challengers, have been filed in the past five years. (In all, 46 licenses are at issue.) Seventeen of the cases are still pending. Of the 23 others, incumbents won by FCC decision in six; incumbents kept their licenses by settlement in 11; challengers won by decision in two and by settlement in four. Some of the settlements, as recounted in the articles, have been, how to say it, imaginative.

Can anything be done at this point to give deserving licensees a reasonable expectation of license renewal without exposure to comparative hearing and shakedown? Legislation by this Congress, it is generally agreed, cannot be had except at the terrible price of program regulation and other federal restraint. That leaves the FCC.

In an interview prepared for distribution to members of the National Association of Broadcasters (see "In Brief"), FCC Chairman Dennis Patrick has said that, absent corrective congressional action, the FCC will see what it can do. Obviously the FCC cannot change the basic law, but it can eliminate some of the unnecessary risks that incumbents run at renewal time.

It's the FCC's move.

Last chance

The impending departure of John Summers from the National Association of Broadcasters' senior staff falls under the heading of good news and bad news. The bad is that the NAB—and the industry—will lose the services of the person referred to in our newsroom as "the last honest man in Washington." The good news is that his departure will leave President Eddie Fritts in a position to name his own team and stand unequivocally responsible for the NAB's execution of its board's will.

Summers's honesty is both his longest and his shortest suit. His blunt machete approach to lobbying was effective in some quarters but not in all; conspicuously, it didn't sit well with the NAB's own board and executive committee, which had him cashiered. (Ironically, choosing him to perform that role was the board's inspiration in the first place. It came during the so-called "Miracle at Maui," when no other professional in Washington would touch the job and, coincidentally, the association was wondering how to get Summers out of the No. 2 role and Fritts's way.)

Not that this page always agreed with the policies he was assigned to execute. On the contrary, we have been conspicuous in opposition to the comparative renewal legislation the NAB sought to generate and downright contemptuous of its failure to rally opposition to fairness doctrine legislation. To the extent that Summers was personally identified with those policies, we were head to head. But our respect for the man never diminished, nor will it.

Now the search is on for his successor. The NAB has its work cut out for it. The same problems that caused it to settle on

Summers are still at work. The association's reputation needs repair in Washington. Its board is far too large and far too divisive on industry issues. Both the board and the executive committee meddle too much with both president and staff. The president historically has had to spend much of his time and a great deal of the organization's capital massaging the board. The competition—conspicuously, the National Cable Television Association, the Association of Independent Television Stations and the Motion Picture Association of America—generally run circles around the NAB. And they're looking for a superstar who wouldn't mind settling for No. 2—or No. 3.

We wish them well, genuinely. Although we think the NAB's ship of state has a faulty compass, the crew on board is trying hard. The organization and the industry deserve the best. Eddie Fritts deserves the free hand that's now his. The next time around, there'll be no question of where the buck stops.

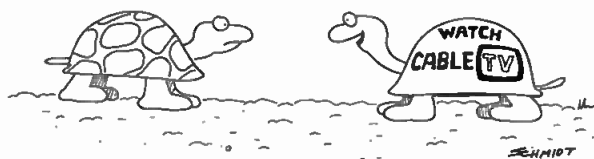
Old college try

It is well to keep in mind that academicians are often under pressure to conduct studies, think up clever categories and conclude conclusions that will look good on the publish-or-perish tenure track. The process occasionally results in acts of desperation, as exemplified by an exercise emerging from Southern Illinois University-Carbondale last week. A professor, studying the evening newscasts of the three television networks over two years, has arrived at the astonishment that not all members of the United States House of Representatives are accorded equal time. Among the journalistic scandals now revealed (with questions called to mind by them):

(1) The networks did not mention by name on the air or quote almost half the members of the House of Representatives. (How did the networks find time to mention more than half in programs dealing with news of the whole world?)

(2) The networks relied for comment on current affairs principally on Senate and House leaders and senior members such as Massachusetts Senator Edward Kennedy. (Would the professor, if in charge of network news, insist instead on interviewing the drones and drudges on Capitol Hill?)

(3) The networks devoted more air time to presidential contenders than to run-of-the-mill members of the Congress. "The networks seem to be fascinated with the presidential races," the study divined. Let us crawl out a little farther on that limb to suggest that the networks *are* fascinated and do focus on presidential candidates, from the House or elsewhere, with an interest matching that of 99.99% of the population—the remaining percentage, apparently, comprising certain Illinois educators.



Drawn for BROADCASTING by Jack Schmidt

"A guy offered me a chance to make some easy money."

THIS AMAZING REMEDY, FOLKS, ACTUALLY PREVENTS COLDS, GROWS HAIR, HEALS BROKEN BONES AND LOWERS RAIL RATES.



If you thought snake oil salesmen were a thing of the past, listen again to a group called Consumers United for Rail Equity (C.U.R.E.).

C.U.R.E. claims it has just the remedy for those who ship by rail. What they don't tell you is that the stuff they're hawking does more harm than good.

C.U.R.E.—a curious name for an organization funded primarily by the coal and utility industries—proposes extensive new regulation of railroads through legislative “reform” of the Staggers Rail Act of 1980. That’s the same Act that rescued freight railroads from a century of over-regulation in the first place. And while C.U.R.E.’s proposals would lower rail coal rates for its principal supporters, they’d clearly leave

everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It’s no surprise that C.U.R.E.’s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don’t want to see the Staggers Act changed.

When you think about it, C.U.R.E.’s pitchmen have turned it all around. Reregulation isn’t the remedy; it’s the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to

offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.’s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

If you’re a journalist covering this story, you’ll find that the facts support the argument that a good dose of free markets is far healthier for the railroads and their customers than C.U.R.E.’s snake oil.

To get facts, write Rail Remedy, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 710.

Or if you’re up against a deadline, call (202) 639-2555.

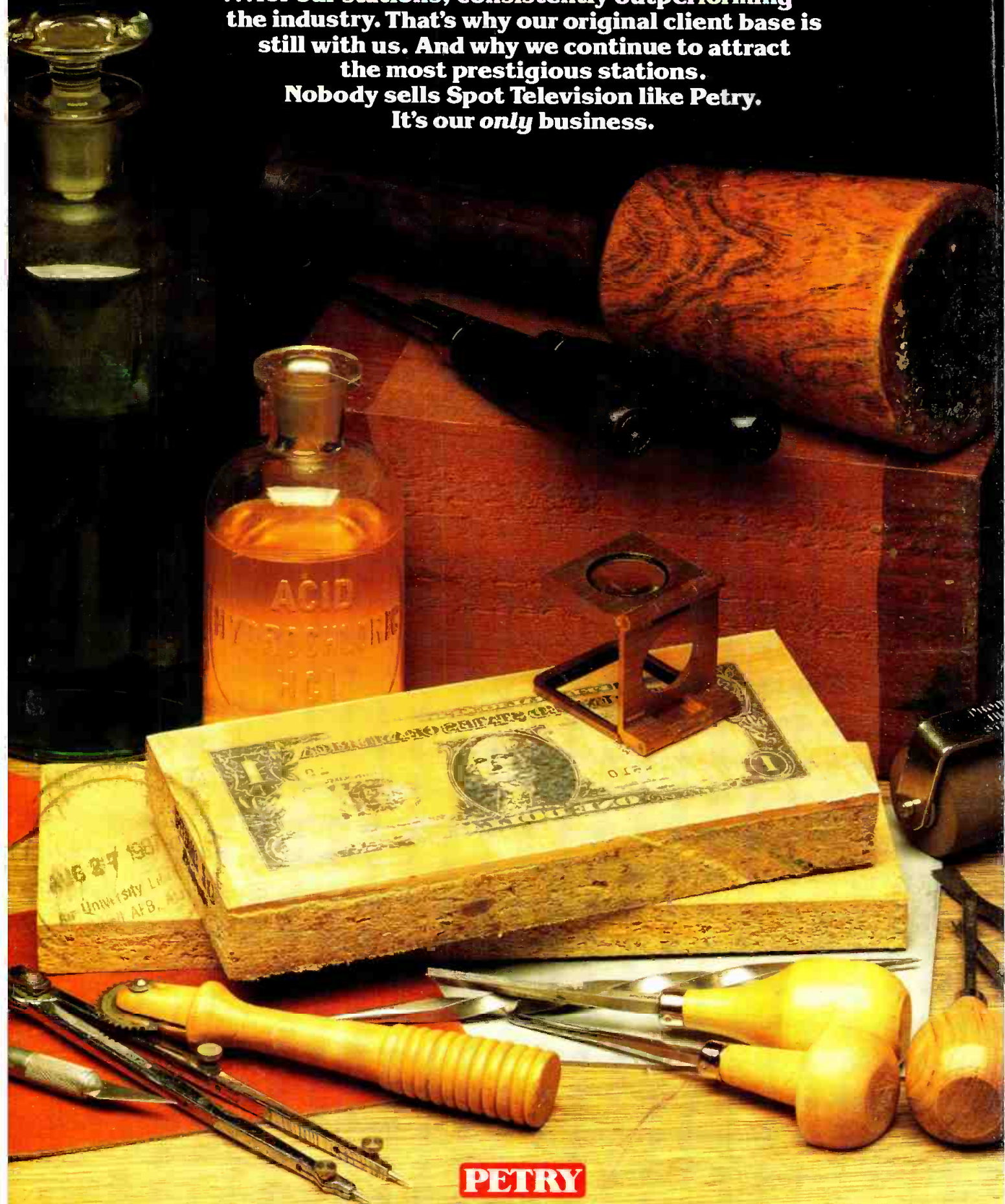


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