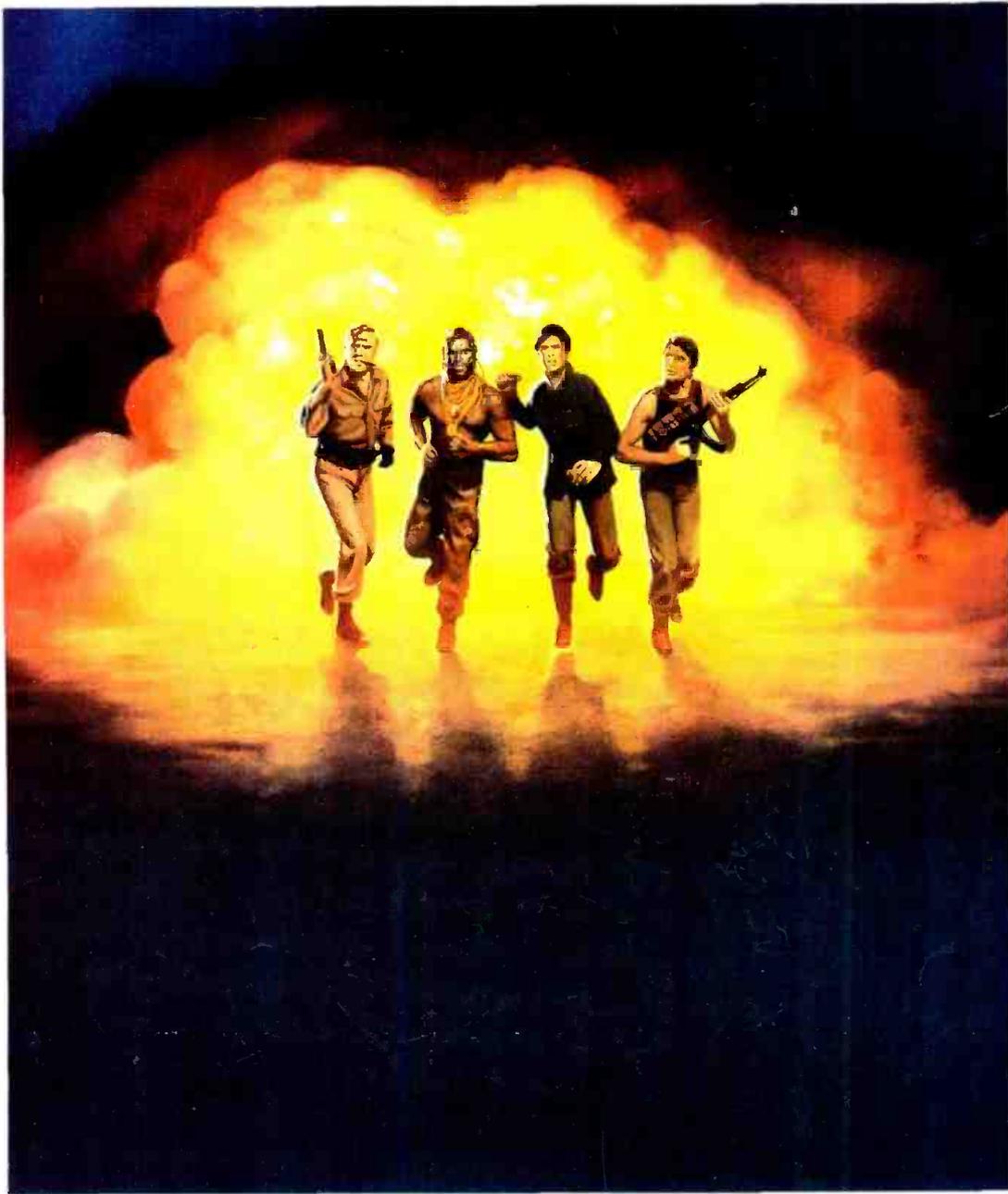


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 22



54th Year 1985

NAB/85

Turner makes his move
st-carry jeopardy

AL 36112

MAXWELL
BLDG 1405
ROOM 122
AUL-SAS

12364 MWK NOV/85

36112

DIVORCE COURT

PRESENTS

FEB. '85 SUCCESS

JUDGE WILLIAM B. KEENE

% INCREASE FEB. '85 vs. FEB. '84 TIME PERIODS

MARKET	STATION	HH SHARE	WOMEN 18-49	WOMEN 25-54
ALBANY-SCHENECTADY-TROY	WTEN-TV	+92%	+175%	+125%
ATLANTA	WAGA-TV	+131%	+168%	+229%
AUGUSTA	WJBF-TV	+23%	+57%	+125%
BIRMINGHAM	WVTM-TV	+24%	+53%	+38%
BOISE	KTVB-TV	+5%	+20%	+100%
BOSTON	WSBK-TV	+500%	+300%	+400%
CHATTANOOGA	WDEF-TV	+60%	+129%	+86%
CINCINNATI	WCPO-TV	+5%	+28%	+15%
CLEVELAND	WJKW-TV	+60%	+115%	+81%
COLUMBIA, SC	WOLO-TV	+21%	N/C	N/C
COLUMBUS, GA	WLTZ-TV	+200%	+100%	+300%
DALLAS-FT. WORTH	KTVT-TV	N/C	-15%	+16%
DAYTON	WDTN-TV	+54%	+67%	+57%
DETROIT	WJBK-TV	+33%	-6%	+34%
EL PASO	KVIA-TV	+11%	+80%	+75%
FT. SMITH	KHBS-TV	+27%	+200%	+100%
FT. WAYNE	WPTA-TV	+8%	+33%	+33%
GREEN BAY	WBAY-TV	+25%	+167%	+167%
GREENVILLE-NEW BERN	WITN-TV	+86%	+143%	+180%
HARRISBURG	WHTM-TV	+40%	+144%	+113%
HARTFORD-NEW HAVEN	WTNH-TV	+38%	+50%	+125%
HONOLULU	KITV	+280%	+300%	+400%
HOUSTON	KHTV	+120%	+190%	+286%
JOHNSTOWN-ALTOONA	WJAC-TV	+75%	+217%	+240%
KANSAS CITY	WDAF-TV	+140%	+125%	+150%
LAKE CHARLES	KVHP-TV	+300%	*	*
LOS ANGELES	KHJ-TV	+117%	+450%	+856%
LOUISVILLE	WLKY-TV	+23%	+17%	+22%
MIAMI	WSVN-TV	+33%	+267%	+233%
MILWAUKEE	WITI-TV	+83%	+260%	+220%
MONTGOMERY	WKAB-TV	+227%	+75%	+25%
NASHVILLE	WZTV	+167%	+167%	+300%
NORFOLK	WVEC-TV	+229%	+180%	+200%
ORLANDO	WESH-TV	+25%	+38%	+100%
PHILADELPHIA	WTAF-TV	+60%	+391%	+180%
PHOENIX	KTSP-TV	+53%	+88%	+100%
PITTSBURGH	WTAE-TV	+30%	+45%	+50%
ROCHESTER, NY	WOKR-TV	-6%	+7%	+33%
SAN DIEGO	KCSF-TV	+250%	+225%	+200%
SAN FRANCISCO-OAKLAND	KTVU-TV	+7%	-27%	+4%
SYRACUSE	WIXT-TV	+122%	+175%	+125%
TAMPA	WTOG-TV	N/C	+71%	+67%
TOLEDO	WTVG-TV	+20%	+100%	+100%
TUCSON	KGUN-TV	+8%	N/C	N/C
TULSA	KOTV	+71%	+78%	+78%
UTICA	WUTR-TV	+11%	+50%	N/C
WEST PALM BEACH	WPEC-TV	+25%	+150%	+400%
WILMINGTON, NC	WWAY-TV	+140%	+200%	+167%
YUMA-EL CENTRO	KYEL-TV	+180%	*	*

AVERAGE % INCREASE:

+92% +140% +158%

SOURCE: NSI CASSANDRA and ARB APOLLO REPORTS — FEB '85, FEB '84.

*Below minimum reporting levels in Feb '84.

STORIES

**SOLD
SINCE
FEB.
SWEEPS**



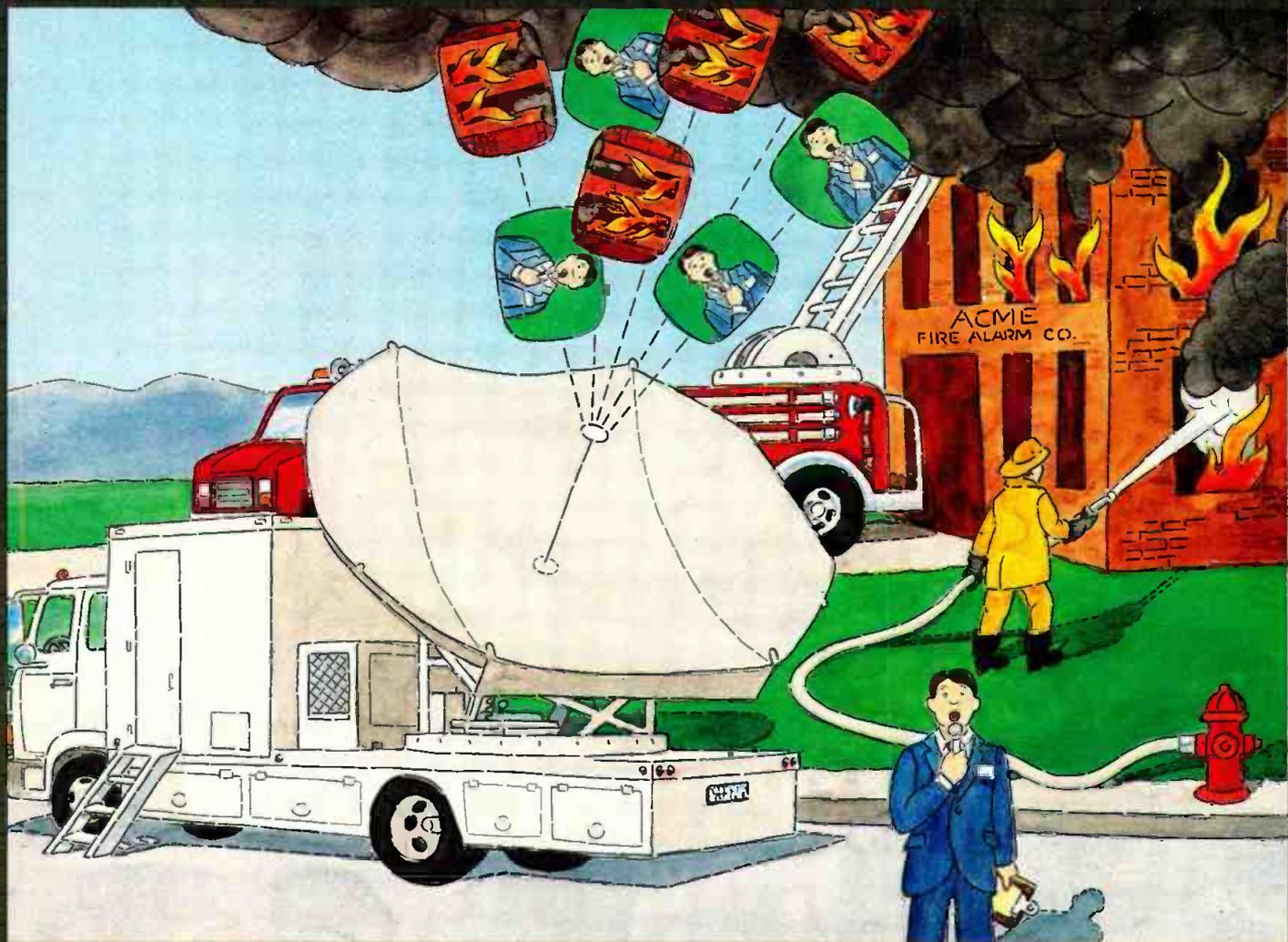
MARKET	STATION	NETWORK AFFILIATE
NEW YORK	WABC-TV	ABC
CHICAGO	WFLD-TV	IND
WASHINGTON, DC	WDVM-TV	CBS
MINNEAPOLIS-ST. PAUL	WTCN-TV	NBC
BALTIMORE	WBAL-TV	CBS
SACRAMENTO-STOCKTON	KOVR-TV	ABC
KANSAS CITY	KMBC-TV	ABC
NASHVILLE	WSMV-TV	NBC
BUFFALO	WGRZ-TV	NBC
GREENVILLE-SPARTANBURG	WSPA-TV	CBS
MEMPHIS	WMC-TV	NBC
KNOXVILLE	WATE-TV	ABC
MOBILE-PENSACOLA	WALA-TV	NBC
JACKSON, MS	WLBT-TV	NBC
BRISTOL-KINGSFORT- JOHNSON CITY	WJHL-TV	CBS
AUSTIN, TX	KBVO-TV	IND
PEORIA	WEEK-TV	NBC
LAS VEGAS	KTNV-TV	ABC
COLORADO SPRINGS-PUEBLO	KOAA-TV	NBC
YAKIMA	KNDO-TV	NBC
McALLEN-BROWNSVILLE	KVEO-TV	NBC
RENO	KTVN-TV	CBS
COLUMBUS-TUPELO	WCBI-TV	CBS
MASON CITY-ROCHESTER- AUSTIN	KIMT-TV	CBS
FLORENCE	WBTW-TV	CBS
MEDFORD	KDRV-TV	ABC



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From the Capitol beat to the county seat, GTE Spacenet's News ExpressSM service brings on-the-spot coverage to television news—live.

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Marketing Dept.

GTE Spacenet

Broadcasting Apr 22

Turner makes his move on CBS Cable launches assault on must carry Comprehensive coverage from NAB

THE BID □ Ted Turner launches effort to buy CBS with pure paper bid. **PAGE 31.**

ROUND ONE □ Cable gets sympathetic ear from appeals court panel at hearing on must-carry case. **PAGE 36.**

NAB 85 □ The National Association of Broadcasters annual convention came and went last week not with a bang, nor a whimper, but with a methodical hum. The gathering, which attracted record crowds, was as much business as pleasure, and was perhaps most pleasurable for broadcasters in its notable absence of discord. **PAGE 38.** FCC Chairman Fowler closes NAB convention reiterating hands-off government policy. **PAGE 46.** New York Governor Mario Cuomo gives ringing endorsement of First Amendment. **PAGE 46.** Multimedia's Wilson Wearn accepts NAB Distinguished Service Award. **PAGE 50.** Former CBS newsmen Walter Cronkite blasts President for his attacks on the First Amendment. **PAGE 52.** Lawyers advise on how to stay out of libel suits. **PAGE 54.** Hill panelists feel action on must carry unlikely from Congress in this session. **PAGE 54.** Attorneys urge broadcasters to discuss must-carry problems with cable operators. **PAGE 56.** FCC's Dawson, Quello and McKinney review what's on commission's agenda. **PAGE 58.** Broadcasters hear advice on EEO practices. **PAGE 62.** FCC's Patrick and Rivera discuss land mobile issues, Storer decision. **PAGE 62.** Congressmen review scarcity argument in light of deregulation and proliferation of media outlets. **PAGE 66.** Representative Mike Oxley uses NAB forum to reveal new public broadcasting funding bill. **PAGE 68.** Broadcasters urged to combat higher music licensing fees by going elsewhere for product.

PAGE 72. Progress on People Meter audience measurement device is detailed. **PAGE 72.** Hollywood programmers assess state of their industry. **PAGE 74.** Panelists see saturation of sports on television. **PAGE 80.** FCC and low power television proponents remain optimistic for industry. **PAGE 82.** McKinsey & Co. review findings on what makes a successful radio station. **PAGE 87.** Reymer & Gersin study categorizes radio listeners. **PAGE 89.** Daytimers review past year's successes and future challenges. **PAGE 90.** TV stereo draws much interest in sessions and on exhibit floor. **PAGE 92.** Henry discusses technical advances in TV systems. **PAGE 93.** Broadcasters warned on new RF guidelines. **PAGE 94.** Motorola seems to be pulling ahead in AM stereo battle but Kahn remains in fight. **PAGE 95.** Reassessing use of subcarriers. **PAGE 96.** Improvements and upgrades mark NAB exhibit floor. **PAGE 98.**

NO DICE □ FTC rejects petition proposing ban on or response to alcohol advertising. **PAGE 102.**

COUNTERATTACK □ Storer launches fight against dissident shareholder group out to take control of company. **PAGE 107.**

RCA NUMBERS □ RCA, spurred by NBC, reports record financial numbers for first quarter. **PAGE 109.**

NEW CHAIRMAN □ Alfred Stern nominated to succeed Dallin Oaks as PBS chairman. **PAGE 115.**

PERFECTING A TRADE □ Veteran station broker Joe Sitrick tried his hand at number of Fifth Estate posts before finding his forte in station brokering. **PAGE 135.**

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All but in

Nomination of FCC Commissioner Dennis Patrick for another go-round at commission should come from White House shortly. Source last week said President Reagan has signed off on renomination and that update of FBI background check is in progress. Patrick's term expires June 30.

Perhaps anticipating nomination, Patrick paid "courtesy" call on Senate Commerce Committee Chairman John Danforth (R-Mo.) last week. They had not met before.

Hutton's take

One of lesser known elements of financial arrangements involved in Ted Turner's effort to buy CBS Inc. (see page 31) is his compensation of financial adviser E.F. Hutton. He paid \$250,000 up front, another \$4.5 million as of Thursday, when filings were made at FCC and Securities and Exchange Commission. He will pay another \$2.5 million when proposal clears SEC. Final payment of \$20 million will be made if Turner achieves goal of two-thirds CBS stock.

That payoff scheme is different from original under which Turner would pay nothing after \$250,000 initial fee until he achieved his goal. At that point he was to pay \$50 million. Reportedly, change was made when Turner failed to come up with any cash for his tender offer.

Aiming high

Programers of Radio 85 Management and Programing Convention, scheduled Sept. 11-14 in Dallas by National Radio Broadcasters Association and National Association of Broadcasters, have set sights on one of two featured speakers: Lee Iacocca, president of Chrysler Corp., or Peter Ueberroth, commissioner of baseball.

Hold on junk

"Junk bonds," increasingly in business-page news and now factor in Ted Turner's attempted takeover of CBS Inc., are matter of considerable concern to some in Congress. And on Tuesday, Senator Pete Domenici (R-N.M.), chairman of Senate Budget Committee, plans to introduce legislation to impose moratorium on their use in hostile takeovers for remainder of year. Bill would also prohibit Federal Deposit Insurance institutions from

adding junk bonds to their portfolios.

Domenici's concern is with effect of junk bonds, which have proliferated enormously in last five years, on country's economic health. Moratorium would give Congress breathing room to consider permanent policy. Domenici aide on Friday said since bill was still being drafted, it was difficult to say what, if any, effect it would have on Turner proposal.

Dip coming?

Are national spot radio sales headed for downward spiral in latter half of 1985? Answer is yes if previous trends charted by Vince Bellino, vice president, financial services, interep, repeat themselves. According to national spot cycle projection chart, which dates back to 1972, every three to four years, spot expenditures experience low point in sales. Last time this occurred was during third quarter of 1982. For year, Bellino is projecting average increase in national spot sales of 6.2% over 1984.

Backyard scrambling

With test of M/A-Com Videocipher II scrambling system going well, Home Box Office is preparing to announce long-awaited plan to make HBO and Cinemax available to home satellite market within next few weeks. Once services are fully scrambled, according to one source, HBO and M/A-Com plan to make consumer descramblers widely available through dish dealers, cable operators and, possibly, nationwide retail chains. Boxes, which will not work until authorized by signal from HBO, will have list price of \$400, but sellers will be free to discount, source said. How HBO will handle marketing, billing and collection could not be determined last week.

Only real surprise is that HBO is going ahead by itself. HBO had tried to bring together number of programers to scramble feeds with common system and offer package of services to backyarders, but, despite nearly two years of efforts, was apparently unsuccessful.

Showbiz itch

Blair Entertainment, division of John Blair & Co., is expanding its production capacity for 1985-86 season. Formed only 18 months ago as distributor, Blair handled production this season of *Divorce Court*, among front-ranking syndicated series. For 1985-86, Blair will oversee production of

355 half-hours of new programing, including 160 segments of second season of *Divorce Court* and 195 episodes of new *Break The Bank*. Blair is partnered with Storer Communications on both series.

Added distraction

Now that must-carry rules appear to be in jeopardy in Court of Appeals in Washington (see page 36), FCC commissioners are said to be taking yet "another look" at wisdom of proposal to permit noncommercial broadcasters to swap their VHF's for commercial UHF's. Without must carry, or with watered-down version of it, inferiority of UHF's to VHF's could become more pronounced. Proposal is said to have had support of handful of large-market noncommercial VHF operators. But it also has been criticized by other public and commercial broadcasters. Senator Ernest Hollings (D-S.C.), ranking minority member on Senate Commerce Committee, has even hinted that action on proposal might lead to Congress, once again, overturning FCC. Comment deadline in proceeding has been extended to June 17.

Branching out

Hubbard Broadcasting subsidiary, United States Satellite Broadcasting, initially established to create DBS business, is also moving ahead with plans to develop host of services for commercial television stations including development and distribution of syndicated programing. Company is also exploring partnerships with rights holders in sports programing to create ad hoc networks. USSB recently secured rights to four Ku-band transponders (with first option on six others) aboard RCA Americom's K-2 satellite scheduled for launch in December. Company may sublease some of those transponders outright to third parties and will offer its new services on those it doesn't sublease.

Affiliated Conus Communications will develop and market occasional-use services to Ku-band customers, including satellite news gathering services, business it has been in for past year, as well as such services as private networking and teleconferencing. USSB president Robert Fountain said he views this activity not only as new business venture in its own right but also as way to develop proprietary program product for planned DBS service and ties to programing community.



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in all 165 markets that
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Funding naysayer

The president of the Utah Cable Television Operators Association has called on the Utah attorney general to stop spending state funds in the defense of a controversial Utah cable television law that the UCTOA believes is unconstitutional.

James Bunnell, president of the association and of Community Television of Utah, made the request earlier this month after attorney general David L. Wilkinson said the state would appeal a ruling by U.S. District Court Senior Judge Aldon J. Anderson that the 1983 Cable Television Programming Decency Act barring 'indecent' cable-delivered programming violates the First Amendment and is inconsistent with federal law (BROADCASTING, April 15).

Wilkinson disclosed the state has spent \$150,000 in defending the statute against challenges by local and national cable firms plus a group of Utah subscribers. The attorney general told the Salt Lake City *Desert News* he believes there is a 50-50 chance of success on the state's appeal of Judge Anderson's decision.

"The magnitude as well as the decisiveness of the ruling indicates it is not as close a call as they claim," Bunnell told the newspaper.

The state has said it welcomes a review of the cable law by the U.S. Supreme Court.

Shifting responsibility

A realignment of responsibilities has been announced by Satellite Syndicated Systems Inc. as a result of its acquisition of Satellite Program Network. SSS bought 86% of SPN's stock after offering the network its appraised value with contingent payments to be made over the next three years. SSS said these payments will be made if SPN achieves specified levels of operating revenues during the three-year period, which could total as much as \$13.2 million.

Edward L. Taylor, founder of both companies, remains chairman and chief executive. Richard B. Smith, executive vice president and also SPN president, will oversee sales and marketing of all products, which range from cable audio to nationwide cable programming and sales. The company's sales representatives, reorganized, will sell both SSS and SPN services. Selman M. Kremer, executive vice president, takes charge of corporate operations, procedures, services, subdivisions and 22 cable systems. Altus E. Wilder III, executive vice president, coordinates financial, administrative and legal departments.

Officials said the company will continue to expand its four main corporate interests: distribution of superstation WTBS(TV) Atlanta; programming, sales and distribution of Satellite Program Network; acquisition and management of cable television systems, and sales and marketing of satellite-deliv-

ered audio entertainment services. Other SSS properties include an independent UHF television station; a telephone interconnect company, CableText; video and data transmission services; a video production facility, and diversified interests in a number of related fields.

SSS, a publicly owned company, will hold its annual shareholders meeting May 24 at the Sheraton-Kensington hotel in Tulsa, Okla.

Star show

A one-hour special, *USA for Africa: The Story of 'We Are the World'*, distilled from camera coverage of the 10-hour recording session for the "We Are the World" song and video, will have its debut on HBO Wednesday, May 1, at 10 p.m. NYT. Six cameras covered the recording session and behind-the-scenes events at the Los Angeles studios where 45 top pop and rock stars recorded the song, the proceeds of which were donated to famine relief.

Other HBO premieres in May include *Acts of Violence*, a one-hour documentary in HBO's *America Undercover* series, on Wednesday, May 15, at 10 p.m., and *Mariottes Inc.*, the first entry in a three-part *Ray Bradbury Theater* series, on Tuesday, May 21, at 10-10:30 p.m. HBO said the documentary examines three particularly shocking acts of violence—mass murder, assassination and multiple murder—in an effort to understand why such episodes occur. The Bradbury drama, part of an anthology series adapted exclusively for HBO by science fiction writer Ray Bradbury from his own short stories, stars James Coco and Leslie Nielsen.

New at A&E

The Arts & Entertainment Network announced that in response to parents' desire for "more programming geared to family viewing and to their children's educational development," it is creating four new daytime programming blocks, scheduled to begin Monday, June 3.

Nickolas Davatzes, A&E president and chief executive, who announced the changes, said "A&E will also premiere new programs during these daytime hours, providing daytime subscribers with more viewing choices."

The four blocks: "The Classics," to run Monday through Friday from 8 to 9 a.m. and 6 to 7 p.m. (NYT), with programs featuring heroes and heroines of literature; "Family Theater," Monday through Friday from 9 to 10 a.m. and 7 to 8 p.m., with adventure, drama and comedy series; "In Performance," Wednesday from 3 to 6 p.m. and Thursday from 10 a.m. to 1 p.m., with programs designed to increase viewers' appreciation of music and dance, and "Horizon," Tuesday and Thursday from 4 to 6 p.m. and Wednesday and Friday from 10 a.m. to

noon, focusing on people with extraordinary achievements.

Curtis Davis, A&E vice president, programming, said many presentations in the new blocks "will focus on subjects students are studying in high school and college, such as Shakespeare and other great writers and playwrights, and classical and modern music and dance."

Officials said A&E will continue to provide 20 hours of "distinctive programming" daily. Its prime time program themes remain unchanged.

Calling in

The New York State Cable Television Association said "an overwhelming majority" of the cable systems in the state will receive the live call-in show, *Call Governor Cuomo*, that the association is sponsoring tomorrow (April 23) at 7-8 p.m. "The state's cable systems are providing this program as a public service to their subscribers," said Richard F. Alteri, NYSCTA president. "In creating this network we are facilitating a new and important communications link between state government and the citizens of New York State."

Alteri estimated the potential audience for the program could go as high as 2.5 million households. The show will uplink to Galaxy I, transponder 22, from the studios of WNET(TV) New York, a public television station that will not broadcast the program.

Bay sales

MTV Networks Inc. announced it will open an office in San Francisco on May 1 to handle advertising sales for its MTV: Music Television, VH-1/Video Hits One and Nickelodeon. Helene Hollander, former vice president and sales manager of Katz Independent Television in San Francisco, was named advertising sales director of the office, which will be at 601 Montgomery Street.

Gala fifth

To celebrate its fifth anniversary, USA Network is having a contest with a grand prize of five cases of champagne, five pounds of caviar, five portable television sets, five years of free cable television and \$500 cash. The winner's name will be drawn May 17 from winners of a USA personality identification contest to be conducted among viewers from April 19 through May 10. Fifty runners-up will receive USA Network satin jackets.

On the corporate front, the network's anniversary month is being marked by the transfer of company headquarters from Glen Rock, N.J., to the Simon & Schuster building at 1230 Avenue of the Americas, New York 10020.

Audubon on A&E

Arts & Entertainment Network's one-hour documentary on naturalist John James Audubon, to have its premiere on A&E April 24 at 8 p.m. NYT, was shown in private screenings last Thursday, April 18, at the American Museum of Natural History in New York in conjunction with a major Audubon exhibition by the museum and the New York Historical Society. The documentary, *Audubon*, traces the life of the naturalist and artist. It was written and narrated by David Attenborough, naturalist and author of the *Life on Earth* television series.

Going direct

In what it called a self-liquidating direct-response advertising plan, Urban General Corp., Fairfield, N.J., said that over the next year it will place 30-, 60- and 120-second direct-response spots, worth \$4 million to \$5 million a week at rate-card values, on CNN, CBN, ESPN, WTBS(TV) Atlanta, USA Network and MTV and on broadcast stations on behalf of QT&T, formerly Quasar Microsystems. UG said the spots would offer a new, advanced home telephone/answering service and communications center for \$49.95 and that the campaign would be not only self-liquidating but profitable because the spots, in addition to promoting sales in retail stores, would more than pay for themselves through direct-response sales. "This is the first time direct-response advertising has been specifically designed as a self-liquidating advertising campaign to launch a product in the retail outlets," said Frank J. Brady, chairman of UG.

From infomercial to...

Comes now the "prommercial," announced by the Arts & Entertainment Network last week as its latest "innovative approach to national advertising." A prommercial, the announcement said, "matches A&E's distinctive image with that of a service or product by weaving the advertiser's logo into A&E's on-air program promotional spots." That, in turn, provides a "connection between high-quality program and product [that] dramatically affirms the excellence of a particular advertiser." The prommercial has been used for such A&E advertisers as Exxon, General Motors, BMW and Pfizer Pharmaceutical, officials reported. The prommercial is custom-made for the sponsor and is scheduled about 10 days before the showing of the sponsored program that is being promoted. It is produced by A&E as a service to its advertisers.

Meanwhile, as a service to itself as well as its advertisers, A&E launched its first major advertising campaign April 15 with a series of radio spots promoting its most popular shows. Officials said the campaign, due to run to May 5, is aimed at adults, 25-54, and is concentrated in Toronto, Vancouver and Calgary, Canada, where an average of 111 60-second spots will be featured on radio stations with formats ranging from contemporary and news to country and classical. Andrew H. Orgel, A&E vice president, affiliate sales and marketing, said "a hard-hitting radio campaign was selected because it can effectively communicate the excitement of television at an affordable cost."

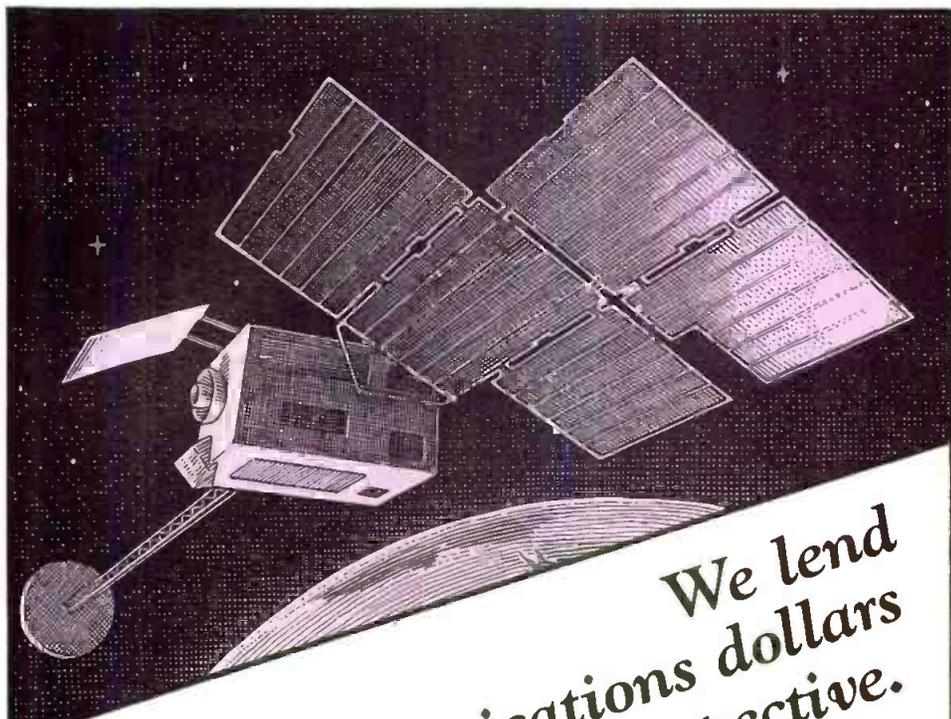
Advertising honors

Taking the lead of Keith L. Reinhard, chairman and chief executive officer of Needham Harper Worldwide, who established a \$10,000 award for the individual or office at Needham that over the next year comes up with the best plan for using cable creatively in an advertising plan, the Cabletelevision Advertising Bureau announced the establishment of a similar awards program. Prize money has not been established, but there will be awards for both national and local achievement. Harlan Rosenzweig, president, Group W Satellite Communications, and Jim Heavner, president, Village Cable, Chapel Hill, N.C., have been named co-chairmen of the committee being formed to

oversee the development of criteria and other details related to the awards. The first of the new awards will likely be presented at next year's CAB conference.

CTAM deadline

The Cable Television Administration and Marketing Society has set April 26 as the deadline for entries for its 1985 Awards of Cable Marketing Excellence. There are 34 categories, 19 for cable companies and 15 for programmers. Entries will be judged by the faculty of the University of Georgia School of Journalism and Mass Communications. The awards will be presented at CTAM's annual meeting, Aug. 4-7, at San Francisco's Fairmont hotel.



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“The answer is ...”



NEW YORK	WPIX	TAMPA	WFTS	SPOKANE	KHQ-TV
LOS ANGELES	KTLA	DENVER	KDVR	JOHNSTOWN	WTAJ-TV
CHICAGO	WGN-TV	SACRAMENTO	KCRA-TV	TUCSON	KZAZ
PHILADELPHIA	WPHL-TV	HARTFORD	WHCT-TV	LAS VEGAS	KVVU-TV
SAN FRANCISCO	KTVU	PHOENIX	KUTP-TV	BINGHAMTON	WBNG-TV
BOSTON	WLVI-TV	PORTLAND, OR	KPTV-TV	YAKIMA	KIMA-TV
WASHINGTON, D.C.	WDCA-TV	ORLANDO	WMOD-TV	WILMINGTON	WJKA
DALLAS	KTVT	RALEIGH	WPTF-TV	RENO	KAME-TV
CLEVELAND	WUAB	SALT LAKE CITY	KSTU	BOISE	KTRV
HOUSTON	KTXH	HARRISBURG	WLYH-TV	MACON	WMGT
MIAMI	WCIX	GREENSBORO	WGCT	FORT SMITH	KHBS
MINNEAPOLIS	KMSP-TV	ALBUQUERQUE	KGSW	LAKE CHARLES	KVHP
ATLANTA	WATL-TV	FRESNO	KSEE	MANCHESTER	WGOT-TV
SEATTLE	KCPQ	JACKSONVILLE	WJXT	FAYETTEVILLE	WFCT
		OMAHA	TBA		

The question... Who's got Carson's Comedy Classics?



A St. Cloud Corporation Production
distributed by



Business Briefly

TV ONLY

National Association of Letter Carriers

□ In first field test of nationwide advertising campaign, union will start image-building effort in Washington for



two weeks, starting this week. Test is in preparation for national campaign scheduled to begin next fall. Campaign

will stress contributions made by letter carriers to communities they serve. Commercials will be shown in all dayparts. Target: adults, 25-54. Agency: Doremus & Co., New York.

Friendly Ice Cream □ Various products will be accented in flights of varying lengths in 21 markets from late spring through Aug. 11. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Quinn & Johnson/BDO, Boston.

Sherwin Williams Co. □ Two-week flight will begin in mid-May in 30 markets, including San Francisco, Seattle, Pittsburgh and Providence, R.I. Paint company is seeking daytime, fringe and sports periods. Target: men, 25-54. Agency: Griswold Inc., Cleveland.

Discount Tire Stores □ In its first major television expenditure, company will launch spring and summer campaign in Los Angeles and Fresno, Calif., at end of April, continuing until end of October.

TV campaign is part of \$2.5 million allocated by company to advertising budget in 1985, with more than 50% to be spent on TV. Newspapers, billboards and possibly radio also are planned. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Admarketing, Los Angeles.

Levitz Furniture □ Weekend flights will be scheduled to promote store furniture

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

AFTER THE FALL—WEEK OF APRIL 22—AP analyzes the impact of one of America's most bitter conflicts, The Vietnam War. Ten 90-second scripts describe the effect it's had here at home as well as in Southeast Asia.

THOROUGHLY MODERN MOTHER'S DAY—WEEK OF MAY 6—Explore the changing role of motherhood in AP's 5-part Mother's Day series. Get an inside view of the choices facing moms today. And get help finding suitable gifts for the thoroughly modern mother. 60-second scripts run in advance April 27.

AIRCHECK: AP RADIO NETWORK

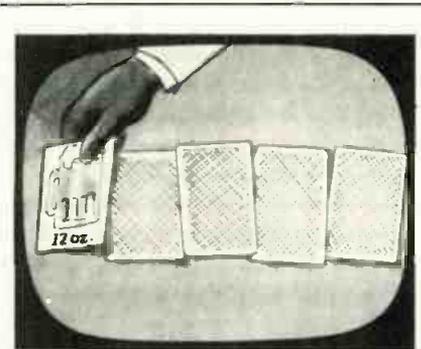
VIETNAM, 10 YEARS LATER—APRIL 22—David Melendy reports on the U.S. and Vietnam ten years after the fall of Saigon. Based on interviews with soldiers and civilians, he explores the feelings of those whose lives were most drastically changed by the war in this 10-part series.

CASH AS CASH CAN—APRIL 26—Mary Belton explains how small investors can make the most of declining interest rates in her 10-part series of 90-second reports entitled, New Money Strategies.

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

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES



A drink is a drink... Joseph A. Seagram & Sons, which has threatened to file a complaint with the FCC accusing the three television networks of violating the fairness doctrine because they refused to sell time for "public service" announcements identifying the alcoholic content of various drinks (BROADCASTING, April 15) began running adaptations of the TV commercials in newspapers last week.

The print campaign will cost about \$5 million over the next three months and will consist of advertisements in newspapers in the top 75 markets and in other publications, including *Time*, *Newsweek*, *U.S. News and World Report* and *USA Today*.

According to Seagram, the purpose of the print campaign, as was the purpose of the rejected TV effort, is to show the public that the typical servings of beer (12 ounces), wine (five ounces) and liquor (an ounce and a quarter) contain equal amounts of alcohol. The rejected TV commercial (above) concludes: "A drink is a drink, no matter what you drink."

**SUDDENLY, 8 O'CLOCK
WASN'T FUNNY ANYMORE.**



**Three's Company became a crowd.
The Jeffersons were taken to the cleaners.
And Happy Days weren't here again.**

Advantage

Advertising claims settled. Twelve challenges to national advertising, including eight on television and one on radio, were resolved during March by National Advertising Division of Council of Better Business Bureaus. Reviewed and substantiated by NAD was TV advertising for Airwick Industries, Culbro Corp./General Cigar & Tobacco Co., Economic Laboratory Inc., Hunt-Wesson Foods, S.C. Johnson & Sons, Mars Inc./Uncle Ben's Inc. Modified or discontinued in February was TV advertising for S.C. Johnson & Sons (lotion) and R. J. Reynolds/Del Monte Corp. and radio advertising for Metropolitan Energy Council.

Cable basics. J. Walter Thompson/New York, has issued fifth annual edition of "Cable Capsules," 73-page report on cable universe. Report covers profiles of commercial cable networks, penetration, statistics on viewing, audience trends, cable's comparative share of audience, satellite guide, audience estimates and program data. Copies of "Cable Capsules" can be obtained from media department at J. Walter Thompson/USA, 466 Lexington Avenue, New York, 10017.

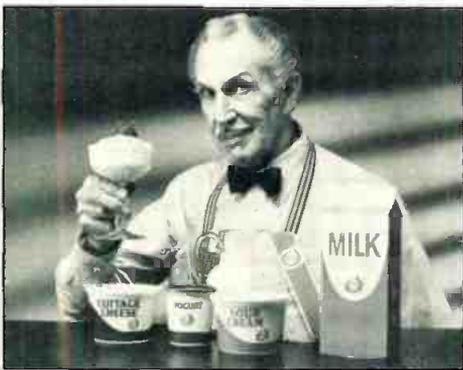
Right? Right. AT&T has unveiled new theme for all of its corporate, product and service advertising in which company stresses that AT&T is "The Right Choice." Its television and radio advertising portrays AT&T as human, caring and responsive company striving to achieve customer satisfaction. AT&T believes company already is perceived as having technological leadership, and new campaign will complement that image by positioning company as customer-oriented. Agency for AT&T is N W Ayer, New York.

sales in May in about 46 markets. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

J.M. Smucker Co. Fruit spread will be spotlighted in 12-week flight to start in early May in top 100 markets. Commercials will run in daytime, fringe and prime periods. Target: women, 25-54. Agency: Wyse Advertising, Cleveland.

RADIO AND TV

American Dairy Association Four- to six-week flight started last week in 25 to 30 markets and will be followed by second flight starting either in June or in September. Two commercials will feature



actor Vincent Price, with first focusing on cottage cheese and second on sour cream, cheese, milk and cottage cheese. Target: women, 25-54; adults, 25-54. Agency: D'Arcy MacManus Masius, Chicago.

Switzer & Clark Good and Plenty candy will be highlighted in campaign consisting of nine flighted weeks spread over 13 weeks, starting in mid-June in 12 markets, including Baltimore, Boston, Detroit and New York.

Commercials will be carried in all dayparts. Target: adults, 16-34, 18-49. Agency: N W Ayer, Chicago.

RADIO ONLY

Guild Wineries Eight-week flight will start in mid-May for Quinn's coolers in eight markets, including Detroit, Cleveland and Columbus, Ohio. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Dancer Fitzgerald Sample, New York.

Associated Milk Producers Fluid milk will be highlighted in three-week flight that is extension of 13-week flight that began in January, with new schedule running from April 29 through May 19 in 29 markets. Commercials will run in all dayparts on weekdays and weekends. Target: women, 18-34. Agency: Crume & Associates, Dallas.

Rep Report

WKRN-TV Nashville: To Harrington, Righter & Parsons from Blair Television.

WCAX-TV Burlington, Vt.: To Harrington, Righter & Parsons from Avery-Knodel Television.

WZZP(FM) South Bend, Ind.; WTOD(AM)-WKLR(FM) Toledo, Ohio, and KRIX-FM Brownsville, Tex.: To Major Market Radio from Masla Radio.

WGNT(AM)-WAMX(FM) Huntington, W. Va.: To Blair Radio from Torbet Radio.

Moving in S.F. Weiss & Powell has moved its San Francisco regional office to 235 Montgomery Street, 94104. Telephone number remains same: (415) 981-3676.

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Sol Talshoff (1904-1982)

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Donald V. West, vice president.
David N. Whitcombe, vice president.
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The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

Lawrence B. Talshoff, publisher.

Editorial

Donald V. West, managing editor.
Leonard Zeidenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy, John Eggerton, assistant editors.
Susan Dillon, A. Adam Glenn (technology), Scott Fitzpatrick, staff writers.
Anthony Sanders, systems manager.
Jeanne A. Omohundro, Randall M. Sukow, research assistants.

Robert Orr, Todd F. Bowie, production.

Senior Editorial Consultants
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Rocco Famighetti (New York)

Broadcasting & Cablecasting Yearbook

David Seyler, manager.
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Advertising

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John Andre, sales manager (equipment and engineering).
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Corporate Relations
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Bureaus

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Stephen McClellan, associate editor.
Vincent M. Dilingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Foisie, staff writer.
Marie Leonard, June Chauhan, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
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Founded 1931. Broadcasting-Television * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972. Reg. U.S. Patent Office. Copyright 1985 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

**ONE WEDNESDAY MORNING,
CBS AND ABC DISCOVERED
THEY HAD LOST TUESDAY NIGHT.**



A radio programming commentary from Jo Interrante, president, IS Inc., Mill Valley, Calif.

Long-form radio producers countdowns in growing abundance

In 1979, a new trend emerged in network radio. Networks began to offer long-form music programs to their affiliates, and the airwaves haven't been the same since.

Stations welcomed the music-oriented programs because audience response and ratings soared. They also realized that programs of that caliber could not be produced locally on a regular basis because the commitment in time, talent and production dollars would be prohibitive. In addition, nationally known hosts and celebrity guests would not be available to most stations. The shows became great image-building, highly promotable vehicles for station programming and local sales.

At the national level, networks seized the opportunity to add excitement and vitality to their basic news, sports and information lineups. Along with the pizzazz of long-form entertainment programming came a whole new sales orientation for the network sales forces. And those who took advantage of the opportunity to sell in "environments" instead of spots-by-the-numbers have prospered.

However, it was a hard row to hoe. In the beginning, even the advertisers who were keen on the environmental aspect of the programming needed to see some kind of numerical support for their commitment.

To address these needs, a number of audience studies were conducted. The RKO Radio Network commissioned the Gallup organization to survey audiences of 100 affiliates that carried an Eagles music special the weekend of Feb. 2, 1980.

The survey revealed that the stations involved normally had an average 0.3 rating (adults 18+), weekends 3 p.m. to midnight. The Eagles profile increased that number to a solid 5 for the same period. In the 18-24 demographic, the normal 1 rating shot up to an average 14, while the 18-34 audience posted a 9 rating, compared with the usual 0.5. That kind of rating success began to pull in strong advertiser support. Networks found that they could also enhance the sponsorship exposure for their clients by making promotions and merchandizing opportunities available around and even within the programs.

Long-form entertainment programming has been largely responsible for winning back many advertisers who had left network radio for television in the 1950's. In fact, we are presently witnessing a return to the single-sponsor program. This trend, which played



Jo Interrante co-founded IS INC, radio music programming firm, in 1981. Among its productions are *Countdown America with John Leader*, and *The Hot Ones*. Prior to IS INC, Interrante served as vice president and director of programming for RKO Radio Networks and before that held number of station posts including news director, KFRC(AM) San Francisco.

such a tremendous part in radio's early growth, gives advertisers a way to pinpoint specific audience segments and in some cases participate in the creation of the program.

In the seven years since regularly scheduled long-form music programs have been offered, the number of radio stations affiliated with networks has increased by 50%, while the total number of stations has increased by only 8%. And as a result, the penetration of network-affiliated stations has risen from 74% to 81% of all persons 12+ in an average week. Naturally, this affiliate and audience growth leads to revenue growth, which has more than doubled since 1978.

As network radio revenues have grown, so too has the amount of long-form entertainment programming. Stations that have been bored with network programming in the past now find themselves able to choose from a well-rounded selection of long-form programs no matter what their format. Far and away the leader of this pack of network offerings is the weekly music countdown.

Whether the format is urban, country, A/C, CHR, AOR or even Christian, just about every station in America can find the appro-

priate countdown to meet its needs. Why the tremendous proliferation of countdown shows? They work. Stations and advertisers are enchanted with them because they are very listenable and almost guarantee audience maintenance. Listeners like the whole concept of countdown shows. The music is current, and each song is a proved hit. The informational tidbits about the songs and the artists are intriguing. And the suspense of waiting to hear which song made its way to the top is a certain hook.

The whole country is caught up in rankings: the fastest, the biggest, the best-selling, the top grossing, what's number one and who's challenging that position. So there's built-in drama in the counting down of top hits each week.

The granddaddy of the countdown shows is Casey Kasem's *American Top 40*, which debuted in 1970. Since then, there have been many other countdown efforts, some successful and some not. Kasem had no formidable competition until 1981 when Dick Clark started the *National Music Survey*. Two years later, when the trend back to contemporary hit radio became clear, *Countdown America with John Leader* emerged with one of the largest station roll-outs of any weekly radio program in history.

Rick Dee's Weekly Top 40, *Top 40 Satellite Survey* with Dan Ingram, M.G. Kelly's *Top Thirty USA* and Scott Shannon's *Rockin' America Top 30* are other recent entries in the countdown lineup. Once the dominant leader, *American Top 40* now shares the market with six competitors. Country programmers can choose between *Weekly Country Music Countdown*, *American Country Countdown* and *Country Report Countdown*.

The now routine practice of networks offering long-form music programming to their affiliates and its success on all levels has created a bond between these national music productions and the artists they feature. Artist management, publicists and record company executives respect the ability of networks to showcase their stars. In fact, they can hand-pick the best programs in each format to expose their clients to their best advantage.

Sophisticated marketing of an artist is vital to success. Like any product, artists are packaged and marketed to very specific audiences.

Never has the time been better for listeners, stations, artists, publicists and advertisers to take advantage of network radio's spectrum of program offerings. The choice and variety allow each group to be selective in choosing the appropriate show for their particular needs.



IS THIS AN ANTIDOTE FOR MURDER?

A lot of people think the death penalty will stop murder. Others think capital punishment is social suicide.

Like most news stories, the issue is very complex. That's why you should watch The MacNeil/Lehrer NewsHour every weeknight. News stories get the time they deserve. The time *you* deserve. You get more facts. You hear different sides. Most important, you get the analysis you need to understand the issues behind the stories.

Major funding for The MacNeil/Lehrer NewsHour is provided by AT&T, the national corporate underwriter.

The MacNeil/Lehrer
NEWSHOUR
Weeknights on Public TV





LOOK WHAT'S HAPPENING NOW!!

60 Markets

NEW YORK	WNEW-TV	BALTIMORE	WBAL-TV	RICHMOND	WWBT
LOS ANGELES	KTLA	INDIANAPOLIS	WRTV	LITTLE ROCK	KLRT
CHICAGO	WFLD-TV	HARTFORD	WTIC	MOBILE	WALA-TV
PHILADELPHIA	WTAF-TV	PHOENIX	KUTP	ALBUQUERQUE	KGSW
SAN FRANCISCO	KBHK	PORTLAND, OR	KPTV	JACKSONVILLE	WTLV
BOSTON	WLVI-TV	SAN DIEGO	KUSI-TV	DES MOINES	KCBR
DETROIT	WKBD-TV	CINCINNATI	WXIX-TV	TUCSON	KPOL
WASHINGTON, D.C.	WDCATV	KANSAS CITY	KZKC	EVANSVILLE	WTVW
DALLAS	KTVT	NEW ORLEANS	WGNO-TV	COLUMBIA, S.C.	WLTX
CLEVELAND	WCLQ-TV	CHARLOTTE	WSOC-TV	SPRINGFIELD, MA	WGGB-TV
HOUSTON	KHTV	GREENVILLE, S.C.	WLOS-TV	LAS VEGAS	KVVU-TV
PITTSBURGH	WPGH-TV	OKLAHOMA CITY	KGMC	CHARLESTON, S.C.	WCBD-TV
MIAMI	WTVJ	BIRMINGHAM	WBRC-TV	LAYFAYETTE, LA	KLFY-TV
MINNEAPOLIS	KMSP-TV	MEMPHIS	WMC-TV	FT. MYERS	WFTX
ATLANTA	WGNX	HARRISBURG	WPMT	SAVANNAH	WTOC-TV
SEATTLE	KCPQ	NORFOLK	WYAH	BINGHAMTON	WMGC
TAMPA	WFTS	CHARLESTON, W.V.	WVAH-TV	WILMINGTON	WJKA
ST. LOUIS	KDNL-TV	DAYTON	WRGT	MACON	WGXA
DENVER	KWGN-TV	ALBANY	WUSV	FAYETTEVILLE	WKFT
SACRAMENTO	KTXL	GREENSBORO	WGGT	WENATCHEE	KCWT

What's Happening Now!!

22 all new, first-run episodes



in association with LBS Communications, Inc.

Datebook

This week

April 20-25—20th annual *MIP-TV*, international TV program marketplace. Palais des Festivals, Cannes, France.

April 21-23—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

April 21-24—13th annual *Telecommunications Policy Research Conference*. "Equity: Social and Economic Issues." Airlie House, Airlie, Va. Information: James Miller, Hampshire College, Amherst, Mass.: (413) 549-4600.

April 23—*Women in Cable, Greater Philadelphia chapter*, meeting. Speaker: Robert Pittman, executive vice president-chief operating officer, MTV Networks Inc. Adam's Mark hotel, Philadelphia.

April 23—*Women in Cable, Washington chapter*, meeting. "Collection Agencies—System Operators' Friends." National Cable Television Association, Washington.

April 23—*Florida Association of Broadcasters* "Legislative Day." Tallahassee, Fla.

April 23—*American Women in Radio and Television, New York City chapter*, "Women at the Top" series. Speaker: Gwen Barrett, WNEW-TV New York. American Cancer Society, 19 West 56th Street, New York.

April 24—*International Radio and Television Society* newsmaker luncheon. Speakers: Mel Harris, Paramount Pictures Corp.; Richard Block, Metromedia Television; David Henderson, Outlet Communications; Jerome Dominus, CBS Television Network, and Michael Moore, Benton & Bowles. Topic: "The Fourth Network Market—How Real? Who's in Charge?" Waldorf-Astoria, New York.

April 24—Presentation of 49th annual *Ohio State*

Awards, for "excellence in educational, informational and public affairs programming." Awards administered by *Ohio State University's WOSU-AM-FM-TV Columbus, Ohio*. National Press Club, Washington.

April 24—*American Women in Radio and Television, Washington chapter*, newsmaker luncheon. Speaker: Sheila Tate, former press secretary to First Lady National Press Club, Washington.

April 24—*American Women in Radio and Television, Atlanta chapter*, annual installation of officers luncheon. Lanier Plaza hotel, Atlanta.

April 24—*Society of Cable Television Engineers, Chattahoochee chapter*, engineering session, "Multi-channel TV Sound." Speakers: Alex Best, Scientific-Atlanta; Larry Brown, Pioneer Communications, and Ned Mountain, Wegener Communications. Holiday Inn South, Atlanta. Information: (404) 949-7370.

April 24-26—*Ohio Association of Broadcasters* spring convention. Kings Island Resort near Cincinnati.

April 24-26—*Indiana Broadcasters Association* spring conference. Columbus Holiday Inn, Columbus, Ind.

April 24-28—Third annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Doubttree hotel, Tucson, Ariz. Information: (213) 739-1721.

April 25—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Frank Biondi Jr., executive vice president, entertainment business sector, Coca-Cola Co.

April 25—Journalism conference on business/media, sponsored by *Foundation for American Communications*. Plaza of the Americas, Dallas. Information: (213) 851-7372.

April 25—*Southern California Broadcasters Associ-*

ation 12th annual radio and television career day for women and minorities. California Museum of Science and Industry, Los Angeles. Information: (213) 466-4481.

April 25—*Women in Cable, Chicago chapter*, meeting. Program includes forums on spot cable sales, institutional network as profit center and develop your own cable guide as revenue. Chicago Press Club, Wrigley Building, Chicago. Information: (312) 577-1818.

April 25—*Society of Satellite Professionals, Washington regional chapter*, meeting. "Professional Opportunities in the Satellite Industry." National Press Building, Washington.

April 25-27—*Women in Communications, Midwest region*, meeting. Skirvin Plaza, Oklahoma City, Okla.

April 26—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

April 26-27—*Radio-Television News Directors Association* region six meeting with University of Kansas. University of Kansas campus, Lawrence, Kan.

April 26-27—*Radio-Television News Directors Association* region 14 meeting with Florida UPI. Wyndham hotel, Orlando, Fla.

April 26-27—*National Federation of Local Cable Programers* spring regional conference for Southwest region. Center for Continuing Education, Fayetteville, Ark. Information: (501) 521-9870.

April 26-28—*Texas AP Broadcasters* annual convention and awards banquet. La Mansion, Austin, Tex.

April 26-28—*Alabama AP Broadcasters Association* annual meeting and awards convention. Alpine Bay Resort, Talladega county, Ala.

April 26-28—*Carolinas UPI Broadcasters Associ-*

and equipment exhibit. Convention Center, Los Angeles.

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

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

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

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

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

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

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

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

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

April 13-16, 1986—*National Association of Broadcasters* annual convention. Dallas. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

May 20-23, 1986—26th annual Texas Cable Show, sponsored by *Texas Cable Television Association*. San Antonio Convention Center, San Antonio.

Major Meetings

April 20-25—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 7-11—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 11-15—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

May 12-15—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 15-18—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

May 19-22—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

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

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

Sept. 11-15—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

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

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

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference

THEY LAUGHED WHEN WE PUT THE NEWS AT NINE O'CLOCK. NOW THE LAUGHTER YOU HEAR IS COMING FROM KHJ-TV.

It's true.

KHJ-TV was bold enough to program the nightly news at 9pm. We thought the viewers would like it. They did. The Los Angeles audience gave us the biggest increase in town: a whopping 100% increase in rating and an amazing 200% increase in share. Nobody thinks it's funny anymore. Except us, of course. We're all smiles.

KHJ-TV'S PRIME NEWS AT 9 PM FASTEST GROWING INDEPENDENT NEWSCAST IN LOS ANGELES*

		ADI RATING	ADI SHARE
KHJ-TV	NEWS, M-F 9-10PM	FEB '85	6
		FEB '84	2
		+ 100%	+ 200%
KTTV	NEWS, M-F 10-11PM	FEB '85	4
		FEB '84	3
		—	+ 33%
KTLA	NEWS, M-F 10-11PM	FEB '85	10
		FEB '84	8
		GROWTH %	+ 25%

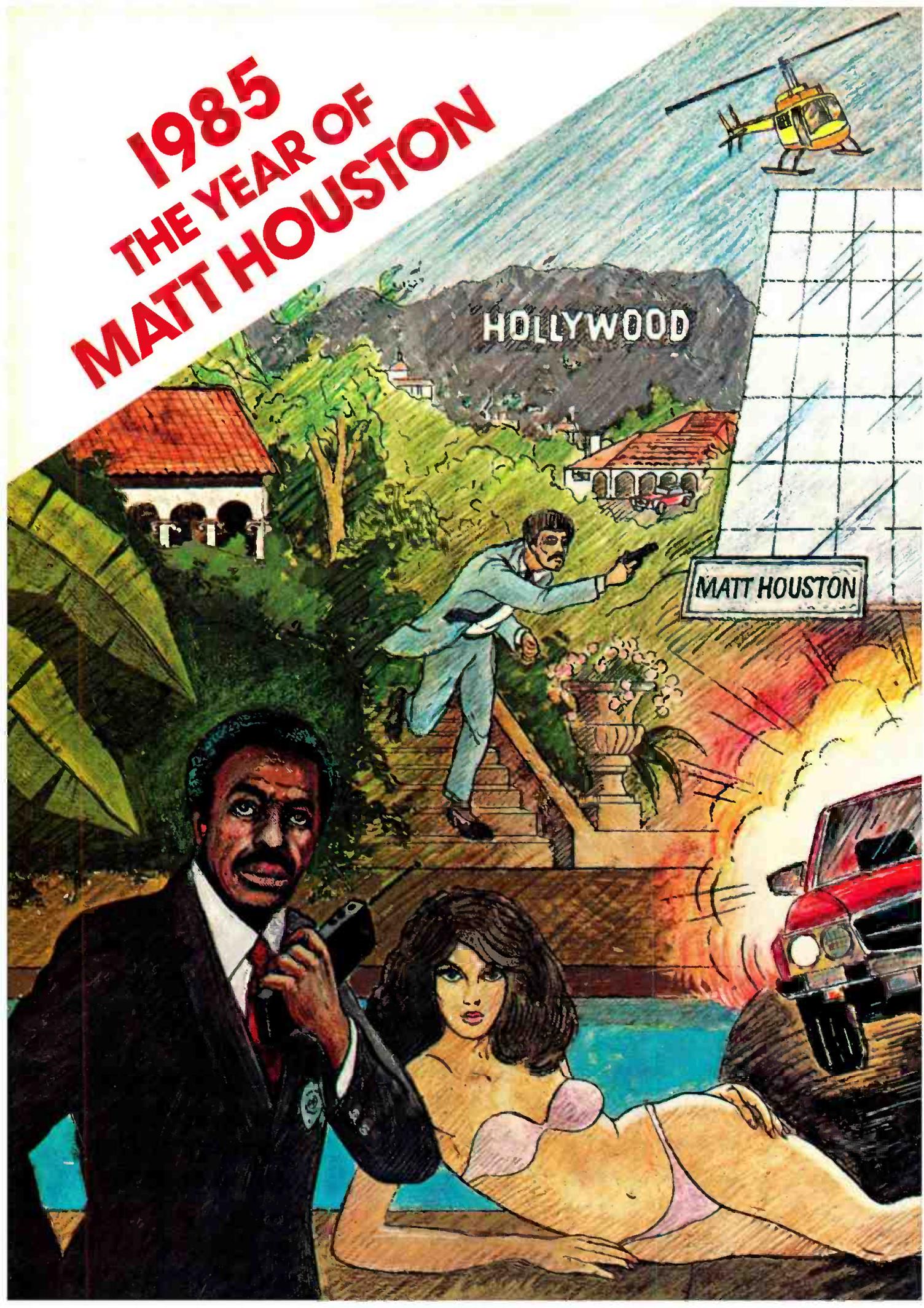
REPRESENTED BY
BLAIR TELEVISION



RKO TELEVISION
A Division of RKO General, Inc.

* Source: ARBITRON, February 1984 & February 1985

1985 THE YEAR OF MATT HOUSTON





Warner Bros. Television Distribution
A Warner Communications Company



ation annual convention and awards banquet. St. John's Inn, Myrtle Beach, S.C.

April 26-28—*UPI Broadcasters of Florida* annual meeting and awards ceremony, in conjunction with Radio-Television News Directors Association region 14 meeting (see item below) and National Association of Black Journalists meeting (see below). Wyndham hotel/Sea World, Orlando, Fla. Information: (305) 422-8051.

April 26-28—*Radio-Television News Directors Association* region 14 meeting. Wyndham hotel/Sea World, Orlando, Fla. Information: Lee Hall, (305) 843-5800.

April 26-28—*National Association of Black Journalists* Southeastern region meeting. Ramada Court of Flags, Orlando, Fla. Information: (305) 420-5360.

April 26-28—*National Association of Black Journalists* third annual Western regional conference, hosted by *Black Journalists Association of Southern California*. Airport Hilton hotel, Los Angeles. Information: Pat Tobin, (213) 856-0827.

April 26-28—*Society of Motion Picture and Television Engineers, Ottawa section*, special meeting. "Innovations '85." Westin hotel, Ottawa. Information: Ivan Barclay, SMPTE, P.O. Box 2427, station D, Ottawa, Ontario, KIP 5W5.

■ **April 26-28**—*Women in Communications, Great Lakes region*, meeting. Marriott, Fort Wayne, Ind.

■ **April 26-28**—*Women in Communications, Pacific Northwest region*, meeting. Jantzen Beach, Thunderbird, Portland, Ore.

April 27—*National Federation of Local Cable Programmers* mountain states regional spring conference, focusing on "Community Programming and the Law: Assets and Liabilities." Temple of Music and Art, Tucson, Ariz. Information: (505) 345-4900.

April 27—*Radio-Television News Directors Association* region 12 meeting with Syracuse University. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y.

April 27—Great Lakes Radio Conference, sponsored by *Central Michigan University* and *Specs Howard*

School of Broadcasting. Keynote speaker: Gary Stevens, Doubleday Broadcasting, speaks on FCC's Docket 80-90. Bovee-University Center, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

■ **April 27**—*American Film Institute* seminar, "Analysis of the Marketplace: Selling Your Project," for independent producers, filmmakers and writers. Speakers include Bob Banner, writer, *Garroway at Large*, *Carol Burnett Show* and *Solid Gold*; Gary Deeb, TV/film critic; David Finney, program director, WMAQ-TV Chicago; William McCarter, president/general manager, WTTW-TV Chicago, and Irv Kupcinet, columnist, *Chicago Sun Times*. Annie May Swift Hall, Northwestern University, Chicago.

April 27-May 2—*Pennsylvania Association of Broadcasters* executive conference. Belmont Golf and Beach Club, Bermuda.

Also in April

April 28-30—Third annual "Improving On-Air Promotion for Public Television," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

April 29—*Women in Cable, Dallas-Fort Worth chapter*, luncheon. Marriott Quorum, Dallas.

■ **April 29**—"The FM-to-PC Link," conference on data broadcasting to personal computers, sponsored by *Waters Information Services*. Washington Marriott, Washington. Information: (607) 770-1945.

April 30—Deadline for entries in *National Broadcast Association for Community Affairs* Community Service Awards. Information: Marsha Kaminsky, WOR-TV New York, 1481 Broadway, New York, N.Y., 10036; (212) 764-6755.

April 30-May 1—Songwriters' symposium, sponsored by *Broadcast Music Inc.* National Press Club, Washington. Information: (212) 586-2000.

April 30-May 2—*Maryland/Delaware Cable Television Association* annual spring meeting. Annapolis Hilton, Annapolis, Md.

May

May 1—*Society of Satellite Professionals, southern California chapter*, monthly meeting. Sheraton Miramar hotel, Santa Monica, Calif.

May 1-4—*Concert Music Broadcasters Association* annual meeting. Westin St. Francis hotel, San Francisco.

May 2—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award to performer David Brenner. Adam's Mark hotel, Philadelphia.

May 2-5—*Western States Advertising Agencies Association* annual Western advertising conference. Rancho Las Palmas Resort, Rancho Mirage, Calif. Information: (213) 387-7432.

■ **May 2-5**—*Women in Communications, Northeast region*, meeting. Hyatt Regency, Buffalo.

May 3—Public Radio meeting, sponsored by *Pennsylvania Council on the Arts*, exploring "ways to increase production and broadcast of creative radio programs." Information: Pennsylvania Public Radio Associates, P.O. Box 41002, Philadelphia, 19127; (215) 483-7888.

May 3—Deadline for entries in Ceba Awards, honoring "communications excellence to black audiences," sponsored by *World Institute of Black Communications*. Information: Ceba Awards, 10 Columbus Circle, 10th floor, New York, N.Y., 10019; (212) 586-1771.

■ **May 3**—*Radio-Television News Directors Association* region 12 meeting. Americana hotel, Albany, N.Y.

May 3-5—"Free Press/Fair Trial: Into the 1980's and Beyond," region two conference of *Society of Professional Journalists, Sigma Delta Chi*. Baltimore Plaza hotel, Baltimore.

May 3-5—*Illinois News Broadcasters Association* spring meeting. Hilton, Springfield, Ill.

May 4—*University of Detroit* reunion of journalism, communications, public relations, English, marketing and advertising graduates. Student Union Fountain Lounge, UD, Detroit. Information: (313) 927-1008.

May 4—*Radio-Television News Directors Association* region six meeting. Howard Johnson Lodge, Columbia, Mo.

May 4—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International hotel, Atlanta.

May 5—"Ethnic Images in Mass Marketing... The Creative Challenge," conference sponsored by *Balch Institute for Ethnic Studies of Philadelphia* and *Anti-Defamation League of B'Nai B'rith*. Bellevue Stratford, Philadelphia.

May 5-7—*Virginia Cable Television Association* 19th annual convention. Wintergreen, Va.

May 5-8—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

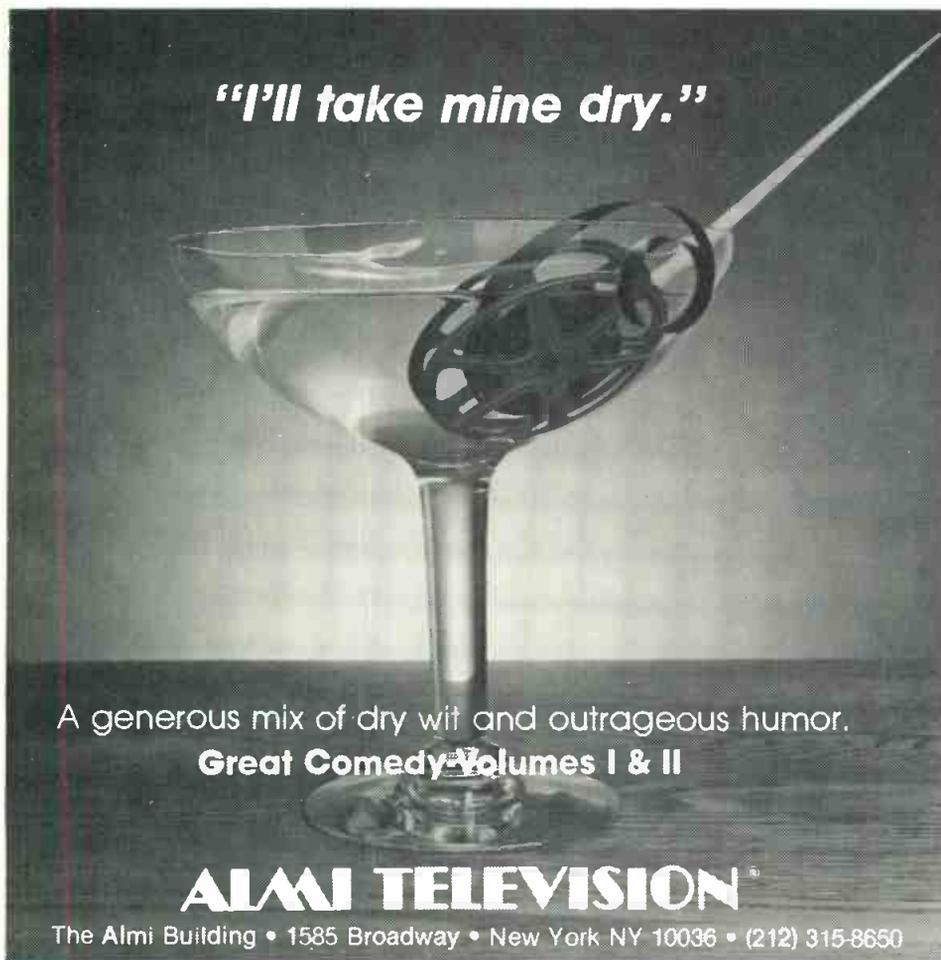
May 6-7—*Videotex Information Systems Exposition and Conference*, sponsored by *Videotex Industry Association* and *Cahners Exposition Group*. Sheraton Center hotel, New York.

May 6-8—Children and the Media, first international conference, sponsored by *Children's Institute International of Los Angeles* and *International Children's Center of Paris*. Speakers include Representative Tim Wirth (D-Colo.), chairman of House Subcommittee on Telecommunications, and Peggy Charren, president, Action for Children's Television. Ambassador hotel, Los Angeles. Information: (213) 385-5104.

May 6—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. San Francisco. Information: (202) 626-3140.

May 7-11—*American Women in Radio and Television* 34th annual convention. New York Hilton, New York.

May 8—*Connecticut Broadcasters Association* spring sales and management seminar. Hartford Marriott ho-



"I'll take mine dry."

A generous mix of dry wit and outrageous humor.

Great Comedy Volumes I & II

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Errata

Heartsounds, winner of **Peabody** award (BROADCASTING, April 15), was a production of both **ABC Theater** and **Embassy Television**.

tel. Farmington, Conn.

May 8—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Chicago. Information: (202) 626-3140.

May 8-15—25th Golden Rose of Montreux Television Festival, organized by *Swiss Broadcasting Corp.* and *city of Montreux*, for light entertainment programs (music, comedy, variety), which can be submitted by independent producers and national broadcasting organizations. Montreux, Switzerland. Information: John Nathan, (212) 223-0044.

May 10—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Atlanta. Information: (202) 626-3140.

■ **May 10-12**—*Radio-Television News Directors Association* region 12 meeting, with Pennsylvania AP. Lackawana Hilton, Scranton, Pa.

May 10-26—*Museum of Broadcasting's* second Television Festival, featuring seminar conducted by Milton Berle. Co-sponsored by *Academy of Television Arts and Sciences*. Universal Studios, Los Angeles. Information: (213) 752-4690.

May 11—"Stereo for Television, A Whole Different Ballgame," seminar sponsored by *University of Southern California*, *School of Cinema-Television*, and *Society of Motion Picture and Television Engineers (Hollywood chapter)*. USC campus, Cinema-Television Center, Los Angeles.

May 11—*Radio-Television News Directors Association* region eight meeting. Pontchartrain hotel, Detroit.

May 11-15—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago.

May 12-15—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-15—Third annual '85 Sat Expo, sponsored by *Sat Expo Inc.* Sheraton Denver Tech Center, Denver. Information: (303) 779-7930.

May 13-16—High Definition Television Colloquium, "Progress in HDTV, EDTV and Other Improved Television Systems," sponsored by *Government of Canada*, *Canadian Broadcasting Corp.* and *National Film Board of Canada*. Ottawa Congress Center, Ottawa, Ontario. Information: Secretariat HDTV, 1138 Sherman Drive, Ottawa, Ontario. K2C 2M4; (613) 224-1741.

May 14—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: associations. National Association of Broadcasters, Washington.

May 14—*Washington Executives Broadcast Engineers (WEBE)* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

May 14-15—LPTV West, West Coast conference and exposition for low power television, sponsored by *National Institute for Low Power Television and Community Broadcasters Association*. Westin Bonaventure, Los Angeles.

May 14-17—"Electromagnetic Energy Policy Alliance," association formed to promote establishment of responsible, uniform standards on use of nonionizing electromagnetic energy," annual meeting and seminar. Hotel Intercontinental, San Diego. Information: (202) 429-5430.

May 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting System Inc.

May 15—*American Film Institute*, in association with *Publishers Weekly*, seminar, "Words into Pictures: Taking Part in the Video Revolution." Doral Inn, New York. Information: 1-800-221-6248.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 15-18—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

May 16—*International Radio and Television Society* newsmaker luncheon, "Media Mania on Wall Street—Who's Next?" Waldorf-Astoria, New York.

May 17—"Minority Ownership of New Broadcast Stations," seminar sponsored by *FCC* and *National Telecommunications and Information Administration*. Omni International hotel, Miami. Information: (202) 254-7674.

■ **May 17**—*Radio-Television News Directors Association* region three meeting with Society of Professional Journalists/Sigma Delta Chi. Marriott hotel, Salt Lake City.

May 17-19—*American Public Radio* annual meeting. Westin hotel, Vail, Colo. Information: (612) 293-5417.

May 17-19—*Foundation for American Communications* journalism conference, "Economics II." Dallas/Fort Worth Airport Hilton, Dallas. Information: (213) 851-7372.

May 18-22—Fourth international conference on television drama, including presentation of Samuel G. Engel Awards, sponsored by *Michigan State University*.

MSU campus, East Lansing, Mich.

May 19—*Association of California Independent Public Television Producers and The Film Arts Foundation* co-sponsor "Reflections: The Documentary in Crisis," conference on status of public television documentaries. KQED-TV studios, San Francisco. Information: (415) 552-8760.

May 19-22—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-22—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

May 20-22—*Television Bureau of Advertising/Sterling Institute* "performance management program for account executives." Westin, Denver.

May 20-23—*Pacific Mountain Network* annual affiliates meeting. "Changes in and on the Air." Westin hotel, Denver. Information: (303) 455-7161.

May 21—*Independent Media Producers Association* seminar, "How to Do Business... Advocacy Groups." Gangplank, Washington. Information: (202) 466-2175.

May 21—*Southern California Cable Association* luncheon. Speaker: Michael Fuchs, chairman, HBO. Marina del Rey Marriott, Marina del Rey, Calif. Information: (213) 684-7024.

May 27-June 1—27th American Film Festival, documentary, short film and video festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York. Information: (212) 227-5599.

May 28-30—10th annual "Hyannis Conference" for investors and investment analysts interested in telecommunications and information industries, sponsored by *Electronic Industries Association*. Dunfey's hotel, Cape Cod, Mass. Information: (202) 457-4937.

May 28-31—*Public Telecommunications Financial Management Association* annual conference. Hyatt Regency, New Orleans. Information: (803) 799-5517.

May 29—*Golden Jubilee Commission on Telecommunications* conference, "At the Crossroads—Technology vs. Regulation in Mobile Radio and Enhanced Computer Services." Keynote speaker: Lionel Olmer, undersecretary of commerce for international trade. Mayflower hotel, Washington. Information: (202) 955-4687.

May 30-June 1—*National Cable Forum*, preview of upcoming made-for-cable programming, during annual consumer press tours. Arizona Biltmore, Phoenix. Information: (213) 278-3940.

May 30-June 1—International Visual Communication Conference, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

May 30-June 1—*Television Bureau of Advertising* sales staff meeting. Rye Town Hilton. Rye, N.Y.

June

June 1—Second annual Broadcasting-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation*, with grant from *Broadcasting-Taishoff Foundation*, honoring memory of Sol Taishoff, late founder-editor of Broadcasting. WBBM-TV, Chicago. Information: (312) 649-0224.

■ **June 1-2**—*American Film Institute* workshop, "Writing is Rewriting," on structural, creative and commercial aspects of screenwriting. Chicago Film-makers, 6 West Hubbard Street, Chicago.

June 2-4—*CBS-TV* promotion executives conference. Vista International, New York.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—*JCPenney-University of Missouri* television workshop. School of journalism. UM, Columbia, Mo. Information: (314) 882-7771.

June 2-5—*ABC-TV* promotion executives conference. Hamilton, Itasca, Ill.

June 2-8—Sixth Banff Television Festival, annual international event recognizing "excellence in TV films and programs." Banff, Alberta. Information: (403) 762-3060.

Stay Tuned

A professional's guide to the intermedia week (April 22-28)

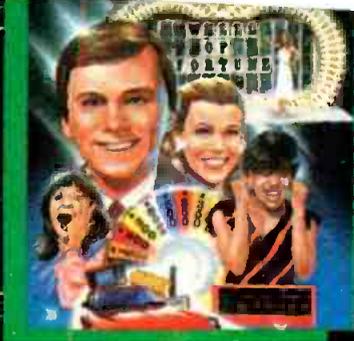
Network television □ **ABC:** "Marathon Man" (thriller), Monday 9-11 p.m.; *The Wind in the Willows* (animated children's story), Sunday 7-9 p.m. **CBS:** *Honor, Duty and a War Called Vietnam* (retrospective), Thursday 10-11 p.m.; *Arthur the King* (epic romance), Friday 8-11 p.m. **NBC:** *Scene of the Crime* (viewer participation mysteries), Sunday 10-11 p.m. **PBS** (check local times): *The Well-Tempered Bach with Peter Ustinov* (commemorative special), Wednesday 9-11 p.m.; *Bach's Brandenburg Concertos: The Concerto Grosso* (musical performance), Friday 9-10 p.m.

Network radio □ **ABC Radio:** *Vietnam Update: Ten Years Later* (250 news reports), weeks of April 22 and 29 on all six ABC Radio networks (check local times). **NBC Radio:** *Vietnam: Echoes of a Nightmare* (half-hour documentary), Wednesday (check local times).

Cable □ **Arts & Entertainment:** *The Last Day* (drama), Tuesday 8-9:30 p.m.; *The World Walk* (drama), Tuesday 9:30-10:15 p.m.; *Audubon* (documentary), Wednesday 8-9 p.m. **Cinemax:** "Over the Brooklyn Bridge" (romantic comedy), Sunday 8-10 p.m.

Play It Again □ **ABC:** *My Mom's Having a Baby* (children's drama), Wednesday 4-5 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Starring... Jack Lemmon: The Television Years*, four seminars, Monday-Wednesday 5:30-7 p.m. and Thursday 12:30-2 p.m. *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, Friday through July 11. Also, two seminars conducted by Berle, Wednesday and Thursday, 5:30-7 p.m., at McGraw-Hill Theater, 1221 Avenue of the Americas. *Produced By... Herb Brodtkin: A Signature of Conviction and Integrity*, 50 dramatic teleplays, now through May 4.



TV'S 1-2 PUNCH

WHEEL OF FORTUNE...#1 ACROSS THE BOARD!

- #1 Rated Syndicated Strip In TV History!
- #1 Rated Syndicated Show In February!
- #1 In All Top 10 Markets!
- #1 In 46 Of The Top 50 Markets!
- #1 In Nearly 8 Out Of 10 Markets Overall!
- #1 Access Show In America!
- #1 In All Major Demos
- Beats Or Ties The Station's Primetime Average In 91 Of The Top 100 Markets!
- Continues To GROW, GROW, GROW!

TIME PERIOD LEADER IN :

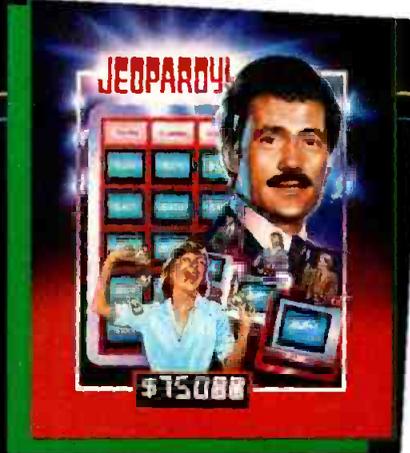
- | | | |
|-----------------------------------|--------------------------------------|---------------------------------------|
| #1 In Abilene 6:30P KTAB | #1 In Greenville-N.B. 7:00P WCTI | #1 In Portland, OR 7:00P KOIN |
| #1 In Albany, NY 7:30P WNYT | #1 In Greenville-SPAS 7:30P WYFF | #1 In Presque Isle 7:00P WAGM |
| #1 In Alexandria, LA 6:30P KALB | #1 In Hagerstown 7:00P WHAG | #1 In Providence 7:30P WPRI |
| #1 In Amarillo 6:30P KVII+ | #1 In Harlingen-Weslaco 6:30P KRGV | #1 In Quincy 6:30P WGEM |
| #1 In Atlanta 7:30P WXIA | #1 In Harrisonburg 7:30P WHSV | #1 In Raleigh 7:30P WTVD |
| #1 In Bakersfield 7:00P KGET | #1 In Hartford 7:30P WTNH | #1 In Rapid City 6:00P KOTA+ |
| #1 In Baltimore 7:00P WMAR | #1 In Hattiesburg-L 6:30P WDAM | #1 In Reno 7:00P KOLO |
| #1 In Baton Rouge 6:30P WAFB | #1 In Honolulu 6:30P KHON+ | #1 In Richmond 7:30P WTVR |
| #1 In Beckley 7:00P WOAY | #1 In Indianapolis 7:30P WTHR | #1 In Roanoke 7:00P WSLS |
| #1 In Birmingham 6:30P WVTM | #1 In Jackson, MS 6:30P WJTV | #1 In Rochester 7:00P WHEC |
| #1 In Boston 5:30P WNEV | #1 In Jacksonville 7:30P WJXT | #1 In Rockford 6:30P WTVO |
| #1 In Bowling Green 6:30P WBKO | #1 In Johnstown 7:30P WJAC | #1 In Sacramento 7:00P KXTV |
| #1 In Buffalo 7:00P WKBW | #1 In Jonesboro 5:00P KAIT | #1 In Salt Lake City 6:00P KTVX |
| #1 In Butte 6:30P KXLF | #1 In Kansas City 6:30P KMBC | #1 In San Angelo 6:30P KLST |
| #1 In Champaign-Spr. 6:30P WICS+ | #1 In Knoxville 5:30P WBIR | #1 In San Antonio 6:30P KENS |
| #1 In Charleston-Hunt. 7:00P WCHS | #1 In La Crosse-Eau 6:30P WXOW+ | #1 In San Francisco 7:00P KRON |
| #1 In Charlotte 5:30P WBTV | #1 In Lafayette, LA 6:30P KATC | #1 In Santa Barbara 7:30P KSBY |
| #1 In Chattanooga 7:30P WRCB | #1 In Lafayette, IN 7:30P WLFI | #1 In Seattle 7:00P KOMO |
| #1 In Chicago 6:30P WLS | #1 In Las Vegas 7:00P KVBC | #1 In Shreveport 6:30P KTBS |
| #1 In Chico-Redding 7:30P KHSL | #1 In Lima 7:00P WLIO | #1 In Sioux Falls 6:30P KSFY+ |
| #1 In Cincinnati 7:00P WCPO | #1 In Lincoln 6:30P KOLN+ | #1 In South Bend 7:30P WSJV |
| #1 In Clarksburg 7:00P WDTV | #1 In Little Rock 6:30P KATV | #1 In Spokane 6:30P KHO |
| #1 In Cleveland 7:00P WEWS | #1 In Los Angeles 7:00P KCOP | #1 In Springfield, MA 7:00P WWLP |
| #1 In Colorado Springs 6:30P KKTV | #1 In Lubbock 6:30P KAMC+ | #1 In Springfield, MO 6:30P KYTV |
| #1 In Columbia-Jeff. 6:30P KOMU | #1 In Macon 5:30P WMAZ | #1 In St. Louis 6:30P KSDK |
| #1 In Columbia, SC 5:30P WIS | #1 In Madison 6:30P WKOW | #1 In Syracuse 7:00P WIXT |
| #1 In Columbus-Tupelo 6:30P WTVA | #1 In Mason City 6:30P KTTC | #1 In Tallahassee 7:00P WCTV |
| #1 In Columbus, GA 7:30P WRBL | #1 In Memphis 6:30P WMC | #1 In Tampa 7:00P WTSP |
| #1 In Columbus, OH 7:30P WBNS | #1 In Miami 7:00P WTVJ | #1 In Terre Haute 7:30P WTHO |
| #1 In Dallas 6:30P KXAS | #1 In Milwaukee 6:30P WTMJ | #1 In Toledo 7:00P WTOL |
| #1 In Davenport 6:30P WOC | #1 In Minneapolis 6:30P WCCO | #1 In Tri-Cities 7:00P WCYB |
| #1 In Denver 6:30P KUSA | #1 In Minot 6:30P KFYR+ | #1 In Tucson 6:00P KGUN |
| #1 In Des Moines 6:30P KCCI | #1 In Mobile 6:30P WKRG | #1 In Tulsa 6:30P KTUL |
| #1 In Detroit 7:30P WDIV | #1 In Nashville 5:00P WSMV | #1 In Washington 7:30P WDM |
| #1 In Duluth 6:30P KBJR | #1 In New Orleans 6:30P WWL | #1 In Watertown 5:30P WWNY |
| #1 In Erie 6:00P WICU | #1 In New York 7:30P WCBS | #1 In Wausau 6:30P WAOW |
| #1 In Eureka 7:30P KIEM | #1 In Norfolk 7:00P WVEC | #1 In West Palm Beach 7:00P WPEC |
| #1 In Evansville 6:30P WFIE | #1 In Odessa 6:30P KMID | #1 In Wheeling 7:30P WTRF |
| #1 In Fargo 6:30P KXJB | #1 In Oklahoma City 6:30P KWTV | #1 In Wichita Falls 6:30P KFDX |
| #1 In Flint 7:30P WJRT | #1 In Orlando 7:30P WCPX | #1 In Wilkes-Barre 7:30P WNEP |
| #1 In Florence 7:00P WBTW | #1 In Paducah 6:30P KFVS | #1 In Wilmington 7:00P WWAY |
| #1 In Fresno 7:00P KFSN | #1 In Panama City 6:30P WJHG | #1 In Youngstown 7:00P WYTV |
| #1 In Fort Myers 7:00P WBBH | #1 In Parkersburg 7:00P WTAP | #1 In Yuma-El Centro 6:30P KYEL |
| #1 In Ft. Smith 6:30P KFSM | #1 In Peoria 6:30P WRAU | |
| #1 In Grand Rapids 7:00P WOTV | #1 In Philadelphia 7:30P WPVI | |
| #1 In Great Falls 6:30P KRTV | #1 In Phoenix 6:30P KTSP | |
| #1 In Green Bay 6:30P WFRV+ | #1 In Pittsburgh 5:30P KDKA | |
| #1 In Greensboro-W.S. 7:30P WXII | #1 In Portland, ME 7:00P WGME | |

WHEEL OF FORTUNE

DOES IT AGAIN!!

JEOPARDY!...IS RIGHT BEHIND WHEEL!

- #1 In 49 Markets And Building!
- #1 In 5 Top 10 Markets!
- #2 NEW Show Of All First-Run Strips This Season!
- #2 Show In Access, And Getting Closer To WHEEL!
- Equals WHEEL's February '84 Access Performance!



**NOW
AVAILABLE
SATURDAYS,
TOO!**

TIME PERIOD LEADER IN:

- | | |
|-----------------------------------|-------------------------------------|
| #1 In Albuquerque 4:00P KOAT | #1 In Lansing 7:30P WILX |
| #1 In Atlanta 10:30A WAGA | #1 In Las Vegas 7:30P KVBC |
| #1 In Bakersfield 4:30P KGET | #1 In Lima 7:30P WLIO |
| #1 In Beckley 7:30P WOAY | #1 In Little Rock 3:00P KATV |
| #1 In Biloxi 3:00P WLOX | #1 In Los Angeles 7:30P KCOP |
| #1 In Birmingham 12:30P WBRC | #1 In Macon 10:30A WMAZ |
| #1 In Buffalo 5:30P WKBW | #1 In Nashville 4:30P WSMV |
| #1 In Cedar Rapids 4:00P KWWL | #1 In New Orleans 4:00P WWL |
| #1 In Charlotte 5:00P WBTV | #1 In New York 4:00P WABC |
| #1 In Chattanooga 7:00P WRCB | #1 In Norfolk 7:30P WVEC |
| #1 In Chicago 3:30P WLS | #1 In Oklahoma City 4:30P KWTW |
| #1 In Cincinnati 7:30P WCPO | #1 In Orlando 7:00P WFTV |
| #1 In Cleveland 7:30P WEWS | #1 In Parkersburg 7:30P WTAP |
| #1 In Columbus, OH 10:00A WBNS | #1 In Peoria 5:00P WRAU |
| #1 In Davenport 11:30A WOC | #1 In Portland, ME 4:00P WGME |
| #1 In Denver 10:00A KCNC | #1 In Portland, OR 7:30P KOIN |
| #1 In Des Moines 5:00P KCCI | #1 In Providence 10:00A WPRI |
| #1 In Detroit 7:00P WDIV | #1 In Roanoke-Lynchburg 7:30P WSLS |
| #1 In Eugene 7:00P KMTR | #1 In Rochester, NY 7:30P WROC |
| #1 In Ft. Myers 7:30P WBBH | #1 In Rockford 3:00P WIFR |
| #1 In Green Bay 3:00P WFRV+ | #1 In Sacramento 7:30P KXTV |
| #1 In Greensboro-HP 7:00P WXII | #1 In St. Louis 4:30P KSDK |
| #1 In Houston 3:30P KPRC | #1 In Tri-Cities 7:30P WCYB |
| #1 In Jacksonville 11:30P WJXT | #1 In Wilmington 7:30P WWAY |
| #1 In Knoxville 5:00P WBIR | |



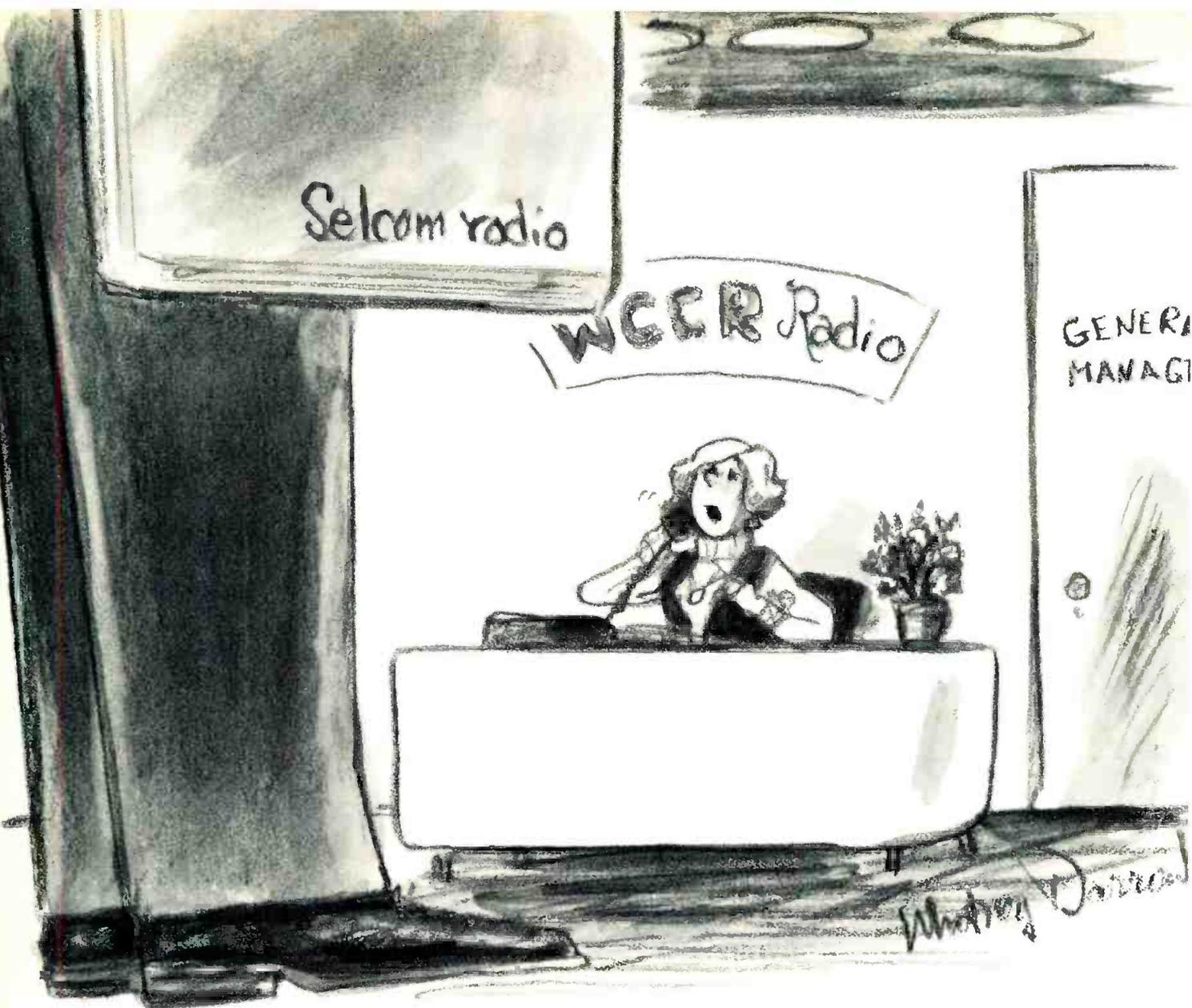
JEOPARDY!

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Ted Turner's bold bid for CBS

Atlanta entrepreneur makes good on his long-announced intention to go after the leading network, makes all-paper offer he says is worth \$175 a share; initial reaction is skeptical but none were prepared to count him out

Ted Turner's reach made it all the way to CBS last week. Whether his grasp can follow is the stuff of which broadcasting legend will be made in the months ahead.

In a bold fiscal maneuver that at first was given more credit for brashness than for stockholder appeal, the head of Turner Broadcasting System offered a noncash, all-paper deal he said was worth \$175 a share—an evaluation that would amount to roughly \$5.2 billion for all CBS stock outstanding. He was seeking to gain 67% of the company to establish control.

The move took advantage of broadcasting's rising star over Wall Street along with a unique constellation of deregulation in communications. While last Thursday's announcement of his intention to take control of CBS had been anticipated for weeks, the actual move found the Fifth Estate and the business community at large agape nonetheless at Turner's daring.

Another initial response of the stock market and of most observers was skepticism. Their credulity was strained by a tender offer that asked CBS stockholders for their shares but provided no cash. Given instead would be only stock and debt in an enterprise 73% controlled by Turner. That company would represent the merger of CBS and Turner

Broadcasting System, accomplished if Turner obtained two-thirds of the 29.7 million shares outstanding.

The resultant CBS would be less than the present sum of its parts. Turner stated that he wants only the crown jewel of CBS (the television network and owned TV stations) and will dispense with the rest of the headgear (including the radio and toy divisions and the publishing group) which he claims has weighed heavily on the company. The sale of CBS assets and CNN Headline News would also help Turner finance the transaction, the outline of which was contained in a 200-page prospectus filed early Thursday morning at the Securities and Exchange Commission in Washington. Turner also filed an application for transfer of control at the Federal Communications Commission and sent letters to members of Congress (see story, page 33).

Because of the variety of notes and stock offered in exchange for CBS shares and of the regulatory events that would have to precede a merger, many observers declined to make even a preliminary guess as to whether it could succeed. As a result the stock price, which on Thursday fluctuated by almost 10 points, was up at midday Friday after closing down the day before. Also fluctuating was the estimated per-share value of the offer, which analysts have placed at anywhere from \$120 to \$175. Their recommendations on CBS stock ranged from buy to sell to hold.

CBS noted the same difficulty when two hours after Turner's announcement it issued a statement which said, "The unusual num-

ber and complexity of Turner's proposed securities make it difficult for CBS to comment at this time. Once we have evaluated the materials CBS will inform its shareholders of the merits of Turner's proposal." A CBS official also said that the company was prevented by SEC regulations from commenting on the tender offer until it formally filed a response with that commission, which is expected some time this week.

At 11 a.m. on Thursday Turner, William C. Bevins Jr., vice president, finance, of TBS, and some of Turner's lawyers and bankers spoke to a select group of securities analysts for three-quarters of an hour at the Park Lane hotel in New York. Those attending said that little, if anything, was disclosed that was not already in the prospectus. Turner reportedly mentioned getting rid of "corporate jets" and lowering a few salaries.

Afterwards there was a five-minute press conference at which Turner read a prepared text. The TBS founder and chairman said: "We have been very interested in joining forces with one of the three broadcast networks because of our desire to be number one in the business. To do that one must have access to all the TV households." Previous overtures to merge with CBS had been "consistently" rejected by CBS management, Turner said. "Accordingly we have decided to let the shareholders of CBS decide for themselves. . . . We do not intend to make any changes in the CBS Television Network. Instead we would seek to improve the quality and diversity of CBS broadcasting."

Turner concluded by noting that his tender offer "has no connection with any ideologi-

The Deal

Just what is Turner Broadcasting System offering CBS stockholders for their CBS shares? In a word, "junk." That's what analysts have dubbed the kind of high-yield, high-risk debt securities that TBS is offering in a package, along with some preferred and common stock, for each share of CBS stock. Under TBS's proposed offer, each CBS share, which was trading at 106.57/8 at midday last Friday, would be exchanged for a package of TBS securities the company says have a face value of \$175. Analysts, however, said last week the real value of the package, discounting for the huge debt service and other risks involved, would be between \$125 and \$150. The big incentive to trade is the combined yearly interest, principal and dividend payment scheduled for each package of TBS securities. For each of the first four years, the payment, according to TBS's filing with the Securities and Exchange Commission last week, will total \$21.71. And from year five to year nine, the annual payment on each securities package will increase from \$32.01 to \$33.19. That compares with the total current annual dividend payment on common CBS stock of \$3.

One question that analysts were struggling with last week was what the real value of the TBS securities package is—the face value amounts to \$175 for each share of CBS stock exchanged—when factoring in the heavy debt service and intangibles such as if and when approval would come from the SEC and FCC, and the likely future performance of CBS. In the TBS exchange offer filed with the SEC last week, the company warned prospective investors that the ability to pay off the annual debt service, estimated at more than \$700 million for the rest of this decade and soaring to more than \$2.4 billion by 1992, if the takeover is accomplished, "will be largely dependent upon the ability of TBS to dispose of certain assets and businesses on favorable terms and to achieve operating efficiencies" with what is left. Turner executives told analysts last week they hoped to sell off CBS's publishing group, radio and toy divisions, WCAU-TV Philadelphia and possibly the records group as well. In material filed at the FCC, Turner said it would sell "or swap" WCAU-TV.

In its SEC filing, TBS further stated that outside investors in the proposed new entity would be needed to generate sufficient cash flow to meet all payments on the TBS securities. "There is no

assurance that any such investments [or sale of certain assets] will in fact occur," the company warned in its SEC filing.

The package of securities TBS is offering for each share of CBS common stock consists of seven different types of IOU's: seven-year senior notes bearing 15% interest with a face value of \$46.5; 15-year senior debentures bearing 15.5% interest with a face value of \$46.5; 20-year senior subordinated debentures bearing 16.5% and valued at \$30; and four series of zero-coupon bonds (similar to U.S. Savings Bonds) with an equivalent face value of about \$20. The combined face values of the IOU's come to \$142.

In addition, TBS has thrown in two different kinds of stock being issued in connection with the exchange offer—one share of preferred and three-quarters of a share of class B common—with each package of securities. A maximum of about 30.3 million shares of preferred and 22.7 million shares of the new class B stock are to be issued in connection with the proposed offer. ATBS spokesman said each preferred share is worth \$16.550 while the class B is worth about \$16.5, bringing the total value of the package to about \$175. At this point the preferred stock has no voting power while the class B stock has one-tenth of a vote per share. Ted Turner would therefore have voting control in the proposed new entity. All of TBS's current outstanding common stock (21,779,652.5 shares), 8.50.6.5% of which is held by Turner, would be reclassified as class A stock and retained by the current holders, with all the rights preserved under the earlier classification—including one vote per share voting power.

ATBS spokesman said the company did not expect the proposal to pass regulatory muster before next fall, but that shortly thereafter the official exchange offer period would begin, lasting for an as yet undetermined time. During the actual exchange period, CBS stockholders electing to go for the TBS package would deliver their shares to an exchange agent (E.F. Hutton), but would retain control of their stock with the right to withdraw and/or resubmit their shares "at any time the exchange offer remains effective." Once the period closed, the CBS share would be exchanged for the TBS securities package and Turner would proceed to seek control of the CBS board and force a merger of CBS into a TBS subsidiary.

cal group." an obvious reference to Raleigh, N.C.-based Fairness in Media (FIM), started by Senator Jesse Helms (R-N.C.) and several political associates. FIM has conducted a four-month campaign to change the policies of CBS News and had considered making a takeover attempt of the company itself. At the CBS annual shareholders meeting in Chicago last Wednesday (see story, page 35). Tom Ellis, a founder and director of FIM, when asked whether it would support a Turner takeover bid, responded: "Ted Turner and Senator Jesse Helms are good friends. I think that speaks for itself."

After Turner's press conference he offered one impromptu response: "Obviously I'm excited." But neither he nor Robert Wussler, TBS executive vice president, would respond to questions relating to the tender offer.

There were questions begging an answer. One question is just how much added value Turner could bring to the management of the operation, and how he would command the loyalty of key employees at CBS where, as one observer noted, "the inventory walks out the door every day."

Another question unanswered in the prospectus is how significant the economies of scale could be in combining certain news operations of CBS News and CNN; combin-

ing the sales staffs of the network and WTBS, or in program purchasing for both. Similarly, how much revenue gain could there be by making WTBS and the network a package buy for advertisers?

The response of station owners is also important (see story, page 33) for even if the network could maintain an affiliate in all markets, a change in control of the company might lead to affiliate switches that could leave the network with a weaker lineup.

Although Turner's proposed tender offer would cut CBS shareholder equity roughly by half, it would offer them substantial yearly payments; \$21.71 in the first four years—a combination of interest, principal and dividends. How much shareholders would actually see of that money in the first year is another question, especially if gains from the tender are taxed as income rather than capital gains.

These will be among the questions that the shareholders of CBS will be considering over the following months, while the proposed tender offer and subsequent merger are before regulatory agencies and the courts. It was not possible to ascertain who these shareholders are precisely as there has been high volume in CBS stock over the preceding months. But it is almost certain that at least three-quarters of the company is

owned by several hundred institutions and professional investors.

The high debt of CBS would require continued growth of revenue and cash flow (pre-tax operating profit plus depreciation and amortization—in short the money available to pay off debt). Bill Suter, a securities analyst with Merrill Lynch, said that despite the risks, he thinks the deal is workable: "Let's say 1986 is the first year the companies are together. Cash flow then, assuming 9% or 10% revenue growth and assuming that nothing is sold, could just about equal \$740 million, which is what they need to meet the debt." Suter also said that whatever assets are sold or whatever investors are brought into the deal would lower the debt and make it that much easier for the merger to succeed.

Helping to put together the plan for Turner was the investment banking firm of E.F. Hutton, which ironically is scheduled to be the primary renter of a building, partly owned by CBS, going up next door to Black Rock, CBS's corporate headquarters. John G. Nelson, a securities analyst at the firm of Brown Brothers Harriman & Co., noted that Hutton will earn most of its money if the tender offer is successful, or if TBS is instead bought by CBS. That second piece of fine print suggests another possible outcome to last Thursday's announcement. The pro-

spectus said that in the first contact between the two companies, in 1981, it was CBS officials who went to Atlanta to propose buying Turner's Cable News Network (CNN).

CBS has a variety of actions available to it, in the event it is convinced Turner's offer might be accepted by a majority of stockholders. Among them are a merger with another company, making an acquisition that would load the company with so much debt as to make Turner's proposal unfeasible, issuing new stock or buying up enough out-

standing stock so that Turner would never be able to get the two-thirds majority required by New York state corporate law for a merger or consolidation. It could additionally make various complaints in court; try to influence employees to leave the company should Turner be successful, and take its case to Congress and the regulatory agencies to spoil his chances of a timely completion of the deal.

Indeed the legal battle has already begun. Last Thursday, lawyers for Turner filed a complaint in U.S. District Court in Atlanta

that, among other points, asks for rescission of a change in the CBS by-laws that prevents 10% of the shareholders from calling a special meeting. CBS has asked to depose Turner early next month in connection with its case against Ivan Boesky.

If Turner's bid does not succeed it is still likely to earn him a place in lexicographic history. Wall Street's penchant for baptizing original strategies in the takeover game will undoubtedly show itself here, perhaps dubbing his cashless bid of notes and stock the "paper tiger" or "no deposit, high return."

What the rest of the world thinks of Turner/CBS

Course looks pretty clear at FCC; no major regulatory problems seen; broadcasters have mixed feelings

The FCC won't be erecting unnecessary regulatory barriers to Turner Broadcasting System's attempt to take over CBS.

Interviews with commissioners and key staffers last week confirmed that the FCC is intent upon letting shareholders decide the fates of their media companies as long as their plans conform with FCC rules and the statutory requirements of the Communications Act. Some FCC officials are, once again, insisting that the commission will remain neutral in these kinds of contests. "We're not going to permit our processes to be used as a sword or a shield by anybody," said one FCC official.

Commissioner **James Quello** was quick to distinguish the proposed Turner tender offer from the proxy battle for Storer Communications (BROADCASTING, April 15). Quello dissented from commission action that removed the FCC from the Storer proxy battle. But Quello noted that a central issue in the Storer case was whether a long-form transfer application (FCC Form 315, which is subject to a 30-day holding period and petitions to deny) should have been required. Quello believed that a 315 was required; the majority—consisting of Chairman Mark Fowler and Commissioners Mimi Dawson and Dennis Patrick—did not. In the TBS case, however, Quello noted that Turner has filed a Form 315. "So he [Turner] is meeting, at this point, all FCC requirements," Quello said. Quello added that he was keeping an open mind on whether the proposed transfer would be in the public interest. But Turner "is entitled to full FCC consideration, as long as he meets our requirements," Quello said.

Commissioner **Henry Rivera**, who also stated that a 315 was required, at least "at some point," in the Storer case, said he was "pleased" that Turner was using the long-form application. "I think that's the way to go, and I hope we can act on it as soon as possible," Rivera said.

One FCC source said the Turner applications would be handled under "standard" procedures. That's to say that, assuming the applications are found to be "technically sufficient," public notice of their filing will be made, and a 30-day period will be provided for public comment and petitions to deny.

Another 10 days will be provided for replies, with still another five days furnished for rebuttals to those replies. This source also said he expected that the commission would handle the applications in an "expedited" fashion, with the commissioners themselves called in to rule on whether the transfers would be in the public interest.

Just how long it will take the FCC to rule is open to question. One source said expedience depended on the "complexity" of the issues presented in the comments. Another FCC source expected CBS management to come up with plenty of issues. "I can assure you the CBS lawyers are out there dreaming them up right now," the source said. TBS is reportedly hoping that the commission can act on its applications within six months, "and it's possible we can act by then," the source said. Said another commission official: "We'll try to expedite action, because it's such a major issue, and it's only fair to all of the parties involved to resolve the issues as soon as possible."

The Turner case is said to raise a novel issue in that it represents a hostile tender offer. It also raises a somewhat novel issue in that TBS, lacking the cooperation of CBS management, filled out both the transferee's and transferor's portions of the FCC applications. But TBS, in a covering letter to the FCC, said it didn't think any "anomalies" in the applications resulting from that lack of cooperation were significant and that those should not interfere with the processing of the applications. "Indeed," said the letter, "it is our understanding that the commission staff has made provisions for a 'hostile' transfer situation and will not require strict adherence to the instructions to the forms in such situations, but will find the applications substantially complete in that regard." Commented one FCC official: "We have to insure our procedures are flexible enough to handle these sorts of things."

Turner has made an effort to cover Washington's regulatory bases. In letters, he advised every congressman of his intentions. "I believe it is time that the unmet information needs and programing interests of the public be addressed by network television," the letter said. "With the proposed merger, Turner Broadcasting would be in a position to improve the quality, objectivity and diversity of CBS's network programing."

In Washington as in New York, Ted Turner's effort to acquire control of CBS Inc.

with some \$5 billion-plus in notes, so-called "junk bonds" and shares in Turner Broadcasting System, erupted last week as a new and fascinating spectator sport. One failure of the contest as drama was the lack of a clear-cut hero. As Representative **Al Swift** (D-Wash.) put it, "There are a lot of folks on the Hill mad at CBS"—from hard-right conservatives who regard it as a "biased, liberal mouthpiece" to others who think it simply is "not as fair and accurate" as it claims to be. But, Swift added, "folks are also uneasy about Ted Turner because of his flamboyance." Still, the question of whether "Captain Outrageous" could actually capture Black Rock created an undeniable air of excitement in the Capital, where personalities counted for less than the ploys and politics involved.

The regulators assured questioners that the contest—in which lobbyists were already active—would be conducted fairly, and members of Congress issued statements declaring they expected no less. Citizen groups, emerging as possibly important factors in the drama, were choosing sides, with one group already declaring an intention to oppose Turner's bid. Meanwhile, the Department of Justice's antitrust division began poring over the stack of data supplied by Turner to determine whether the proposed takeover would violate antitrust laws. As one observer noted, the proposal involves the merger not of two networks—CBS and CNN—but three, the third being Turner's superstation, WTBS(TV) Atlanta, with its nationwide, cable-delivered programing and advertising.

One member of the broadcasting establishment who seemed loathe to pick sides was National Association of Broadcasters President **Eddie Fritts**. In his speech at the NAB convention on Sunday, April 14, he had expressed concern about "hostile takeovers" of broadcasting companies. But last week he said he was "not sure" whether the Turner move fell within the framework of that concern. He said he did not know enough about the proposal to make a judgment as to whether the public would be "a winner or a loser." Any effort to take over a network should be matter of concern, he said, because "they are national institutions, like the Washington Monument." On the other hand, he praised Turner "as an established broadcaster, whose CNN, as far as I

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Ted Turner: maverick and media missionary

CBS can't say it wasn't forewarned about Ted Turner's takeover attempt. The flamboyant broadcaster and cable programmer, in countless speeches and interviews over the past decade, has stated his dissatisfaction with the programming and news of the broadcast networks and has expressed his desire to acquire one.

Nobody ever took him seriously and, despite his \$5-billion bid for CBS last week (or, perhaps, because of it), some still don't. But as others have learned, that could be a mistake for CBS at this point. However uphill the battle in selling his debt-and-equity package to CBS's stockholders, make no mistake about it, Turner can sell.

The two prize holdings of Turner Broadcasting System—superstation WTBS(TV) Atlanta and Cable News Network—would not have achieved their current prominence in the cable industry had not Turner been able to convince often recalcitrant cable operators that they should carry his services in lieu of many others.

Rarely does Turner miss an opportunity to blast the networks for disseminating programming he says is tearing down American society. In a 1980 speech before the New York chapter of the National Academy of Television Arts & Sciences, he articulated a theme he has repeated many times since: "Unless television changes a lot in the 1980's, this nation isn't going to be around the way it is today. . . . No one industry or one group of individuals is as guilty for the demise of this country as the television networks and the over-the-air broadcast stations—the cartel that has been feeding us so much garbage for such a long time."

On occasion, the networks have provided a forum for Turner's antinetwork rhetoric. In a December 1981 appearance on ABC-TV's *Good Morning America*, Turner charged that television was not being used "to uplift us and bring us together and make us better," but "to make criminals out of us."

Turner has tried to realize his ambition of owning a broadcast network at least twice before. In the fall of 1981 he met twice with CBS Chairman (then President) Thomas Wyman and CBS/Broadcast Group President Gene Janowski to discuss "some marriage or relationship" between TBS and CBS. And in early 1983 he proposed a merger with each of the networks and major group broadcasters.

On both occasions, the talks generated a lot of press reports—Turner does little quietly—but no deals. The problem has always been Turner himself. Turner holds such a large part of TBS (87%) that its merger into another company, even one as large as CBS, would leave him in control—an outcome completely unpalatable to would-be partners.

Turner believes the three networks have conspired to keep him out of the network broadcasting business. "Because if I had made a deal with one of them, it would have been 'Katy bar the door' for the other two. . . . I would outbid them for everything and operate more efficiently and wreck the other two."

"Flamboyant" is the most common adjective used to describe Turner, but "iconoclastic," "obnoxious," "arrogant," "aggressive," "candid" and "smart" have also been used. His creed (and warning) and the title of a 1982 biography by Christian Williams: "Lead, Follow or Get Out of the Way."

Politically, Turner is a contradiction. He's a supporter of conservative politicians and ideas, yet he boasts of his acquaintance with Fidel Castro, who, he says, is a regular CNN viewer (through a satellite dish) and "a pretty nice guy."

Among his passions is sailing. Indeed, his rise to national prominence came principally from his successful defense of the America's Cup in 1977. The pluck and courage that characterize his competitive racing have carried over into his business dealings.

Although Turner was born (on Nov. 19, 1938) in Cincinnati, he has substantial Southern roots. His father was a Mississippian and the family moved to Savannah, Ga., when Ted was 9. He attended military boarding schools in Atlanta and Chattanooga.

By Turner's own account, his early life "wasn't all peaches and cream." In a 1982 speech, Turner talked about the tragedies that

marked his life: the suicide of his father, the near nervous breakdown of his mother and the coma-induced mental illness of his sister.

Turner went north to Providence, R. I., and enrolled at Brown University, where, according to the Williams biography, he spent much time drinking and chasing women. He was finally expelled from the school in his senior year when he was caught with a girl in his room. He never earned a college degree.

When Turner's father died in 1963, Turner, then 24, had to scramble to raise \$200,000 to block the sale of his father's outdoor advertising business. Turner managed to hang on to the company and, after turning it around, purchased two independent television stations in 1970—WTBS (formerly WTGG) for \$3 million and WRET-TV Charlotte, N.C., for the assumption of \$1,225,000 in liabilities. Both stations played important roles in the rise of Turner Broadcasting System.

In 1976, Turner began bouncing WTBS's signals off Satcom I to cable systems across the country, creating the nation's first superstation and the backbone of TBS. Along with HBO and a few other pioneering cable services, the superstation is credited with fueling the rapid expansion of cable in the late 1970's. It is now the second largest basic cable service, reaching some 34 million homes.

The sale of WRET-TV in 1979 to Group W for \$20 million provided the seed money Turner needed to create Cable News Network, which was, prior to last week's bid for CBS, his most ambitious undertaking. Despite the skepticism of the broadcasting and financial communities, CNN made its debut on June 1, 1980, and has been beaming news to cable affiliates ever since. It now reaches 32.3 million homes.

It's difficult to say what would happen to CBS News were Turner to succeed with his takeover bid. Although he went on CNN in 1982 to decry the sex and violence of motion pictures, he has, according to CNN reporters, stayed away from the editorial decision-making.

But Turner has strong ideas about what television news should be and some of those ideas seem to have been woven into the fabric of CNN. In a 1982 speech, he said television news should focus more on what's good about America. "It makes people lose confidence in their country and their way of life if

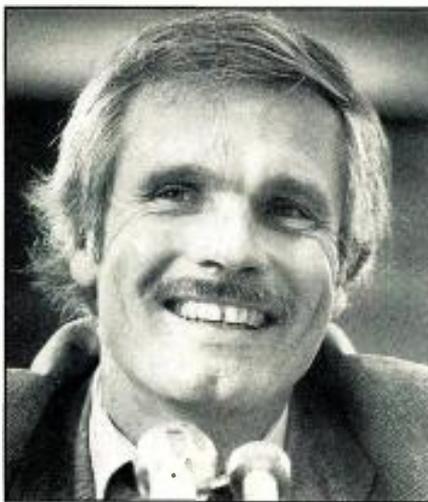
so much [television] news is downbeat."

For the most part, the media have been good to Turner, portraying him as a boorish and eccentric but somehow affable underdog and an imaginative and fearless businessman. Harry Reasoner concluded his 1979 profile for CBS's *60 Minutes* with: "I'd hate to have to keep up with him and I'd hate to be that driven, but I liked him."

Turner's public image was tainted by two articles by Peter Range that accompanied a truncated interview with Turner in the August 1983 issue of *Playboy* magazine. The first said Turner threw a tantrum in the first-class section of an Eastern jetliner after becoming upset by the tone or substance of Range's questions. According to Range's account, Turner, "suddenly violent," snatched Range's tape recorder from his hands and smashed it to the floor and stomped on his camera bag, shattering the plastic tape cassette and boxes. The second was a psychological profile—"The Demons of Ted Turner"—in which Turner comes off as a borderline psychotic.

Turner never refuted the first story, but issued a statement saying the second contained "incorrect statements, half-truths and distortions and relies heavily on statements attributed to unnamed others."

Turner maintains that he isn't in the broadcasting-cable business for the money or the power. For a May 1980 profile in *BROADCASTING*, Turner said, "I'm in it to straighten this country out. . . . I want to make it very clear where I'm at. I'm going to improve the quality of the television industry. That's my goal. I've staked my life and reputation on it. . . . I'm doing it as a crusade, primarily. I think that strong actions need to take place. I'm not doing it for myself. I'm doing it for my children and their children and for the people in the world who are getting ripped off—the people who want to live in peace and harmony and want to see our problems solved before we destroy the planet." □



From page 33.

can determine, is a viable, responsible news service."

Among policy makers there was an air of studied aloofness. FCC Commissioner **Henry Rivera** said, "I think it's healthy, from the public's point of view, that industry feels that management cannot be complacent—that there are people out there who might challenge them and so lead them to do their job better." As long as a proposed takeover is not "disruptive," he said, "there is no reason why management in broadcasting should be treated differently than that in other industries." He noted that the commission procedures provide a 30-day period for the filing of petitions to deny, and added: "I think that's what Congress intended—to make sure the proposed transfer is in the public interest, without insulating management in perpetuity."

Certainly, the key House members responsible for FCC oversight—Representative **John Dingell** (D-Mich.), chairman of the Energy and Commerce Committee, and Representative **Timothy Wirth**, (D-Colo.), chairman of the Telecommunications Subcommittee, made it clear in their statements that Rivera had gotten it right. Dingell said he would monitor closely the performance of all of the government agencies with responsibilities in the matter but served notice he felt the FCC had a special responsibility "since broadcasting is not a business like any other. . . . An FCC license brings with it trusteeship of the public's airwaves." And Wirth said, "The government must not allow its regulatory process to be either a shield for CBS's management, or a sword for Turner Broadcasting."

The only people involved in the Turner move who were up and working almost as early on Thursday as the law clerks who filed the applications with the FCC were lobbyists for Turner Broadcasting. Joe Waz, of Wexler, Reynolds, Harrison & Schule, was calling representatives of public interest groups, urging them not to rush to judgment on the issue, that additional information would be forthcoming on issues of concern to them, such as diversification of ownership and programming. Nor was Wexler, Reynolds the only lobbying help being retained. Turner has also hired Verner, Lipfert, Bernhard & McPherson, the law firm that has represented Turner and CNN on First Amendment matters, and Wellford, Wegman, Krulwich, Gold & Hoff, a politically connected law firm, has signed on with CBS.

Andy Schwartzman, of Media Access Project, indicated he was waiting for further information, and that at present, his reaction was "complicated." He said Turner's statements in his form letter to members of Congress on programming—regarding the need for children's programming and the elimination of gratuitous sex and violence—"rang all the right bells." But on the other hand, he said, CBS "is the class of the three networks, and Turner represents a possible deterioration of excellence."

Sam Simon, of the Telecommunications Research and Action Center, was not similarly torn. He said TRAC would file a peti-

tion to deny the transfer because it would eliminate the competition between CBS News and CNN. "If CBS bought CNN," he said, "we'd go nuts. The turnaround is relevant." **Henry Geller**, the former head of the National Telecommunications and Information Administration who now heads the Washington Center for Public Policy Research, will serve as TRAC's counsel. Geller said, "CNN's takeover of CBS would violate the underlying assumption of the First Amendment—that you get your news from diverse sources." **Pluria Marshall**, of the National Black Media Coalition, was keeping his counsel, waiting to see what a victory for either side would mean for NBMC. "We'll meet with both sides," he said. "We need to know what their intentions are; then we'll see who deserves our support."

At Justice, an official of the antitrust division said it had not yet even received the Hart-Scott-Rodino letter (so named after the authors of the law requiring it) containing the data on which it could begin an assessment of the possible antitrust law violations of the proposed takeover. A source familiar with the division's procedures said it would look at the possible impact on the national advertising market of common ownership of the three "networks," one of which is superstation WTBS. He also said it is possible the division might consider news as "a relevant market" for purposes of the Sherman Antitrust Act. He noted that the Supreme Court in the NCAA case had found college football to be a relevant market.

Of course, the FCC's procedures and the antitrust division's analyses could be irrelevant. For there are those who think the fate of the Turner bid will be settled not in Washington but on Wall Street.

Broadcasters did not leap into Ted Turner's arms when he announced he wanted to take over CBS; rather, some actually seemed to leap at him. One of the most frequent words to crop up in conversations was "credibility." Most broadcasters said they thought Turner's proposal—as presented so far—lacked credibility. While not questioning the proposed tender offer on financial terms, they questioned Turner's personal ability to act as head of a network.

Perhaps the most vocal was **Stanley S. Hubbard**, president of St. Paul-based Hubbard Broadcasting, who, when asked about the prospect of Turner joining the ranks of the big three network owners, said: "I think it would be a terrible thing if CBS got in the hands of Ted Turner. I place very little to no credibility in him."

Hubbard continued, "Where's he going to get the money? No responsible person would want to be associated with him. I talked to a former owner of a CBS affiliate television station, who still owns a CBS affiliated radio station, and who after a wonderful association with CBS said he couldn't countenance [Turner owning CBS]."

One ranking ABC executive termed the Turner proposal "a dangerous course," and added that ABC is wary when a "strong ideological viewpoint" is the basis of an acquisition.

Another response to the prospect of Turn-

er joining the broadcasting industry's elite came from an executive at a major group owner, who said: "I'm embarrassed [for the industry]." He went on to question the sincerity of Turner's bid for the network which he suggested was a "smokescreen" for a potential sale of superstation WTBS. Turner, this executive conjectured, could probably realize a greater value for his operation after stirring up attention.

"It could be a fascinating charade," he said.

Some broadcasters expressed admiration of Turner's business abilities. Said **John G. Conomikes**, vice president of the Hearst Corp. and general manager of its broadcasting division: "I would be surprised if he was able to pull this off." But he added, "I have no reason to think they [TBS] wouldn't do a good job" if they acquired CBS. Conomikes said that Hearst's CBS affiliate, WBAL-TV Baltimore, would not be sold in such an event.

"He's bright but misdirected," said **Alan Henry**, president, Gulf Broadcast Group. "What wonderful things could happen if we could put his energies in the right direction."

In an appearance before the Foreign Press Association recently, CBS 60 Minutes reporter **Mike Wallace** said that there would be "resignations en masse" if a potential CBS buyer attempted to interfere with the news operations at the network. □

CBS stockholders meeting becomes media event

Company's gathering in Chicago day before Turner move attracts coverage by networks, papers; it offers testimonial to its news department

CBS took the unusual step of having a three-camera, live, pool feed of its annual shareholders meeting in Chicago last Wednesday (April 17). The production, directed by someone hired from outside the network, reflected the company's sense that the meeting would be of more than ordinary interest. It was right: The feed was picked up by ABC, NBC and CNN.

Certainly there was drama leading up to that meeting, held at CBS's WBBM-TV in the same studio where the first Kennedy-Nixon debate took place 25 years ago. But at the end of the two-and-a-half hours, with CBS Chairman Thomas H. Wyman presiding, there had been no major challenges to the company's management, although the meeting had more than its share of theatrics.

Among the recent developments that might have made the shareholders meeting an important event for the company was the looming announcement of Ted Turner's tender offer. There was also the presence of the three directors of Fairness In Media, the Raleigh, N.C.-based ad hoc organization trying to change CBS News. Although FIM had signed a consent order saying it would

not initiate controversy at the meeting, there was still uncertainty as to how much stock its supporters might own. Finally, there was the question of how Wyman would use new powers to run the meeting, given to him by the CBS board a few weeks ago.

The CBS chairman conducted the proceedings with a mixture of authority and humor. When two shareholders started bickering about whose turn it was to speak, the chairman pointed from the podium at them and commanded, "Down. We will proceed with the order of business or we will take steps to ensure that we may." On the lighter side, a man identifying himself as David Norris, a record producer from Alaska, said he hadn't made up his mind about the objectivity of CBS News, but wanted to say that he had always gotten a fair shake from the CBS/Records Group. Wyman with the timing of a professional comedian paused and said, "Well, Walter [Yetnikoff, Records Group president]. I'm glad we finally got to meet your brother."

Wyman spoke at a podium situated to one side of the studio's stage, while six members of the CBS management committee, including Yetnikoff and CBS/Broadcast Group President Gene Jankowski, sat at a table facing the audience, which consisted of all the company's directors, including CBS founder and chairman of the executive committee, William Paley; approximately 150 shareholders, and roughly 100 journalists and other observers.

The meeting began with a 20-minute speech by Wyman, reviewing, in general terms, each operation of the corporation. He finished his remarks with a discussion, again in general terms, about "challenges from several parties who would either oversee or



Wyman

overturn the organization which has provided news and information for 58 years to the American public." Wyman said that shareholders should consider assets "not on the balance sheet" and, in particular, the "tradition of CBS quality standards and the enormous importance the American public attaches to the CBS capacity to fulfill this public trust conscientiously and faithfully."

Following the speech was a 15-minute tape, "CBS News: A Shared Experience," which combined all-star testimonials to the division's objectivity with an album of television news clips from the past three decades. Among those defending the network were: Ed Joyce, president of CBS News; Walter Cronkite, now a director of the company, and former commentator Eric Sevareid.

One seasoned observer representing a

large brokerage firm said there was little at the meeting to differentiate it from other shareholder meetings, which he described as "forums for people who own 50 or 100 shares." He added, "Although, it was comical... they ought to consider making it into a sitcom." And indeed at times remarks from both the podium and the floor seemed to turn usually mundane proceedings into genuine entertainment. A man dressed in green jungle fatigues and identifying himself as Godfrey Hassan railed against the "facist press," courteously turning over the floor to Reed Irvine, chairman of Accuracy In Media, a Washington-based group which accuses major news media of being too liberal.

One of AIM's proposed resolutions urged that CBS issue prompt corrections of material in "docu-dramas" that is found to be erroneous. Irvine cited both the *Kennedy* mini-series and the controversial *Atlanta Child Murders*. Wyman, who did not accept for voting any of the proposed resolutions from the floor, responded, "We have done intense internal evaluation of the subject in the past couple of months and have just developed a rigorous set of guidelines in how to perform in this area." He said the guidelines, would be made available to shareholders later.

One potentially important resolution, suggesting that CBS directors in the future be elected by cumulative voting, received a lower percentage of the vote—6.97%—according to a preliminary count—than it did the preceding year (approximately 10%). The lower percentage indicated, if nothing else, a probable upper limit on the strength of Fairness In Media supporters, who would have been likely to support it because it would facilitate the election of directors representing special interest groups. □

Broadcasters take a beating on must-carry

Appeals court judges seem to lean toward cable point of view at oral arguments for 'Quincy' case

The FCC's must-carry rules are under attack.

Judging from the remarks of the three-member panel of the Court of Appeals in Washington that heard oral arguments for the Quincy Cable/Turner Broadcasting System First Amendment challenges to must-carry last week, the rules are in jeopardy in the court.

And judging from the tenor of the remarks last week of James Mooney, president of the National Cable Television Association, that association has entered the fray.

Attorneys on both sides of the Quincy/TBS debate cautioned that it's best not to jump to conclusions about how the appellate court will rule from the commentary of judges during oral arguments. But what the panel—consisting of J. Skelly Wright, Ruth Bader Ginsburg and Robert Bork—said gave little comfort to broadcasters. Most of their comments and questions revolved around the theme that the rules, at least as they are currently applied, raise First Amendment concerns.

Among those speculating that the courts

won't tolerate the rules as they are currently written was NCTA's Mooney. "The whole must-carry ball of string may be about to unravel," Mooney said in a speech before the Washington Metropolitan Cable Club the day after the appellate court heard the oral arguments in the must-carry challenges. Mooney also said the speculation was that the must-carry rules would either "go down" or the court would remand to the FCC with instructions to make the rules less burdensome.

Stephen Effros, executive director of the Community Antenna Television Association, told BROADCASTING he thought it "very likely" that the court would find the rules unconstitutional and "at very least" remand to the FCC with the instruction that if the commission can show that "broadcasting, as opposed to broadcasters," is in jeopardy without some form of must-carry, then the FCC could "probably" adopt some "very limited" rule. "But I don't think the FCC can show that," Effros said.

In his remarks to the cable club, Mooney said he didn't mean to be declaring all-out war on must-carry. "That's a possibility, but a decision of that magnitude must come from the NCTA board," Mooney said.

Mooney said that must-carry had gone "way too far" and was vulnerable on communications policy and constitutional grounds. "And every additional ounce of must-carry burden the broadcasting industry seeks to impose on cable—whether it be mandatory carriage of teletext or paging services, the forced carriage of multichannel sound, or whether it be the creating out of whole cloth of new hyphenated markets, whether cable operators are forced to carry so-called 'local' signals which originate so far away they trigger copyright liability—pushes the cable industry closer to a consensus to seek outright elimination of the whole must-carry regime," Mooney said.

Mooney also attempted to blunt one sword that may soon be aimed at his industry's heart. He did that by disputing the contention of some broadcasters that if must-carry goes, so will the compulsory copyright license. "It ain't necessarily so," said Mooney. In an interview after his speech, Mooney noted that broadcasters would have to get Congress to pass a new law to eliminate the compulsory license. And Mooney said he'd rather be put in the position of trying to block a law than attempting to get one passed any day. "Stopping things is a whole

lot easier," Mooney said.

Much of the discussion by the judges at the oral arguments was directed at whether the must-carry rules, as applied, met the test of constitutionality handed down by the Supreme Court in its 1968 *U.S. v. O'Brien* decision. That decision said "incidental" restraints on free expression were permissible if they promoted an important governmental interest unrelated to the suppression of speech and that the restraint went no farther than necessary to accomplish the goal. In the cases at hand, Quincy is arguing that *O'Brien* shouldn't be invoked to justify governmental intrusion into a cable operator's editorial discretion. TBS is arguing that the rules are unconstitutional under the *O'Brien* test. The broadcast intervenors and the FCC are contending that the rules meet that test, and that the important federal interest involved is the preservation of a free local broadcasting service.

Both Bork and Ginsburg, however, questioned whether the must-carry rules are the least-intrusive regulation necessary. Ginsburg, at one point, said she didn't understand why the obligation had to apply to "each and every station." She also asked why the commission didn't have an "easy" waiver policy to permit cable operators to avoid "duplicative" network programming. At another point, she asked why broadcast stations couldn't count on their value as "good stations" to spur cable carriage. At still another point, she asked why the FCC, which has scrutinized the continued need for so many of its rules, opted not to revisit the must-carry rules, as TBS requested in a petition for rule-making. (Bruce Sokler, TBS's attorney, told the judge that the issue had become "very important" for broadcasters. "They [the FCC] are hoping that the courts will take them off the hook," Sokler said.) Bork even suggested a possible rule under which cable operators would only be required to carry three broadcast signals, with local stations bidding for the right to be carried.

For his part, Wright characterized a footnote from the Supreme Court's 1979 *Midwest Video II* decision (in which the court ruled that the FCC had exceeded its statutory authority in requiring cable operators to furnish access channels) as an "invitation" for court review of the must-carry rules. (The *Midwest* footnote at issue says that the appellate court hearing that case suggested the access rules might violate the First Amendment rights of cable operators. "Because our decision rests on statutory grounds, we express no view on that question, save to acknowledge that it is not frivolous," the footnote says.) "If ever I saw an invitation, that looks like an invitation to me," Wright said.

Wright also asked who got the money for the ads on must-carry programming carried on cable.

Attorneys for Quincy, TBS and the broadcast intervenors all declined to speculate on how the court will rule. Sokler, however, said the court "seemed very much disposed" to TBS's argument that the rules, at least as they are currently applied, are unconstitutional. "It's hard not to be encouraged," Sokler said.

John P. Cole Jr., representing Quincy Cable, said he "was pleased to see the way the argument went."

J. Laurent Scharff, representing the broadcast industry intervenors in the case, said he "would have been happier if more questions would have indicated a friendlier disposition from the court." But Scharff insisted that the broadcast intervenors had answered a lot of the judges' questions at the oral argument and in briefs filed in the proceeding.

In his cable club speech, Mooney said the "real basis" for the must-carry rules was to "prevent competition" and that the original rationale for the rules had "as much relevance to conditions which prevail in 1985 as does the theory of divine right of kings to modern democracy."

He said an NCTA survey found that saturated cable systems with fewer than 20 channels were devoting an average of 55% of their channels to must-carry signals, with 30% of them consisting of duplicated sig-



Mooney

nals. "We estimate that on saturated systems alone, duplication affects 1.6 million subscribers," he said. "This means that you can get ABC, NBC or CBS live and in color twice—even three times in some places—and made-for-cable services like Nickelodeon, Cable News Network and Black Entertainment Television not at all."

UHF's, he said, have been "multiplying faster than rabbits" all over the country and "pushing both superstations and made-for-cable-programming services off the local cable systems." Mooney said another NCTA survey found that UHF's that went on the air during the last eight months of 1984 devoted only about 2% of their broadcast hours to local news and community affairs programming. It found the same percentage of news and community affairs programming in its sample of both new and old UHF's. "Where's the localism in this?" Mooney said.

Mooney also charged that broadcasters had set up the First Amendment as a shield against spectrum fees, libel laws, equal time and fairness requirements and children's programming standards. "When it comes to

their own First Amendment rights, and their own editorial freedom, most broadcasters are absolutists," Mooney said. "But when it comes to cable's First Amendment rights and cable's editorial freedom, broadcasters suddenly discover the legitimate interests of the state. Suddenly it seems appropriate to engage in balancing tests, and to weigh against the cable operator's rights everybody else's interests, especially the interest of the broadcaster to enjoy a competitive leg-up. But this is 1985, not 1965, and I doubt seriously whether that kind of doublethink can pass judicial inspection."

Among other things, Mooney questioned whether the courts will set *O'Brien* on its ear. "There the Supreme Court said even acceptable governmental intrusion on First Amendment freedoms must be no greater than strictly necessary to accomplish the government's purpose," Mooney said. "In applying *O'Brien*, will the courts, like the FCC of 20 years ago, blandly dismiss the A/B switch when it is clearly a less intrusive alternative than expropriation of channels?"

According to Mooney, A/B switches, now available for under \$5, are being used already to switch TV receivers between off-air antennas and multipoint distribution antennas. "How is the government going to justify the conclusion that the A/B switch is okay when it comes to MDS, but not okay when it comes to cable? What's a court to think of that kind of inconsistent reasoning, even when it comes from the expert agency?"

"For that matter, what's a court to make of the fact that a satellite master antenna system operator and a cable operator might be competing in the same building with the same technology, yet one has must-carry obligations and the other does not? Isn't there an 'equal protection' problem here?"

"I don't know the answer to these questions for sure, but I'd bet a fair amount of money the courts will not tolerate the must-carry rules as presently written."

Mooney also said he thought Ralph Baruch, chairman of Viacom International, made "a very sensible speech" in urging the broadcasting and cable industries to settle their differences over must-carry (BROADCASTING, April 8). "NCTA has never been averse to talking things out with other groups," Mooney said. "That's why I was interested in reports in the trade press that the broadcasters decided a few months ago to seek a compromise on must-carry with the cable industry. Meetings of the mind, however, do not occur by osmosis, and until we hear directly from the broadcasting community, we must assume that their current view on must-carry remains that which they expressed to the FCC in the multichannel sound proceeding and in the *Melbourne* case [in which the FCC expanded the Orlando-Daytona Beach, Fla., market to include Melbourne and Cocoa, both Florida, for must-carry purposes]."

"In any event, time may be running out. The courts wait for no one—especially not for trade associations and their internal politics. With yesterday's argument in the *Quincy* and *Turner* cases... the whole must-carry ball of string may be about to unravel." □

The good news and the good news

Las Vegas convention draws record numbers, comes off in workmanlike fashion—although lack of controversy or provocation made it a little dull; Wearn and Cuomo hits; Fritts calls for concentration on public service; Lightner challenges broadcasters to rise to the occasion on beer-wine

If one thing can be said about the National Association of Broadcasters annual meeting in Las Vegas last week, it's that it worked. The attendance was record-breaking (more than 35,000). The sessions—radio, television and engineering—were worthy of their titles. The star speakers—particularly Multimedia's Wilson Wearn and New York Governor Mario Cuomo—brought audiences to their feet. And, perhaps most surprisingly of all, the Hagler-Hearns fight, which had threatened the NAB with gridlock, didn't muss a hair on its associational head.

What the 1985 convention wasn't was newsmaking; rarely was heard a discouraging word, or even a provocative one. The



Fritts

absence of controversy on the agenda assured a blandness that, while all to the good in the eyes of convention management, invoked a yawn among some attendees. Indeed, it seemed the NAB was at peace with Congress, the FCC and itself.

Even NAB President Eddie Fritts's opening remarks reflected the industry's new tone. "The greatness of this industry derives from two kinds of thinking. The first is that the broadcaster thinks greatly about broadcasting—a dynamic enterprise which, if well operated, earns public approval as well as profits. The second is that the broadcaster thinks greatly about the community he or she serves—a definable market which, if properly cared for, ennobles itself by making progress commensurate with its potential," Fritts said.

He underscored the broadcaster's role as a "citizen first." Fritts said: "It is in his capacity for civic responsibility—often outside the airwaves—that he can wield a different influence, or make common cause with his fellow citizens in other endeavors. Many broadcasters help their communities through voluntary action as a part of local service,

civic, charitable and religious organizations." Fritts also argued that it is time for the industry to examine its contributions to the community. "Not just in quantity, but in quality. Not merely because it's right, but because it's responsible. Not only to make a better living for broadcasters, but to make our communities better places to live. We must think greatly about both our businesses and our communities."

The NAB president also expressed concern about hostile takeovers—a theme he first enunciated in an interview with BROADCASTING on convention eve (BROADCASTING, April 15). "When a hostile takeover emerges with the objective to dismantle an existing company for stockholder profit, I understand. But I ask—has anyone measured the intangibles, the service that company may have provided or the possible long-term effects?" he said. "Perhaps it's time to remind the investment community and the takeover wizards that broadcasting is indeed a unique industry...much different from other corporate citizens in America." Moreover, he continued, the licensing process requires broadcasters as public trustees to serve the public interest. "We have never advocated removal of that public interest standard. In fact, our obligation is to serve the public interest first and stockholder interest second...not the other way around," he said.

Fritts's message fitted in with the NAB's national public service campaign against drunk driving, launched last year after the threat of a proposed ban on beer and wine commercials intensified. The convention's theme, "Take Part...Take Pride," reinforced the spirit behind that campaign. And that theme was highlighted again during a joint radio and TV session featuring Candy Lightner, founder of Mothers Against Drunk Driving.

Although there were few fiery speeches, Wilson Wearn, chairman of the board of Multimedia Inc., Greenville, S.C., and the winner of NAB's 1985 Distinguished Service Award, captivated his audience with an acceptance speech that touched upon a number of broadcasting issues (see page 50). So too with the Cuomo address—a ringing endorsement of First Amendment rights for the broadcast media (see page 46).

FCC Chairman Mark Fowler was a major newsmaker at last year's convention, when he admonished broadcasters for their shortcomings in news and children's programming. This time, Fowler focused instead on the deregulatory accomplishments of his four-year tenure (see page 46).

As usual, much of the convention's news emanated from the equipment exhibition (see page 98). Bigger than ever, the exhibition attracted 700 companies that occupied the 300,000 square feet of the exhibit hall.

BROADCASTING'S gavel-to-gavel coverage of the NAB convention continues on page 46.

□

If anyone came close to scolding the industry it was Lightner, who took broadcasters to task for their Johnny-come-lateness on the alcohol issue. She called on the brewing and broadcasting industries to establish voluntary guidelines for beer and wine commercials. But she also declared that her group would not advocate banning beer and wine commercials. She insisted MADD would never join Project SMART (Stop Marketing Alcohol on Radio and Television), a coalition of citizen groups, including the PTA, that is seeking a legislative ban on beer and wine advertisements or, alternatively, mandatory counteradvertising.

MADD's call for action had three primary objectives: the establishment of alcohol advertising guidelines, a media review panel and an annual review of alcohol commercials by a federal agency. She emphasized



Lightner

that the "final defense to insure responsible alcohol advertising—utilized only as a last resort—lies with the federal government."

Lightner's proposal, however, may be difficult for the broadcasting industry to carry out. Lightner admitted later during a press conference that she was not familiar with the NAB's now defunct advertising code, abolished several years ago because of antitrust action brought by the Justice Department. Lightner, however, maintained that she was flexible on all these points.

Shaun Sheehan, NAB senior vice president for public affairs, said the association would have to review Lightner's proposal before making any decisions. NAB wants to insure its actions would not infringe upon its consent decree.

"MADD believes the first line of defense against dangerous, inappropriate advertising should be the alcohol beverage industry itself," Lightner said. "The beverage industry should develop a strong, enforceable set of advertising guidelines with which to regulate itself."

According to Lightner's plan, the panel would consist of representatives of both the

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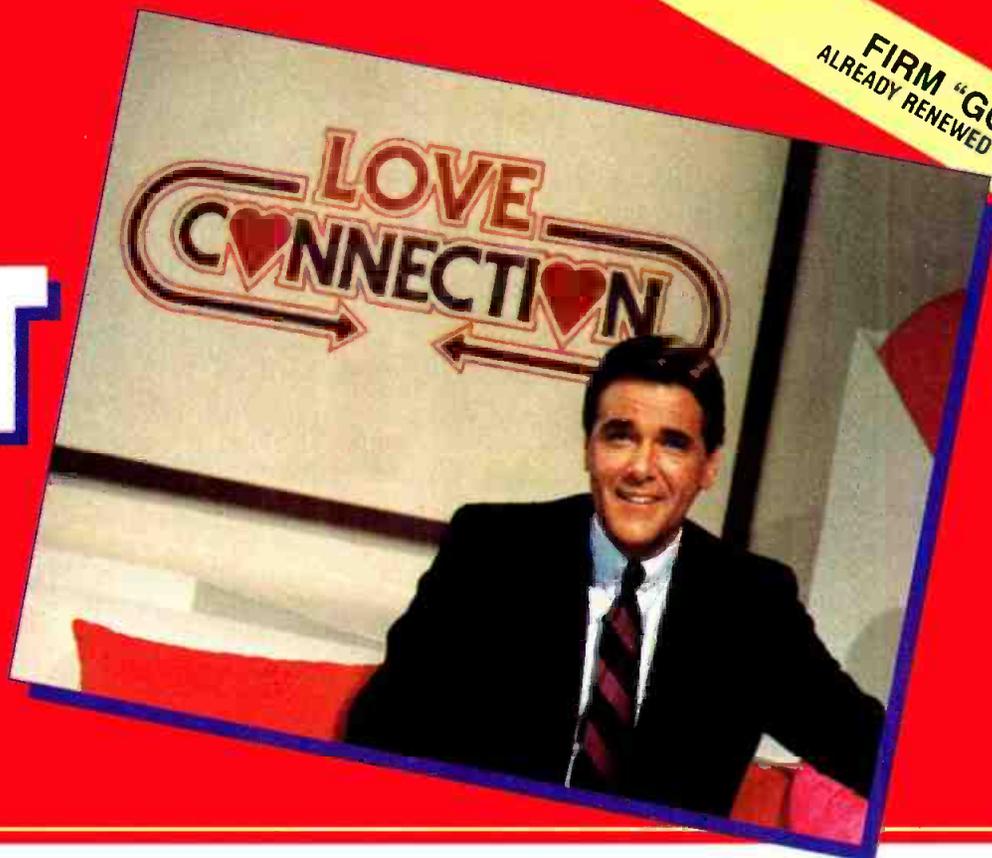
In large, medium and small markets, the message is plain — "Love" is still growing, boosting its time period share and demos over previous programming and even over its own past numbers.

"Love Connection" — Let "Love" grow for you in '85-'86!

		FEB 1984		FEB 1985		INCREASE
NEW YORK WNBC 4:00PM	H.H. SHARE	LOVE CONNECTION	19	LOVE CONNECTION	20	+ 5%
	ADULTS 18-49 (000's)	LOVE CONNECTION	204	LOVE CONNECTION	231	+ 13%
CHICAGO WMAQ 3:00PM	H.H. SHARE	EIGHT IS ENOUGH	11	LOVE CONNECTION	13	+ 18%
	ADULTS 18-49 (000's)	EIGHT IS ENOUGH	67	LOVE CONNECTION	85	+ 27%
DALLAS-FT. WORTH KXAS 11:30PM	H.H. SHARE	MORE REAL PEOPLE	13	LOVE CONNECTION	24	+ 85%
	ADULTS 18-49 (000's)	MORE REAL PEOPLE	25	LOVE CONNECTION	90	+ 260%
MINNEAPOLIS-ST. PAUL KMSP 1:00PM	H.H. SHARE	LOVE CONNECTION	15	LOVE CONNECTION	20	+ 33%
	ADULTS 18-49 (000's)	LOVE CONNECTION	23	LOVE CONNECTION	30	+ 30%
SACRAMENTO KXTV 6:30PM	H.H. SHARE	NEWS	11	LOVE CONNECTION	19	+ 73%
	ADULTS 18-49 (000's)	NEWS	25	LOVE CONNECTION	51	+ 104%
PROVIDENCE WLNE 7:30PM	H.H. SHARE	MUPPETS	9	LOVE CONNECTION	13	+ 44%
	ADULTS 18-49 (000's)	MUPPETS	26	LOVE CONNECTION	81	+ 212%
RICHMOND WTVR 4:30PM	H.H. SHARE	WALTONS	16	LOVE CONNECTION	25	+ 56%
	ADULTS 18-49 (000's)	WALTONS	12	LOVE CONNECTION	24	+ 100%
FRESNO KJEO 4:00PM	H.H. SHARE	OUR MAGAZINE	10	LOVE CONNECTION	22	+ 120%
	ADULTS 18-49 (000's)	OUR MAGAZINE	6	LOVE CONNECTION	15	+ 150%
AUSTIN KTVV 4:30PM	H.H. SHARE	LOVE BOAT	12	LOVE CONNECTION	14	+ 17%
	ADULTS 18-49 (000's)	LOVE BOAT	11	LOVE CONNECTION	18	+ 64%

"Love Connection" is an Eric Lieber Production in association with Telepictures.

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JUST

		FEB 1984		FEB 1985		INCREASE
LOS ANGELES J... 3:00PM	H.H. SHARE	KOJAK/ NEWLYWED	7	LOVE CONNECTION	13	+ 86%
	ADULTS 18-49 (000's)	KOJAK/ NEWLYWED	40	LOVE CONNECTION	156	+290%
PHILADELPHIA ...AU... 7:30PM	H.H. SHARE	FAMILY FEUD	11	LOVE CONNECTION	12	+ 9%
	ADULTS 18-49 (000's)	FAMILY FEUD	95	LOVE CONNECTION	167	+ 76%
HOUSTON RC... 3:00PM	H.H. SHARE	WALTONS	12	LOVE CONNECTION	18	+ 50%
	ADULTS 18-49 (000's)	WALTONS	21	LOVE CONNECTION	36	+ 71%
ATLANTA ...GA... 10:00AM	H.H. SHARE	ONE DAY AT A TIME	15	LOVE CONNECTION	22	+ 47%
	ADULTS 18-49 (000's)	ONE DAY AT A TIME	22	LOVE CONNECTION	39	+ 77%
ORLANDO ...SH... 9:30AM	H.H. SHARE	MORK & MINDY	12	LOVE CONNECTION	19	+ 58%
	ADULTS 18-49 (000's)	MORK & MINDY	10	LOVE CONNECTION	19	+ 90%
MEMPHIS MC... 11:30PM	H.H. SHARE	LETTERMAN	18	LOVE CONNECTION	28	+ 56%
	ADULTS 18-49 (000's)	LETTERMAN	15	LOVE CONNECTION	29	+ 93%
MOBILE ...AR... 4:30PM	H.H. SHARE	EIGHT IS ENOUGH	16	LOVE CONNECTION	17	+ 6%
	ADULTS 18-49 (000's)	EIGHT IS ENOUGH	21	LOVE CONNECTION	24	+ 14%
DECATUR ...ND... 9:00AM	H.H. SHARE	LOVE CONNECTION	11	LOVE CONNECTION	19	+ 73%
	ADULTS 18-49 (000's)	LOVE CONNECTION	4	LOVE CONNECTION	13	+225%
SPRINGFIELD, MO. LR... 3:30PM	H.H. SHARE	LOVE CONNECTION	26	LOVE CONNECTION	32	+ 23%
	ADULTS 18-49 (000's)	LOVE CONNECTION	11	LOVE CONNECTION	13	+ 18%

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And the winner will be . . . For most delegates attending last week's NAB annual convention in Las Vegas, the exhibit hall and engineering, radio and television management sessions were main attractions. However, to the nine NAB radio and TV board members seeking seats on the association's executive committee, the convention provided an excellent opportunity for politicking. Although NAB's 52 radio and television directors won't choose new leaders until June, the candidates were busy shoring up support.

Pictured in front (l to r): Peter Kizer, Evening News Association, Detroit; Edward Giller, Gilcom Corp., Altoona, Pa.; Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., and Bev Brown, KGAS(AM) Carthage, Tex.

Back row (l to r): Wallace Jorgenson, Jefferson Pilot Broadcasting, Charlotte, N.C.; Bill Turner, KCAU-TV Sioux City, Iowa; Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky.; John Dille, WTRC(AM)-WYEZ(FM) Elkhart, Ind., and Clyde Price, WACT-AM-FM Tuscaloosa, Ala.

The most sought-after seat is that of the joint board chairman. Competing for the post are Snider, chairman of NAB's radio board; Giller, the radio vice chairman, and May Dille and Price are seeking the radio chairmanship. Kizer and Jorgenson are running for TV vice chairman. Only Turner, who is running for TV chairman, and Brown, who is after the radio board vice chairmanship, remain unchallenged for their seats.

print and electronic media. In addition, Lightner would like to see such non-media professionals as researchers, scientists and others with expertise in studying alcohol abuse and drunk driving. The panel would concentrate on three areas: consulting with marketing and advertising officials, initiating a system to review alcohol ads and make recommendations concerning the appropriateness of such ads, and operating as a review board to receive citizen complaints on ads and then make recommendations. She also suggested that the panel be implemented no later than Jan. 1, 1986.

Broadcasters were also urged by Joyce Nalepka, president of the National Federation of Parents for a Drug-Free Youth, to step up their role in the fight against drug abuse. "Advertisements alone couldn't have caused a nation of children and teens to become experimenters or addicts," Nalepka said. Nonetheless, her organization, she said, is urging advertisers and the media to "give a clear no alcohol/no drugs message to kids and use responsibility in all ads."

The subject of taking beer and wine commercials off the airwaves was debated later by a congressional panel featuring Representatives Vic Fazio (D-Calif.), Howard Nielson (R-Utah), Matthew Rinaldo (R-N.J.), Al Swift (D-Wash.), Richard Shelby (D-Ala.) and Michael Synar (D-Okla.). Nielson, Rinaldo, Swift, Shelby and Synar sit on

the House telecommunications Subcommittee, which is slated to hold a hearing on the subject on May 21.

The lawmakers unanimously stated their opposition to the concept of an advertising ban or mandatory counteradvertising requirements. And even though broadcasters may appear to have made some strides in their fight against a ban, the congressmen warned the industry not to become complacent. They were equally leary of MADD's suggestion that Congress designate a federal agency to review alcohol advertising and deliver a report annually to Congress on the subject.

There was some division among the group, however, over whether or not a study on the impact of the ads is necessary. Nielson, who has already offered a bill calling for a study of all print and broadcast alcohol ads to determine if there is a link between the ads and abuse. "I think we need to look at this and find out the facts," Nielson said. Shelby was also eager to see a study completed. But Rinaldo thought a study was not necessary. "This whole process would just open up a Pandora's box," Rinaldo warned.

Indeed, the panelists said that congressional interest in the beer and wine ban may soon pick up. They noted that Representative John Seiberling (D-Ohio) said he is likely to offer a bill that would require broadcasters to provide free air time for

counteradvertising. A Seiberling spokesman confirmed that but also noted that broadcasters would not be made responsible for producing the ads. No date has been set to introduce the measure and Seiberling has not started actively seeking co-sponsors.

The panelists also agreed that a bill calling for counteradvertising had a better chance of enactment than one calling for a ban. Swift and Synar warned that even though MADD is not involved in the push for a ban, broadcasters should still be on guard. "If the religious groups got involved with the PTA and health groups, that would be a heck of a coalition," Synar said.

Swift complimented the industry for launching an effective lobbying campaign. Nonetheless, he warned, "The fact that you haven't gotten it yet [a ban] doesn't mean you all can relax." Swift also criticized Joseph E. Seagram & Sons for its advertising campaign against the networks for refusing to air its so-called public service announcements (BROADCASTING, April 15). "Somebody ought to tell them their timing is impeccable."

There was still more encouraging news from the panel when Fazio revealed that he and Representatives Dick Cheney (R-Wyo.), Silvio Conte (R-Mass.) and Robert Matsui (D-Calif.) were uniting to oppose a ban and any counteradvertising legislation if necessary. □



Congress on beer and wine. L-r: Fazio, Nielson, Synar, NAB's John Summers, Swift, Rinaldo, Shelby

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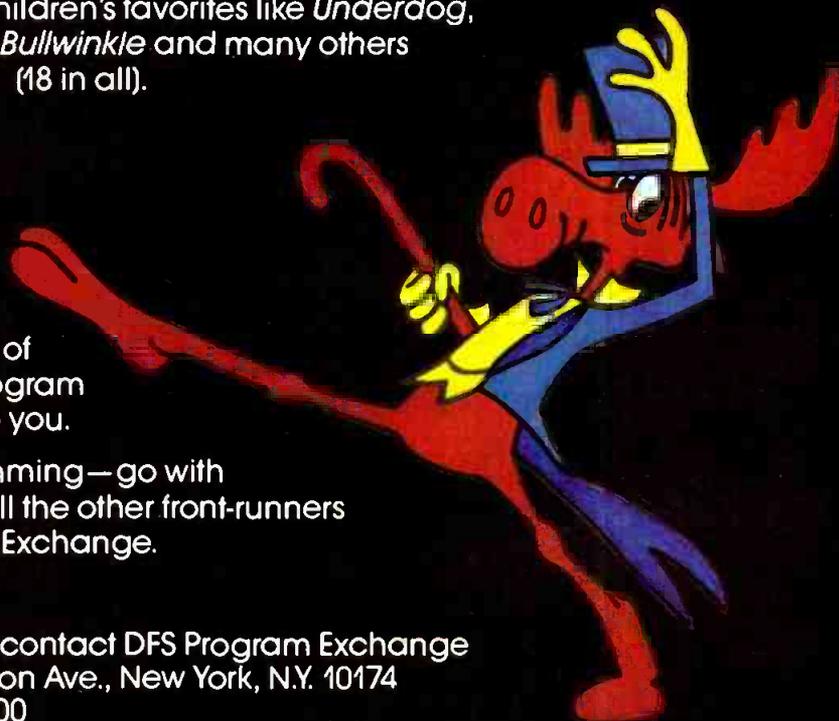
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*Source: Nov. '83—July '84 ARB Syndicated Program Analysis

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Fowler sings marketplace praises

The days of the "Bully Pulpit" are gone, FCC Chairman Mark S. Fowler declared during last Wednesday's closing NAB convention session. In the case of the current agency head, they have been replaced by enthusiastically applauded commitments to "stay out of the way as much as possible and let the system work."

Acknowledging that his predecessors often used their traditional address to the NAB's departing convention-goers as an opportunity to remind broadcasters of a perceived "hands-on duty to manipulate [their] industry," Fowler was warmly embraced for instead detailing the ways in which the FCC has reduced government involvement in broadcasting during his four-year tenure.

"My chairmanship has been guided by two very simple principles," Fowler explained, "freedom of thought and economic freedom. I'm neither zealot nor martyr for these ideas, but I am a 'true believer.' I believe in these freedoms because they're what America is all about."

The chairman received a standing ovation both before and after his speech, which was interrupted by applause seven times. The crowd of about 1,000 was especially responsive to Fowler's now familiar plea for greater deregulation of programming.

"So long as Ronald Reagan remains President and I remain FCC chairman," he emphasized, "the government will be a spectator—not a dictator—when it comes to content [regulation]." Fowler also reiterated his commitment to economic freedom for broadcasters, which "means getting the government out of the way of the industry. We want to let broadcasting do what it does best by keeping red tape to a minimum."

Fowler agreed that the government has a regulatory role in broadcasting, comparing it to that of a patrolman on a busy freeway, and conceded three "tough challenges" currently confront him.

Increased concentration of ownership in the industry, said Fowler, has stirred "valid public debate... because we can't really know what level of ownership produces the most program diversity. We should worry as a free people if one person owned every TV outlet in every market of the U.S. We might worry a little bit less if that was not a person but a publicly held corporation. But where is the cut-off point? It's a question that requires our thought, and it will extend beyond these days of proxies and tender offers."

Fowler also termed children's programming a "perennial challenge... for which I have not been able to find a totally satisfactory answer." The chairman pointed out that while children spend much of their time watching adult-oriented television, "there should be a choice for young children when they watch, including shows aimed at their sensibilities, not their older sister's." Fowler did not deliver, however, a sentence contained in the advance text of his remarks calling for support of public broadcasting "as an alternative until a market mechanism is in place to regularly meet the alternative need."



Fowler

A third "head scratcher," said Fowler, is a ratings system that may have become "the master, instead of the servant, of broadcasting." He speculated that loyalty to ratings might discourage experimentation in programming and invoked CBS founder William

Paley's suggestion of many years ago that two hours of prime time each week be set aside for "quality, not numbers."

"Perhaps we're beyond the point where we can turn back the clock on ratings," he continued. "But only when you try something new, letting loose a fresh idea in a free marketplace, does civilization incrementally creep forward. But that's your job as broadcasters, not mine as a regulator."

In a broader sense, Fowler called upon broadcasters to exercise their First Amendment rights in the American tradition of freedom.

"The invention of broadcasting," he concluded, "means nothing at all if it's not welded to freedom. Only in this great land can you broadcast with an indemnity against censorship."

He reminded his listeners that "while there are apparently those in this country who would like the chairman of the FCC to be this country's master of the airwaves—America's very own Dr. Goebbels, if you will—I am not one of them. Under our system, as I see it, government has no more power over what is seen or heard on television or radio than the citizen watching the screen or listening to the speaker." □

Governor Cuomo's keynote: First Amendment for Fifth Estate

New York governor says better the possible excesses of free press than possible repression under heavy government hand

New York Governor Mario Cuomo, who captured the country's attention and fired its imagination with his keynote address to the Democratic national convention last summer, won the standing applause of broadcasters last week for a ringing endorsement of their First Amendment rights. Yet with his favor came a caution. "Let the broadcasters be guilty of bad taste, dangerous incitement, reckless reporting, biased analysis, unfairness, and I tell you, you will be inviting laws that the founding fathers would have abhorred."

Cuomo waved away assertions that those founding fathers would have treated electronic media in another fashion than the written word. "There *was* broadcasting then," he declared. "It was called printing." Not only that, but the press of that day was characterized by bad taste and inaccuracy as well as partisanship, recklessness and occasional viciousness," said Cuomo. Despite all that, the founding fathers, who "were often at the point end of the press's sword" and who "might have tried to protect against imperfect press, preferred these dangers to the dangers that would result if government were allowed to vent its indignation on the press or even to use its wisdom to correct the press. Knowing all the odds, they chose to gamble on liberty, and the gamble has made us all rich."

Citing recent court challenges to press actions, or freedom, Cuomo said broadcasters should be concerned about the *Washington*

Post-Tavoulaareas case (BROADCASTING, April 15), "not just for what it says about malice and liability, but for what it suggests with respect to hard investigative journalism." In the governor's opinion, "what it suggests is far more ominous than what it holds. It implied that a reputation for hard investigative journalism or muckraking would be scored against the defendant as some evidence of a penchant for maliciousness. That's like saying if I catch you playing the game hard I'm going to assume you're playing it dirty. It's chilling indeed."

Cuomo said he had his own complaints about the press but said they were not the point. "The question is whether given the reality of the press's imperfection it is wise to try to make the press better through government's heavy hand. And I say, better the excesses than an invitation to repression."

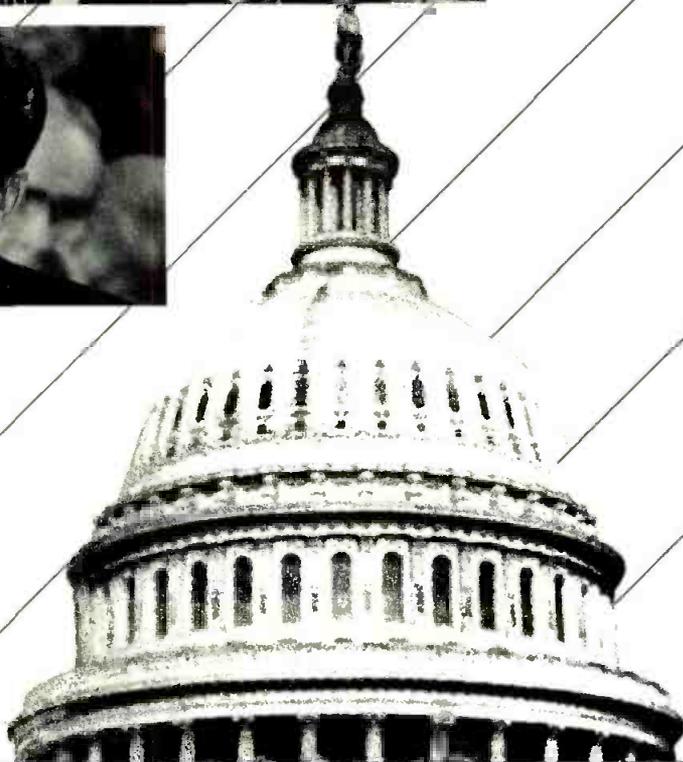
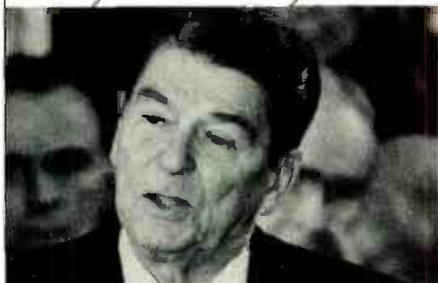
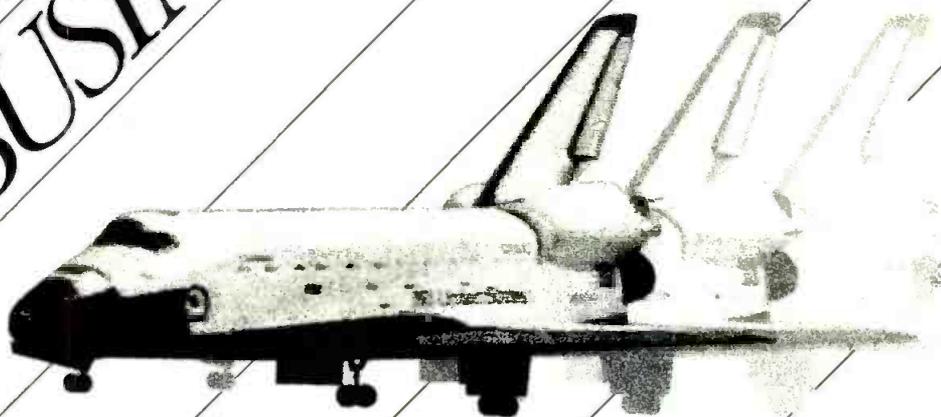
Zeroing in on the broadcasters' own posi-



Cuomo

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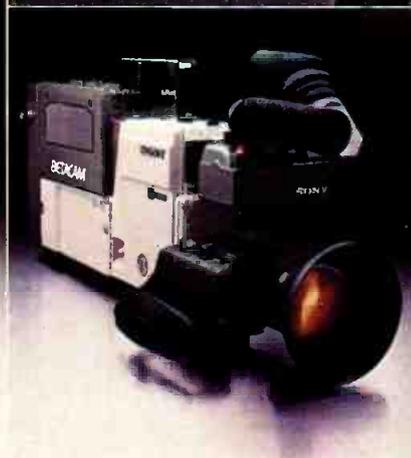
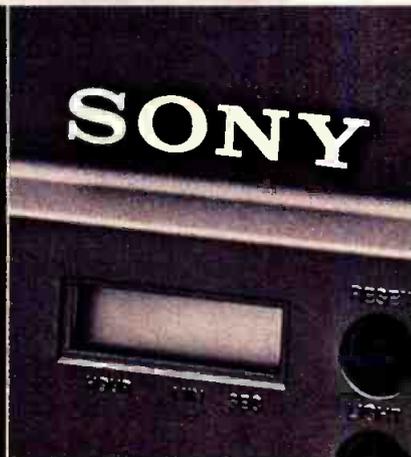
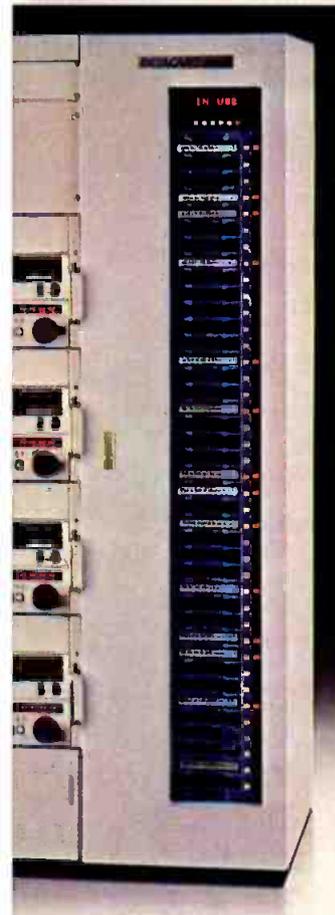
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SONY
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tion, Cuomo said that "everything I have said about the press applies to you fully. Although that has not been the direction of our law. I think it ought to be—and frankly I predict it will be." Not only are broadcasters "the press" and rightful inheritors of its privileges, but, Cuomo said, "it seems to me from my vantage point in New York, that your capacity to do all the things that the press does is even greater than print's. You reach more people, more insistently and, some would say, more memorably, and perhaps even more productively. It seems to me to follow that you should have more of the freedom that is now enjoyed by the print media."

Alluding to the current controversy over beer and wine advertising on radio, TV and cable, the governor said: "I don't like the talk of bans on this and bans on that. I don't think it's a good direction and I would discourage it and will in my state. I'd like to see this country more away from notions of restraint."

And speaking broadly of broadcast programming, Cuomo called for an assumption of responsibility. "You have the power to instruct, but it implies the power to distort," he said. "You have the power to uplift, but it implies the power to demean." He concluded that although "you've cultivated more and more of the vast wasteland that Minow [former FCC Chairman Newton Minow] spoke of, I would suggest that it would be an awful miscalculation for you to become complacent... Ours is a people and a government capable of reaction—surprising reaction... Even the Supreme Court can respond to the consensus of the people and that consensus can be a dangerous thing."

Whether the governor's broad endorsement of First Amendment freedoms for broadcasters would translate to specific support for repeal of the equal time law and fairness doctrine (Section 315 of the Communications Act) was not immediately clear. Asked by BROADCASTING at a post-speech press conference whether he would favor repeal, he responded: "Write me a letter with the question and I'll answer it. That way you'll have it on the record." □

Multimedia's Wearn accepts NAB award; shares memos written to members of industry

The world according to Wilson Wearn was offered during the NAB convention last week when Wearn, chairman of the board of Multimedia Inc., Greenville, S.C., received the National Association of Broadcasters 1985 Distinguished Service Award. Wearn's retrospective of his 39 years in broadcasting was in the form of "memos" written to friends and government agencies. Wearn, who began his career 39 years ago at the FCC, had this to say to the commission: "My belief—a belief I've held since I entered broadcasting nearly 40 years ago—is that, pure and simple, the government should obey the law and stay out of programming. By whatever name that intrusion is called—the



Wearn

Blue Book, the fairness doctrine, children's programming, the prime time access rule, editorializing rules—they should be off-limits for government." He noted that deregulation in recent years is a "refreshing breeze" brought to "full fruition under your splendid chairman, Mark Fowler." However, he added, "we should respectfully note that it had its beginnings under a liberal Democratic chairman, Charles Ferris."

He also pointed out that sometimes deregulation is painful for free market entrepreneurs. "The competition is more intense and difficult but nearly all of us much prefer the freedom to run our stations according to our best judgments, the freedom to make our own mistakes with penalties imposed in the marketplace rather than by the government. So—Mark and Mimi, Jim and Henry and Dennis—keep up the good work."

Wearn sent another memo to the Justice Department. "I've come to believe the judgment of your antitrust division can't be trusted," he wrote. "Until you broke up the world's best telephone system, your destruction of the NAB's code of good practice stood as the most idiotic action by a United States government agency in recent memory." He defended the code, calling it an example of the "positive side of broadcasting which would prevent competition to see who could present the most violent, sordid, salacious and sick programming."

He hoped the Justice Department decision would eventually disappear. "But, until then, faced with this government edict, I hope my fellow broadcasters will try to maintain the high standards of programming and advertising, the fairness, the honesty that was embodied in the philosophy of the codes, and resist efforts to outdo one another in appealing to basest instincts in our fellow man."

The networks' executives were also on his list. "Newspaper and magazine critics regard you as purveyors of pap, despoilers of children, fascists, fundamentalists, parlor pinkos and looters of the American dream. I just want you to know that I don't think all of that is true," he said. Furthermore, he argued, networks are here to stay. "Networks

are good for broadcasting, good for cable and good for the public. Networks cannot be replaced. And they will be around, in one form or another, for the foreseeable future."

However, Wearn expressed a concern about what he called a growing trend in broadcast journalism, of "mixing news and opinion." He said: "The job of the news is to report to the American people, not do their thinking for them." Later he continued "News reporting must not only be fair; it must be perceived by the public to be fair. If we permit our credibility to be lost, we will have been the instruments of our own destruction."

General William Westmoreland received a memo, too. "I certainly enjoyed sitting with you on the plane from Greenville to Washington the other day and hearing your views on television networks. I want you to know I have a great deal of sympathy for you. It sure seemed like somebody had a thumb on the scales. I understand Tip O'Neill told the NAB board of directors that virtually the entire Congress was rooting for you and against CBS. I hope that didn't hurt the case too much," Wearn said. "Of course I had a lot of sympathy for CBS, too—why, CBS could have bought half a television station with that \$120 million."

But those events, Wearn stated, have aroused some concern. "The chilling fact is that news organizations have lost nearly three quarters of libel cases decided by juries. While many of those jury decisions have been overturned on appeal, the cost of defending law suits remains. The real danger is that the courts will eventually come to reflect the judgments of those people sitting on juries," and that will be disastrous. "All of us," he said, "are feeling the chill. Westy, we folks in the media had better develop more credibility with the public, or we're in for a heap of trouble."

Wearn's memo to Congress was equally enlightening. "I want you to know that I have great sympathy for you. I know how embarrassing and frustrating it must be to have exposed in the press and radio and television all sorts of things you would just as soon had never seen the light of day. Your mistakes are magnified while your contributions and achievements are usually given short shrift, if reported at all." However, the broadcasting executive continued, the arguments used to deny broadcasters First Amendment rights are "pure sophistry." The only credible argument—that of limited facilities—has been "long ago discredited." He said it was "absurd to cling to the argument that there is a shortage." The real reason for the rules, he said, was that Congress wants broadcasting "on a leash." And he called on the lawmakers to allow freedom of speech to be applied to the broadcasting industry without restriction.

And to all of Wearn's friends in broadcasting, his final memo went out. The future, Wearn predicted, will bring increased competition, and broadcasters who are inflexible and unimaginative in that environment won't survive. "I believe the key to success is localism—putting your broadcasting roots deep in the community and developing your station into an exuberant plant with tendrils in every part of your coverage area." □

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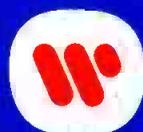
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Cronkite assails Reagan's attacks on First Amendment

But former CBS News anchor also has stern words for some present journalistic practices; Morse cites credibility problem

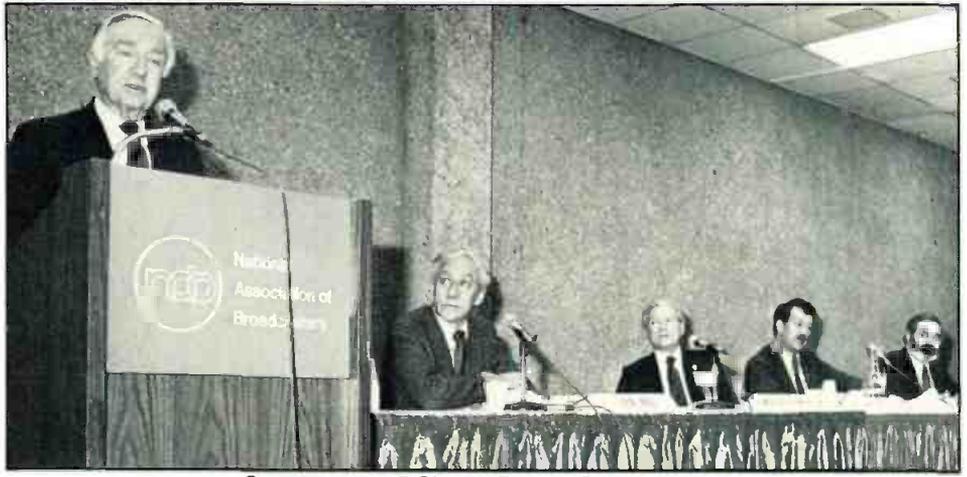
Walter Cronkite, former CBS News anchor and now special correspondent for the network, has lost none of his zest for speaking out for freedom of the press—and for urging journalists to use that freedom to provide the public with the information it needs in a democracy. That was clear from his remarks while participating on a panel at the NAB convention. He said the country's "First Amendment rights have never been in quite such jeopardy as today," as the result of the Reagan administration's activities. But he appeared critical, as he has in the past, of what he considered the network news operations' predilection to use limited airtime for features.

Others on the panel—Robert Morse, president and general manager of WHAS Inc., Louisville, Ky., and Elie Abel, former NBC News correspondent who is now chairman of the Stanford School of Communications—were prepared to acknowledge that some of the media's problems with the public are, in part, of their own making. "The threats on the First Amendment are in direct proportion to the credibility problem the news media have with the public they seek to serve," Morse said.

The fourth member of the panel, Timothy Dyk, of the Washington firm of Wilmer, Cutler & Pickering, took a different tack, at least in part. He said there was "good news" for broadcasters in terms of the freedom of the press issue—but bad news as well. Some of the bad news was the refusal of the U.S. Judicial Conference, which sets the rules for the federal courts, to reconsider its ban on cameras in the courtroom. He saw that refusal stemming from broadcasting's failure to convince the federal courts that its role is one of "enormous importance."

But Cronkite's concern was with an administration he says believes that it has "the duty to do the people's business in the dark," an administration he says believes that "there is too much accountability in government" and that perceives "that public and press overreaction to Watergate has led to an investigative mentality which is undermining public confidence in government."

Cronkite cited administration efforts to impose restrictions on the Freedom of Information Act, and thus curtail efforts of the press to investigate government. He cited also the administration's effort to impose, in effect, a copyright on government information and its support of an agents' identity bill that, "misused," could protect covert activities in foreign countries. In Grenada, he said, the administration "tried to establish... that an administration can conduct this nation's wars in secret." In all, he said, the Reagan administration is continuing the



Cronkite, Abel, TIO's Roy Danish, Dyk and Morse

effort of "the Nixon-Agnew conspiracy" to destroy the press's credibility.

These conditions, he noted, pose a problem for the "front office" of a newspaper or broadcast company, whose "overriding responsibility is to stay in business" and pay dividends to stockholders. And while some news companies dare to do their jobs as they should—and sometimes "even find greater profit in their reputation for public service"—other "timid broadcasters" have taken a different course "to avoid any possible danger of offending any segment of the population or risking costly legal attack," Cronkite said.

If news organizations "fear [that] the costs of courage" to pursue their obligation to engage in aggressive, investigative journalism "are too high," Cronkite said, "what value is the First Amendment, and what value is freedom unused?"

The comments of Morse and Abel indicate they are part of that growing number of journalists or observers of the media who are looking inward rather than outward for causes of what they see as the public's disenchantment with the news media.

Morse talked of a "media-intensive age" in which the nation has been through some "revolutionary" experiences—Vietnam, Watergate, the civil rights and women's movements, among them—that has led to "an estrangement between the media and the public." To deal with that "estrangement," he said, "some bad habits need to be re-examined and broken—we are too easy with anonymity. We must be more accurate. We must be willing to admit error openly. We must be more open to conversation about what we do and in the delicate area of privacy, I think it is possible for us to fulfill our mission to broadcast the news without fear or favor while we give some consideration to where the limits are."

Abel, too, talked of "a growing credibility problem," as well as a growing hostility toward the media. He said neither side emerged from General William Westmoreland's libel suit against CBS "without scars." What's more, he said, he does not think the number of libel cases "has crested." He noted *The Philadelphia Inquirer* is defending itself against four suits and that Senator Paul Laxalt (R-Nev.) "has sued the McClatchy Newspapers for \$250 million." McClatchy also faces about a half dozen other suits as a

result of investigative pieces on organized crime and corruption in the Fresno, Calif., area. And the ability of such large corporations to defend libel suits, Abel said, is "cold comfort" to the small news organizations that cannot. The impact of the current stream of libel suits on them, he said, has been "chilling."

But it is the wealth and power of present-day media that he feels is part of the present problem. Juries, he said, are dealing with media defendants as they would with common defendants: They regard them as rich and arrogant. "Let them pay," seems to be the juries' attitude, he said. Yet, Abel noted, journalism is the only occupation that enjoys "the explicit protection of the Constitution."

Abel offered what he described as a "subversive" suggestion for dealing with the situation: Make the media more accountable. "That's the issue," he said, "a matter of professional ethics rather than law." The mistakes reporters and editors make are not the result of "malice," he said. Sometimes "they screw up." But when they "compound the original error by a rigid refusal to consider correcting the error, or correcting the record, or offering an apology to those they have damaged," he said, "we're asking for trouble." If media managers were more willing to investigate public complaints and air, "when warranted, public corrections or retractions," he added, "the flood of libel cases would diminish to a trickle." Against the grim background that Cronkite, Morse and Abel painted, Dyk's "good news" seemed in sharp contrast. He noted that the present FCC "is sympathetic to the First Amendment claims of broadcasters." He cited the Supreme Court decision last year in the *League of Women Voters* case which, besides overturning a statute prohibiting public broadcasters from editorializing, appeared to invite a new challenge to the constitutionality of the fairness doctrine. He also found comfort in the recent string of cases in which courts have struck down laws and regulations found to violate the First Amendment rights of cable television systems. He saw some potential "spillover effect" in broadcasting. "It's hard to say cable should have full First Amendment rights and broadcasting should not."

Dyk saw grounds "for pessimism," too. One was the decision of the U.S. Court of Appeals in Washington reinstating the

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MARKET	STATION	M-F	RTG	SH	W	W
					18-49	25-54
Dallas	WFAA/A	3:00pm	12	33	1	1
Denver	KMGH/C	3:00pm	5	22	1	1
Phoenix	KPNX/N	3:00pm	6	25	1	1
Nashville	WKRN/A	4:00pm	11	23	1	1
San Antonio	KENS/C	11:00pm	6	27	1	1
Tulsa	KOTV/C	3:00pm	7	25	1	1
Richmond	WXEX/A	4:00pm	7	21	1	1
Wichita- Hutchinson	KAKE/A	3:00pm	7	29	1	1
Flint	WJRT/A	4:00pm	9	22	1	1
Des Moines	WOIA/A	3:00pm	6	22	1	1
Paducah	WPSD/N	3:30pm	8	22	1	1
Jackson, Ms	WLBT/N	2:30pm	15	41	1	1
Baton-Rouge	WBRZ/A	9:00am	10	35	1	1
Ft. Wayne	WPTA/A	4:00pm	8	20	1	1
El Paso	KDBC/C	2:00pm	6	24	1	1
Peoria	WRAU/A	3:00pm	8	27	1	1

MARKET	STATION	M-F	RTG	SH	W	W
					18-49	25-54
Colo Sprgs	KKTVC	2:00pm	5	21	1	1
Chlstn., SC	WCSC/C	4:00pm	18	42	1	1
Madison	WMTV/N	3:00pm	5	23	1	1
Savannah	WTOC/C	9:00am	10	40	1	1
Amarillo	KFDA/C	3:00pm	7	24	1	1
McAllen- Brownsville	KRGV/A	3:00pm	10	33	1	1
Beaumont	KFDM/C	3:00pm	17	51	1	1
Wheeling	WTRF/A	4:00pm	9	22	1	1
Wichta Falls	KAUZ/C	3:00pm	8	30	1	1
Wausau	WSAW/C	10:30pm	8	27	1	1
Topeka	WIBW/C	3:30pm	9	30	1	1
Ft. Smith	KHBS/A	3:00pm	6	23	1	1
Missoula- Butte	KECI/N	12:00n	7	44	1	1
Tyler	KLTV/A	3:00pm	8	30	1	1
Meridian	WTOK/A	3:30pm	15	42	1	1

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\$2,050,000 libel award against *The Washington Post* (BROADCASTING, April 5). That decision, he said, left him with an "overwhelming sense that the court doesn't have much sympathy for the press generally." As for the judicial conference's decision to continue the ban on cameras in federal courts, Dyk saw that as reflecting an attitude that "there is no value in having cameras in the courts" and added, "unless the press can persuade the courts that what it does is of enormous value, there will be continuing trouble and lack of sympathy as to what broadcasting is trying to do."

His fellow panelists' talk of winning back the public's support made little impact on Cronkite. "Are broadcasters meant to inform or be popular," he asked. Is the ultimate purpose "profits or high motivation? If it's not the latter, broadcasters should get out of the business. If we don't tell the public, how are they going to know what's going on in a democracy."

Cronkite also used the occasion to vent criticism he has expressed before concerning network news operations, including *The Evening News* as it has evolved following his departure. "We're going to have to drop some of the features cluttering the airwaves and get on with the business of reporting the news." □

Fending off libel suits

Lawyers discuss pitfalls that can cause litigation and ways to avoid legal problems

With many of libel suits now pending, broadcasters attending the NAB convention last week heard from some experts how they can avoid falling into "the libel stew," as the problem was put in the session's title.

No one suggested abandoning the kind of hard-hitting journalism generally regarded as subjecting media outlets to such suits. Instead, the key was said to be simply taking care.

Bruce Sanford, of Baker & Hostetler, a noted First Amendment lawyer who serves as counsel to Sigma Delta Chi, the national journalism fraternity, ran off taped examples to make his point. "The indispensable ingredient in a libel suit," he said, "is falsity," the creation of "a false impression." And often that is created through "sloppiness," with production staff members, for instance, making an unfortunate choice of file tape to

illustrate a story. In a piece on *The CBS Evening News* with Dan Rather tape from an old story dealing with groups opposed to legislation that would require motorcycle drivers to wear helmets was used in a story on alleged criminal activity in North Carolina. Rather later broadcast a correction, but that did not fend off several suits, which CBS settled.

"You can do it right without destroying the texture of a story," Sanford said.

Indeed, to Paul Davis, news director of WGN-TV Chicago, the dangerous stories were the routine ones. "When you know the risk," he said, "you decide with the lawyers what risks you want to take. But the problem comes in the everyday—summaries of street shots," for instance. Another possible problem, he said, is having too many people work on a story. "Too many people can re-write you into a lawsuit."

One solution Davis suggested to combat "sloppiness" is having "a second set of eyes" check everything to be broadcast—an anchor, producer, writer or anyone else.

Call-in shows present another problem. Occasionally, said N. Frank Wiggins of the Washington law firm of Cohn & Marks, "you get a nasty statement out of left field. You want an interviewer to disassociate the station from the statement." But Sanford thought the problem comes "in factual situations," not in name calling.

The panelists noted that journalists have more leeway in reporting on public figures who have to prove "actual malice" to win a libel suit—although Sanford said there is "no easy way to define 'public figure.'" And the panelists pointed out that statements from the public record, even if inaccurate, are libel proof, provided, Wiggins said, the statement is "accurately conveyed."

What about putting in writing guidelines to help the staff avoid libel suits, the moderator, Steven Bookshester, NAB assistant general counsel, asked. What might seem to the uninitiated a reasonable idea was dismissed by the panelists as a poor one. They all felt regular meetings of the news staff to discuss procedures for avoiding libel suits were helpful. But they noted that written guidelines could be used by a plaintiff in a libel suit to help prove the case against the station. "It can come home to haunt you if you put it in writing," Sanford said.

If all else fails and a suit is filed, there is libel insurance. And one of the panelists, Larry Worrall, of Media/Professional Insurance Inc., offered some advice on that score. Worrall, who said the insurance covers employees and officers, noted that suits "are getting inventive to get through the jury... You

need enough insurance to afford protection in the event of a runaway jury, so that you can get to a higher level [of the court system] where the odds favor the defendant." □

Must-carry action unlikely in current Congress

But if compromise between cable operators and broadcasters is reached on that and related items, it might be considered by Hill

Broadcasters should not expect the FCC's current must-carry rules to be codified into law in the near future, members of key House and Senate committees told a Monday morning NAB audience. Michael D. Berg, NAB's senior associate general counsel, argued that current requirements that cable systems carry over-the-air broadcast signals in their area should be codified to insure that the public service obligations of broadcasters are met, competition is promoted, cable's "natural monopoly" in signal distribution is minimized and the FCC's television channel allocation scheme is protected.

The panel's consensus was that no action is likely on must-carry while Congress is occupied with larger matters such as tax reform and the budget deficit. They also expressed the view that broadcasters should forge a compromise with cable and other interests on such issues and present a reform package that lawmakers could react to, rather than waiting for Congress to propose such a measure.

"There is reason for concern [on must-carry]," said Representative Carlos Moorhead (R-Calif.), "but no action [by Congress or the FCC] is likely in the near future." Moorhead, expressing a view echoed by other panel members, contended there is "a very real public need" to have every local broadcast station carried by cable systems in its coverage area and said "if that is threatened, Congress should step in." He also speculated that as more cable systems expand beyond 12-channel capacity, there may be less impetus for operators to drop local signals in favor of more lucrative cable-only program services.

Some "adjustments" in the current must-carry commitment may be forthcoming, Moorhead speculated, but "the basic premise" will likely not change since the need for locally-originated news and other programming will remain.

Representative Henry Waxman (D-Calif.) expressed his support for codification of the must-carry rules, agreeing with Moorhead that "no one at the FCC or in Congress is likely to repeal them." Waxman urged broadcasters to avoid "prolonged debate" on the issue by forging their own compromise with cable. "It is not an issue that is high on the congressional agenda," he emphasized.

The only panelist venturing an opinion that must-carry might eventually be eliminated was Representative Romano Mazzoli



Libel language. L-r: Worrall, Wiggins, Davis, Sanford.

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MARKET	STATION	M-F	% INCREASE		MARKET	STATION	M-F	% INCREASE	
			W 18-49	W 25-54				W 18-49	W 25-54
New York	WOR	7:00pm	+ 54	+ 25	Oklahoma City	KAUT	6:00pm	+ 117	+ 157
Los Angeles	KHJ	7:00pm	+ 53	+ 34	Louisville	WDRB	7:00pm	+ 17	+ 14
San Francisco	KTZO	7:00pm	+ 70	+ 44	Albuquerque	KGSW	7:00pm	+ 400	+ 300
Boston	WQTV	7:00pm	+ 240	+ 67	Paducah	WCEE	6:00pm	+ 150	+ 100
Houston	KTXH	7:00pm	+ 86	+ 68	Spokane	KSKN	7:00pm	NC	+ 100
Tampa	WTOG	12:00n	+ 6	+ 7	Tucson	KZAZ	7:00pm	+ 50	NC
San Diego	XETV	7:00pm	+ 76	+ 62	Rockford	WQRF	7:00pm	+ 200	+ 100
Milwaukee	WCGV	10:00am	+ 200	+ 100	Alexandria	KLAX	9:00pm	+ 100	NC

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(D-Ky.), who predicted that if the compulsory copyright licensing fee for cable operators were eliminated, must-carry might also be dropped as a kind of quid pro quo, "except in the most extreme cases."

There was less discussion of the cable copyright issue, although that was given equal billing at the session. In a brief reference, Moorhead said he "does not see the Copyright Royalty Tribunal disappearing... I don't think we are about to make any major change," beyond modifications in membership or the tribunal's power.

Producers should get more for their programs than they are currently getting, Moorhead said, as a result of the demise of syndicated exclusivity rules.

"It may be that in some ways we have deregulated too far," added Senator Charles Mathias (R-Md.), referring to the elimination of the rules protecting program suppliers from duplicated distribution of programming via cable. "This would not be the only area, however." He added that a final decision on compulsory copyright licensing depends on a final decision on where copyright tribunal payments will go.

Representative Larry Smith (D-Fla.) said the issues of must-carry and compulsory licensing should not necessarily be linked, inasmuch as "a comprehensive perspective is needed in dealing with copyright... I disagree that if one goes, the other goes. There is no need to muddy up the waters on this."

In summing up the current situation, Senator Slade Gorton (R-Wash.) predicted there would be no major legislation on either copyright or must-carry "unless a major

court or FCC decision changes the status quo."

The unsuccessful 1982 deregulation bill, H.R. 5949, "needs to be a template of what's passed in the future," concluded Mazzoli. He emphasized that any comprehensive bill would need to reassess the current service of both the cable and broadcasting industries and market changes wrought by last year's passage of a cable deregulation bill. □

Night court attorneys urge discussions with cable operators on must-carry

With tide turning against protectionism, lawyers urge an open dialogue with cable

The times are changing in must-carry and related regulation, and with the changes, broadcasters should reassess their attitude toward local cable operators. That was the conclusion reached at a Tuesday "night court" session last week in Las Vegas, "Cable and Broadcasters: Adversaries or Partners?"

Although the audience was all broadcasters, the cable operators' point of view was represented. Robert Roper, with the law firm of LaBoeuf, Lamb, Leiby & MacRae, and

recently on the staff of the National Cable Television Association, said that if must-carry is repealed, the rules that will govern whether a cable operator carries a broadcast signal may be the leased-access provisions in the new cable bill. He added that the wording of the law governing leased-access favors the cable operator. "The provisions of the act leave the operator virtually total discretion and although there is some review in the courts, the burden on the lessee is unreasonable and the presumption is that the operator's terms and prices are reasonable."

Rather than fight an unequal battle with the system operator, Roper suggested broadcasters strike a bargain: "There are skills and resources that broadcasters have which cable operators don't have: programming, sales and marketing. And with those resources there may be way to cut a deal with the cable operator."

Craig Blakeley, an attorney with Schnader, Harrison, Segal & Lewis, cautioned that while that kind of trade-off seems to make sense, "It may involve broadcasters more than they are prepared to do."

Blakely nonetheless agreed with Roper that the changing regulatory and legal environment may force broadcasters to strike a deal with the cable operator: "The must-carry principle really is changing from the days when it was seen as a protection against the natural monopoly of a franchise." Blakely noted that the FCC has shown it is not in favor of expanding must-carry rules to multichannel sound and teletext.

Even if the appeals court in Washington decides in favor of broadcasters, it might be in their interest to explore the "cooperative approach," especially considering that filings at the FCC claiming violations of the rule often take a year or more for resolution.

How would cooperation with the local cable operator actually work? Blakely said: "You have to be somewhat understanding, and ask: 'Are there bona fide reasons?' I would be inclined, if I were your attorney, to find out what precisely the problem is. Could it be resolved by offering a couple of hundred dollars?"

He related that sometimes negotiating with the cable operator has not always worked: "We have tried the carrot as well as the stick and have made some presentations in front of their franchise renewal boards. Through that combination of asserting our rights and working with them, we have been successful in some cases."

Thomas Keller, an attorney with Verner, Liipfert, Bernhard, McPherson & Hand, also told the Las Vegas audience that while the legal cards exist, they should still be played: "If there is no question [in the event of a must-carry violation], you should file and put the cable operator on notice."

The "night court" session with attorneys provided specific advice as well as philosophical discussion. Moderator Valerie Schulte, associate general counsel of the NAB, said broadcasters should check their contracts—with wire services, music suppliers and others—"to see if you have the right to extend programming and put it on a cable system."

Issues to be negotiated with the cable operator include what cable channel the broad-

Washington breakfast. More than 20 representatives of the FCC and Congress joined broadcasters for an early breakfast to discuss subjects that included the FCC's proposed cost-of-regulation fees, beer and wine advertising, spectrum management and broadcasters' First Amendment rights.

All FCC members but Chairman Mark Fowler were on hand—Mimi Dawson, Henry Rivera, Dennis Patrick and James Quello.

Most of the session was devoted to small roundtable discussions among regulators, congressional staff and broadcasters. During a question and answer session that followed, Ed Minkel, FCC managing director, said the new fee schedule would not include an annual fee, a concept broadcasters adamantly opposed (see story, page 140).

FCC Mass Media Bureau Chief James McKinney told the group that the commission is committed to enforce its crossownership rules in the local marketplace. The question arose concerning the FCC's decision to force class A daytimers, who acquire FM's under Docket 80-90, to divest their AM within three years. "The FCC has repeatedly said it is still extremely concerned about the crossownership rules in the local market. You've got to understand you're getting something significant and as far as there has to be a trade-off, the trade-off is going to be AM," McKinney said.

The broadcasters' First Amendment rights also were discussed. Dawson noted that a majority of the commission feels that broadcasters should be accorded the same First Amendment rights as the print media, but she said it was up to Congress to pass liberating legislation.

Thomas Rogers, senior counsel of the House Telecommunications Subcommittee, told the group that Congress was not likely to change the law. He said broadcasters "certainly are a very special group," and the fairness doctrine and equal-time law are essential to maintain the broadcasters' public trustee obligations. "In our view the fairness doctrine does not undermine the First Amendment rights of broadcasters," Rogers said.

Relations between broadcasters and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) were also raised. Rogers said that during the last couple of years, the relations had not furthered communications policy nor the goals of the broadcast industry. A recent letter from NAB President Eddie Fritts to Wirth calling for a meeting (BROADCASTING, April 15) was encouraging, Rogers said. It indicates a possibility of the two sides, adopting a voluntary solution to mutual concerns, such as children's programming and funding for public television, he added.

Also during the breakfast, the NAB's daytime broadcasting committee presented the commissioners with plaques honoring them for their participation in the FCC's daytimer rulemaking.

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cast signal is carried on and "assurances as to signal quality," said Blakely, who added that broadcasters should be indemnified in the contract "against loss of service." Other questions to be considered, he said, include tier placement and teletext or multichannel sound.

Keller said that with technological changes providing increased channel capacity, it might be in the interest of both parties to limit the length of the agreement.

Roper noted in response to a question that the shifting regulatory winds might carry the nonduplication rules away with must-carry. Again it was suggested the broadcasters be sympathetic and attempt to discern if the cable operator has a justifiable reason for his action: "Meeting nonduplication requirements would, in some cases, require them to hire somebody to delete programming manually or have equipment to do it. It would also disrupt viewing habits."

The Tuesday night discussion centered almost exclusively on television stations and the cable operator, but Keller noted that local radio stations are retransmitted on cable, sometimes as part of an audio tier, sometimes as part of a franchise agreement, and sometimes to provide background to program schedule, weather or bulletin board channels. □

What's new at the FCC

Fairness doctrine, deregulation and daytimers among topics discussed by FCC commissioners, staff

The panel at the NAB convention featuring two FCC commissioners and two communications lawyers was titled, "What's Happening at the FCC?" But the question was addressed in far more detail at a subsequent session in which Mass Media Bureau Chief Jim McKinney went one-on-one with NAB President Eddie Fritts. The panel was useful in indicating that commissioners' attitudes remain firmly fixed in favor of deregulation.

But the commissioners—James Quello and Mimi Dawson—also indicated that the commission will defer to Congress on the fairness doctrine issue. McKinney would later say the commission is expected to act in late June on its inquiry into the possibility of repealing the fairness doctrine. But Dawson, asked whether there would be a fairness doctrine in two years, said, "Yes." She noted that Tom Rogers, senior counsel to the House Telecommunications Subcommittee, had said at an earlier session that "Congress

will deal with it." That seemed to be that.

Quello, at least, seemed to be looking to the courts for action on the issue. The Meredith Corp., whose WTVH(TV) Syracuse, N.Y., was found by the commission to have violated the fairness doctrine, has asked for reconsideration of that decision—and has made it clear that if the position is unsuccessful, it will challenge the constitutionality of the doctrine in court (BROADCASTING, April 15). "With our vote [on the WTVH case] we may have given Meredith a chance... to have the Supreme Court rule on the constitutionality issue," Quello said.

He noted that Representative John Dingell (D-Mich.), chairman of the House Commerce Committee; Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and Senator Ernest Hollings (D-S.C.), ranking minority member of the Senate Commerce Committee and its Communications Subcommittee, have made it clear they want the fairness doctrine retained. "So the best way is to go through the courts," Quello said. He blamed "some arrogant commentators"—whom he did not identify—for the commission's difficulty in getting "anything through Congress."

For all of that, Dawson remained optimistic the commission would go far in the direction of removing all content regulation. She noted she authored a notice of inquiry looking to policy that would entitle a broadcaster to renewal if it did no more than meet the requirements of the Communications Act. She said she thought the commission "could come up with" standards for "renewal expectancy" that would not be based on content.

As for other matters, the commissioners supported the commission policy of moving out of the regulation of broadcasters' business ethics. "There are other forums" in which illegal behavior, such as fraudulent billing, can be prosecuted, Dawson said, adding: "We shouldn't be babysitters." Quello, the former manager of WJR(AM) Detroit, dismissed most complaints about broadcasters' business ethics as the product of "disgruntled employees."

And when audience member Edward Hayes, a former commission staffer now practicing law in Washington, asked what, in light of deregulation, remains "special" about broadcasters, Dawson responded with a message of the marketplace philosophy that has guided the present commission. "Does anything special go with the license?" Hayes asked. "No," said Dawson. "Broadcasters put programming on that makes sense to them as business persons... What makes them unique is the tie-in with the lo-

cal community, responding to the needs of the community," a remark that drew a burst of applause.

One issue that Dawson indicated has caused her problems is the proposal initiated by the Office of Management and Budget that was submitted to all federal agencies and that is designed to raise funds for the treasury. The proposal envisages a charge for the processing of applications—it would not be a spectrum fee. Dawson, who has not yet studied the revised schedule of fees prepared by the staff (see story, page 104), said she is ambivalent about the project. "I can see the basis as the cost of regulation, but I am concerned about discrimination among the services," she said. She said it "ignores the value of the product."

Completion of the notice of inquiry on the fairness doctrine is only one of the items McKinney discussed. (He gave the "late June" estimate in answer to a reporter's question following the session with Fritts.) Also included was a notice of inquiry looking to a policy statement on how the commission would handle proxy fights and attempted hostile takeovers of broadcast companies that are of the kind that have been dominating the business news in recent weeks. Criteria for use in mutually exclusive proceedings are being developed. And McKinney said the new FM channels being made available under the Docket 80-90 proceeding will be available for applications in the June-July "time frame." Channels now in the table of allocations will be available sooner, in late May.

McKinney also said the commission may consider a notice of proposed rulemaking that had been drafted at the urging of former Commissioner Steve Sharp but that has been gathering dust. It would free broadcasters from the necessity of operating in their city of license and allow them to operate in any community their signal covers. "Perhaps in today's marketplace we should quit worrying about communities and look at urban and SMSA's [standard metropolitan statistical] areas," McKinney said. "We could allot a station to an SMSA and let the license move it."

However, McKinney said he does not know how the commission would vote on the proposal, if it were presented. "I think the commission would have concern," he said. "It's not ready to give up on the local community."

McKinney also noted he is working on a proposal of his own creation. It's designed to end what he says is the abuse of commission's process made possible by congressional action easing provisions in the Communications Act that limited payoffs in



Commission update. L-r: McKinney, NAB's Fritts and Schulte, Dawson, Quello.

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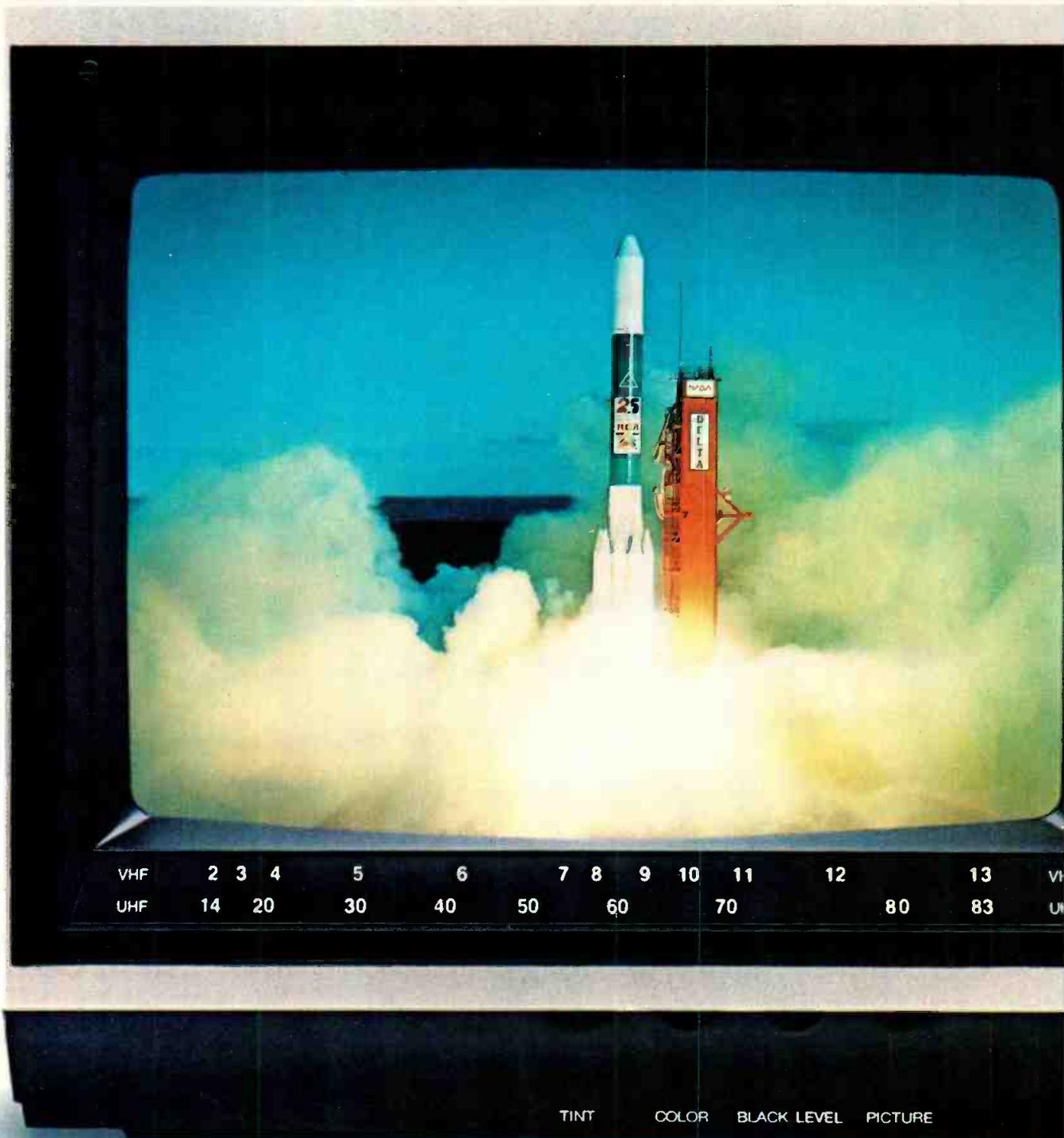
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mutually exclusive comparative proceedings to the out-of-pocket expenses of the retiring party. Congress lifted the lid with a view to speeding resolution of the proceedings. But McKinney said he knows of several situations where individuals have filed applications for the sole purpose of obtaining payoffs well above out-of-pocket expenses. McKinney said he has already discussed the matter with several commissioners and received some encouragement.

Before he closed his one-on-one with Fritts, McKinney pulled a couple of promises out of his bag for daytimers, who until being given extended hours of authorization had felt themselves neglected. He noted that with the expansion of the AM band as a result of a decision of the 1979 World Administrative Radio Conference, 100 khz of spectrum space, 1610-1710, will become available for additional radio stations. He talked of waiving the duopoly rule to permit daytimers to operate a full-time station in their markets in the new spectrum space until radio receivers capable of tuning in stations on the new bands had reached a specified penetration level.

Then, too, he noted that the U.S. had completed negotiations with Canada on use of each other's clear channels and is pursuing negotiations on the same subject with Mexico and the Bahamas. McKinney suggested that the daytimers already operating on the foreign channels be permitted to operate full-time.

"Within the next two years," McKinney said, "we'll have done all we can for the daytimers." □

Panel discusses EEO enforcement

Role-playing illustrates wrong and right ways of firing employe, and treats possible legal consequences

The Reagan administration's philosophy of getting government off the backs of businesses may be in full flower, and the Fowler FCC may be deregulating broadcasting to a fare-thee-well. But broadcasters who forget about laws and regulations designed to guard against discrimination in employment and promotion practices do so at their own peril.

That was the message delivered at a television management panel session at the NAB convention in Las Vegas last week. The FCC has not dismantled its equal employment opportunity rules, said Michael Berg, assistant general counsel of the NAB, said in opening the program, and the full panoply of laws enforced by the Equal Employment Opportunity Commission and the National Labor Relations Board remain in force. So do the civil rights laws of the federal government and the states.

Panelist Stuart H. Bompey, a member of the New York law firm of Baer, Marks & Upham, emphasized that broadcasters should not feel comfortable when they read newspaper accounts of a lack of vigor in federal enforcement of the laws by the agencies involved. "Individual plaintiffs are instituting litigation," he said. "So follow the



EEO update. L-r: Zinser, Clark, Bompey, Berg.

federal laws," he said. "It costs a lot of money to defend these cases, even if you're right." He should know. His firm is representing Metromedia Inc. in the ongoing Christine Craft case.

Still, the matter does not seem to be one of great concern to the nation's television broadcasters—not if turnout is any indication. The audience consisted of about 20 people.

To educate those who did turn out on the EEO pitfalls easily fallen into in running a station, the panelists—L. Michael Zinser, a partner in the firm of King, Ballow & Little of Nashville; Sheila Clark, director of CBS career development, and Bompey; engaged in role playing. Bompey was the general manager of a station—with the inappropriate call letters of WEEO-TV—who fired salesperson Clark on the recommendation of sales manager Zinser.

In the matter of minutes it took Bompey to do the firing he managed to commit enough legal and other errors to put a heavy burden on the station's lawyers if Clark were to carry out her threat to resist the firing in court. First, although it was not legally required, since the Clark character was not a member of a union, the general manager made a mistake in rejecting her request for "a third person" to be present at the discussion. ("It shows you have nothing to hide," Bompey said later.) What's more, Bompey (as the general manager) had not done his homework. If the general manager had reviewed Clark's personnel file, he would have learned that the sales manager had given her a pay raise—and that in turn might have raised questions about the claim she was not performing well. "That failure to examine the file," Zinser said, "was the general manager's first mistake."

The role-playing scene suggested other problems as well. One was the possibility of a sexual harassment charge. Clark talked of sales manager/Zinser "touching" her and of suggesting that she accompany him to the NAB convention in Las Vegas. Sexual discrimination was another possible charge. The sales manager had complained Clark "was not one of the guys." Then, too, Clark, in reviewing the role-playing scene, said managers concerned about an employe's performance should discuss the matter with the employe and make a note for the files. Another mistake the general manager made was in reacting almost violently to any reference to unions. Antiunion behavior could cause station trouble with the NLRB.

If the employe in trouble with management had been talent, a new dimension would have been added to management's problem. Bompey noted that in dealing with talent "you're talking about something more subjective" than is the case with a sales per-

son, whose performance can be measured in terms of an objective record. But, he said, there is objective backup on which management can rely—the station's ratings, for one, and the station's consultants. "The courts recognize that on talent, the ratings and the consultants are the experts." If firing is the result of "a feeling," he said, "the court will find discrimination."

How does a station avoid a discrimination suit? The panelists agreed on three steps—documentation contained in personnel files; auditing the station's performance in terms of hiring, promoting and pay scales and the performance's effect on groups at the station, and educating employes—keeping open channels of communication with the employes on those practices. □

Patrick, Rivera discuss Storer decision, land mobile issues

Two commissioners are joined by two Washington lawyers during NAB panel which also focuses on VHF-UHF swap proposal, transfer guidelines

A behind-the-scenes look at some of the FCC issues foremost on broadcasters' minds was presented by panelists last week at the NAB convention. The panel, which included FCC Commissioners Dennis Patrick and Henry Rivera, also featured two Washington communications attorneys, former FCC Chairman Richard Wiley, Wiley & Rein, and John Lane, Wilkes, Artis, Hedrick & Lane.

The discussion focused on a number of current broadcasting issues, including the commission's decision not to stand in the way of the Storer proxy fight (BROADCASTING, April 15). Patrick, along with FCC Chairman Mark Fowler and Commissioner Mimi Dawson, voted in favor of the FCC not blocking the Committee for Full Value of Storer Communications from pursuing its plans to take control of Storer's board of directors at the company's May 7 annual meeting and sell off the company's TV stations and cable systems. The FCC also announced at that meeting it would launch a notice of inquiry aimed at the development of a policy statement on transfer of control of publicly owned licensees.

The advice came rolling in. "Go private young man, go private," Wiley said. In Lane's view, it's not over yet. "All we have is a tentative decision and that's something everyone should keep in mind," he said.

Patrick discussed the motivation behind

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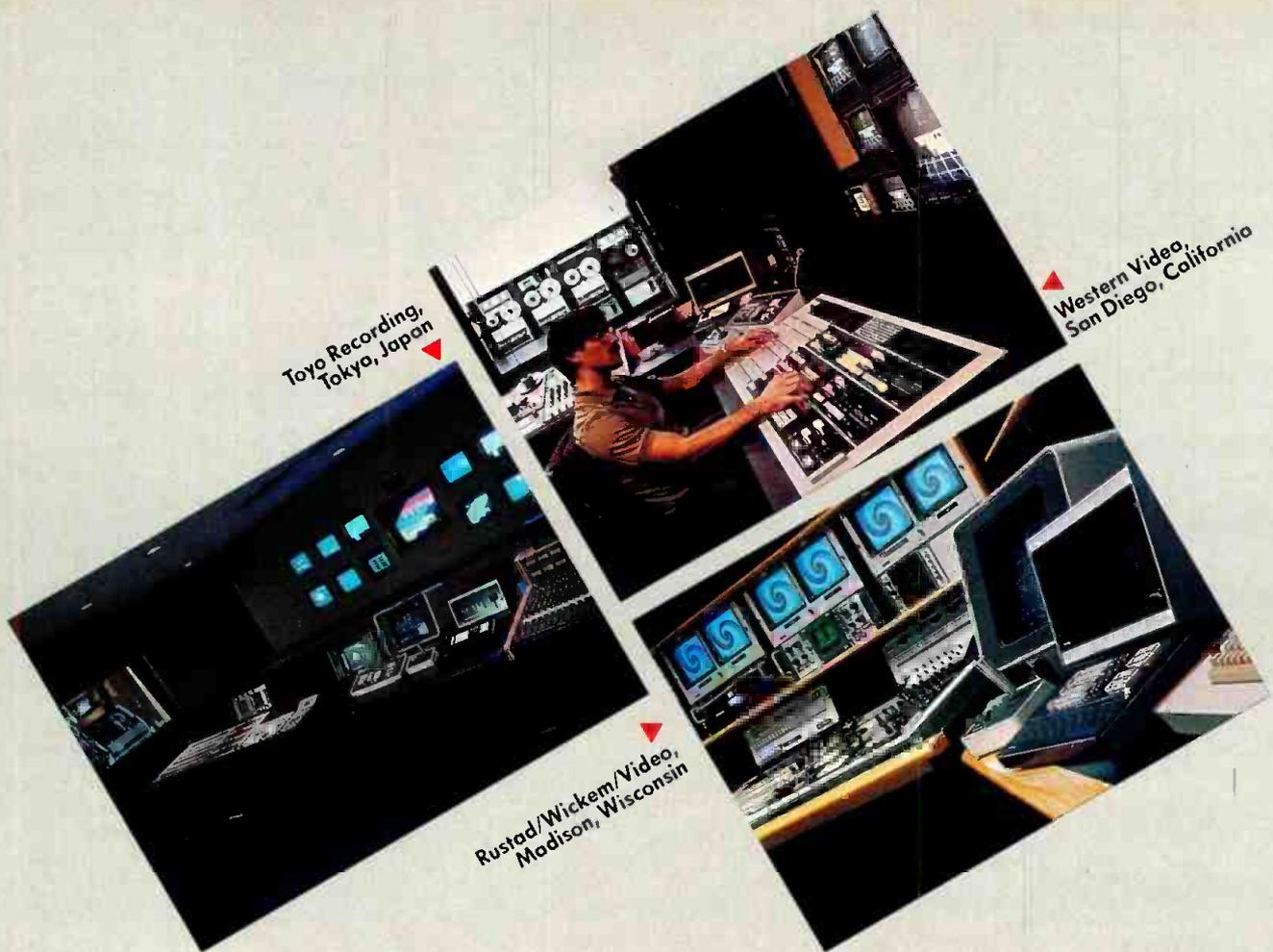
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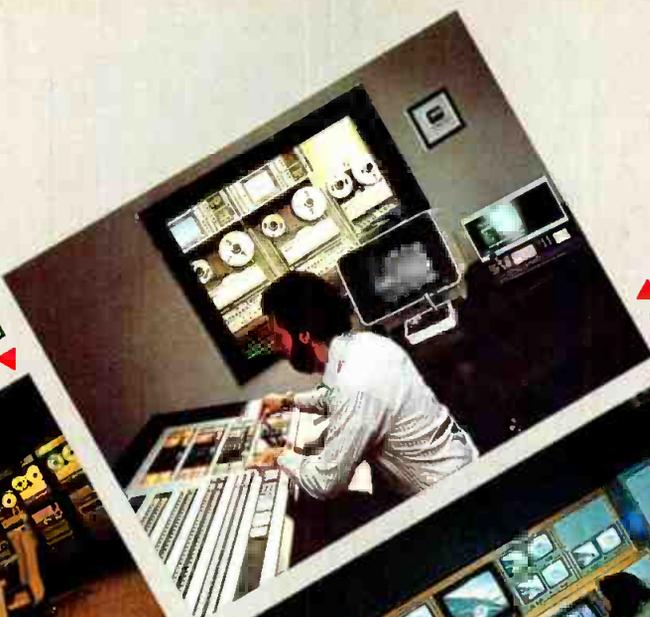
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its notice of injury on acquisitions and take-over attempts. "It's the commission's desire," he explained, "to articulate some guidelines by which the industry can abide. We also recognize the fact that we are dealing with certain novel questions. The discussion we've had already reflects the fact that we're dealing with an enormously complex area. In general, I am hopeful it will be a broad and wide-ranging inquiry into as many potential circumstances as we can anticipate that will allow the commission to articulate some broad guidelines."

Rivera, who dissented to the majority's ruling in the Storer case, underscored that there had only been a vote to instruct the staff. The actual wording of the document will also be voted on, but probably by circulation, he said. But the notice of inquiry is the key, Rivera said. "We think there are a whole lot of smart people out there that can help us formulate a way to get out of the way on these corporate takeovers and at the same time satisfy our statutory obligations," Rivera added.

The FCC proposal to swap noncommercial VHF stations for commercial UHF stations as a means of creating alternative sources of funding for public broadcasting also was addressed. Rivera said the FCC's primary interest in the matter is a desire to "permit the creation of funds by which the public broadcaster could buy more equipment, more programming." The main concern, however, is to assure that the funds are used for those types of purposes, he said, as opposed to building football stadiums. "I think the commission will, if Congress permits it to go forward, try and circumscribe the permissible uses for these funds." There is also the question, he said, of whether the commission has the legal authority to exclude third parties from filing competing applications in such transfer procedures.

Lane believes the swap proposal involves some very long-standing and important commission policies. "This is a very important proceeding from the standpoint of the commercial broadcaster as well as to the other broadcast system. It's obvious that the V's are more valuable; otherwise they wouldn't be paying a bonus for them and it's question of whether public stations should be permitted to sell that bonus. Once they do, they shrink their audience," Lane warned.

Wiley noted that he has occasionally represented the National Association of Public Television Stations in this area. He said they were concerned that they might end up with a poorer facility and it might also lead to a reduction in federal funding. "Congress might think they've got all the money they need now; they don't need continued support. And finally, I think there's a concept here that can best be expressed by using the phrase, 'eating the seed corn.' Basically, if you sell your birthright in your early years to get the money, you won't have it there later. On the other hand, I think Chairman Fowler would respond, my guess is, that look, if we make this option available, if public broadcasting doesn't want to take advantage of it they don't have to," Wiley said.

Patrick advocated letting the boards of the directors of public broadcasting facilities make the trade-offs, "and not have these

judgments second guessed by the FCC and others in Washington. I do think one of the more troublesome issues for me is, in fact, the legal questions, the Ashbacker rights of those who might also be disposed to compete for those V's," Patrick stated.

The prospect of land mobile and UHF spectrum sharing was also discussed by the group. Rivera cited a report by the FCC's Office of Science and Technology in May 1983 that concluded that options are available to the commission for handling land mobile growth which don't require the FCC to choose between television and land mobile services. And it wouldn't require a uniform nationwide approach to land mobile services regardless of the needs of individual communities, Rivera said. "These options involve looking for higher frequencies as the commission has done in the past, eliminating arbitrary service eligibility restrictions for access to land mobile spectrum, identify-

ing likely used pockets of land mobile spectrum and using technology to increase the communications capacity and operational efficiency of the system."

Patrick agreed with Rivera that some technical accommodations can be made. But the bottom line, he said, is that there probably is not enough spectrum to satisfy land mobile demands in the next decade or so. The FCC, he added, "is going to have to face that very difficult question." Patrick also expressed concern that the FCC may not have the analytical tools and the data it needs to assess relative demand for allocating spectrum. "You're asking a five-person staff to make a determination that the allocation of X amount of spectrum to land mobile will further the public interest, further than an allocation of that same spectrum to broadcasting. That is a metaphysical exercise. I am not sure the commission has the data to make those kinds of trade-offs," Patrick said. □

Facing off on scarcity

Congressmen, NAB voice pros and cons of deregulation, in light of new media environment

Scarcity: Does it exist? That was the question posed to members of Congress during an early breakfast at the NAB convention last week. It was a topic that generated a vigorous debate between those favoring deregulation and those reluctant to liberate broadcasters from what they viewed as their "responsibility to serve the public interest."

The session opened with a presentation on the proliferation of the new technologies, by John Abel, NAB senior vice president, research and planning. NAB's aim was to disprove the notion that scarcity in the broadcast medium still exists. Scarcity is the argument that serves as the underpinning of most broadcast regulations. Later, Dr. Craig Smith, president of the Freedom of Expression Foundation, opened discussion. FEF is a nonprofit organization created by Senator Bob Packwood (R-Ore.) to work for repeal of the fairness doctrine and equal-time rules.

Abel began by comparing the broadcast marketplace of 1955 to 1985. In 1955, he noted, there were 411 TV stations on the air. "Today, there are nearly 1,200 full-power television stations on the air and an additional 320 low-power TV stations operating in the U.S.—or nearly a 300% increase in the number of TV stations in the U.S. since 1955." There were 674 FM radio stations and about 2,700 AM radio stations on the air in 1955, said Abel. Today, there are nearly 5,000 FM radio stations and 4,800 AM radio stations broadcasting.

He also presented statistics illustrating the expansion of cable, which is adding more than 200,000 new subscribers every month. "Over three-fourths of today's cable subscribers can receive at least 20 channels. About 60% can receive 30 channels or more." There are more than 40 video programming services available to cable systems over and above the carriage of local and distant broadcast signals, Abel added.

The new media environment consists of many more information outlets than broad-

casting and cable, Abel said: DBS, LPTV, MMDS, MDS, SMATV and backyard satellite receiving dishes. Still other technologies fit into the mix. He cited the use of VCR's, FM subcarriers, teletext and home computers. Abel then drove home NAB's argument against scarcity when he discussed specific local markets. Fort Wayne, Ind., he said, had three television stations in 1955, only seven radio stations, no cable, no MDS, no DBS, LPTV and no VCR penetration. Today, Fort Wayne has five TV stations and 31 radio stations. Cable penetration is 41%, and there is an LPTV station. There are about 43,000 VCR's and 33,000 home computers, Abel said.

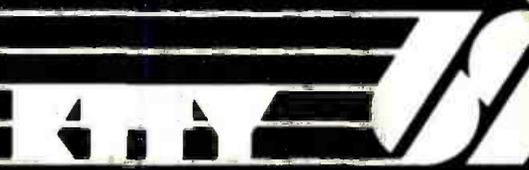
Senator Larry Pressler (R-S.D.) expressed a concern about the lack of diversity in the origination of news on the local level. "It's true we get CNN for all the national news, but we also want something on local issues," Pressler said. Smith noted that if the marketplace doesn't want that news, that's a problem. "The marketplace doesn't determine everything needed by the public," Pressler responded.

Representative Thomas Luken (D-Ohio) stated his support for reducing "ridiculous and cumbersome regulation," but he also voiced concern about lifting all content regulations. "It seems to me if you get rid of it all, the licensees have no standards," Luken said. Luken maintained that most members of Congress feel there would be problems if the fairness doctrine is eliminated.

Further support for deregulation was underscored by Representative Tom Tauke (R-Iowa). "We don't have a monopoly any more. We need to question the reasonableness of the regulation of this free flow of information in the broadcast arena," he said. Tauke and Representative Billy Tauzin (D-La.) reintroduced a broadcasting deregulation measure (H.R. 1917) in the new session of Congress.

Tauke noted that the bill doesn't deal with fairness or equal time because "we believe there is some necessity, too, for some standard."

Representative Hal Rogers (R-Ky.) thinks



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there is still scarcity of broadcast outlets in some places, but he is "willing to live with that scarcity. I am willing to give you a chance for a while." Tauzin predicted broadcasters would win deregulation "eventually." He noted, however, that many legislators view deregulation as an opportunity to achieve great trade-offs. That thinking, Tauzin noted, "gives us a real problem and causes us to pause and think about what we're risking in return."

Representative Mickey Leland (D-Tex.) wants to hold broadcasters' feet to the fire. "To some extent, I feel like the grand dragon come in for a meeting with the NAACP (National Association for the Advancement of Colored People)," Leland told the broadcasting group. He wants to see the media do more in minority programming. The networks, he said, have been the least responsive to creating programming with positive minority roles. The most predominant black role model, Leland added, is Mr. T. "Frankly," he said, "he's a buffoon." He warned he would be relentless in seeking a programming commitment, but he added: "I think we can compromise and work out those differences."

Also attending the session were Representatives Jim Bates (D-Calif.), Dan Coates (R-Ind.), Cardiss Collins (D-Ill.), Michael DeWine (R-Ohio), Wayne Dowdy (D-Miss.), Michael Billirakie (R-Fla.) and Don Ritter (R-Pa.). □

Oxley announces bill to cap CPB funding

Congressman chooses NAB session on funding for public broadcasting to unveil his plans to introduce measure that would oblige public broadcasters to seek supplemental financing

Public broadcasting: Is it in the midst of a funding crisis? NAB panelists grappled with that question last week with mixed answers.

Representative Michael Oxley (R-Ohio), who has been leading the administration's fight to reduce funding levels for the Corporation for Public Broadcasting, announced he would shortly introduce a bill to authorize a total of \$943 million for CPB for fiscal 1986, '87 and '88.

Oxley's figures came as a surprise to CPB Chairman Sonia Landau. "If I followed your remarks carefully enough and I am afraid that I did, I think CPB lost some money. I intended to say that I didn't think we are really in a crisis situation in public broadcasting, at least in terms of the federal funding we want. I hope that indeed will stay true." She noted that the administration's figures looked pretty good to CPB, "until today," she added. [The Reagan administration has proposed \$159.5 million for FY 1986, \$186 million for FY 1987, \$214 million for FY 1988, \$246 million for FY 1989 and \$283 million for FY 1990.]

Oxley argued there are strong indications that all sources of funding for public broadcasting have indeed increased and that the



Public broadcasting prognosticators. L-r: Bolger, Fannon, Landau, Oxley, Quello and moderator Don West, BROADCASTING magazine.

upward trend will continue. Oxley has been working with other House and Senate Republicans, chiefly Senator Barry Goldwater (R-Ariz.), to work out a compromise on CPB authorization levels. President Reagan twice vetoed CPB legislation in the last Congress for its "excessive" funding levels. This bill had not been discussed with Goldwater.

Oxley's legislation would address three basic areas. It would include a policy statement saying that "substantial federal support is essential in the foreseeable future to preserve the integrity of the public broadcasting industry. The principal purpose of the bill is to insure adequate long-term federal support at higher levels than ever before to help protect this valuable industry." He said that in light of the policy statement, public broadcasting would have an obligation to search for supplemental sources of revenue.

Oxley felt certain the Congress would eventually adopt a funding level no higher than \$943 million. "How that is divvied up I think is another operation. One of the things we'll want to discuss in the legislation is that I am willing to redistribute the President's proposed \$943 million. I am willing to redistribute that money between CPB and the facilities program [National Telecommunications and Information Administration's public telecommunications facilities program] so that both programs receive substantial increases in federal support for each of the years covered by the bill." The White House, he noted, is opposed to any continued money for the facilities program. However, in Congress, Oxley said, the facilities program is important enough to be funded. Oxley underscored that he is willing to compromise on the numbers and also willing to go to the administration "if we can agree to the \$943 million and fight for the money for the facilities program. Under his bill, the congressman said, in FY '86, CPB would receive \$159.5 million, and the facilities program would receive \$18 million; in FY '87, CPB would receive \$200 million with \$20 million for the facilities program, and in FY '88, CPB would receive \$220 million. A facilities figure for 1988 had not been worked into the formula. And the \$943-million figure would also incorporate authorization funding levels for FY 1989 and 1990, at \$230 million and \$240 million, respectively.

Oxley's bill would also call for a three-year limited advertising experiment on a test basis. It would be somewhat along the lines

of the experiment carried out several years ago under the auspices of the Temporary Commission on Alternative Financing for Public Telecommunications. "Only stations who volunteer to sell ads would do so. No station would be forced to accept ads," he said. About 30 radio and TV stations would be selected to participate in the experiment, which Oxley expected would last three years. The ads would not interrupt programming and no more than two minutes of ads could be broadcast at any time. Indeed, Oxley explained the days of substantial increases for public broadcasting in the federal realm are over. "And as a result, it's important for us to provide the opportunity for those public broadcasting stations to look for other sources of funding and still maintain the integrity and quality for which they have become well known."

If Oxley's funding plans surprised Landau, the prospects for raising alternative funding sources by swapping VHF public stations for commercial UHF seemed to hold little promise. FCC Commissioner James Quello, author of the VHF-UHF swap proposal, seemed to feel the prospects for success of the plan had diminished. "I am afraid that maybe this proposal of mine is getting more negative as we go along. And although it has captured the imagination of a lot of people, both in public broadcasting and commercial broadcasting, it doesn't seem to have captured very many hearts," Quello said. "I don't have any solutions. . . . I am still asking the questions. I don't have any answers, but out there right now I just sense more negative than positive."

On the subject of swaps, Peter Fannon, president of the National Association of Public Television Stations, said: "I think it's fair to say that public television stations as a group of V's and U's are very fearful about losing the V's that support the system. Thirty-nine percent of our stations are VHF outlets, 35 of them in the top 50 markets. Clearly those stations provide us with a very strong underpinning of audience reach."

Oxley also expressed doubts about the VHF-UHF swap proposal. "We don't see this as some bolt out of the blue that would somehow rescue public broadcasting and would somehow obviate the need for continued support at the federal level. That's just not going to happen," Oxley said.

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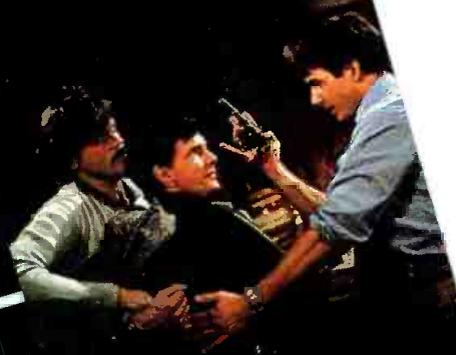
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tions Corp., Madison, Wis. "I think that close to parity can be achieved by switching from a V to a U because of cable penetration of 60%, 70% and 80%, in some markets. You've got greater efficiency now in running UHF transmitters so your operating costs aren't as high. So I think that each individual's local unit is going to have to evaluate it. I agree it's going to take a long time before that first one is done. It may not be worth the pain and suffering for somebody who will be the first one to do it. But he did think it was something worthy of consideration.

Bolger, who chaired the National Association of Broadcasters' blue-ribbon task force on public television in 1981, said NAB is prepared to reconstitute that committee. He also assured the public broadcasters that NAB will do everything it can to help public television in its search for alternative funding sources. □

Bucking the music licensing societies

Some on NAB panel urge stations to bypass ASCAP, BMI and SESAC

Advice on how to lower the cost of music license fees was music to the ears of the over 200 people who attended a Monday morning (April 15) NAB panel session, "Music Licensing on TV—What the World Looks Like in 1985." The All-Industry Television Station Music License Committee headed a panel on which some speakers urged the audience to bypass ASCAP, BMI and SESAC music.

"Buy the music... Buy it just like you buy your cameras and like you buy your transmitters. When you buy it, you own it and you use it until it is no good and you can throw it away," said Buddy Bostick, president and owner of KWTX-TV Waco, Tex.

He provided statistics showing how he has ended his dependence on music licensing organizations at his CBS affiliate. "Out of 272 total hours, 183 hours are from CBS, 55 hours are syndicated and 34 hours are locally produced. In the 34 hours of local programming, there were five hours and 24 minutes of music used. Two hours and 45 minutes came from Toby Arnold, one hour and 29 minutes from Producers Networks, one hour and 27 minutes from Tuesday Productions, nine minutes from CBS, one from the public domain, one from ASCAP (in a public service announcement) and none from BMI." He added that music used in commercials posed little problem as advertising agencies were willing to sign permissions for jingles and other music which they created.

Bostick suggested that the lower the percentage of their music coming from BMI and ASCAP, the easier it would be for stations to complain about the licensing fees to the rate tribunal: "Our industry operates by habit. We are doing things today that we were doing in 1954. This has to be a new step."

Going to custom-made music is significantly less expensive than using licensed music, according to Ken Steinthal, an attorney



Music to their ears. L-r: Steinthal, Zwaska, Rich, Arries, Bostick.

for WAGA-TV Atlanta, who said the Storer broadcasting CBS affiliate has been able to use five suppliers for local programming (at a cost of \$8,800 per year) "virtually to the exclusion" of ASCAP and BMI.

On syndicated programming the station buys, it still pays music licensing fees (\$312,000 under 1980 rates, \$684,000 per year under 1985 rates). Comparable figures from Bostick showed purchased product costing \$3,000 per year, compared to the \$53,000 charged by ASCAP and BMI under 1980 rates and \$94,800 at 1985 rates.

Steinthal noted that the \$8,800 covered programming rights, production costs and all other expenses whereas money paid to ASCAP and BMI was only for programming rights: "The use of alternatives makes clear how excessive the costs we bear really are."

Finding music suppliers is not a problem, according to the speakers, who produced a list of 23 companies that provide product for which performing rights, as well as synchronization rights, have already been cleared.

There could be an additional payoff to station owners if they were given a credit by the music licensing organizations for the money they spent buying music but that is not yet the case. R. Bruce Rich, an attorney with Weil, Gotshal & Manges, the committee's counsel, said: "We have written to ASCAP requesting license fee quotations, for two types of licenses, blanket licenses and per-program license. ASCAP has 60 days to respond to this request, and they have not yet done so." But he said the societies have so far resisted the idea and, as a result, there are currently no stations with per-program agreements with ASCAP and only two with BMI.

"The respective government decrees required them to offer you per-program licenses that are meaningful alternatives to the blanket license. We intend to make them adhere to that," said Rich.

Jack Zwaska, executive director of the committee, said that WAGA-TV and WTVX-TV were not alone in setting examples for the industry: "Both of these stations are number one in their market. I could name you four or five groups of stations going in the direction of Storer and I could also name you 20 individual stations." Among the group owners it was said who were purchasing music were Cox Broadcasting and King Broadcasting. Per-program arrangements with syndicators also pose a problem for station operators, according to those speaking. One explanation for that state of affairs came from moderator Leslie G. Arries Jr., president of WTVB-TV Buffalo, N.Y., and chairman of the committee: "You have to understand that the big syndicators are also music publishers.

MCA starts out with an understanding that they will collect \$4 million or so from the music license organizations. Some of the smaller syndication companies, such as Metromedia, with *Small Wonder*, have given us music clearances." Bostick said that 65% of the money collected by ASCAP and BMI goes to eight syndicators: "Hanna Barbera gets the most, mostly for theme music, which means that we are paying \$100 million for that which you can buy."

Rich briefed the audience on the current legal status of music licensing and said that much of the current negotiations concern whether BMI and ASCAP can retroactively apply the rate structure which had been established before the committee unsuccessfully brought its court action. BMI is trying to obtain retroactive payments and has also claimed additional money which it said will create parity with ASCAP. BMI has the option of withholding its product from broadcasters as a bargaining tool and the committee is currently trying to get the dispute with BMI heard before the same magistrate presiding over the ASCAP rate dispute. The third music licensing organization, SESAC, has requested increases from broadcasters, Rich said, sometimes amounting to 150%.

Although SESAC previously had not talked with the committee, it had agreed to sit down next week for discussions: "SESAC collects zero dollars from the television networks. That strikes us as truly aberrational, incorrect and we intend to address that." □

People meters making inroads

AGB, Arbitron and Nielsen outline their systems

The future of television ratings was explained at a Tuesday afternoon session called "The People Meter Experiments."

The three companies involved in people meter technology—AGB Television Research, Arbitron and Nielsen—described their respective systems.

Basically, a people meter is an audience measuring device that attaches to a television set like the meters currently used by the ratings services. But while the old "boxes" just record whether the set is on and which channel is being viewed, the new system will record which member or members of the household are watching, and much more.

The AGB system was outlined by the firm's president, Norm Hecht. AGB is using

Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.

It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach Grenada after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter at the operating room after the assassination attempt.

Mutual.

The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features—targeted to younger listeners—for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it.

When you want radio news, come to the radio network. To learn more call Mutual Station Relations at (703) 685-2050.

 **Mutual's on a Roll.**



The People Meter Experiment. L-r: Traylor, Hecht, Abel, Megroz.

Boston as its test market. It is up and running there with 35 subscribing clients, according to Hecht. The sample used is 440 households or 1,200 people. AGB has been providing daily overnight household/people ratings since Feb. 4. "We are concerned over the quality of diary keeping. We wanted something more precise," Hecht said. The AGB system uses an audience monitor that sits on top of the set and a remote keyboard. Each household member has his own button which he pushes when he begins watching and again when he stops or leaves the room. The information is sent by phone line to the company's computers.

AGB is a subsidiary of a London-based company of the same name. It does audience measurement in 12 countries. The people meter is valuable, said Hecht, "due to the declining ability of the diary [method] to cope with the multichannel environment. Fifty-eight percent of all cable households have access to more than 30 channels. That makes diary keeping almost impossible," Hecht said.

Three questions AGB hopes to answer from its Boston study are: (1) How much more accurate or precise is the people meter than diaries? (2) Will the button-pushing affect audience viewing habits? (3) What kind of attrition rate will there be with the new system? Will people get tired of participating and drop out faster than with diaries?

Studies show that so far, "push-button accuracy" is 91%, according to Hecht. And the bottom line, said Hecht, is that his company believes people meters can provide better data, and more of it, for about the same cost as diary service.

Denver is the city Arbitron is using to test its people meter service, dubbed ScanAmerica by the company (it's a joint effort with Burke Marketing). Arbitron's Pierre Megroz agreed that "cable growth is putting a strain on the diary." And in addition to problems from cable viewing options, Megroz added that "VCR's are changing the pattern of TV viewing. They make it difficult to keep diaries."

In addition to keeping track of who's watching what (ScanAmerica also uses a remote keypad with individual ID numbers for each person), the Arbitron system is designed to provide advertisers with product purchase information from the individual households. Part of the ScanAmerica box is a removable scanning wand a little bigger than a Magic Marker. Someone in the household takes the wand out after shopping and "reads" the universal pricing codes on the products purchased. When the wand is reinserted into the box, the data is automatically dumped into the people meter and fed to Arbitron's computers. Since this requires

more effort than just pushing buttons or filling in a diary, Arbitron is paying each household between \$385 and \$400 per year as an incentive.

The Denver test has 200 meters. Arbitron will study the results and test their accuracy by comparing them to the diary numbers and the regular meter results, and will conduct telephone coincidentals with unmetred households and, unbeknownst to them, some of the people meter homes.

David Traylor told of Nielsen's A-C People Meter. This system uses a remote keypad only if the home already has a remote controlled television set; otherwise the viewer information is entered through buttons on the box when the set is turned on. The Nielsen box reports viewing data back to the main computers every 60 seconds.

Traylor also spoke of another new Nielsen project—ERIM, Electronic Research Insights into Marketing. "It's a mini-market study in a controlled environment," Traylor said. The two markets used, Sioux Falls, S.D., and Springfield, Mo., test commercials in 2,500 metered homes. □

Hollywood creators assess state of programing

Lorimar's Rich says there is no such thing as "bad time periods," only "bad programing"; others say golden age of TV is ahead

"The television viewer of today is the most sophisticated human being on earth," declared Lorimar President Lee Rich during the NAB convention's Tuesday morning "Programing in the 90's" roundtable session. "He or she is not going to spend even five minutes watching something that isn't good."

Conceding that his is a minority viewpoint in Hollywood's creative community, Rich drew enthusiastic applause from assembled broadcasters when he admitted that if a new television series is unable to find an audience within its first four weeks on the air, "it probably will do just as badly after 13 weeks." After some 40 years of experience in watching television, the American viewer is "smart enough to know what's worth watching within a very short period of time."

"I'm not kidding myself," Rich continued. "There's no such thing as bad time periods; there are only bad programs." He cited the audience's lukewarm response to Lori-

mar's prime time serial, *Berengiers*, as an example of a recent show "that the audience didn't like or want." Rich's words were in marked contrast to the frequently heard complaint among production company executives that networks cancel many new programs before they have a chance to prove themselves. He noted that *The Cosby Show* succeeded last fall despite its placement opposite the popular action-adventure series, *Magnum, P.I.*

Another panelist, Paramount Television Group President Mel Harris, contended that increased competition and sophistication have led to the demise of the so-called "least-objectionable programing" theory of television scheduling. "What we have instead," said Harris, "is a most-appreciated programing situation. If you are slightly behind [in providing the programs audiences most want to see], you will soon be way behind."

On the positive side, Harris observed that the public appetite for video programing "is almost insatiable," amounting to an average of six to eight hours a day in most countries where such material is easily accessible. "I think this is the most exciting time in the history of the networks," Harris added. "They're going to enjoy their best times ever creatively [in years to come]."

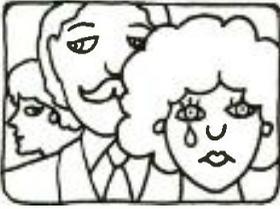
Harris was also optimistic about the impact of industry mergers on programing, predicting that a larger revenue base "will allow creativity to blossom and will make any 'golden age' of the past seem almost archaic." He estimated that by the mid-90's there may be six or seven broadcast groups capable of reaching 25% or more of the U.S. viewers with their owned stations, and a similar number of cable program services.

Harris speculated that the rapidly increasing use of home video recording equipment by young people may eventually result in an unprecedented enlargement of the production talent pool. "When I was a kid, we could only make movies with clumsy Super-8 film equipment," he recalled. "Today kids all over the country are playing around with Betacam's."

CBS Entertainment vice president for comedy development, Michael Ogiens, said his network is investing heavily in new talent, particularly writers, to remain competitive in the future.

"The bottom bottom line of this business is software," he insisted. "I don't think that's going to change in the next 10 years." Although the television distribution system will expand during the coming decade, Ogiens said that "the networks will still dominate as the primary delivery service with the largest audience and largest circulation."

Michael Garin, president and chief operating officer of Telepictures Inc., cautioned that, although the size of the television audience is growing, the largest growth in media forms has been in nonadvertiser-supported vehicles, such as videocassettes and pay cable. "As [broadcast] efficiencies go down, you will pay more to reach fewer people," he predicted. In some cases, Garin believes, the growth of cable may actually help local commercial stations by discouraging sign-on of new independents and thereby keeping



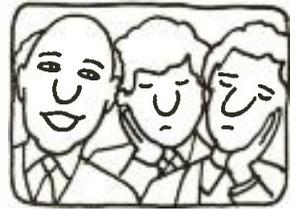
SOAP



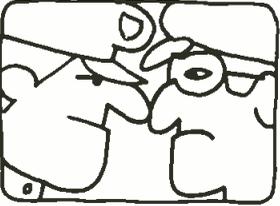
"GO FIGURE!"



MINI SERIES



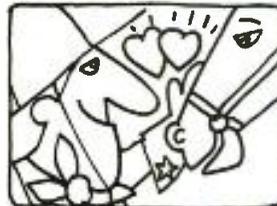
"TALK IS CHEAP"



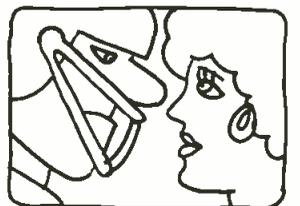
COPS N' ROBBERS



DOCS N' NURSES



"I LOVE MY HORSE"



FOOTBALL:
MICHIGAN VS. VASSAR



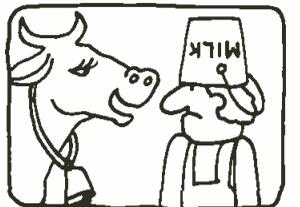
EARLY NEWS



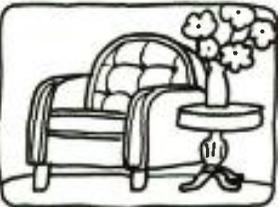
LATE NEWS



LATE NIGHT
COMEDY



EARLY MORNING
COMEDY



"FURNITURE
OF THE STARS"



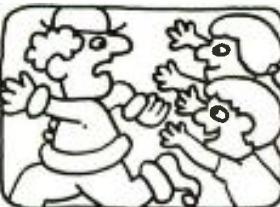
"BATTLE OF THE
NETWORK ANCHORS"



"WEATHER
OF THE WORLD"



"SCIENCE IS GOOD
FOR YOU"



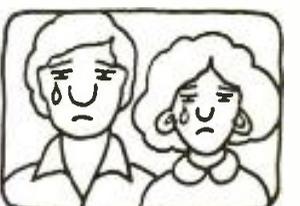
KID VID



TV MOVIE



GROUNDHOG DAY
PARADE



FOREIGN FILM

**You'd be amazed at
how much music is used by the
average television station.**

Hundreds of times every broadcast day, in every conceivable kind of program, music communicates emotion, excitement, suspense and humor. Pictures and words simply can't do the whole job alone.

BMI is the world's largest music licensing organization. We make it easy for every television to harness the pulling power of music.

Not just on programs that feature music. But on every program that *uses* music. And that's every program on your schedule, from sign-on to sign-off.



Wherever there's music, there's BMI.

most of the local advertising pool among a relatively small number of television stations. He said a Telepictures-owned station in Midland, Tex., exists in a market free of independents partly because it is one of the most heavily cabled in the U.S.

Responding to a question from moderator Joel Chaseman, president of Post-Newsweek stations, Garin agreed that producers should work harder to provide quality programming for children, but charged unnamed children's television advocates with being "unbelievably hypocritical" in criticizing Telepictures and other producers for syndicating children's series with heavy merchandising tie-ins with toy companies. There was scattered applause when Garin claimed products capitalizing on *Sesame Street* characters were sold in stores alongside those from the *Thundercats* and *He-Man* commercial programs.

Paramount's Harris suggested that broadcasters and producers realize that pro-social messages can be incorporated in programs that are watched by children but not specifically directed toward them, such as early prime time situation comedies. Observed Chaseman: "Kids are a very tough audience to please."

The Post-Newsweek executive also urged his colleagues to think seriously about the advent of high-definition television systems, which Chaseman believes "are going to be a major issue in the 1990's."

"High definition will be an important part of our lives," he predicted, "because it will become even more important that we look as good as we can on big screens, and in comparison with cable and home video."

Chaseman also feels broadcasters will become more adventurous in their programming concepts, in part as a response to cable's experimentation with the content of existing forms. He disclosed that Post-Newsweek has already had "some discussions" with the producers of Showtime's *Brothers* about acquisition of the controversial series for late-night scheduling on the group's stations.

Although his network and others are more

open to considering such programming, Ogiens said CBS is not yet ready to place a series like *Brothers*, with its overtly homosexual main character, in prime time. "[But] I think it's good that the cable group is capitalizing on forms that the audience is responding to."

Lorimar's Rich agreed that cable will remain a ground-breaker for television programming. "The audience will only accept so much [on broadcast stations]," he said. "Beyond the network's own censors, we've censored ourselves as viewers somewhat over the last 40 years." □

Predicting future of audience measurement

Network executives see broadcast television holding its share, with cable no serious threat, but audience is changing

Four specialists in the art (if not the science) of measuring television audiences last week attempted to peer into the future and tell an audience at the National Association of Broadcasters convention what these viewers will be like, and how they will be measured in 1995.

For the most part, the specialists were upbeat as to how television will fare. Cable television does not appear to be a threat, and videocassettes will serve more as an auxiliary than a threat to television. Measurement techniques will be truly 21st century in design, but along with their benefits they will bring their own 21st century-type problems for broadcasters.

As for the demographics, ABC's Marvin Mord said the "baby boomers" born between the mid-1940's and mid-1960's will not become the major element in the American population in the years ahead—senior citizens and children will predominate—but they will cause changes in American society (to which he does not expect television to

cater. "Television is still a homogenizing force. Don't look for us to change too rapidly.")

David Poltrack, of CBS, said that because of advances in health care, people "are living longer." He and John Abel of the NAB also forecast a growing gap in American society, with an increasing percentage of the population becoming "affluent" while the "disadvantaged" segment of society remains. Broadcasters, as Abel sees it, "will have to appeal to the affluent" and to their interest in "quality products" while continuing to serve "the less affluent—they're still growing."

Whatever the makeup of the audience, the researchers appeared to feel television broadcasting will continue to dominate. William Rubens, of NBC, said cable television networks are not competitive with the broadcast networks—their viewership in some cases is so small "it is more expensive to measure than to program." Abel said cable is at a disadvantage against broadcasting in that it cannot add viewers without incurring costs. "Cable is going to have to raise prices in order to survive—and a lot [of systems] will fail, to the benefit of the broadcaster."

Even the VCR craze—which has become a major factor in the viewing equation—does not appear to trouble the research experts employed in broadcasting. "We see it as an adjunct to television," Rubens said. Women will use a VCR to record the soaps when they are out of the house, and viewers will not have to choose between *Knots Landing* and *Hill Street Blues*—they will watch one and tape the other for later viewing. He also saw tapes of programs passed on from one person to another as books are. Nor was he concerned about viewers "zapping" commercials in the taped programs: "The creative community will make them so interesting you won't want to zap them."

Abel foresaw an increase in local programming—and not only in news. He forecast the broadcast of news/entertainment/information programs, which he described as a mixture of soft and hard news. And he saw sports interests turning to broadcasters in the wake of failures of sports cable networks. He saw most stations broadcasting in stereo by 1995 and using a separate audio channel to respond to demands for broadcasting in a foreign language ("probably Spanish"). He also saw television overcoming newspapers as the major local advertising medium. Television now accounts for 22% of all advertising dollars. But he said newspapers, which account for "the lion's share" of those dollars, "are in trouble." Rubens, however, advised his listeners not to count on the demise of newspapers: They "won't disappear."

Poltrack, who focused on audience measurement in 1995, said the existing diary and metered systems have a number of shortcomings—they fail to record accurately what is being watched and by whom—that the new "people meters" would overcome, at least in part. He said answers to the question of how effectively the electronic measuring devices would do the job may be provided by tests being conducted by AGB Television Research, A.C. Nielsen Co. and Arbitron Television.

But he said that whatever the results of the

Slow Traffic. The NAB Minority Programming Exhibition at its annual convention last week failed to attract much attention this year and that may discourage possible future participation in the exhibit. NAB sponsored the exhibit for the first time last year to stimulate interest in minority programming. It provided free space to more than 20 exhibitors. Traffic at last year's event was characterized as moderate. This year traffic was lighter. Fewer than 100 conventioners were reported to have visited the exhibition on its opening day. Moreover, as Gene Davis, of *Essence*, noted, there were fewer programmers and less new product on the floor this year.

Davis pointed out that while minority programmers didn't expect as much traffic at the NAB as they get at NATPE, the expense of showing at the NAB cannot be justified unless the business outlook brightens. Davis, who shared his views with NAB President Eddie Fritts, felt that part of the problem was the location of the exhibit. He recommended that NAB place it closer to the major exhibit floor. "That way people know we exist," Davis said. Davis also felt the program should be given more prominence on the NAB agenda with perhaps a breakfast or some other major event to attract interest.

There were some kudos for the exhibit. Representative Mickey Leland (D-Tex.) praised NAB for its sponsorship of the program. "I thank NAB for helping in this kind of effort. It's fantastic and invaluable," Leland said. Leland also encouraged minority programmers and broadcasters to try to acquire some of the properties spun off because of the Capital Cities/ABC merger.

Among the producers present were North 7th Productions, Black Stage Productions, El Grito Enterprises, Tribune Central City Productions, America's Black Forum, RFO Productions, Howard & Hamilton, Nashville Gospel Productions, Alile Productions, Quest Video/Film Productions and Compass Communications Group.

The World's Tallest Crane

Kline Iron & Steel Co., Inc.
congratulates KPRC-TV and KHTV,
Houston, on reaching new heights in
broadcasting.

**Taking it from the top, there is not a
taller tower in the country today and it
is the heaviest ever constructed.**

**The state of the art antennas will
deliver Houston viewers a sharper
picture, better color and clearer audio.**

And that's the bottom line.

(Find the little man!)



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Measurement mavens. L-r: Rubens, Poltrack, Mord, Abel.

tests, the complete solution will probably lie in a "passive people meter," a single-source measurement service that reports television viewing in terms of advertiser-specific prospects, such as new car buyers. The Brave New World device he foresees being employed is a voice-recognition system activated when a television set is turned on. "The computer unit would simply ask who is in the room, and would be able to identify the responses, either through voice or sound recognition. The technology," Poltrack added, "exists."

Poltrack believes that TV measurement services by 1995 will be people-based, with samples as large as 10,000, "and *may* not cost more in real terms than today's inferior services." But that's the good news. There is also some bad news.

Poltrack said that television audience evaluation will shift from its "narrow-based and demographic approach" to an "advertiser-specific base." Advertisers will analyze broadcasters' service in terms of "specific product-user profiles." As a result, he said, broadcasters will be faced with the task of "marketing their product in a manner that optimizes its value vis-a-vis hundreds of unique customers. That will require a level of analytical and marketing sophistication far higher than is required today."

None of the authorities gave any guarantees with their forecasts. Rubens, in fact, quoted what he said was "an old Chinese proverb: 'Prediction is very difficult, particularly as regards the future.'" □

Beveridge stresses customer service, sales training

"You are in the battle of your lives and you don't know it," said Don Beveridge, a Barrington, Ill.-based management sales consultant, in addressing radio executives during a "state of the art" sales session last Tuesday morning.

Beveridge said the radio industry needs "customer focus" and not "product focus." The best brochure for a station shouldn't position the product. It should position the sales staff as "problem solvers," he said. "You must identify and satisfy customer needs from the customer's point of view... Until you do that, you are nowhere near state-of-the-art selling skills," Beveridge told the audience.

The key to success, according to Beveridge: "train the subordinates." Stations are losing 90% of the people hired because of a

lack of training, he said. Beveridge also advised attendees to develop a market identity for their station which extends beyond radio and broadcasting. This he coined as "value-added marketing."

Beveridge was introduced by Bill Stake-lin, Radio Advertising Bureau president and chief executive officer, who announced that the association is about to launch a new marketing initiative on the effectiveness of radio, which will be directed at creative people in the advertising industry. □

Media evolution to the year 2000

Panel discussion goes beyond advertising in future; teletext, videotext, stereo, HDTV expected to enhance appeal of TV

One of the most surprising things about imagining broadcasting in the year 2000 is that the date is no more distant than 1970 was from today. That observation was made by Harte-Hanks Broadcasting President William Moll, who moderated a Monday (April 15) NAB panel, "Advertising on Television in the Year 2000."

"At that time, Agnew was blasting the media; we were selling cigarette commercials and lots of 60-second spots," said Moll. "The mini-cam was just about to emerge. In 1970, TV was the best advertising value and underpriced. Today, it is also underpriced and will be so in 2000," he concluded.

Moll's opening remarks showed that the industry "changes by evolution and not revolution," said David Henderson, president

and chief operating officer, Outlet Communications. Henderson also foresees a few changes for the industry: "It will not be so much in what we view but in the way we receive it." He said distribution of programming by Ku- and C-band satellites will have a very "severe consequence" on the industry, enabling programming sources to bypass the networks.

Increased programming outlets will be matched by a continuing increase in the number of stations, particularly as equipment costs are "broken down," Henderson projected. "Then there will be more stations per market in just about every market, which brings in a historical analogy to radio. Our main game will have to be contemporary, to provide the main events. The way we provide news will be different and I think station production will increase. The one thing I am sure of will be the show will be the thing," Henderson concluded.

"We have adapted before and we will again," said Neil Derrough, president of CBS Television Stations. In a speech, which indicated the panel went beyond the subject of advertising, Derrough reviewed past and future changes in technology. Those changes have a dual benefit, he suggested: "We are better serving the viewer, and making a lot of money on it."

Derrough gave the audience some "nominations as to what will enhance the appeal of television in the future." The five candidates were teletext, videotext, stereo television, high-definition television and projection television. Regarding stereo TV, Derrough said, "My bet is that if we walk the floor of NATPE next year, the producers will be ready. Advertisers will not drive stereo because it is more expensive. But it doesn't take much memory to review what happened when FM went stereo. Also with music videos it's clear the music hasn't been exploited to the degree that it could."

Speaking of HDTV, Derrough said, "There is nothing that I can see about HDTV before 1990 but you can't have as an attractive picture as there is on the convention floor without people thinking about it."

With regard to teletext and videotext, Derrough said the main problem at present has been in manufacturing.

Avery-Knodel President Robert Kizer said



Advertising preview. L-r: Kizer, Rosen, Henderson, Neil, Moll.

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And we've developed a group of financing specialists dedicated to the industry. Which means we understand cash flow in broadcasting and the special value it can create for you.

So, unlike many other financial institutions, we can put together programs

specifically designed to match your needs. And provide the resources to make the programs work.

More than that, you'll work with people who are sensitive to your needs. We're committed to your long-term growth. We'll not only help you solve problems, we'll help you take full advantage of your opportunities.

After all, our success depends on your success.

If you'd like to find out more, contact Colin J. Clapton, Vice President of our Communications Group, Fleet National Bank, 111 Westminster Street, Providence, RI 02903, phone (401) 278-6267.

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by the year 2000, the U.S. population will be larger, older and richer. "The baby-boom population will still be important and will be in their peak earning years. Of the 35-54 demographic, more will be college educated and nearly all will be high school graduates." Kizer projected a U.S. population of 268 million. The 35-54 demographic will also show characteristics usually associated with the upper middle class, such as being more disposed to purchase luxury items and also being more likely to "turn to others for information," he said. "They will be able to watch what appeals to them and there will likely be an increase in narrowcasting," Kizer said.

"I wonder if we will really have narrowcasting," said Marcella Rosen, senior vice president, N W Ayer. "If you look at cable, it is more of the same." But most of Rosen's comments were about heading off a new development—split-30's—from becoming the industry standard in the year 2000.

"The primary reason that split-30's have become the hot talk is the high cost of television," she said, and reviewed Burke recall tests showing that 60-second commercials have 27% recall compared to 23% for the split-30's. The Burke test, she noted found this to be the case even though there was a doubling in the total number of ads.

But Rosen was not buying the conclusions of the Burke study: "If you believe that one, I have a bridge to sell you." She then went on to cite studies by Bogart & Lehman and a joint project of J. Walter Thompson and ABC, which found, she said, that "as viewers perceive more advertising, they become more negative toward it. Over time, the advertiser will be hurt."

Outlet's Henderson also sided with Rosen against any great shift to split-30's but admitted that sometimes competitive concerns dictated that his stations run a flight of them. □

Panelists see sports saturation on television

With glut of product on the air, rights prices will taper off and smaller syndicators will fail, according to the experts

In a wide-ranging discussion of the future of television sports programming, a panel representing a cross section of industry interests last Tuesday afternoon told an NAB convention audience that such programming is still going through a shakedown period as a result of court decisions, a rapid expansion of program offerings and changes in means of distribution.

"The sports television marketplace is viable," proclaimed CBS/Broadcast Group Vice President Neal Pilson, reflecting on the number of new broadcasters, syndicators, networks and cable companies involved in such programming.

"However, there is simply too much sports on [network] television," he added,



Real sports. L-r: Pilson, Hochberg, Corrigan, Botwinik, Babb and moderator Rex Lardner, Turner Broadcasting.

predicting that all three networks will reduce the total number of hours devoted to sports during the coming year. Pilson said that although audience interest has grown, there are too many competing events televised to justify continued expansion.

As a result, he continued, "there will be a very significant reduction in the rate of escalation of [television] rights fees." The de-escalation will be reflected in upcoming National Football League and 1988 summer Olympics packages, Pilson predicted.

Pilson and other panelists expressed the view that weaker syndicators will be forced to scale back or drop out of sports television as a result, "but the strong will survive."

Phil Hochberg, a partner in the Washington law firm of Baraff, Koerner, Olender & Hochberg, said cable has had "a tremendous impact" on the market, influencing both distribution and rights bidding.

"It's been kind of scary," acknowledged Eugene Corrigan, athletic director for the University of Notre Dame. "We really did glut the marketplace and it forced some people out." The saturation level of college basketball, for example, "couldn't have been higher than it has during the last five years." On the bright side, Corrigan observed that public interest in such contests has gone up, with ratings still strong for certain games.

Rights have come down in college basketball, according to Fred Botwinik, president of Katz Sports, a program distributor. "It's a whole different marketplace today. Two years ago, a lot of people probably paid too much for rights. But the advertiser and audience attitudes have changed."

"We are dangerously close to the saturation point in college sports," declared Jefferson-Pilot Broadcasting Executive Vice President James Babb, although the situation varies considerably from market to market and sport to sport. For example, Babb sees interest remaining high in regionalized sports broadcasting and some areas of syndication. Cable sports, he predicted, will fall off to some degree in coming months.

Asked if there is a trend away from college sports among the three networks, CBS's Pilson said there remains a healthy interest in such events as college basketball and football. In addition, he speculated that ABC would continue to present its *Monday Night Football* despite an erosion of its audience.

Both Botwinik and Babb said they see a significant expansion in the overall number of sports enthusiasts, notably women. "Although there may be something of a drop-off in the number of games televised overall,"

said Botwinik, "it is still possible to get high ratings and make money if events are acquired and promoted correctly."

As for national legislation that might restrict the availability of some major sports events to free, over-the-air television, "it's a nonissue," Hochberg stated. "There's been no attempt whatsoever to have such legislation passed," although there has been speculation that Congress might be prompted to act if such events as the Super Bowl or World Series went to pay television. Pilson agreed, contending that the "natural marketplace is working well and seems to be providing a reasonably good number of games to viewers."

In the wake of the U.S. Supreme Court's decision several years ago striking down the networks' exclusive agreements with the National Collegiate Athletic Association, there will probably be fewer college football games broadcast at lower rights fees. "I think we're going to see a lot better field out there," said Babb, whose company is both a station owner and a sports programming syndicator. "The schools have to be less greedy than some of them have been." The limited schedule will probably help home attendance and enable teams to offer more uniform starting times, he predicted.

Notre Dame's Corrigan agreed that some alumni have complained about accommodations made by the Indiana school for its telecasts, and disclosed that the university is considering not syndicating its basketball games at all next year. Declining rights fees and unpredictable national ratings are key factors in that decision, he said.

College football has become a much more cost-efficient venture for the networks, according to Pilson, as rights fees have declined by as much as 65% since the Supreme Court's NCAA decision. He estimated total network rights for 1985 would be about \$40 million, with about \$10 million paid by non-network distributors. That compares with about \$50 million paid by the networks alone last year.

Virtually all the panelists expressed optimism that the current crossover issue would be amicably resolved. (The problem is in telecasting games between teams in different conferences whose binding agreements are contradictory.)

"This is an issue that the colleges must resolve themselves," said Pilson. "It's unfortunate that the crossover controversy has reached the point of lawsuit, but we're hopeful that these things can be worked out."

The disputes will likely cause "some

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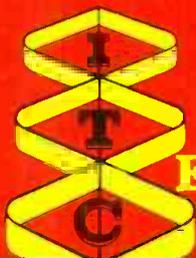
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heartburn" in the future, Babb concluded, but to a large degree are a result of the long-term nature of contracts that were signed before the Supreme Court's NCAA ruling and will expire during the next several years. □

Reassessing the state of low power

FCC officials and industry hopefuls sound the word that fledging medium may be about to get off ground

Once again, both the FCC and early participants in the low-power television industry have proclaimed their faith that the infant service is on the threshold of expansion, acceptance and profitability.

During a Monday afternoon panel session, the chief of the FCC's video services division, Roy Stewart, even suggested that the agency might adopt a "more human" and more lenient attitude in responding to the increasing incidence of construction permit trading among would-be LPTV operators.

"Does anybody win if we take the permit back?" Stewart asked rhetorically. "To the extent that I can control it, we will take a more relaxed position" regarding enforcement of FCC's rules prohibiting the transfer of a construction permit within one year of issuance, he said, adding that his office will continue to require that payments be limited to out-of-pocket expenses.

Stewart acknowledged that there are others at the FCC who hold an "off with their heads" attitude toward those unable to build their station within the one-year limit, but said, "a more moderating influence" is necessary if LPTV is to get off the ground. "Otherwise, all the work both the FCC and the applicant have done is just wasted," he lamented.

Lee Shoblom, president of London Bridge Broadcasting, an Arizona LPTV operator, argued that "LPTV is here to stay. It is a reality. . . We've really taken a beating, but we're getting there."

Shoblom predicted the new service would enjoy greater influence in Washington as a result of last January's merger of three low-power television associations into the new Community Broadcasters Association.

"The reaction [to the CBA's formation] has been fantastic," Shoblom said, "from programmers and from manufacturers."

The next step is to earn more respect on Capitol Hill and M Street, he said, in the

form of greater protection from "bumpability" and a permanent answer to the question of whether LPTV signals are to be considered distant signals by cable operators for the purpose of copyright and carriage requirements.

Jeff Nightbyrd, an LPTV operator with stations on the air in Anchorage and Lawrence, Kan., expressed concern about the alleged stigma attached to the medium's designation as a "low-power" service.

Stewart responded to Nightbyrd's suggestion that the FCC rename the service and provide greater protection from competing full-power television and land-mobile radio applicants by suggesting that a petition for rulemaking be filed.

"I don't know whether the commission would be open" to such status changes, he ventured, "but I doubt that it would." The designation of low-power television came about to satisfy objections to new competitors expressed by the broadcasting establishment, Stewart intimated.

"You better stay with what you have now," Stewart said. "There's a hot spectrum fight within the commission now and if you push too hard you might push yourself away." He noted, for example, that the FCC will probably soon deal with land mobile service expansion into the UHF band and that the spectrum crowding will grow in markets throughout the country.

Stewart was optimistic about his agency getting a better grip on the LPTV licensing backlog that has plagued the service since its inception. He estimated there will be as many as 50 lotteries in May to award construction permits in markets involving "daisy chains," the interlocking series of applications that involve hundreds of competing proposals. Stewart said the FCC has returned more than 7,000 LPTV applications on technical grounds and expects to open a processing "window" for competing applications in urban tiers in the not-too-distant future, soon after the "daisy chains" are disposed of. However, Stewart also predicted "a ton" of new filings are likely when the window is opened for competing applications in the largest U.S. cities, although he declined to specify when that might be.

A private statistician monitoring the LPTV industry, John Compass, told the group that four distinct "operating segments" are emerging in the LPTV industry. These consist of about 30 to 35 commercial stations that emphasize locally originated programming, "close to 30" nonprofit, religious stations, 20 to 25 nonprofit, educational outlets and 10 to 15 subscription TV stations. The rest of the 148 LPTV stations

(outside Alaska) currently operating consist of translators that have been changed to LPTV outlets but have yet to originate significant programming of their own. Compass estimated that 403 other LPTV stations are in some phase of construction.

Richard Hutcheson, an officer of the CBA and operator of three LPTV stations through his Vienna, Va.-based company, maintained that a significant percentage of today's LPTV stations are already profitable and predicted that condition will continue as economies of scale are developed with the addition of new LPTV consortia and networks.

"We have gone beyond the question of profitability," said Hutcheson. "We are facing a new set of issues that include serious business and regulatory questions." These issues include acquisition of programming, which has proved difficult for stations that may have a monthly program acquisition budget of \$3,000 or less.

Cecil Fuller, also an officer of the CBA, disclosed that the organization is supporting his plans to introduce a six-hour daily program feed to LPTV stations beginning Sept. 1. Fuller said the yet-untitled service would operate as a cooperative venture and is currently soliciting suggestions on programming from among CBA members wishing to affiliate. The feed, free for the first several months of operation, would be by satellite.

A final panel speaker, Ron Davis, of Sweete Inc., Cabot, Ark., said his new production and syndication company is bolstered by the optimism found among LPTV operators and expects to find a market for its music-oriented programming. In the future, however, he said he expects LPTV's future to rest to some degree on delivery of subcarrier data and other ancillary services.

"I see low-power television as sitting right on the brink" Davis concluded, "of either great success or complete failure." □

Factoring value of TV stations

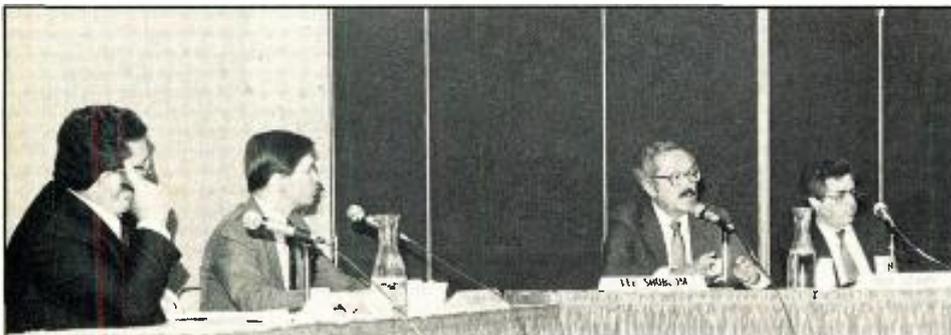
Among elements that determine worth of TV station are program inventory, market growth potential, ownership of other stations in market

What's a TV station worth today? A Monday NAB panel session by that name decided it was contingent on several factors.

"I think all of us four weeks ago might have had a different answer than we would today," said moderator Martin Pompadur, chief executive officer of Television Station Partners.

"If you don't make some aggressive assumptions, you aren't going to make any purchases in the better markets of the country," added Dudley Taft, chief operating officer of Taft Broadcasting. He listed basic considerations used by that company in evaluating whether a TV station is a suitable prospect for acquisition: programming inventory of the station, market growth potential and ownership of other stations in the market.

Michael Finkelstein, head of Odyssey



Low-power lessons. L-r: Davis, Hutcheson, Shoblom, Stewart.

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Price taggers. L-r: Croll, Finkelstein, Pompadur, Taft, McCarthy.

Partners, said, "Basically, we do the same kind of thing, even down to a point scale. As limited partnerships, we need to have a higher degree of certainty that we can go the way we want to go."

Pompadur, whose company has also made use of limited partnerships in its acquisition of TV stations, concurred that deals must be finely tuned. "Most of the time, if you don't have any more money, and you have limited partnerships, you have nowhere to go. We are finding some independents where the general partner has put it on the market."

From the point of view of venture capital, David Croll, managing partner of Boston-based T.A. Associates, said he looks to double his investment in about five years: "That works out to about 15% compounded, which you almost could get in bonds."

Finkelstein noted that "if a new station comes into the market, that can bid up programming and makes more inventory available," and that could affect a station's profitability. "But those setbacks can be more short term than long term."

Croll noted that studies have historically shown that large-market stations show higher operating margins than small-market stations. "I tend to think that maybe the situation will change," he said, noting extreme competition in large markets for programming and local news ratings.

Besides competition among stations, Pompadur suggested that in the future, there might be competition with cable systems for local advertising dollars. "In Rochester, N.Y. [where TV Stations Partners owns WROC-TV] American Television & Communications Corp. owns both urban and suburban systems and we are beginning to see some advertising [on the cable systems]." Finkelstein also noted that cable systems have an impact, particularly on independents, because they fractionalize the audience.

Michael McCarthy, an attorney with Dow, Lohnes & Albertson, updated the audience on the UHF/VHF swap situation: "Soundings on the Hill suggest that it will not go anywhere in the form it has been talked about."

It is not only the competition that gives owners second thoughts, but the cost of buying new stations. Croll said cash flow multiples in major markets are 12 to 14: "I guess the way I feel is that you can't pay that multiple for something that is fairly well run

and mature and make any money over a reasonable time span. The big guys turned around and bought in their own stock. Cox only covered 8% of television households and in some ways their proposed LBO is a comment on whether some station acquisitions really are prudent."

Pompadur said values could be found, and mentioned the "rust belt of America" as a good investment. "Some of those markets have bottomed out and have come back very nicely, particularly in state capitals." □

ABC affiliates meet in Las Vegas

At annual gathering, radio broadcasters get "state of the networks" from president, McLaughlin

"If listeners are bored by news and information, it's not their fault, it's ours," said ABC Radio Networks President Ed McLaughlin at the networks' annual affiliates meeting held April 14 in Las Vegas just prior to the opening of the National Association of Broad-



Long and short of it. Congratulating Richard Dudley (5' 3"), chairman of Forward Communications (center), for winning NAB's Grover Cobb award for improving broadcaster relations with the federal government, are CBS's Robert McConnell (6' 8"), television board member (r), and RKO's Jerry Lyman (6' 6"), radio board member.

casters meeting there.

"Information," said McLaughlin, "is not just important; it is vital. Events spin by too fast for us not to be in touch with the outside world. And radio has the unique advantage of being our mobile information umbilical." McLaughlin said that in the face of increasing competition, "radio must maintain its rightful place as prime information source and relater of news."

He called upon stations to "create new ways of packaging and presenting" information. "We must all make sure that our news departments are brought into the mainstream," said McLaughlin. "Treat news people the same way you treat your disk jockeys... Don't be afraid to demand as much creativity from news people as you would from other on-air talent. Critique their writing and presentation. The context and presentation are more important than the sound of one's voice," he said.

McLaughlin also told attendees that the recent ABC/Capcities merger will have "no effect" on the news services provided by the networks.

Following McLaughlin's "state of the networks" speech, ABC News correspondent Tom Jarriel unveiled a special ABC programming initiative slated for this Wednesday (April 24), which will focus on how public school children in New York City raised \$150,000 to buy and send grain to famine victims in Ethiopia. ABC Radio News plans to feed affiliates 10 50-second reports anchored by Jarriel for broadcast April 24. The reports are being bulk fed to stations today (April 22).

And not only is radio involved in the event. Jarriel said ABC Television will broadcast the story in news reports and on a special edition of *20/20*. "In my 18 years in news, I have never known of a single day devoted to one subject," said Jarriel. "ABC News intends to act as a national catalyst for this extraordinary story," added Peter Flannery, vice president, ABC Radio News.

ABC Radio Network affiliates also heard of a new contract with the National Basketball Association (NBA) for exclusive radio broadcast rights for the NBA's 1985 best-of-seven championship series scheduled to begin in late May ("Closed Circuit," April 15). The theme of this year's ABC affiliates meeting was "Proud to be Radio." □

Television efforts in community service, children's programs honored by NAB, JC Penney/U of Mo.

Television stations' efforts in children's programming were honored by the NAB with the presentation of 13 Service to Children awards. The awards, to be given annually, were given for four categories of programming that aired during calendar 1984: (1) "Continuing programs of 30 minutes or more, broadcast at least monthly or on a regular basis. (2) Specials of 30 minutes or



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more broadcast during the year. (3) Shorter form programming of less than 30 minutes broadcast as a series or as a special project (includes public service announcements). (4) Nonbroadcast activities, either ongoing or special projects with station programming or public relations activities."

FCC Commissioner Henry Rivera was present for the ceremonies and described the honors as celebrating "all that is good about broadcasters—their involvement with their community and with children. They recognize what sets you apart from the other media. You alone have established yourself as the community anchor who the community turns to in times of crisis." He exhorted the broadcasters to increase their community involvement: "Leadership means taking some risks," he said, "aspiring to a higher standard. The stations that go that extra distance—these are the stations that will stand out in the public eye." He left broadcasters with a question: "Will you stay with the tried, the tested, or will you be like these stations honored here and set the standard?"

The winning entries and their producers:

Category 1

Music Magic, KING-TV Seattle □ Cliff Lenz.
Kids' Scene, WOWT(TV) Omaha □ Mary Ellen Rozmajzl.
Action News for Kids, WTAJ-TV Altoona, Pa. □ Karen Volpe.

Category 2

Clue You In—The Phantom Faker, KCBS-TV Los Angeles □ Mark Young.
The Snow Bird Christmas Special, WSMV(TV) Nashville □ David Van Hooser.
A Christmas Carol, WMTV(TV) Madison, Wis. □ John Wackman and Nancy Thuroff.
Play Ball—An Action News for Kids Special, WBNG-TV Binghamton, N.Y. □ Jodi Nussbaum.

Category 3

Speak Up, Say No!, KATU(TV) Portland, Ore. □ Lee Nesbit and Joella Werlin.
Kids Have Rights, Too!, WFTV(TV) Orlando, Fla. □ Trish Weaver.
For Kids Only, KALB-TV Alexandria, La. □ Babs Zimmerman.

Category 4

Kidsfair '84, WBZ-TV Boston □ Ken Tucci.
Crimes Against Children, KGUN-TV Tucson, Ariz. □ Nina Trasoff.

At the same ceremony, the third annual JC Penney-University of Missouri awards for "outstanding community leadership" were presented by the dean of the Missouri School of Journalism, James Atwater, and JC Penney's Bill Johnson. The awards are given to a station in a small, medium and large market.

Large Market (tie)

WCCO-TV Minneapolis, *Project Abuse* □ Nancy V. Mate.
 KING-TV Seattle, *Count Yourself In* □ Pat Chappell.

Medium Market (tie)

KGUN-TV Tucson, *No More Tears* □ Nina Trasoff.

Small Market (tie)

KIVI(TV) Boise, Idaho, *Paint Your Heart Out!* □ Marilyn Ross.

Financing a station buy

Bankers, borrowers, discuss ways and means of purchasing radio properties

Both sides of the bargain—borrowers and lenders—were on hand at a Monday morning panel session on creative financing for radio. One of the lenders was Stuart Cahn, vice president, entertainment lending group,



Creative Equipment Financing. L-r: Cahn, Pruett, Granat.

Chemical Bank, New York, who spelled out some of the things bankers look for when they are studying a loan application for station acquisition, including how the station has performed, what the projections are for the future and the applicant's background as a manager. The background is important, Cahn said, because "just because you may be in a major market doesn't mean you're going to make money." And he suggested that if an applicant doesn't have the background he needs, he should hire the best management people he can find.

Steven Pruett, of Media Management Corp., Chicago, spoke for the borrowers. He told how he got started in the radio business with no money—by selling equity in limited partnerships. He offered advice for those seeking a loan: Plan carefully and real-

ize that you can't anticipate everything that will happen to change your needs. You then must evaluate those needs to determine just what a particular piece of equipment is going to do for the station and whether it is worth going deeper into debt for. Another thing to be wary of, said Pruett, is letting industry trends dictate needs. Don't buy something just because it's new. And, he cautioned, there is a premium to pay for vendor financing. It's a trade-off that must be looked at carefully.

Another tool a prospective station buyer should bring to a banker is projections of the station's performance. Both Cahn and Harvey Granat, Sussex Leasing Corp., Great Neck, N.Y., agreed on their importance. "We look at projections very carefully," said Cahn. □

Monitoring stations' financial fortunes

TV station managers give tips on keeping up with revenue figures without impetus of FCC financial filings

Determining market revenues has become a problem for television station management since the FCC eliminated the requirement that stations file financial data. In "Forecasting for the General Manager," Tom Buono of Broadcast Investment Analysis offered some advice. "You need to look at a number of market factors: retail sales, the number of persons, number of competing stations and comparable markets." He offered a quick rule of thumb: "Revenues grow about 2%-3% higher than retail sales in a market but you have to watch for exceptions" (a new station or sale or some change in a nearby market, for example).

Charles Sherman of WRAU-TV Peoria, Ill., said that "regionalization of national averages is important to see how your market is positioned.

Dan Ehrman of Gannett Broadcasting was

enthusiastic about the growth of personal computers. "PC's allow you to do a lot of things not possible five years ago. They let you play 'what if' games" with statistics by trying out various combinations of factors. He warned that "forecasting doesn't mean anything unless it has a good foundation. You should begin by asking: 'What are we trying to accomplish with the station?' You have to have good technical execution of your forecasts."

Some internal factors that should be taken into account in making projections were offered by Paul Bortz of Browne, Bortz & Coddington, including any changes in viewing patterns and competition, household growth and inflation. And Bortz spelled out some key market variables: "Entry of the new stations (independents, LPTV) and how it affects audience, sales and programming costs; cable; market stability (Is part of the ADI or DMA going to change?); the TV household/stations ratio; the ad revenue/TV household ratio; per capita income; retail sales, and past and projected growth. □

Getting new stations off the ground

Veterans of putting stations on the air review how to get new TV's up and running successfully

Even with deregulation and increasingly generous financial backing it is easy to fail with a new television station, those who attended a Tuesday afternoon NAB panel session found out. "A New Station in an Established Market" provided a forum for Washington attorney William Green, a partner with Pierson, Ball & Dowd, and three TV station start-up entrepreneurs, Hal Protter, president of WNOL-TV New Orleans; Harry Pappas, president of KMPH-TV Visalia, Calif., and Steve Pruett, chairman of Media Management Corp., which owns WSMH-TV Providence, R.I., and WSPG-TV Flint, Mich.

Pruett said he was very good at raising money for the station but had to learn some management lessons the hard way. The solution, he said, was "to get people into the station who were experienced day-to-day operators; who could sleep with this stuff. I stress experienced 'independent' television station managers—affiliates are a different business—someone thick-skinned who can operate in chaotic situations. Someone who can operate under fire. Someone with good problem-solving capabilities." Pruett said it is worth paying heavily for good managerial talent.

The importance of a good operating manager was also emphasized by Green, who noted that such a person "not only represents you, but the sanctity of that ticket on the wall. When a new station starts, they are very eager to do well. That is when the promotion begins and lotteries and potentially illegal advertising begins." The Washington attorney concluded: "I really cannot stress enough that unless you want to make people like me rich, make sure your manager is well versed."

The difficulty of timing various decisions to meet a start-up deadline was also discussed by the panel. Protter related his experience at WNOL-TV: "You would like to have everyone on board three months in advance. We were fortunate because the person responsible for facilities and engineering was involved with the construction and was on board a year ahead, but our programing manager was not on until one week after the station went on air. The problem is what kind of salaries you can afford before going on air."

Protter said he thought a start-up independent is perhaps better off not getting a sales manager from an affiliate "doing 20's" but instead should look to rep firms and small market independents for hiring.

"Someone who is used to selling one's, two's or three's on an estimate," he said. "We try not to overdo estimates so we have credibility."

There was general agreement among the panel that the response of stations already

established in the market was important, although in a contrary way. Pappas noted that existing stations that prepared two- and three-page presentations for advertisers were giving not-yet-on-the-air start-up publicity and unintentionally suggesting that they were worried about the new stations: "The worst thing the competition can do to you is to ignore you."

Despite the distinctions between affiliate and independent operations, Protter said he tried to mimic the "look" of the affiliates: "In New Orleans, we tried not to be very different. If you want to get the kinds of shares that affiliates get, you have to have the same look. Kids' shows, sitcoms, movies in prime time... not early news. We work with our advertising agency to give us the look of an established station, right down to our transit ads and business cards. If you look at the top 10 indies in the country, you will find that they look more similar than different... Why reinvent the wheel?" The president of WNOL-TV said the station runs a fair amount of sports but picks it up from syndicators and other sources, not through its own remotes.

For those who do want to "reinvent the wheel," Pappas said they should not assume that somebody will "bail them out at X times cash flow" if they fail. He noted that buyers are very sophisticated at analyzing properties: "Already we are seeing the first signs of some failures of people who are in very tight if not desperate situations—people who will not have listened to bankers, attorneys, consultants and they will bite the dust."

Whereas the initial problems of many broadcasters used to have to do with meeting FCC ascertainment and other requirements, those on the panel said the crucial decisions now had to do with getting the right facilities and programing.

Pruett noted both required adequate funding: "I call it the bet-the-ranch theory. It's impossible to have enough money to see you through to the other side. If I can recommend it, I wouldn't look at going into a top-50 market with less than \$10 million in working capital and in the top-100 with less than \$5 million or \$6 million... and I'm talking about liquid cash in the bank and not equipment capital."

Protter said doing it right the first time paid off because "it is more expensive to straighten out a negative perception in the eyes of the community and the advertising community for a station that has fizzled out." Pruett also said that if an operator subsequently tried to sell a station the purchaser would take off \$400,000 for each \$100,000 mistake the operator made.

At the same time, Protter discounted the "traditional thinking" that weeks of tests must precede going on air. "We did our first video at 5:30 p.m.; at 11 p.m. we got our audio, and at 6:30 in the morning went on air with a full program schedule, powering our transmitter with a diesel motor on a barge."

Besides dropping the ascertainment requirement, the FCC also no longer requires advanced promises of certain programing and has also liberalized the way stations can

Announcing

TV 55
WLIG

**Long Island's NEW
5 Million Watt Television Station**

- **Finest Syndicated Programming**
- **Classic Movies • News**

The ninth largest SMSA in the
United States is now available

Highest disposable income area in the nation

TV 55
WLIG

**WLIG-TV
Channel 55**

Riverhead
New York
516-364-1500

promote themselves on air, including a less strict identification with the city of license: "In that respect, the deregulation has helped a new station very much," Protter said.

It was generally agreed that programing was the trickiest decision for management. "Buying programing is an art and a science. We make mistakes and we have been at it a long time and get lots of advice. Like the oldest profession, there is no rate card when it comes to programing," said Pappas. Protter questioned the value of new stations' buying high visibility programing: "One of the things you are going to find with new independents is that your sales force can't max out value of mini-series or something like that. Your sales force is still trying to familiarize the advertisers with the station."

In response to a question, Protter said WNOL-TV ran paid religious programing for a couple of hours during the day, but not in prime time.

In summation of the discussion of programing, Pappas said: "Buy what you need and maybe a little more to hedge your bets. Then see that your competition buys everything else, and make sure that's certain, particular competition." □

Purchase of first station may require salesmanship

Those who have been there share experience and advice during heavily attended session

Experience was in big demand Monday (April 15) morning at the NAB convention as an overflow crowd listened to four panelists discuss "Taking that big step: buying and financing your first station."

Selling yourself to a financial backer, to the seller and to a broker may be one of the biggest sales you will ever make, said Dave Rogers, Rogers Group, Bristol, Conn. "Put it in the form of a selling document: where you want to live, how much money you have, what kind of format you may not want to get into. The broker only has time and he will work on the most likely prospect. The same is true of financing," said Rogers. He elaborated on financing: "Your first stake is your aunt and uncle and the guys down at the local filling station." He said banks and others want to know that "you are going to work as long and hard as it is necessary to make the station work." The second source of financing is a seller's note, often at a fixed rate. Other sources include bank loans and venture capital: "It is fortunate that we are finally generating a number of those sources."

Some of those sources of finances will look for signs their investment will be protected: management track record in a similar situation, a stable or growing market and a superior facility. "Banks want multiple locations to hedge against a single failure. They want a history of cash flow, they want to know if you have a format niche and they want it in a ratings market so the progress of

the station can be measured," continued Rogers.

On the negative side, Rogers said banks were wary of AM stand-alones; construction permits; loans for less than a million dollars; low owner equity contributions; seasonal resort areas, and seller notes that expire before the banks get out."

Preparation, especially research, was also the advice of Lee Hague, an associate with Cecil L. Richards media brokers. "Go back historically and see how the markets have reacted in the 1973-1974 recession; research population growth and retail growth. Make sure a rep is available in your market. Take a hard look at the competition: Are there group owners with deep pockets? Are there stations owned by somebody who also owns the local newspaper and can benefit from promotion? Are there also two other stations about to be sold that might attract aggressive owners like yourself?"

Hague recommended the hiring of a consulting engineer to determine, among other things, whether expensive equipment will have to be replaced soon after the station is purchased.

John Oxendine, president of BROADCASTCAP, the NAB's venture capital fund, told the audience that having a slick presentation for the banks and others could not compensate for a lack of common sense.

Oxendine agreed that many lenders, including BROADCASTCAP, do not like to get involved for less than a million dollars: "To run a station, in our thinking, takes a minimum \$20,000 a month—\$10,000 for people, \$10,000 for electricity and other overhead. With additional working capital, that brings it to \$500,000 a year. So we want to look at minimum \$750,000 to one million to make sure that we get paid back."

Tim Menowsky, president and general manager of KNZS(AM)-KQWK(FM) Pittsburg, Kan., had special advice on dealing with bankers. He compared obtaining financing with making a sale and told the audience not to accept the first "no from a bank any more than the first no from a client."

Menowsky simplified the scrutiny process used by bankers to evaluate potential loans. First, he said, the bankers ask, "Will the borrower be able pay the loan back?"

Then they ask, "Will the borrower pay the loan back?" In connection with the latter concern, reference letters, especially from other bankers, are particularly helpful, Menowsky said. Banks are also concerned that there is proper collateral and that the owner also has something at stake, he said. □

Applying business basics to radio

Lessons in excellence from McKinsey & Co.

The "basic" elements necessary to achieve a highly profitable and successful radio station operation were presented at what was billed as the "keynote" radio session: "Radio in Search of Excellence: Lessons from America's Best Run Radio Stations." The well-attended session featured findings of a study that applied the basic principles of international management consulting firm McKinsey & Company's best-selling book, "In Search of Excellence," to the radio industry by looking at how 11 of the nation's top radio stations maintained their high-quality performance.

The session was conducted by McKinsey & Company in conjunction with the NAB. McKinsey's Sharon Patrick, who co-ran the session, said the stations used in the study represented different geographic locations, market sizes and maturity levels. The stations were: WWNC(AM) Asheville, N.C.; WRBQ(AM) Augusta, Ga.; WGN(AM) Chicago; WMMS(FM) Cleveland; KOSI(FM) Denver; KHS(FM) Los Angeles; WVOR-FM Rochester, N.Y.; KGO(AM) San Francisco; WRSC(AM) State College, Pa.; WKYS(FM) Washington, and KEYN-FM Wichita, Kan. All 11 stations had been number one in their formats—and the majority number one in their markets—over the last several years.

"What our sample stations do to succeed is plain and simple. They are 'brilliant on the basics.' That is, they are brilliant on those strategic activities that exploit the underlying economic characteristics of radio," said Patrick.

There are four basic principles for radio

Changing guard. The Association of Maximum Service Telecasters has elected the officers and board members that will direct the organization in the coming year.

Officers elected at the annual meeting of the MST board, held in conjunction with the National Association of Broadcasters convention, were Fred Paxton, wpsd-TV Paducah, Ky., chairman; Joel Chaseman, Post-Newsweek Stations, Washington, vice chairman; Joseph P. Dougherty, Capital Cities Communications Inc., New York, secretary-treasurer. Tom E. Paro, was re-elected president, and Gregory L. DePriest and Ann Hagemann were elected vice presidents.

Board members elected at the annual membership meeting were Paxton, Chaseman and Dougherty; William F. Baker, Group W, New York; Joseph A. Carriere, Caprock Telecasting, Roswell, N.M.; Henry E. Catto Jr., H&C Communications, Washington; Thomas B. Cookerly, Allbritton Communications, Washington; Jeff Davidson, Gannett Broadcasting, Atlanta; A. James Ebel, KOV-TV Lincoln, Neb.; Ward L. Huey, Belo Broadcasting, Dallas; Wallace J. Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Terry H. Lee, Storer Communications, Miami; James T. Lynagh, Multimedia Broadcasting, Cincinnati; John J. McCrory, Times Mirror Broadcasting, Greenwich, Conn.; August C. Meyer Sr., Midwest Television, Campaign, Ill.; Macon G. Patton, Cosmos Broadcasting, Greenville, S.C.; Ancil H. Payne, King Broadcasting, Seattle; Donald L. Perris, Scripps Howard Broadcasting, Cleveland; Franklin C. Snyder, The Hearst Co., Pittsburgh; Dudley S. Taft, Taft Broadcasting, Cincinnati; W.P. (Bud) Williamson III, WKBN Broadcasting, Youngstown, Ohio.

according to Patrick:

- Reliable quality coverage. This entails adequate investment in plant and talent and a commitment to teamwork.

- Programing strategies to capture largest share of audience. Patrick said this is a three-step process over a five-year period. First, find a programing "hole" in the market through research and experimentation (zero to two years), then "take down the format walls" by moving to become more broad-based in audience appeal through research and presentations (three to four years). And finally, "become synonymous with the community" by doing more than airing public service announcements in order to win a "sustainable competitive edge" (year 5).

- Sales approaches to exploit full value of radio station. Sell radio as an advertising medium first. Then sell the station on the basis of the "full-service" philosophy by assisting agencies and clients on planning through the writing of advertising copy.

- Reinvestment of revenues.

"In radio, the name of the game is increasing market share. Sustainable competitive advantage is won or lost on the ability of a station to maximize audience, to exploit its values to advertisers and to recognize that the financial benefits derived from it must be plowed back into the station to maintain and increase audience," said Patrick.

Bob Waterman, a director with McKinsey & Company and co-author of *In Search of Excellence*, looked at some "common threads" between radio stations and other companies highlighted in "the book," as it is called by the firm. A common characteristic among companies, said Waterman, is the management style he calls MBWA (Management By Wandering Around)—an informal communications process to monitor performance of employees. "Things are kept informal and I'm accessible at all times. We solve many problems in the hallways and when people just walk into my office," said Wayne Vriesman, vice president and general manager of WGN Chicago, who is quoted in the study. (All 11 station managers are quoted throughout the study.)

Waterman also said teamwork is evident in all successful businesses. "The radio stations and companies with shared values of quality, service and integrity did well," he said.

Radio music license group to ask for lower ASCAP rates

The All Industry Radio Music License Committee will ask for a decrease in ASCAP rates for new music licenses after it files a petition with the federal "rate" court in the Southern District of New York to determine license fee payments. That announcement was made by committee members during last week's NAB convention at a press briefing which reviewed the breakdown of negotiations between ASCAP and the committee on a new five-year agreement ("Top of the Week," April 8). The industry has been op-

erating with interim agreements since the previous contract expired on Dec. 31, 1983.

Committee Chairman Bob Henley, president of KGWR(AM)-KCTC(FM) Sacramento, Calif., said a tentative agreement with ASCAP on major provisions for a new blanket music license contract, which included a compromise on both sides for neither increasing nor decreasing the rate, had been reached in late 1983. But ASCAP, said Henley, backed away from the agreement apparently due to BMI's negotiation of a new, two-year agreement last summer raising rates beginning in January 1985 by approximately 8.8%. Committee Vice Chairman Voncile Pearce said ASCAP is seeking an annual rate hike of 18%.

The "crux" of the issue is that ASCAP claims to have more of its licensed music being aired on the radio, said Carl Munson, attorney with the New York-based law firm of Weil, Gotshal & Manges, legal counsel to the committee. ASCAP President Hal David has said the request for a rate hike is based on the strength of the organization's music catalogue and repertoire ("In Brief," April 15). Munson said the committee asked ASCAP to present proof of its claim to have more licensed music on radio, but was refused. ASCAP's current rate is 1.725% of a station's annual net revenues. "Because music license fees are tied to station revenues, any growth in those revenues will result in higher fees. An additional 18% for ASCAP on top of the automatic increase they get every year is unwarranted, unreasonable and unacceptable," said Pearce. □

Personalizing and targeting radio listeners

Reymer & Gersin study categorizes personality types of listeners to help stations identify their audience

"To be successful at advertising your station, you have to know what makes your audience tick," Mark Kassof, vice president of research for Reymer & Gersin, told a Saturday afternoon workshop. The session, "Radio Wars II: How to Push Listeners Hot Buttons," featured data gleaned from a research project conducted by the Detroit-based research firm and the National Association of Broadcasters. The study, based on telephone interviews with 1,300 listeners—100 in each

of 13 markets, addressed the basic personality types of listeners, regardless of format. Its aim, according to the NAB, is to help stations advertise and target their product. Kassof, along with Harvey Gersin, identified the study's seven psychological types:

- "Cheer-Me-Escapists" (15% of the audience): This category is heavily female, 25 and older, who listen to radio to feel good. They want a radio station to be "folksy, traditional and familiar." Of all the personality types, they are the most antinews.

- "Info-Maniacs" (7% of the audience): They are mostly white collar, 35 and older, who listen to radio not for relaxation but for news and information. This personality type looks for a "serious" radio station. They are loyal, discerning listeners who are less likely than others to switch the dial.

- "Friend Seekers" (14% of the audience): This category is mostly composed of 35-plus, white and white collar listeners. They share with the "Info-Maniacs" the desire for news and intellectual stimulation but are more "well rounded" listeners who want a more entertaining station, with a mix of both music and services.

- "Radio Junkies" (22% of the audience): They are heavier-than-average listeners who are more music-oriented, but less loyal to any one station.

- "Social Followers" (22% of the audience): This type has the youngest listeners—more than two-thirds between the ages of 12 and 34—and the heaviest listeners. Radio is a very important part of their social lives. They listen for the latest music and enjoy radio personalities and promotions, but find news very depressing.

- "Rabble-Rousers" (11% of the audience): They are heavily male and white collar listeners in the 18-to-34-year-old category; the more sophisticated peers of the "social followers." They like upbeat music stations, but are less interested in contests, personalities and new music. They are looking for a more trendy and unpredictable station.

- "Good Ole Music Onlys" (9% of the audience): This category is composed of white, heavily female, 45-and-older listeners who are less involved with radio than most listeners. They listen only for music and are less interested in personalities than any of the other segments. These listeners look for older, more familiar music, not for nostalgic reasons, but because they feel it is better than the music of today.

Radio management: humanizing the bottom line

Panel emphasizes that people ultimately determine success or failure of station operation

Generating a better bottom line by paying attention to people and programing was the subject of a Monday radio management session. Moderator Gary Kaplan, of Garofolo, Curtiss & Kaplan, explained: "Human resources are neglected and are not tapped. It's



Kassof



Gersin

a people business, not an asset business.

Kaplan criticized "finger in the dike" management that takes an executive from a successful station to turn around a troubled one and then sends him to another market when there's another problem. "This is only a temporary, short-term solution," said Kaplan, "and it doesn't give the station enough time to scout out or promote a successor."

Another problem with radio is that "it hasn't always been contemporary in its thinking," said Kaplan. "It's overlooked women, minorities, recent graduates and people from other industries. We shouldn't hire these people because it's required, we should do it because it makes good business sense."

The two panelists, David Spence, general manager of KVIL-AM-FM Dallas, and Wally Clark, general manager of KIIS(FM) Los Angeles, take the classic approach: attracting good people, developing a good product and then promoting it aggressively. According to Spence, the job of a general manager is to protect the station's license and be a cheerleader. "You have to do whatever it takes to create the proper environment for the creative people," he said, explaining that he

included sales and engineers as well as programming in the "creative" category.

"Do everything with class," Spence said. "Don't 'cheap shot' things for the bottom line." But he cautioned: "That doesn't mean just throwing big bucks out. You need planning." He suggested that setting a budget first and then making goals fit were poor ways to do business. "Create a program that will accomplish your goals and solve problems," Spence said. "If you can't afford it, start paring it down." He added that the program should be periodically re-evaluated to make sure it is still appropriate and the best use of the money.

He reiterated the importance of the general manager's cheerleading function with regard to engineers. "Deal with them just like air personalities. They're people too. It makes sense to have them up and cooking just like the air staff."

Clark called top-line management "investing back into the facilities." He said that when he took over as general manager, "we didn't spend a nickel on promotion until the station was right. You have to have a great station to start with." And he stressed that his station does not use promotions to attract new listeners. "We want to keep our current listeners a little longer. We will, however, probably pick up some new ones, so we not only improve our quarter-hour, but our cume as well."

Clark shared with Spence a desire to attract and keep good people. He told about renegotiating the contract of his morning man, Rick Dees, three times in the last three years. "He's worth it." He summed up his philosophy as: "Believe in what you're doing, have a good product, be sure your staff is good, then pay them well." □

Daytimer concerns are focus of forum

Preference given for new FM's extended operating hours and making most of PSSA authorities

The NAB took care of some personal business before the start of Sunday afternoon's "Daytimers Forum." Eddie Fritts, the association's president, honored the former president of the Daytime Broadcasters Association, James Wychor, with a plaque. "He has worked unrelentingly to further the cause of increasing hours for daytimers," said Fritts, referring to the many years Wychor spent in the DBA, an organization that last year

merged into the NAB and continued its work as a committee with Wychor as chairman.

The FCC's recently announced daytimer preference in granting applications for the more than 600 new FM stations created in its Docket 80-90 proceedings was one of the gains cited by many on the panel in outlining the state of daytime operators. The NAB's Barry Umansky also reviewed the progress in getting them extended operating hours: success in receiving needed approval of a treaty with Canada that allows for two hours of post-sunset operation, but not as much luck with Mexico which must sign a similar agreement before daytimers will be able to operate at night on Mexican clear channels.

Charles Schott, chief of the FCC's Policy and Rules Division, said the U.S. is planning to meet in early July with Mexico on the treaty. "Things are actually moving along quite well," he said, and added: "It is our hope we will have an agreement within a year."

But it was the 80-90 preference that occupied much of the talk. Umansky spelled out the five conditions a daytimer must meet to qualify for the preference: The applicant must have previous "substantial participation" in the management of the daytime-only station; must have owned the daytimer for at least three years, and must propose integrated ownership and management of the proposed FM station; the daytime-only facility must be also licensed to the same community as that of the proposed FM operation," and the daytimer must pledge to sell the daytime facility within three years of the time the FM station obtains program test authority. The daytimer preference, Umansky added, applies not only to the new 80-90 FM's, but to any other FM assignments as well.

Umansky also talked about new stations that will become available with the FCC's expansion of the upper limit of the AM band from 1605 to 1705 khz. "Some of these frequencies will be available for new stations," Umansky said, "and daytimers should get the first crack at them," perhaps even be given a waiver to keep both AM stations for about five or six years, he added.

The other issue of primary importance, judging from the attention devoted to it by the panel and the audience, was what to do with the low-power post-sunset authorizations (PSSA's). When first notified by the FCC that they could operate after sunset with 34, 15 or 70 watts, most daytimers thought, "Why bother?" But many, after making the relatively inexpensive modifications of the transmitter that are necessary for PSSA, found out that even with the vastly reduced power, they were putting out a re-



Minority view. "With radio deregulation, there has not been much emphasis placed on minority practices and hiring. We have to redouble our efforts and refocus ourselves on the whole minority question," said Eugene Jackson (above), chairman of Unity Broadcasting, New York, who moderated a Sunday afternoon workshop, "Recruitment and Retention of Minorities in Radio."

There are more minorities in the industry today, but they are represented disproportionately, said Abe Thompson, general sales manager, WGLI(AM) Chicago. He noted that of over 8,000 commercial radio stations and over 900 television outlets, only 3% are owned by minorities.

Dwight Ellis, vice president, minority administration, for the National Association of Broadcasters, said the NAB's employment clearinghouse has taken a more aggressive stance in getting information to NAB members over the past few months.



Daytimers deliberate. L-r: Gary Capps, Bend, Ore.; Umansky; Wychor; Schott; Michael Rau, NAB; Vickrey; Allen.

ceivable signal over their market. "You don't fade with the shade," said Robert Vickrey, WLPO(AM) La Salle, Ill. "Sell PSSA time the same as the rest of the day, no difference," Vickrey said. His station runs with 34½ w after sunset, he said, and he has had no one—listener or advertiser—notice any difference in the signal. "What you must do," said Joe Allen Sr., KLIQ(AM) Portland, Ore., "is have some good audio processing. Everything must be in tip-top shape. You need a good ground system, connections, everything."

As the daytimers are increasing their on-air hours, perhaps, one member of the audience suggested, they should start calling themselves "prime time" broadcasters. □

Rambling with Gambling at NAB

"I don't think an industry has expanded and grown as rapidly as the broadcasting industry, especially radio," said John A. Gambling, morning personality on RKO's WOR(AM) New York and chairman of JAG Communications, group owner of medium market radio stations, during his keynote address at the radio luncheon last Tuesday.

Gambling told the audience that three generations of his family have been featured on the morning show on the station, beginning with his father in 1925. (Gambling's son, John R., is part of the current morning show today.) The key for the sustained popularity of WOR's morning show lies in the communication of a high-energy level to the listener, said Gambling. Another factor, said Gambling, is making the show sound as local as possible. "I believe we were the first station in New York to use 'weather watches' so listeners can hear local people and names of towns," he said.

However, Gambling said the job of the morning radio personality is being made "a little tougher" by the morning network television news/magazine shows which, he said, are doing the same things as morning radio and doing them well.

The radio luncheon also featured the introduction into the NAB Radio Hall of Fame of two industry leaders: radio and television personality Casey Kasem, host of ABC/Wa-



Gambling



Palmer and Kasem

termark's *American Top 40*, the syndicated television series *America's Top 10* plus other voice-over duties, and broadcast consultant Fred A. Palmer, owner of WATH(AM)-WXTQ(FM) Athens, Ohio. Palmer also organized and became the first president of the Ohio State Broadcasters. The Spirit of Broadcasting Award was bestowed on William Quarton, chairman of the board of KwMT Inc., Fort Dodge, Iowa. □

Mustering forces to bolster AM

From AM stereo to new antennas, AM broadcasters have technology to tell the world about, via NAB's AM improvement subcommittee

AM broadcasting ain't what it used to be. That generally recognized fact induced more than 350 AM engineers to attend a Saturday morning (April 13) session of the NAB convention's engineering conference devoted to finding ways to improve the oldest broadcasting medium.

"AM radio, once the big brother of FM, now finds itself as the weaker of the two forms of radio broadcasting," said session moderator Charles Morgan of Susquehanna Broadcasting. "It's no secret that the value of an FM station far exceeds that of an AM in most markets." Unless AM engineers "do something to counteract this decline and do it now," he said, "this medium may deteriorate too far to be revitalized by any new [programming] concept or format."

The four-hour session identified many of the problems faced by AM engineers trying to make their stations sound better, but it also pointed the way toward many solutions. Indeed, judging from announcements made during the session, efforts to improve the service are already well under way:

- NAB's radio department has budgeted \$23,000 for a promotional campaign to educate consumers about AM stereo, the most recent and significant improvement in AM.

- Dick Biby, a consulting engineer in Rosslyn, Va. (Washington), has developed a model for an antenna that would attenuate skywaves that interfere with distant stations.

- The National Radio Systems Committee, comprising broadcasters and receiver

manufacturers, has been reactivated to explore ways of improving the "AM broadcasting system."

- NAB has established a technical reference center at its Washington headquarters to dispense information to member stations trying to cope with AM's interference and propagation problems.

All the efforts stem from the work of the NAB's AM Improvement Subcommittee, which was formed in the fall of 1983 and which, after eight meetings, issued several recommendations for improving the medium.

Although it was the AM Improvement Subcommittee that came up with the idea of a promotional campaign for AM stereo, said Michael Rau, staff engineer, NAB, it will be NAB's radio department that will pay for and implement it.

The day following the session, Dave Parnigoni, NAB's senior vice president for radio, said the "promotional package" should be ready by the end of June. The package, he said, would include radio spots, newspaper slicks and layouts for billboards. Although hopeful the campaign would help AM, Parnigoni acknowledged that \$23,000 doesn't go "very far."

By attenuating skywaves, said Rau, Biby's antenna would permit broadcasters with directional antennas to increase local coverage without increasing interference with distant stations. Rau said he would ask NAB's executive committee for between \$10,000 and \$15,000 to build a prototype of Biby's antenna and put it on the air at 1700 khz in the Washington area. Broadcasters in the region would be asked to help with the field test measurements, he said. According to Morgan, the NRSC will provide a forum in which broadcasters and receiver manufacturers can work together to improve the medium. Broadcasters and receiver manufacturers have long blamed each other for AM's sorry state, Morgan said. Broadcasters point to the proliferation of cheap, narrowband radios, he said, while the receiver manufacturers point to excessive audio processing that forces manufacturers to reduce the bandwidth of radios to increase their selectivity. "If [broadcasters] are going to solve the problems of AM," he said, "[they] must do it in conjunction with the manufacturers."

The NRSC will hold its first meeting on the subject of AM improvement in early June, he said.

According to Rau, the NAB technical reference center can help broadcasters in do-it-yourself "broadbanding" of their antennas. Broadbanding, he said, promises to "greatly improve the quality of broadcast transmission and reception."

"Although techniques for broadbanding have been known for some time," he said, "the skills for doing so are highly technical in nature, usually requiring the services of an expensive engineering consultant."

According to Rau, the AM Improvement Subcommittee also recommended that broadcasters limit the boost of audio frequencies above 12 khz to decrease interference with stations on adjacent channels, undertake research into transmitter transient distortion (TTD) and work to mitigate interference from electrical powerlines and appli-

ances.

In its report, the AM Improvement Subcommittee said interference from electrical devices ranging from hair dryers to light dimmers to new high-efficiency RF lights is "a bothersome problem likely to get worse before it gets better."

Because the new RF lights emit some RF, the FCC is conducting an inquiry to determine whether the devices should be regulated. To help the NAB prepare its comments, Bob Culver, a consulting engineer with the Washington firm of Lohnes & Culver, compared the radiated RF of the new lights with that of several light dimmers, which have long been the bane of AM radio reception. In presenting his results at the session, he said he found that radiated energy from the lights and dimmers was "approximately equal." The tested lights, products of General Electric and Norelco, were "noisier than the best dimmers," he said in presenting his results at the session, but "less noisy than the cheap ones."

To show what the latest generation of AM radios can and cannot do in narrowing the quality gap between AM and FM, the AM Improvement Subcommittee hooked up eight late-model radios—four with AM mono tuners and four with AM stereo tuners—in one of the convention center's meeting rooms so that broadcasters at the show could compare them.

Significantly, however, the setup also demonstrated how vulnerable the medium is to ambient electrical interference. Static and buzzing could be heard to varying degrees on all the radios. Rau attributed the noise to all the lights and electrical equipment in the hall.

Bart Locanthi, vice president, development, Pioneer North America Inc., a maker of radios, said he believed "the principal source of interference to AM is not electrical appliances, but power lines of all kinds. . . I don't know how that is going to be regulated."



Engineering excellence. Carl E. Smith (r), founder of the Cleveland Institute of Electronics, was awarded the 1985 Engineering Achievement Award by the NAB at last Tuesday's engineering luncheon by NAB's Thomas Keller. During his more than 50 years in broadcasting, Smith has been involved in design of broadcast antennas, including research in circular polarization. Smith, president of Smith Electronics, Cleveland-based consulting firm has led directional antenna system seminars for the NAB 16 times. He is a member of the Institute of Electrical and Electronics Engineers.

TV stereo emerging attraction at NAB

Since FCC authorized TV stereo last year, technology is in use by NBC and several stations, but growing interest was evident on exhibit floor and in sessions

For the second year in a row, hundreds of television broadcasters went to the NAB convention with a lot of questions about broadcasting stereo sound. But, unlike last year, they may have gone home with some concrete answers.

For unlike last year, TV stereo is now a reality. Noncommercial WTTW(TV) Chicago became the first station to switch to stereo last August. Since then, some 30 others have followed suit. TV engineers seemed to have had the most questions.

More than 500 attended a Saturday (April 13) morning engineering session on upgrading transmission systems for stereo and, two days later, at least half that number attended an engineering session on stereo production. However, when fewer than 25 showed up for a management session on the subject, some wondered just how widespread interest in stereo is.

Broadcast equipment manufacturers on the convention's expansive exhibit floor were providing answers to some of the toughest questions: When would the hardware needed for stereo be available and what would it cost?

Nowhere did the questions or answers shake the widely held opinion that TV stereo is coming slowly but surely, as color developed two decades ago. "It's got a firm foothold," said Robert Yadon, director of operations, television, NAB, at the management session, "and will do nothing but grow in the future."

One fact underscored at the convention was that NBC is the only one of the three broadcast networks with a commitment to stereo TV. ABC and CBS participated in none of the TV stereo sessions. According to Michael Sherlock, NBC-TV executive vice president, operations and technical services, the network feels bound to offer stereo. "If it's something that enhances the broadcast and appeals to the viewer, then we have to go forward with it."

Starting July 1, he said, NBC would begin distributing to affiliates a regular lineup of stereo programming, including *The Tonight Show* and *Friday Night Videos* and selected sporting events. The network, he said, is considering adding *The David Letterman Show* and *Saturday Night Live* to the lineup by the end of the year. And by July 1, Sherlock said the network will have equipped its owned and operated stations in Washington, Los Angeles and New York to broadcast stereo. "It's all to get the competitive edge," he said.

The equipping of the stations, he said, has been held up only by difficulty in acquiring the hardware. Sherlock speculated that ABC and CBS were dragging their feet on stereo because their terrestrial distribution systems

were inadequate. Having just completed its Skypath Ku-band satellite network, NBC can easily transmit the extra audio channel needed for stereo, he said. CBS and ABC will probably start feeding stereo programming "in another year or so" when their C-band satellite systems are in place, he said.

Sherlock also pointed to a philosophical difference between NBC and CBS. NBC is willing to pay the price to "pioneer" stereo, he said, while CBS is not. It would be a "tremendous expense" for CBS to gear up for stereo, he said.

However, NBC's commitment to stereo has its limits. Paul Sehenuk, of Universal City Studios, said NBC has been unwilling to pay for the stereo production of the music-laden dramatic series, *Miami Vice*, even though the show's pilot was produced in stereo and the producer has been pushing hard for it. Sehenuk said it requires considerably more time and money to produce programming in stereo. The two-hour pilot of *Miami Vice* required more than three weeks of post-production because of stereo, rather than the typical six or seven days.

Before the networks can begin ordering stereo programming, Sehenuk said, they have to decide what "degree of stereo" they want. Sehenuk suggested that music should be in stereo, but that sound effects and dialogue should not. Stereo sound effects could "distract from the product," he said, while stereo dialogue would be prohibitively expensive.

During the management session, Nick Freeman, of KIRO-TV Seattle, said his station decided to go stereo last October so that it would have "a talkable difference" in the promotional battle with Seattle's other stations. However, stereo has so far "been much ado about nothing," he said. "It's not a big deal because you can't get the programming to run." Because the station is a CBS affiliate, Freeman said he was "disappointed" that the network is not pushing ahead quickly with stereo. From what the network tells him, he said, it has no plans of any kind to offer stereo programming. Freeman noted that KIRO-TV had a "tough time getting equipment and getting it installed." KIRO-TV's total stereo bill to date: \$126,000.

Irwin Davis, of Vic Olesen & Partners, said the ad agency produced an automobile spot in stereo in the hope it would keep viewers' attention during commercial breaks. "Getting people to watch commercials is getting harder and harder to do," he said. Because so few stations are equipped to broadcast stereo, Davis said, "we didn't get the benefit we would have liked to have gotten out of [the spot]." A Los Angeles station (presumably the stereo-capable KTLA(TV)) was the only station to broadcast the spot in stereo, he said.

When the television engineers were not in sessions hearing about stereo, they were often on the exhibit floor checking out the stereo hardware. At least seven companies were selling stereo generators and attracting a lot of attention with them. The six: Modulation Sciences, Orban, Broadcast Electronics, Marcom/Inovonics, Circuit Research Labs, Eiden/Elecon and Asaca.

"There's been extremely intense interest," said Geoff Mendenhall, vice president, engineering, BE. "Well over a hundred people

have been at that rack," he said, referring to BE's demonstration of its new TZ-30 stereo generator. "Maybe it's been twice that. I really couldn't tell you." □

Broadcasters should reserve spectrum, advises ATSC head

E. William Henry says advanced television systems are coming; and terrestrial broadcasters will need wider bandwidth

Can broadcasters incorporate high-definition television within the system of terrestrial transmission? Only if they can convince the FCC to reserve spectrum for that purpose. That was the message from E. William Henry, of Ginsburg, Feldman & Brass in Washington and head of the Advanced Television Systems Committee, who spoke at the NAB's Tuesday (April 16) engineering luncheon.

"If high-definition television, requiring roughly four times the bandwidth of current broadcast channels, can be made available through the wideband channels of direct broadcast satellites, or through cable television, video cassette recorders, or video disk systems, does this mean the broadcaster is left out? I think not," Henry commented. "Terrestrial broadcasters should get a substantial piece of the action if—and it's a big if—the FCC reserves enough spectrum."

Added Henry: "Advanced television systems are just over the horizon and headed our way. . . . The time to make this a priority item on broadcasting's agenda, in my judgment, is now."

High-definition television and efforts to develop a world standard for program exchange were cited often by Henry as examples of efforts being made by the television industry to take a leading role in advancing its technology.

"The selection of a single worldwide HDTV standard will greatly expand the market for TV program exchange," he explained. "And electronic HDTV production—coupled with the existence of high-definition VCR's and the capability of high-quality film-to-tape transfer—hold the promise of a potentially explosive new home video market." Henry concluded: "The challenge is clear. Market forces are strongly suggesting a demand for higher quality television services. The question is not whether advanced television systems will come, but when they will become a reality, and whether broadcasters will play a role in their development."

Similar issues had been raised by Henry and others at a session on advanced television systems held earlier in the day. Chaired by Richard Streeter, CBS Television, the session included discussions of ATSC work by its technology groups' chairmen, Kerns Powers of RCA, Dan Wells of Satellite Television Corp. and, sitting in for Renville McMann of CBS Technology Center, colleague Al Goldberg.

Dr. William Glenn of the New York Institute of Technology described an experimental camera and recording system for reduced bandwidth HDTV studio production facilities. A comparison of HDTV resolution with 35 millimeter film was presented by Art Kaiser of CBS Technology Center, and a representative of Japan's NHK Research Lab described the new HDTV downconverter demonstrated for the first time in January (BROADCASTING, Jan. 28).

Concluding the session was a talk on the political aspects of international television standardization by Howard Miller of Westinghouse Broadcasting & Cable, who represents the U.S. on the International Radio Consultative Committee (CCIR) interim working party which is now drafting agreements which may lead to a world HDTV production standard. □

New vistas opened by satellite technology reviewed at engineering panel

Principals of satellite news gathering services detail their operations; network representatives discuss move to satellite distribution

Satellites have had a profound impact on television, not only in cost and quality, but in programing itself, Robert N. Wold, chairman and chief executive officer of Wold Communications, told a Monday (April 15) afternoon management panel on TV satellite programing. And making Wold's point was the remarkable growth spurt of Ku-band satellite news gathering services and equipment witnessed both on the exhibit floor and talked about at length in sessions devoted to satellite topics.

The success of Hubbard Broadcasting's first year with the Conus Communications Ku-band news service has spawned a pair of similar ventures, one joining GTE Spacenet with Dalsat (which last January supplied the newly formed Florida News Network) and another bringing together Microdyne Corp. and Wold Communications. Unlike Conus, however, which works in limited partnership with a single broadcaster in any one market and joins participants together in a shared network, the two new companies are seeking to provide a pipeline service to be used by any station regardless of other market entries, although regionalized networks are also being encouraged.

The new ventures also differ in their uplink equipment and remote vehicles, with variations seen in dish size and design, amplifier power and housing the uplink—in separate SNG vans or attaching them to existing vehicles. Joining the equipment design fray were a handful of other manufacturers, including the British firm GEC, McMichael, Wolf Coach and MicroLink.

Several of the Ku-band SNG products and services were described in depth during a Tuesday (April 16) morning engineering ses-

sion on TV satellite systems, attended by over 125 people. Dalsat's Bramwell Flynn described that company's work in designing the News Express unit used by the Florida News Network, while Dave Garrood and Eric Schechter of GEC-McMichael described the News Hawk unit their company introduced at the show. The Conus system was also detailed.

Conus had its own big news coming into the show. On April 12, the company announced the signing of an agreement with RCA Americom to lease four transponders on the Ku-band K-2 satellite scheduled for launch in September. The deal also gives Conus first rights to another six transponders, which potentially bring the contract to over \$300 million. The company hopes to use the transponders for a national nightly story service scheduled to begin next June.

Satellite news gathering was not the only topic of discussion at the two sessions. The importance of satellite program distribution by the networks, independents and producers was also the subject of much praise, and some discontent.

During the Monday management session, Wold pointed out that 60%-70% of programing is now delivered by satellite. This number is expected to steadily increase, especially, as noted by Stanley DeCovnick of 20th Century Fox, with costs becoming almost incidental.

According to Mel Smith, director of program services, Tribune Broadcasting, the use of satellites for independents has "totally revolutionized our broadcast industry. It

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must have scared the hell out of the networks, since its made us all more equal than we've been before."

Why did it take so long for the major networks to begin responding to satellite technology? According to panelist Nancy Salvatori of Western Union, "The market drivers had to be there. There had to be proven reliability, cost reductions and global conductivity."

NBC has become the first of the three commercial networks to begin the total shift to satellite interconnection and its Ku-band system, built in conjunction with Comsat and Harris, was described by NBC's Don Kivell and by Bob Butler at a separate talk at the engineering session Tuesday.

Also detailed at the engineering session were ABC's satellite distribution plans, which include the recent completion of a central and mountain zone interconnect, and interconnections of Pacific and Southeast regions (all using C-band) later this year. Charles Dages, vice president of development engineering at CBS, reviewed the network's C-band interconnect system now under development, with plans for seven-meter steerable and 4.6-meter fixed satellite earth terminals at each of 200 affiliates.

One less than rosy note was introduced during the management session when a broadcaster asked whether costs engendered by program distribution via satellite were really any lower, as claimed.

"The broadcaster must invest in the satellite dishes, the land to place them on, the videotape recorders to take the feeds and the staff to run the VTR's," he commented. "This is really a plea: Program distributors may want to pass some of their lowered costs on to the broadcasters." □

Panel explores allocating and managing spectrum

FCC, NAB, NTIA representatives address challenges of new technologies' demands for air space

Luxury in the allocation of electromagnetic spectrum is gone, and broadcasters must now become "spectral statesmen," FCC Commissioner Mimi Dawson said during an engineering panel on spectrum management last Monday (April 15).

"The spectrum is free, but very, very valuable," she commented during the hour-and-a-half session, which included other panelists from the FCC, the National

Telecommunications and Information Administration (NTIA) and the NAB. "There is no luxury for pristine broadcast spectrum in major markets. I am astounded when broadcasters insist on maintaining spectrum as broadcast only. With examples like low-power television and Docket 80-90, we continue to see new services, entrants and competition."

Co-panelist David Markey, NTIA administrator, seconded Dawson. "Broadcasters have done well in acquiring spectrum, but that will be tougher in the future. They will have to increasingly demonstrate that they are using what they have in the best way, and the spectrum crunch will necessitate much higher visibility for spectrum managers."

Markey suggested during the discussion that the FCC, NTIA and broadcast industry set aside a day or two each year to examine new technologies and particular spectrum issues, and panelist Ralph Haller, FCC Policy and Rules Division, also commented at the start of the session that the commission needed such a forum to assess the impact of its decisions.

Concern about how changes in spectrum management might affect broadcast services was expressed both by members of the audience and by panelist Thomas Keller, senior vice president of science and technology at NAB: "I worry about the long-term needs of terrestrial broadcasting, and its ability to compete with new technologies which are not as restricted by spectrum." Keller suggested that broadcasters could look into other techniques to aid in maintaining delivery standards, such as improved AM transmission and noise reduction technology for FM stereo. Keller's colleague at NAB, Ralph Justus, argued strongly, however, that other services could afford a potential squeeze in spectrum far more than broadcast services could.

Worries about suggested band-sharing proposals also surfaced in the question-and-answer segment of the panel. Dawson spoke of "positive" sharing in the UHF-land mobile cases recently before the commission. "With sharing, you're not necessarily faced with an either-or situation," she said.

Dawson also discussed the concept of "flexible" instead of "stagnant" allocations as one way of dealing with expected changes in marketplace needs, and expressed the belief that such approaches can allow "legitimate entrepreneurs" to fulfill public need for a variety of services.

Panelist Robert Powers, chief scientist at the FCC, had earlier remarked: "Marketplace schemes can work, if you have a real marketplace and the buyer and seller are both knowledgeable. But there are many questions to be asked about that." □

Broadcasters warned on new RF guidelines

Reducing exposure could cost industry upwards of \$12 million this year

More than 200 radio and television broadcast stations may be exceeding the radio frequency radiation guidelines recently adopted by the FCC and the industry may have to spend upwards of \$12 million correcting the situation after the new rules go into effect next October. That warning was sounded by panelists at an NAB session on nonionizing radiation last Tuesday (April 16).

Class B and C FM broadcasters are likely to be the most severely affected by the requirement to reduce public and occupational exposure to the electromagnetic energy emanating from transmit antennas and towers, explained William Hassinger, engineer advisor to the FCC's Mass Media Bureau chief, James McKinney, but the issue is one to be considered by all other broadcasters as well.

An FCC report and order issued earlier this year calls for broadcast stations to provide environmental impact statements on RF radiation exposure levels if they are planning any major modifications of their facilities and in their next renewal requests, and all new applications must also provide the statements.

The Environmental Protection Agency is currently considering the adoption of the same exposure limits selected by the FCC and based on guidelines developed in 1982 by the American National Standards Institute, according to Rick Tell, chief of EPA's nonionizing radiation branch.

If the ANSI standards are chosen, Tell said, EPA projections show that 231 sites would exceed the limits, with the primary impact born by FM's. Average annual cost to the affected FM stations in each of the next six years to reduce the radiation exposure would be over \$3,000, he said the agency had determined.

Panelist Barry Umansky, counsel to the NAB, expressed concern that broadcasters might have difficulty complying with the requirements by October. He said that the commission's choice of the ANSI standard was a very positive one. "The mere fact that the federal government has acted is very useful in dealing with overzealous local regulators trying to fill the federal void."

Robert Powers, FCC chief scientist, explained to the nearly 100 attendees the "self-certification" process which the environmental statements would entail, and added that the commission is now preparing a technical advisory bulletin, to be released by August or September, that will suggest procedures for checking compliance. Measurement procedures were outlined earlier in the session by Neil Smith, of Smith & Powstenko, and by Edward Ashland, of Narda Microwave Corp., Happaug, N.Y.

The results of an EPA-FCC study of environmental exposure to RF radiation in Honolulu last spring were reviewed by FCC Man-



Spectrum advisors. L-r: Haller, Powers, Dawson, Markey, Keller and Justus.



RF leakage. L-r: Minkel, Powers, Hassinger, Umansky and Tell.

aging Director Edward Minkel. The study, which was released in January, showed that no immediate risk was posed to the population living near city transmitter sites, although several sites exceeded even the rela-

tively nonstringent ANSI guidelines. Minkel noted that there are other areas similar to Honolulu which will be the subject of equivalent future studies by the top agencies. □

AM broadcasters: anxious for stereo

Wide support is shown for C-Quam, but Kahn has not given up hope; broadcasters agree AM stereo is important if AM is to compete with FM

Motorola's C-Quam is a good bet to win the three-year-old AM stereo standards battle. As was made clear at the NAB convention last week, the system enjoys wide support among both broadcasters and receiver manufacturers and, as a result, appears on its way to become the nation's de facto standard for AM stereo broadcasting.

But it is, by no means, a sure bet. Kahn Communications has yet to strike the flag. It continues to wage its campaign to make the Kahn single-sideband system the nation's standard, despite increasing odds against its success.

As the AM stereo standards battle drags on and becomes, as one broadcaster put it, "a Mexican standoff," AM broadcasters are becoming increasingly frustrated. They see AM stereo as an important vehicle for closing the quality gap between AM and FM and recapturing audiences and revenues lost to FM. And many see the Motorola-Kahn battle as indefinitely delaying the arrival of stereo.

Despite the uncertainties created by the standards fight, four AM stereo broadcasters appeared on a Monday (April 15) panel session to urge their fellow AM broadcasters to make the move to stereo as soon as possible. "There is no defensible position for not being in AM stereo," said Dick Walsh, WABK (AM) Augusta, Me., "unless you can't afford it."

When the exhibition hall opened, broadcasters found Harris, one of the five original AM stereo system proponents, in the C-Quam camp. Having failed to attract the support of any receiver manufacturer, Harris last December dropped its system and picked up the C-Quam system. In its booth, it showed for the first time its C-Quam exciter, newly type-accepted by the FCC. For its part, Motorola tried to demonstrate the extent of its support among receiver manufacturers in the most concrete way possible.

In the parking lot, Motorola had four new cars—a Ford Thunderbird, a Chrysler Fifth Avenue, a Pontiac Fiero GT and a Toyota

MR2—equipped with C-Quam radios. Visitors to the exhibit could tune in the C-Quam broadcast of KMJJ Las Vegas.

In its booth, Motorola featured its "wall of radios," a display of more than a dozen non-operating C-Quam radios. It also showed four working radios, one of which was in a Chevrolet Corvette. Among the receiver manufacturers represented in the booth: Delco, Ford, Nissan, Volkswagen, Toyota, Concord, Sherwood, Sparkomatic, Kraco, Audiovox, Marantz, Potomac Instruments, Carver Audio and American Audio. Motorola said the C-Quam radios shown were available from their manufacturers or would be within a month.

Motorola officials could not say how many C-Quam radios were on the road or in homes, but they said that around 1.4 million decoder chips had been shipped to receiver manufacturers in 1984 and that between five and 10 million are expected to be shipped in 1985 as two other chip manufacturers, Sprague Semiconductor and Toshiba, join Motorola in supplying C-Quam chips.

Although Motorola wasn't talking as much about it, it is doing equally well on the broadcasting side of the marketplace. It has about 250 stations on the air in C-Quam and expects that number to double as the Harris stations retrofit their Harris exciters to broadcast C-Quam.

By contrast, fewer than 100 stations are broadcasting Kahn and the number is not growing. Indeed, it is shrinking as stations eager to reach the new owners of C-Quam radios give up their Kahn exciters and replace them with C-Quam units, which are available from five companies, including Motorola.

The only radios widely available today to listen to Kahn broadcasts are Sony's multi-system radios, capable of picking up and decoding both the C-Quam and Kahn signals (as well as the extinct Harris and Magnavox signals). Many broadcast engineers feel the Sony radios are the best-sounding AM stereo radios now on the market.

Kahn's first line of defense against the C-Quam juggernaut has been the Kahn stations, many of which are owned by prominent groups like ABC, NBC, Katz, Harte-Hanks, Bonneville and RKO. "Actually,

broadcasters can control the situation so that AM stereo receivers must be compatible with the system(s) the broadcasters select," Kahn said in a pamphlet it distributed at the convention. "Indeed, one station in any market can make any attempt to sell incompatible single system AM stereo radios [read C-Quam-only radios] an absolute fiasco." Kahn President Leonard Kahn said manufacturers of the C-Quam-only radios have, indeed, been having trouble selling radios in Kahn markets, but he could supply no evidence to support the claims.

Kahn's second line of defense is in the nation's courtrooms and federal agencies. His complaint to the Federal Trade Commission has triggered an investigation into possible anticompetitive or anticonsumer behavior by Motorola and its allies among receiver and broadcast equipment manufacturers. Although Kahn said the FTC investigation was ongoing, Motorola officials at the convention were skeptical. They said their company had yet to be contacted by the FTC.

Meanwhile, some of Kahn's broadcasting proponents have fired off complaints to state officials, charging that retailers and automobile dealers were selling C-Quam-only radios without telling customers that they could not pick up all stereo signals in the market. According to Kahn, such letters are now in the hands of state officials in Utah, New York, Connecticut, California, Oregon, Massachusetts and Alabama.

Kahn has also counterattacked in the legal arena. According to Kahn, Hazeltine, which



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holds the license to all of Kahn's stereo patents, has put Motorola and manufacturers using Motorola's C-Quam chip on notice that the chip infringes on Kahn/Hazeltine patents.

And Kahn continues to attack the C-Quam on technical grounds. At the convention, he told BROADCASTING that the system was a "monstrosity," providing poor fidelity and coverage. "It doesn't make any sense to have low-quality AM radios that reduce coverage," he said. "The competition is FM. If you push the button and the [sound] is poor, that's it. You've lost the game."

Winning the game is what motivated the four broadcasters on the AM stereo management session to urge others to hop aboard the stereo bandwagon. WABK's Dick Walsh said he decided to go stereo when his 14-year-old son told him AM was "a time of day, not a form of broadcasting. That did it."

The key to recapturing listeners, particularly younger ones, said Ron Frizzell of WLAM(AM)-WKZS(FM) Lewiston, Me., is quality. In surveys, he said, listeners say they would "listen to AM if it were quality... if the reception were the same as FM."

AM broadcasters must let receiver manufacturers know they want quality radios, Frizzell said, and the only way they can do that is by making the switch to stereo. With total audiences going down and the average age of listeners going up, broadcasters can no longer afford to take a "wait-and-see attitude," he said. "If we wait long enough," added Tom Glade, KSL(AM) Salt Lake City, "we are going to find ourselves completely out of business."

Gene Boivin of KRQX(AM)-KZEW(FM) Dallas presented some evidence that stereo could turn the tide for AM broadcasting. "Because KRQX had given away Sony AM stereo radios during promotional campaigns, he said, the station was able to go back and ask 40 winners of the sets about AM stereo. According to the survey, he said, 93% of the Sony owners said AM stereo was "as good as" or "close to" FM stereo. What's more, 62% said they thought people would be just as willing to listen to AM as FM if they had an AM stereo radio.

The panelists neatly skirted the standards issue. But following the session, Frizzell said he felt the standards battle is over and that Motorola is the victor. "It's fallen to Motorola," he said. "I don't think there is any question about it. It's unbelievable that the media hasn't picked up on it."

On the other hand, Glade, the only Kahn proponent on the panel, said KSL would stick with Kahn in the hope that other major receiver manufacturers would pick up the Sony chip and make multisystem radios. "There are still strong engineering reasons" to use the Kahn system, he said.

All the panelists said switching to stereo was not enough. The broadcasters, they said, also had to promote it. And to help them promote it, there was the AMS-10, a low-cost Walkman-type multisystem radio intended for promotional giveaways. The radios, with imprinted call letters (but with no FM tuner), are available from Advanced Design Group Ltd. of South Norwalk, Conn., for no more than \$22 each in quantities of 250 or more. □

Speaking out for subcarriers

Panelists testify to many ways radio stations can put subcarriers to use as revenue source

"Two years ago, it was touted as a get-rich-quick scheme. But, in reality, subcarrier use is a way to potentially make some money very slowly," said Gene Swanzy, senior vice president, broadcast and communication services, Mutual Broadcasting, at a radio management session during the National Association of Broadcasters convention.

According to an NAB report prepared by Dennis Waters of Waters Information Services, Binghamton, N.Y., in two years, FM subcarrier use will increase 75% ("In Sync," Feb. 4). The report also noted that subcarriers in use in the top 30 markets are expected to double over the same period, averaging about one subcarrier for each class B or C station. Data applications in those markets will expand to become the leading application, with 51% of subcarrier capacity being used to deliver stock quotations, commodities and other market information. And paging applications will increase from 5% to 8% of the market. Nationally, background music delivery is expected to remain the dominant application. Waters said revenues generated from leading subcarrier channels could average from \$5,000 to \$10,000 per month for major-market radio stations.

Taking advantage of the subcarrier technology is Mutual Broadcasting System, which earlier this year announced Multi-comm, a national, satellite-delivered, point-to-point telecommunications service designed to locally distribute data or text information via FM subcarriers ("In Sync," Jan. 28). It can simultaneously deliver aural, text, data and computer software information to multiple customers.

Swanzy, who is in charge of Mutual's satellite services division, of which Multi-comm is a part, told BROADCASTING that he expects the system to be fully operational by Aug. 1, and will announce the first users shortly. Swanzy said he is aiming to have the service distributed to the top 100 markets. The business requires the radio station operator to be flexible in responding to changing customer demands, said Swanzy.

Applying subcarrier transmissions on a statewide level is Little Rock, Ark.-based Snider Corp., which operates Starcomm, a satellite distribution system for the Arkansas Radio Network. Hi Mayo, executive vice president of the company, told the workshop that Snider is launching a statewide paging service through a network of FM radio subcarriers, which can cover a 35-to-40-mile area.

The local subcarrier distribution network operates on company-owned KKYK(FM) Little Rock's 92 khz frequency (the other available subcarrier channel is 67 khz) in addition to seven other subcarriers leased from Class C FM stations across the state. The network has 400 customers.

SCA technology today is where FM radio was in the early 1950's. Just because stations have SCA, there is no insurance they're going to make money," said Mayo. "You need a service that can be marketed to the consumer," he added.

"We made \$68,000 from our SCA's over the past two years," said Jim Wychor, vice president and general manager of KWOA-AM-FM Worthington, Minn. Addressing the same panel session, Wychor said the station leases its subcarrier frequency to Market Quoters Inc., which transmits text and data via satellite to customers. The terms of the lease include a small monthly guarantee or 11% of the revenues collected from customers, whichever is higher. Wychor is projecting \$28,000 in revenues from his SCA use in 1985. Wychor said there are other uses for SCA channels such as utility load management on full-time AM subcarrier channels as well as FM. "The problem is that power generating companies have so much energy to sell, they are not interested in conserving," said Wychor. "However, the potential is there for small municipal utilities," he said, noting that KWOA is currently working on developing a utility load management system in conjunction with two local Rural Electrification Administration (REA) utilities and one municipal electric company. Frank Hyde, consultant to Pacific Gas & Electric, said that in looking at utility load management, the company set some communications criteria such as contiguous coverage, reliability and availability. Speaking at an engineering workshop on the subject, Hyde outlined the potential advantages of using AM radio subcarriers as opposed to other forms of transmission which include expanded coverage, lower cost network and receivers and greater signal strength. One limitation, said Hyde, is that the typical range of signal is limited to less than 20 miles.

The biggest complication to the study, according to Hyde, was AM stereo. "We had to come up with a new matrix to examine compatibility with the proposed AM stereo systems," he said. The company, said Hyde, decided to defer the field test of AM subcarriers until it is better equipped to deal with the problems of AM stereo. "Utility load management is an immature market, but nonetheless, there's quite a lot of activity in it," he said.

Another application of radio subcarriers is to provide a teletext service. Howard Ginsberg, president of Essex Junction, Vt.-based Communications Engineering, highlighted a radio teletext data information service called The Grail System. The company leases a subcarrier of WNCS-FM Montpelier, Vt., to send tourist information and advertising to area resort hotels. The service is recycled every 16 minutes. The information is transmitted along dedicated teletext data circuits to the transmitter site at the station. "Our income comes from advertisers and subscriber fees," said Ginsberg.

Based on the success of the Grail (Greater Regional Area Information Link) System is a similar service being launched in Nashville next month, through a subcarrier channel of WNAZ-FM. The Nashville Grail will be available on a subscription basis to hotels and the

general public with personal computers. (A computer is necessary for reception of the data signal.) Audio entertainment will be provided by WSM-FM Nashville.

Start-up costs for the Grail system are in the \$12,000 range, said Ginsberg, including transmitting and receiving equipment. "There is new money for radio stations in teletext," said Ginsberg.

On the exhibit floor during last week's NAB convention, Micro Controls Inc. (MCI), Burlison, Tex., was exhibiting SCA generators produced for Costa Mesa, Calif.-based Diversicom, a unit of American Diversified Capital Corp., which plans to launch a nationwide paging and data network. The system is currently operating through a 48 radio station subcarrier network in the West, said Jeff Freeman, president of MCI Inc. □

Weather graphics now seen in markets big and small

Computerized weather graphic systems have changed the face of television forecasting, apparently forever. The technology was given a bright prognosis, even for small-market stations, during a Sunday morning panel session at the NAB convention last week. Systems priced at \$20,000 to \$30,000 can make an enormous difference in a newscast's on-air look, as well as improving its content, panelists told their audience.

"I couldn't imagine doing my job without a computer," declared Valerie Jones, an executive with Colorgraphics System Inc. and weather reporter for WKOW-TV Madison, Wis. "But remember it is only a tool—don't let it take over."

Jones feels the industry has matured in its application of computer-derived weather graphics, after perhaps overrelying on such systems to the exclusion of a weathercaster's personality or the forecast itself. This, she said, is reflected in the use of more subtle earth tones, effective application of chroma key and moderate animation. "All this," she explained, "helps the talent stay in control."

Ironically, many major market stations have lagged behind their smaller counterparts in implementation of weather graphics, observed Maclovio Perez, weather reporter for KCBS-TV Los Angeles. He claimed his is the only network-owned station in his market to fully integrate its own computer system into weather reporting.

Perez said he often worries about the temptation among stations to emphasize the "bells and whistles" of such systems too heavily and called for "a delicate balance between razzle-dazzle and the personality of the presenter."

However, Perez is also encouraged by a move toward simplified operation that makes hardware and software more versatile. "Even in a major market, you can have one person doing it all." Nonetheless, he added, there is a downside danger of weather reporters being forced to function as artists, taking on tasks better left to other personnel.

The weather forecaster who can perform well as a graphic artist is indeed a rare find, Jones agreed. He urged smaller stations to consider buying a computer system that could be used jointly by weather and production departments, with staff artists helping provide basic maps and special graphics for the meteorologist as needed.

Another panel member, ABC-TV's Dave Murray, said he has a full-time graphic artist at the network to assist him in drawing maps for *Good Morning America*. Cooperation between artist and meteorologist is an essential ingredient in effective use of the new graphics-generating system, he stressed.

"Don't wish your station into this," Murray said. "Talk about it in advance with your news director, chief engineer, program director, general manager and weathercaster."

Murray said some stations have actually pulled away from weather graphics somewhat after overemphasizing a system's technical wizardry. "Sometimes I will see a three-minute weather forecast that contains 18 weather maps," Murray lamented. "If you have \$50,000 invested—then you want to see it dance."

Dale Bryan, president of Environmental Satellite Data, based in Suitland, Md., predicted weathercasters will continue to learn how to use graphics more effectively as the industry matures.

"Think about hiring a freelancer to do maps that can be stored," he suggested, "or students of meteorology to draw features on these base maps." Costs and preparation time can be held down through careful planning, he maintained. Such planning is also crucial if a station is to respond effectively in the event of a weather emergency, such as a severe thunderstorm or tornado.

Beyond a considerable hardware investment, stations should expect to pay up to \$3,000 a month for use of a satellite or telephone-delivered weather data service, the panelists pointed out. □

Docket 80-90 issue draws AM attention

Only one issue was on the minds of radio broadcasters attending the NAB convention's AM-FM allocations sessions—Docket 80-90. That FCC ruling, issued March 14, opened the door for more than 1,000 new FM channel assignments in 689 communities (BROADCASTING, March 18).

Of particular interest to broadcasters was the FCC's decision to give AM daytimers a special "preference" in applying for new FM facilities, provided they meet certain conditions. For one thing, the daytimer must agree to divest the daytime-only facility within three years if awarded an FM.

"I prefer to call it a daytimer 'credit' rather than 'preference,'" said Sheldon Guttman, associate general counsel for the FCC, at a Tuesday afternoon radio management workshop on allocations.

He noted that this preference was decided upon by the commission because of the day-

timers' public service to the community over the years due to operating in "adverse conditions" (limited hours).

Barry Umansky, deputy general counsel for NAB, who served as panel moderator, and Guttman agreed that the daytime-only station would likely get a preference if the operator previously owned an FM station in the market. But Bill Potts Jr., partner in the Washington-based law firm Haley, Bader & Potts, said he would argue that point. "You had a chance to equalize your station operation, and you gave it away," he said.

If an 80-90 applicant has filed for bankruptcy in the operation of a radio station in the past, said John Kamp, assistant to FCC Mass Media Bureau Chief James McKinney, the FCC may hold it against the applicant. "The FCC only looks at whether you are qualified at the point of when the application is filed," said Kamp. "But," he added, "I'm not sure the commission will continue to ignore the past financial record."

As for uncontested daytimer applications, the NAB's legal department issued a handout at the session pointing out that if the daytime-only station is the only applicant for the FM station, "there is no need for the daytimer to seek a preference... and no divestiture will be required. The daytimer simply will be able to begin operating a new FM station as part of an AM-FM combination."

The FCC will use a "window" processing system. And if no acceptable applications were filed for a particular channel during the window, which could last between 30 to 45 days, the commission would award the

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channel on a first-come, first-serve basis. The FCC will use a lottery system only to determine which channels would be opened first, said Kamp. "The lottery will not be used for selecting applicants," he stressed. "But if there is a large number of appli-

cants for a new FM facility which could lead to many comparative hearings, we may issue a notice of proposed rulemaking for a different [system]," said Kamp. He estimated that it would probably take three to five years to process all the allotments. □

show, Bosch, Quantel and Aurora proved once again that they are among the leaders in the technology.

Another area in which computers are making inroads is in the electronic newsroom. Suppliers of such systems are just now beginning to make an impact on their markets. Basys and Colorgraphics, which have captured most of the newsroom contracts let so far, vied with each other as well as with DDC, Jefferson Data, Quanta and Media Computing for customers in the still wide-open market.

Who has the most efficient UHF transmitter? At times last week, it seemed that everybody did. RCA, Harris, Comark, NEC and Townsend, competing for business in the fairly active UHF marketplace, often made claims about beam efficiency and total power efficiency that put them at odds with one another.

Meanwhile, Larcam Communications and some of the same companies in the UHF market, pursued VHF customers, trying to capitalize on the growing interest among broadcasters in stereo and circularly polarized antennas, which sometimes require transmitter replacement.

Interest in stereo sound also led television broadcasters to spend a lot of time on the radio side of the exhibit hall in search of stereo generators and monitoring equipment as well as audio processors and consoles (see story, page 96).

RCA continues to fight for the acceptance of its CCD camera, although deliveries expected to begin before the show have been delayed, and variable speed shutters sought by some users appear to be farther off than hoped. NEC America, meanwhile, dropped the price of its CCD camera, the SP-3A, to below \$18,000, less than half that of the RCA unit. New cameras were introduced by Sony, Panasonic and others.

As they did last year, crowds packed demonstrations of the sophisticated editing systems of LucasFilm (EditDroid and the new SoundDroid) by Montage, which showed a number of upgrades to its unit.

The news gathering spotlight was stolen this year by packagers of Ku-band satellite systems (see story, page 93), but a number of other ENG/EFP products attracted attention. Centro Corp. featured its ENP van, which was built to the specifications of NBC Television.

One of the surprises of the show was the number of high-definition television products on the floor. In addition to Sony's broad line of HDVS gear and Ikegami's HDTV cameras and monitors, Hitachi showed its digital HDTV VTR, Grass Valley Group displayed an experimental HDTV switcher, Rank Cintel introduced an HDTV telecine, and Asaca showed HDTV test gear. It seems that a truly complete HDTV system, based on the NHK standard is, or soon will be, available for program pioneers who want to be on the cutting edge of technology.

On the radio side, there was growing evidence that the days of the audio cart players may be numbered. One of the technologies that may do them in is the compact disk. Philips showed a CD system with controller and three players and a price tag of \$10,000. □

Improvements dominate NAB hardware display

Upgrades on existing technology abound; HDTV equipment also out in abundance

The 1985 NAB convention exhibition heralded no major technological breakthroughs, but the three-and-a-half-day show proved that incremental and unrelenting technological developments can, by themselves, be exciting.

The exhibition was bigger than ever. More

than 700 companies were spread out over 300,000 square feet in the Las Vegas Convention Center and, for the first time, in the exhibition hall of the nearby Hilton hotel. This year's record for square footage will last for at least a couple of years. The space allotted to exhibitors in 1986 and 1987 is being cut back so the show can be squeezed into the smaller confines of the Dallas convention center.

Last week in Las Vegas, Panasonic boldly introduced its new M-II half-inch tape format to challenge the one-inch format as the studio standard. The new format uses metal particle tape and features one-hour cassettes. Some described the system as a "water-shed"; others, including some proponents of Panasonic half-inch M-format, on which M-II is based, viewed it with skepticism. Most felt the product would have a tough time penetrating its intended market.

Movement elsewhere in the small format area was, as always, difficult to gauge. One likelihood, however, was that quarter-inch videotape equipment would sit on the shelf until the industry can settle on standards. (Bosch representatives held out the slim hope of a major buy at the show, but word of one never emerged.)

Broadcasters are demanding new video cart machines to replace their aging two-inch cart machines. Last year, Sony opened the high-end market with the introduction of its Betacart half-inch multicassette player. And, this year, RCA and Asaca moved in with new, highly capable machines. RCA's Silverlake, programable with an IBM personal computer, can handle up to 281 M-format cassettes. At the show, Asaca's 6000B machine was equipped with Beta cassettes and players, but an Asaca representative said the machine could be outfitted with M-II equipment if a customer so desires.

Although Ampex didn't show a prototype of the digital spot player it has under development, the company invited customers of its decade-old ACR-25 two-inch cart machine to view a demonstration tape of the system, which is expected to be shown at next year's convention in Dallas. (Sony demonstrated its digital VTR for the second year in a row in its technology suite.)

Component video appeared to be well on its way. Grass Valley Group showed its a CAV Model 100 production switcher, and its parent, Tektronix, showed component test gear. Component products were also made available by Philips and For-A.

Perhaps the most rapidly evolving technology is computer graphics and effects. Every video trade show seems to bring with it systems featuring new ways of creating and manipulating video images. At this year's

Engineering honors. Julius Barnathan, ABC Television broadcast engineering and operations president, and Michael LoCollo, director of engineering for Wold Communications, were given awards at the annual meeting of the Society of Broadcast Engineers at the NAB convention last Sunday, for their frequency coordination at the 1984 summer Olympics. Awards for coordination were also given to Richard Harvey of CBS Television and Gerry Dalton of Service Broadcasting Corp. in Arlington, Tex., for their role at the Democratic and Republican conventions last summer.

Frequency coordination has been a key goal at SBE for several years, and at a Saturday SBE board meeting a resolution was passed to encourage joint efforts among SBE, NAB and the National Radio Broadcasters Association, according to newly elected SBE president, Richard Rudman of KFWB(AM) Los Angeles.

At the meeting, the board selected John Raiser, engineer with the Policy and Rules Division of the FCC, as recipient of an SBE fellowship, to be joined by past presidents, Ron Arendall of Dynavid Broadcast Systems, and Doyle Thompson, director of engineering for The Weather Channel.

The formation of a broadcast engineer job clearinghouse was also announced at the Sunday meeting.

In addition, the society elected new officers and six new board members. In addition to Rudman, president, other officers elected were Jack McKain of KSN Wichita, Kan., vice president; Brad Dick of KANU(AM) Lawrence, Kan., secretary, and Wally Dudash, Group W, Stamford, Conn., treasurer. Selected as board members were Ed Gordon, Wold Communications; Robert Hardie, KOKI-TV Tulsa, Okla.; Nile Hunt, WESH-TV Daytona Beach, Fla.; Zaven (Doc) Masoomian, WQXR-AM-FM New York; Tom Weems, non-commercial KOED(TV) San Francisco, and Bob Van Buhler, KDKB(FM) Mesa, Ariz.

TELECASTINGS

Floor move

Twentieth Century Fox will take exhibit space on the floor at the 1986 NATPE convention in New Orleans, instead of exhibiting in a hotel suite. Fox is the latest major distributor to move from a nearby hotel suite, where it has traditionally set up shop during the convention to the NATPE convention exhibit floor.

Brought to you by

Procter & Gamble is investing about \$10 million to become the sole national sponsor of the weekly, half-hour, *It's a Living* for the show's first year in barter syndication, 1985-86. The commitment is for 22 half-hour episodes of the series which was canceled by ABC-TV in 1982. P&G will retain three national minutes in each half-hour segment of the show and stations will sell three minutes locally.

LBS Communications, New York, is responsible for program distribution and also served as sales agent. The series is set to make its debut the week of Sept. 23 and has been cleared in 80% of the country, including stations from ABC-TV, NBC-TV, Taft, Chris-Craft, Malrite, Scripps Howard and Taft. *It's a Living* is a Witt-Thomas Production in association with Golden West Television and Syndication.



Organ plea. Lawrence Fraiberg (r), president of Group W Television Station Group, and Carolyn Wean (l), vice president and general manager of KDKA-TV Pittsburgh, along with Secretary of Health and Human Services Margaret Heckler (c), announced last week in a televised news conference the start of a nationwide organ transplant and donor education campaign. The "Second Chance" campaign will include an hour-long special narrated by actor William Devane and produced by KDKA-TV, 30-second spots featuring President Ronald Reagan, Bob Hope and Ed McMahon, among others, and news and magazine feature series formatted for local television, among other materials. To date, 113 stations have signed up for the campaign.

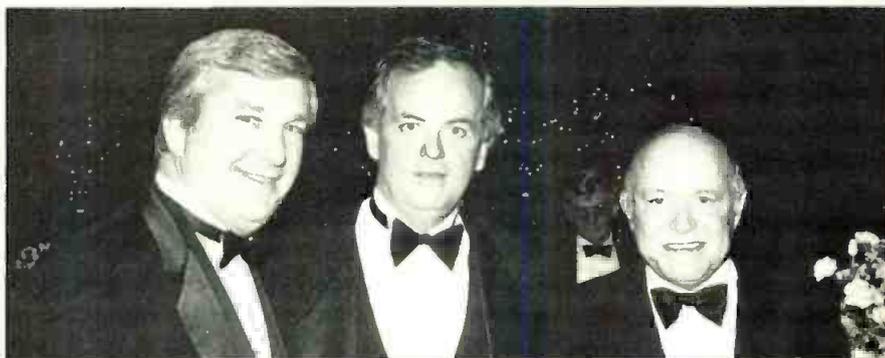
News feed

ABC News has introduced a daily regional news feed consisting of some 15 to 20 news, sports and feature reports that are delivered by satellite to 25 ABC-TV affiliates in Texas, Oklahoma, Louisiana and Arkansas. Don Dunphy Jr., ABC News director of syndicated news services, said the news feed, called the Southwest Regional Network, "is a natural extension of the ABC News daily electronic feed (DEF). It is a commitment by ABC News to provide increased news services for its affiliates and help the stations become even more competitive in their local markets." The news, sports and feature material is supplied by the member stations and shipped or fed to a broadcast hub at the ABC News bureau in Dallas. From there, the stories are sent to all participating stations by satellite between 5:30 and 6 p.m. ET, Monday to Friday. Kathy Slaughter Beck is the Dallas-based ABC News coordinator for the Southwest Regional Network.

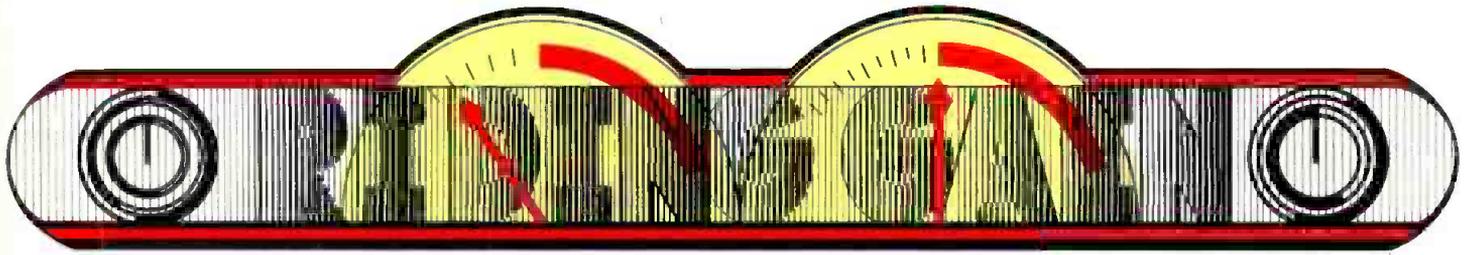
Television text

A book based on a New York University/CBS seminar on "television and its role in American life" is available to those in education, business and the media at no cost. "Reflections on Television" focuses on programming, television news, government's role in the broadcast business and "the new media environment" that includes VCR's, the "growth in communications studies and changes in network program content."

In the book's forward, John Brademas, president of NYU, says broadcasters must be encouraged "to increase their hours of programming for young viewers," for which "the federal government must provide direction and support," and speaks of a need to "build stronger alliances among parents, educators, policymakers and broadcasters." Brademas, who served 22 years in the House of Representatives, calls television "the single most underutilized resource for teaching and learning in the United States."



Happy anniversary. Top Metromedia executives joined almost 1,300 well-wishers to help celebrate the 40th anniversary of Metromedia's WTTG-TV Washington at a dinner April 12 at the Pension building in Washington. Pictured at top (l-r): John Kluge, chairman of the board of Metromedia, shares a happy memory with Thomas T. Goldsmith, who was director of research for DuMont Laboratories and the DuMont Television network when the latter started the experimental station in May 1945 as W3XWT. In 1947 it became WTTG, with Goldsmith's initials as its call. Metromedia bought the station in 1958. Looking on are Goldsmith's wife and actor Ted Knight, star of Metromedia's syndicated comedy series, *Too Close for Comfort*. And pictured above at the celebration (l-r): Bob Bennett, senior vice president, broadcasting and production, Metromedia; Kevin O'Brien, vice president and general manager of WTTG, and John Kluge, president and chairman of Metromedia.



The week's worth of news and comment about radio

Mutual coup

Mutual Radio Network took advantage of New York Democratic Governor Mario Cuomo's appearance at the NAB convention in Las Vegas last week to announce a new series that will feature Cuomo and former Senator Howard Baker (R-Tenn.) in alternating two-and-a-half-minute commentaries. The show, *Viewpoint*, will begin on July 15.

Cuomo and Baker have been mentioned as possible presidential candidates in 1988. But for his part, Cuomo rejected suggestions he was taking on the new assignment as a means of furthering presidential ambitions. He said the purpose was tied in with his present job. "We can't govern without a new way to communicate with the people," he said. "As you build up confidence in government, it gets easier to govern." What about nonconstituent listeners throughout the U.S.? Cuomo said New York has interests in common with those of other states.

News room upgrade

The CBS AM Group will install Colorgraphics' electronic newsroom equipment in each of its six stations and at its Washington-based news service, beginning in May at KNX(AM) Los Angeles. Eugene Lothery, vice president, CBS AM Group, announced the plans last week.

Lothery said there will be system-wide installations at five of the radio stations: KNX, WBBM(AM) Chicago, WCBS(AM) New York, WCAU(AM) Philadelphia and KMOX(AM) St. Louis. KCBS(AM) San Francisco, a pioneer in newsroom computerization, will receive upgrading and additional equipment. In addition, Radio Stations News Service, CBS's AM news and syndicated programming service in Washington, is scheduled for installation of the NewStar system. The process is due to be completed by September.

"The increased news-gathering capabilities [of the system] are nothing short of dramatic," Lothery said. "Our reporters and editors will now have at their fingertips information that in the past has required extensive research and screening time. There is no doubt that our listeners will be better served."

Lothery said the system also allows for immediate communication between field reporters and editors, editors and reporters within the newsroom and among the group's stations. "With stationary and por-

table terminals at each facility, messages and reports can be transmitted, acted upon and recalled without the delay of the mail or the time spent calling a story in from the field," he said.

He also noted that "we are thoroughly committed to news and news/talk formats and view electronic newsrooms as one key to the successful future of those formats."

On stage

NBC Radio Entertainment next week will debut a new, monthly, 30-minute concert series *Starset*. Headlining the premiere show is the rock group Santana. "It's fitting that Santana is the first group in our *Starset* series," said Frank Cody, director of programming for NBC Radio Entertainment, who noted that Santana starred on the first NBC Source network concert in December 1979. The Santana *Starset* show is produced for NBC by Gary Geller Productions. Shows in the series will be aired twice in the first week of each month.

New from Sklar

Sklar Communications, a New York-based management and program consulting company for radio, television and cable, has designed a new customized contemporary music format for Century 21 Programming, Dallas. Called "Power Hits," the music, said

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RAB reviews. The following chart represents the top 10 ad agencies for radio in 1984, according to the Radio Advertising Bureau (RAB), which bases its data on a multisource study of 1984 agency billings and media disbursements. (A leading "radio" agency is defined by the RAB as one with the highest percentage of media disbursements to radio.) Tracy Locke Inc. tops the list with an expenditure of \$48 million or 20% of its media budget on radio. New to RAB's top 10 list are: Evans Communications, Rumrill-Hoyt and Ketchum Communications.

RAB's "Top 10" radio agencies for 1984 (based on % of billings spent on radio)

1984 rank Agency	Radio billings	Percent to radio (millions)	1983 rank
1. Tracy-Locke	\$48.0	20	5
2. Evans Communications	20.0	19.2	—
3. W. B. Doner	30.4	17.0	3
4. Rumrill-Hoyt	20.7	17.0	—
5. Ross Roy	40.3	16.0	2
6. Bozell & Jacobs	92.4	14.0	4
7. Jordan, Case, McGrath	19.8	12.0	10
8. Ketchum Communications	41.8	11.0	—
9. D'Arcy MacManus Masius	78.4	11.0	6
10. Leber Katz	30.7	11.0	9

Sklar Communications President Rick Sklar, is furnished on pre-recorded cartridges accompanied by "song-by-song" playlists. Supplementary jingle packages, periodic promotions and individualized consulting are available as options, said Sklar.

Mutual info

The Mutual Broadcasting System will soon begin testing Netwriter, a satellite-delivered data service that will provide affiliates with information on its program schedule, news broadcasts and guest lineups. According to Mutual, Netwriter will also transmit "station relations letters, special news advisories, commercial schedules and changes, plus pertinent messages from Mutual's advertising and public relations departments."

The system requires a receiver and printer that Mutual will make available to all affiliates later this year. The service will be tested this spring with members of the Mutual advisory board. The Washington-based network will continue to send messages to its affiliates via audio and mail, but it emphasized the Netwriter service will provide, for the first time, daily guest announcements or changes for *The Larry King Show*, *Jim Bohannon Show* and *The Best of King*.

Playback

Los Angeles-based RadioWest Productions has acquired funding for the production of *The Family of Women*, a series of documentary reports highlighting the United Nations-sponsored Decade of Women Conference to be held next July in Nairobi, Kenya. The Corporation for Public Broadcasting is contributing nearly \$15,000 to the project, with an additional \$25,000 to be obtained from private foundations and individual donors.

Series coordinator Helene Rosenbluth said *The Family of Women* will be made available at no cost to interested noncommercial stations in commemoration of International Women's Day, March 8, 1986. The satellite-distributed programs will feature the work of five award-winning independent producers attending the African conference: Adi Gevins, Karen McPherson, Judi Moore Smith, Elisabeth Perez-Luna and Rosenbluth. An extensive marketing campaign is being developed in cooperation with several women's periodicals. Information: (213) 392-8274.

Spanish sports

Radio Espanol, the Spanish-language division of the Westwood One Radio Network, introduced two sports features last week, both with sportscaster Jaime Jarrin as host. *Galeria Deportiva* profiles leading sports figures. *Punto de Vista* offers sports commentaries by Jarrin. Both are two-and-a-half minutes in length and are scheduled each weekday. Jarrin has been Spanish-language play-by-play announcer for Los Angeles Dodgers baseball for many years and has also been identified with Radio Espanol since its inception.

New turn

WHBI(FM) Newark, N.J., has shed its call letters of 58 years and, effective last Saturday (April 20), has assumed the call of WNKW(FM).

According to Guy LeBow, chairman of the board of the trustees of the station, the change reflects the "close relationship" between the station and Newark. WNKW(FM), which operates 24 hours per day, broadcasts in more than 40 languages and dia-

lects and has large segments of community programming appealing largely to the city's black population. Global Broadcasting Group has operated the station with an interim commercial license since September 1983.



Personality parade. "The importance of personality radio will never be greater than it is today," said Gary Owens of Gannett's contemporary hit KHS(AM) Los Angeles at a Saturday morning (April 12) panel session at the NAB convention. Owens, who is a Gannett vice president, noted that personality radio came in forms other than humor. The secret to a successful show, according to C.J. Bronson, who handles the midday shift at NBC's contemporary hit KNBR(AM) San Francisco, is for the personality to develop "a bond" with the audience. NBC, she said, believes in a strong personality lineup throughout the day. However, Donald Hawkins, who, along with S.B. Williams, does the morning show at Doubleday's contemporary hit KPKE(FM) Denver, warned general managers in the audience not to let "format elements" of the station inhibit the performance of the on-air talent. (Pictured (l-r) are: Bronson, Williams, Hawkins, Rick Sklar, New York-based radio and television programming consultant, Owens and Robert Fox, president, KUEN(AM) Ventura, Calif

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FTC rejects alcohol ad ban petition

It votes 4-to-1 that "no reliable" evidence exists to conclude broadcast ads affect drinking

After almost a year and a half of consideration, the Federal Trade Commission has denied a petition by a group of organizations seeking tightened regulation of alcoholic beverage advertising and a ban of some ads aimed at youths and heavy drinkers. The FTC said last Tuesday (April 16) that it had found "no reliable basis on which to conclude that alcohol advertising significantly affects alcohol abuse" and hence had "no basis for concluding that rules banning or otherwise limiting alcohol advertising would offer significant protection to the public."

In November 1983, the Center for Science in the Public Interest, 28 other organizations and three individuals filed a 52-page petition with the commission contending that some marketing practices by the alcoholic beverage industry have contributed to the problem of alcohol abuse (BROADCASTING, Nov. 28, 1983). The petition argued that some alcoholic beverage advertising and promotional practices are deceptive or unfair because they portray alcohol beverage consumption in a positive manner. The petition asked the commission to consider whether some advertising should be banned or subject to counteradvertising.

The petition urged bans on all broadcast and print alcoholic beverage ads aimed at heavy drinkers, as well as youth-oriented alcoholic beverage marketing efforts, such as sponsorship of rock concerts and beer tasting parties on college campuses. It also asked the FTC to begin a comprehensive, industrywide investigation into advertising and promotional practices and their relationship to alcohol consumption and the use or abuse of alcohol by vulnerable groups such as minors and heavy drinkers.

Inklings of the FTC's denial of the petition were given by FTC Chairman James Miller at a Senate subcommittee hearing in February on the possibility of banning beer and wine advertising from radio, television and cable (BROADCASTING, Feb. 11). At that time, Miller testified that it was unlikely that the FTC would "mount any frontal assault on alcohol advertising. . . . Even if we did, I am not sure it would have much effect on alcohol abuse, given the data and studies." Moreover, he said that even if a ban might have a significant impact on alcohol abuse, the decision should be made "by the nation's elected representatives, not by five unelected FTC commissioners."

The FTC's staff recommendation on the

petition concluded that the existing "literature shed virtually no light on the relationship between alcohol advertising and abuse," and that "little if any evidence exists indicating that alcohol advertising or marketing practices deceptively or unfairly result in alcohol abuse or even increased consumption."

The FTC, which voted 4 to 1 to deny the

petition in its entirety, said in a letter to the petitioners that it had "carefully considered the issues raised in the petition, and the enormous personal tragedy and economic injury connected with alcohol abuse." It said that it "will continue its ongoing review of alcohol advertisement and marketing practices to identify any that warrant challenge as deceptive or unfair," and that it will pursue case-



Reauthorization request. Federal Trade Commission Chairman James C. Miller was on Capitol Hill last week to seek what he called the FTC's "number-one priority"—reauthorization of the agency. Miller told the House Subcommittee on Commerce, Transportation and Tourism that "congressional reauthorization will mean that businesses regulated by the FTC, consumers protected by the FTC, and the taxpayers we all serve will know the commission's underlying authority has been examined and approved by elected officials." Moreover, he said that the commission has not been authorized since the 1980 FTC Improvements Act expired on Oct. 31, 1982; with reauthorization the FTC "staff morale [would] also be heightened. . . ."

Among those testifying during the two-day hearing were representatives of the legal, medical, manufacturing and advertising industries. The last included DeWitt F. Helm Jr., president of the Association of National Advertisers; Daniel Jaffe, senior vice president of the American Advertising Federation, and Leonard Matthews, president of the American Association of Advertising Agencies.

The three advertising representatives were in agreement that the FTC Act be amended to eliminate the "unfairness" standard as a ground for regulating advertising. Jaffe told the subcommittee that "unfairness is always merely within the eye of the beholder. In other words, there is no core concept which gives coherence to this subjective nonstandard." Said Helm: "The censorship of truthful commercial speech based upon subjective value judgments, personal predilections or ideological views of the censor. . . . violates the First Amendment."

Jaffe and Matthews both asked Congress to sharpen definitions of the term "deceptive act or practice" in the FTC act. Matthews said the problem his organization has with the interpretations of unfairness and deception is that "every time we have a new deck of people at the FTC, we get a variety of definitions or people defining those terms in different ways." He advocated that "these terms could be more tightly defined. So the rules of the game are set once and for all, so the mandate that Congress really wants to give the FTC is more specifically defined—it will be less subject to definition by continuing changing by a group of people who come and go." Helm, however, said that the ANA "distrust[ed] any effort to define 'deceptive.'" Helm said the courts "have adequate review power" to judge what a commercial conveys.

Said Florio: "There has to be some flexibility so as to be able to give to the [FTC], the capability of responding to new and sometimes ingenious methods of unfair or deceptive practices. So to say that we want to define once and for all what these things are is somewhat unrealistic in that there is a need for some degree of fluidness." He said he would be comfortable if some of the advertisers came forward with their own definition, saying "here's the language we would like to have you [Congress] force the FTC to meet before they initiate actions."

Helm responded: "We would have loved to have been able to do that. And don't think it was for lack of trying. We could not tolerate our own definitions because we felt they had the same flaws [as those offered in the past]," he said.

Pictured l-r: Matthews; William Rogal, AAF general counsel; Helm, and Gilbert H. Weil, ANA general counsel.

by-case lawsuits if advertisements appear to be deceptive or unfair.

Additionally, the FTC noted, the Bureau of Alcohol, Tobacco and Firearms of the Department of the Treasury also has jurisdiction over alcohol advertising and "is engaged in rulemaking proceedings that address many of the same issues as those raised by the petition. . . . For the commission also to engage in rulemaking proceedings would be needlessly duplicative governmental action," the FTC said.

Commissioner Patricia Bailey cast the dissenting vote. She said she agreed that the FTC should not initiate an industrywide rulemaking or investigation, but disagreed with the FTC's "decision not even to engage in some factual inquiry with respect to certain questionable advertisements and promotions," such as those connecting drinking and driving and those aimed at young people. "These practices, while few in number, deserve close scrutiny and possible challenge," she said, adding that "sorting out the relationship between alcohol promotions and alcohol-related health and social problems is an extremely complicated exercise but one that falls within the ambit of the commission's consumer protection responsibilities."

In a statement following the commission's action, the National Radio Broadcasters Association said it "applauds" the FTC's decision. "We are pleased that the FTC has made this rational decision based on factual information and research, and not on the emotion of an issue," the NRBA said.

The executive director of CSPI, Michael Jacobson, said that the CSPI was "disappointed, but not surprised that the Miller FTC has failed to find any problems with alcohol marketing practices." He added that "the agency's reaction proves that the once fierce government watchdog is not just sleeping, but dead. This underscores the need for a more enlightened and objective congressional response to patrol the marketing of America's number-one drug," Jacobson said. □

FCC rejects ACT complaints

The FCC has rejected complaints of Action for Children's Television and the National Association for Better Broadcasting against several television stations charging that broadcasts of cartoon programs—including *He Man and the Masters of the Universe*, *G.I. Joe: A Real American Hero* and *Dungeons and Dragons*—were program-length commercials that should be logged as commercial time and identified as commercials.

In its action, the FCC noted that in its so-called TV deregulation order it eliminated its commercial-loading guidelines for children's programming. It also said that the broadcasters in question had generally followed the FCC's 1974 children's television policy statement which held that there should be a separation between programming and commercial material. (According to Robert Baker, a senior attorney for the Mass Media Bureau, the FCC has interpreted the

policy statement to mean that it is "probably inappropriate" for a broadcaster to run ads for products featured in children's programming—for example, ads for Smurfs toys in *Smurfs* programming—inside or adjacent to that programming. And James McKinney, FCC Mass Media Bureau chief, warned at a press conference that the commission would be "concerned" about that practice.)

The commission, responding to another ACT complaint, held that the carriage by WWL-TV New Orleans of a locally produced cartoon program, *Popeye and Pals*, sponsored by Popeye's Famous Fried Chicken Restaurant, had run afoul of policies in the 1974 statement warning against the mixing of programming and advertising and host selling. But because the station had made prompt changes in the program when the

"problem was brought to light," the FCC said "admonishing" the station without further sanction was appropriate.

Peggy Charren, ACT president, said the commission majority, in refusing to at least hold the inquiry into product-based programming for children she had proposed (BROADCASTING, April 15), had basically said it didn't "give a damn about the needs of children." She said her group would ask Congress to hold hearings on the issue. It was also planning, she said, to petition the FCC, the Federal Trade Commission or some other agency, to issue a rule requiring stations that broadcast "program-length commercials" for children to carry a continuous disclosure across the bottom of the screen stating: "This is a commercial message." □

Washington Watch

Interference woes. FCC has launched rulemaking aimed at investigating interference-related compatibility problems between broadcast services and VHF aeronautical mobile radio services. □

CIA complaint. National Association of Broadcasters has joined ranks of those asking that FCC dismiss CIA's fairness complaint against ABC without reaching complaint's merits. "First Amendment case law and its consistent application indicate that the First Amendment bars government agencies, such as the CIA, from filing fairness complaints with the commission," NAB said in filing at FCC. □

Complaint rejected. FCC Mass Media Bureau has rejected complaint by People's Priorities in Government alleging that wtwc(tv), wctv(tv), wtxl(tv), wowd(fm), and Group W Cable of Tallahassee, all Tallahassee, Fla., had been in violation of fairness doctrine by failing to afford reasonable opportunities for contrasting viewpoints on whether Leon county, Fla., should build new courthouse. Bureau said People's Priorities had not presented prima facie case warranting FCC intervention. □

Turned around. Reversing initial decision, FCC Review Board has granted application of Northland Communications for new FM in Atlanta, Mich., denying competing application of Up North Broadcasting Co. ALJ Joseph Gonzalez had granted application of Up North, finding it preferable on integration grounds. Board said Northland should have won out with its moderate preference for participation and substantial preference for past broadcast record. Northland is general partnership 65%-owned by Richard D. Stone and 35%-owned by Clara Boahbedason. Stone is former general manager of WLVM(AM)-WMKC(FM) St. Ignace, Mich. Boahbedason is former office manager for same stations. □

Bloomington grant. FCC Review Board has granted application of Channel 63 Inc. for new television station on channel 63 in Bloomington, Ind., after first approving \$150,000 settlement with sole remaining competitor, Bloomington 63 Ltd. Bloomington 63 won initial decision in proceeding. In concurring statement, board said it had no allegation that Bloomington 63's application was filed for purposes of achieving settlement in violation of law. But "voluntary dismissal" of Bloomington 63's application "in return for \$150,000 has the watermarks of a visible pattern by the various parties involved in Bloomington 63, particularly Sterling Communications," board said in statement written by board member Norman Blumenthal. "Though I will not attempt to upset the settlement in this case. . . I urge our administrative law judges to familiarize themselves with the *dramatis personae* in this case. . . with an eye toward very close scrutiny in future cases with those parties in the cast or in the wings." Bloomington 63's sole general partner is Robert W. Harrison, physician/researcher at Vanderbilt University. Sole limited partner is Ronald E. Hayes. Julian S. Smith is president and 47.5% owner of Channel 63 Inc., whose principals have controlling interests in WPTT-TV Pittsburgh; WTE(TV) Columbus, Ohio, and WBFF(TV) Baltimore. □

Wanting in act. Broadcasters are lobbying FCC to establish government-industry advisory committee to examine proposals for sharing UHF spectrum with land mobile. National Association of Broadcasters says only after clear interference criteria are identified should sharing be contemplated. According to NAB sources, FCC Chairman Mark Fowler and Commissioner Henry Rivera are receptive to idea of advisory committee. □

FCC proposes revised fee schedule

The FCC last week forwarded to Congress another amended version of its proposed cost-of-regulation fee schedule (see below). This one is bereft of annual fees for broadcasters ("Closed Circuit," April 8). But it contains new charges for broadcast applications, including a \$30 fee for renewals, a \$75 charge for applications to transfer FM and TV translators and low-power television stations, and a \$500 charge for minor change applications for commercial radios and TV's.

Under the new fee schedule, applications for major changes and new commercial TV's went up from \$1,200 to \$2,250; applications for major changes and new commercial radio stations went up from \$375 for both AM's and FM's to \$2,000 for AM's and \$1,800 for FM's, and applications for cable TV relay service construction permits, sales, renewals and modifications went up from \$60 to \$135.

The translator category was expanded to include FM translators. Under the amended schedule, applications for major changes and new FM and TV translators and LPTV's would cost \$375.

The fees assessed for applications to transfer full-power television

and radio properties were lowered, however. Under the original proposal, TV sales would have cost \$1,250 and radio \$600. Under the amended proposal, both radio and TV would be assessed \$500.

Attempting to address concerns expressed by parties interested in putting together satellite networks, the new fee schedule also carved out a category for satellite transmit/receive earth stations of two meters in diameter or less. Under the FCC's original proposal (BROADCASTING, March 11), authorizations for all transmit earth stations would have cost \$1,350. Under the amended proposal, the "lead" authorization for the first dish in a network of dishes of two meters in diameter or less would cost \$3,000. Authorizations for additional earth stations in the same network would only cost \$30.

To provide for the possibility of implementing new processing procedures, the FCC also created a new category—and proposed to assess a \$5,000 fee—for Ku-band satellite system applications. As envisioned by the FCC, that single "blanket" fee could cover all of the earth stations in a single Ku-band satellite system.

Private radio services:	Rates
Marine coast station-new, modifications, renewals	\$60
Operational fixed microwave stations-new, modifications, renewals	135
Aviation (ground stations)-new, modifications, renewals	60
Land mobile radio license-new, modifications, renewals	30
Equipment approval services:	
Certifications:	
Receivers (except TV and FM receivers)	250
All other devices	650
Type acceptance:	
Approval of subscription TV systems	2,000
All others	325
Type approval:	
Ship (radio telegraph) automatic alarm systems	6,500
Ship and lifeboat transmitters	3,250
All others (with testing)	1,300
All others (without testing)	150
Notification	100
Mass media services:	
Commercial TV Stations:	
New and major change construction permit application fees	2,250
Minor change application fee	500
Hearing charge	6,000
License fee	150
Commercial radio stations:	
New and major change construction permits:	
Application fee—AM stations	2,000
Application fee—FM stations	1,800
Minor change applications—AM's and FM's	500
Hearing charge	6,000
License fee:	
AM	325
FM	100
Directional antenna license fee (AM only)	375
FM/TV translators and LPTV stations (new and major change construction permits):	
Application fee	375
License fee	75
Station assignment and transfer fees:	
Commercial AM, FM and TV stations:	
Application fee	500
Application fee (Form 316)	70
FM/TV translators and LPTV stations	75
Renewals—all services	30
Cable TV service:	
Cable TV relay service construction permits, assignment and transfers, renewals and modifications	135
Cable special relief petitions-filing fee	700
Direct broadcast satellite-new and major changes, construction permits:	
Application for authority to construct a direct broadcast satellite	1,800
Issuance of construction permit and launch authority	17,500
License to operate satellite	500
Hearing charge	6,000
Common carrier service:	
Domestic public land mobile stations (base, dispatch, control and repeater stations):	
New or additional facility authorizations, assignments and transfers (per transmitter/per station)	200

Renewals and minor modifications (per station)	20
Air-ground individual license, renewals, and modifications	20
Cellular systems:	
Initial construction permits and major modification applications (per cellular system)	900
Assignments and transfers (per station)	900
Initial covering license (per cellular system)	2,750
Renewals	900
Minor modifications and additional licenses	250
Rural radio service (central office, interoffice or relay facilities):	
Initial construction permits, assignments and transfers (per transmitter)	90
Renewals and modifications (per station)	20
Offshore radio service:	
Initial construction permits, assignments and transfers (per transmitter)	90
Renewals and modifications (per station)	20
Local television or point-to-point microwave radio service:	
Construction permits, and modification of construction permits and renewals of licenses	135
Assignments and transfers of control (per station)	45
Initial license for new frequency	135
International fixed public radio service-public and control stations:	
Initial construction permits, assignments and transfers	450
Renewals and modifications	325
Satellite service:	
Transmit earth stations:	
Initial station authorization	1,350
Assignments and transfers of station authorization	450
All other applications	90
Small transmit/receive earth stations (two meters or less)	
Lead authorization	3,000
Routine authorization	30
All other applications	90
Receive-only earth stations:	
Initial station authorization	200
All other applications	90
Application for authority to construct a space station	1,800
Application for authority to launch and operate a space station	18,000
Satellite System Application:	
Initial station	5,000
Assignments and transfers	1,333
All other applications	90
Multipoint distribution service:	
Construction permits, renewals and modifications of construction permits	135
Assignments and transfers of control (per station)	45
Initial license (per channel)	400
Section 214 applications:	
Applications for overseas cable construction	8,100
Application for domestic cable construction	540
All other 214 applications	540
Tariff filings:	
Filing fee	250
Special permission filing	200
Telephone equipment registration	135
Digital electronic message service:	
Construction permits, renewals and modifications of construction permits	135
Assignments and transfers of control (per station)	45
Initial license (first license or license adding a new frequency)	135

New blood in broadcasting: advice from an insider

Former ABC president Elton Rule warns companies buying into broadcasting as investment that it is not like any other business; creativity, programing are bottom line

Strict bottom-line thinking shown by new management entities and companies entering broadcasting and entertainment threatens to stifle the creative process and jeopardize the entire industry, warned former ABC vice chairman and president, Elton H. Rule. In an address before the Academy of Television Arts & Sciences in Los Angeles, Rule advised the new players not to let the accounting ledger dominate their programing decisions and advised them to keep an eye on long-term interests.

Noting the explosion in acquisitions, mergers and takeover attempts of media and entertainment companies, Rule observed, "Our industry is generating more news about itself than ever before." Rule also noted that "it is easy for companies that are new to the entertainment or communications business to lose sight of what made those businesses strong to begin with." Added Rule: "The conflict between corporate America and our industry can be great."

Rule acknowledged that the "infusion of money" such owners provide "can only help our industry," but he cautioned that "The entertainment business is different from any other. It's not the same as manufacturing. Companies that make software aren't anything like companies that make hardware."

Rule emphasized he was "encouraged" by the merger of Capital Cities Communications and ABC because Capcities not only "has a reputation for prudent financial management," but also is "one of the best examples of a concerned broadcaster."

According to Rule, the founding fathers of modern broadcasting and entertainment—Walt Disney, Louis B. Mayer, Samuel Goldwyn, Jack Warner, Darryl F. Zanuck, Adolph Zukor, William Paley, David Sarnoff and Leonard Goldenson—"recognized that television and movies are not like other businesses." Advised Rule: "The corporations that are now being attracted to television and motion pictures as investments should recognize that if this is one of 50 businesses they run, it is altogether different from the other 49."

He continued: "Too often today, in place of individuals with dreams, we see limited partnerships, creative financing, asset plays and venture capitalists more interested in the short term than in what happens down the road. They are more interested in profit ratios and how they can cover debt than they are in their personal vision of a company for the long term. We need to be careful of peo-

ple coming into our industry just to make a fast buck or a quick turnaround on their investment."

Rule said each of the founders of the three networks succeeded because he focused on "long-term relationship". CBS's William Paley with such stars as Edward R. Murrow, Lucille Ball and Red Skelton; NBC's David Sarnoff with conductor Arturo Toscanini, and ABC's Leonard Goldenson building an "unparalleled" sports department.

But short-term thinking may already be creeping in, Rule suggested. "The 1988 Olympics in Seoul have not yet been sold to one of the networks," he noted. "I am willing to wager that the meetings within all three networks to discuss what to bid for the Seoul games have been affected by the current corporate climate."

Rule even ventured to say that "at Capital Cities/ABC, there almost certainly will be more questioning of what to bid than there would have been a month ago. It is no longer a question of analyzing the situation as before and paying the price because the network *wants* to telecast the games. Now a second and third look seems mandatory."

Rule recalled a "dry spell" in program development and other capital investments at ABC in the 1960's when the company was involved in a merger with ITT. The result, Rule explained, "showed badly" by 1968 when Goldenson asked him to become president of the ABC Television Network. And although the money was eventually forthcoming and ABC rebuilt its program schedule, Rule said, "often our ventures into new forms of programing were something that typical corporate thinking would never have permitted."

Rule also said he thought there was something to learn from the newcomers to the industry. Just as oil companies, computer manufacturers and automobile companies adopt long-term strategies, "we would do

well to focus on long-term planning... At the moment, television is entirely preoccupied with next season."

Rule said that "changes in ownership are inevitable." But he said he believes the new owners will realize, as the old owners have, "that a creative business must be managed creatively." Reflected Rule: "The managements that are just entering the broadcasting industry now will want to do what's best for their new investments. That's perfectly proper. I think we will want them to do so because if they operate out of understanding and concern, they'll wind up doing what's best for our business."

"We certainly don't object to these new forces reaping the rewards of being in broadcasting and entertainment—provided they sow the fields just as we have done these past three decades." □

DFS analyzes fall pilots

Middle-class life styles will serve as a basis for many of this year's 93 television pilots, according to an annual survey by Dancer Fitzgerald Sample.

Philip Burrell, vice president of programing at DFS, who prepared the report, said that the success of "realistic portrayals," as seen in such shows as *The Cosby Show*, *Hill Street Blues*, *Miami Vice* and *Kate and Allie*, have established a trend of "social relevance" among many of this year's crop of pilots for the 1985-86 prime time season.

The total pilots ordered by the networks are up 8% from last year, and the early commitments for next season have more than doubled. The report also noted that the limited-run series broadcast during March and April—when the networks usually test potential fall series—were up 60% over last year.

Burrell noted that among 38 pilots at ABC, 52% fell into the drama category, 45% comedy and 4% variety or other. Among 24 pilots ordered by CBS, 50% were comedy, 46% drama and 4% variety/other. Among 31 pilots at NBC, 50% are drama, 43% comedy, and 7% variety/other.

In DFS's category of realism are *Hearts of Steel* (ABC), about out-of-work steel workers who pool their money to open a bar; *Love Long Distance* (CBS), about a commuter marriage, and *Private Sessions* (NBC) about the life of a New York therapist.

Among detective shows, which DFS said make up one-third of this year's pilots, are a wide range of protagonists. In addition to the traditional police officers and private eyes, there are housewives, magicians, an insurance investigator, journalists and robots. *Misfits of Science* (NBC) features a rock



Rule

singer who can shoot lightning bolts from his fingernails.

There will be more tales of wealth and power in the coming season with *The Colbys* (ABC), an Aaron Spelling spin-off of *Dynasty*, *Dark Mansions* (ABC) and, under review by NBC, *The Covenant*—which incorporates supernatural elements.

Black family comedies similar to the *The Cosby Show* include *Full House* (ABC), *Just Plain Rich Folks* (ABC), *Charlie and Company* (CBS), *Melba* (CBS) and an untitled Cosby spin-off starring Tony Orlando (NBC). □

nings, president of OSU, will present the awards on April 24 at the National Press Club in Washington. The winners are:

Social sciences and public affairs

- KRON-TV San Francisco □ *Climate of Death and Stopped for Questioning.*
- WPLG-TV Miami □ *Hot Freight.*
- WNBC-TV New York □ *Kids 4 Kids.*
- KABC-TV Hollywood, Calif. □ *L.A.: Above and Below.*
- KGO-TV San Francisco □ *The Kesterson Dilemma.*
- WBZ-TV Boston □ *The Sizzle Behind the Sell.*
- KABC-TV Hollywood, Calif. □ *Video From Russia.*
- KCTV(TV) Fairway, Kan. □ *A & E Furnace Repairs. Saving Grace and TV Repairs.*
- WTHR-TV Indianapolis □ *Children of Faith and Crisis Close to Home.*
- KAET(TV) Tempe, Ariz. □ *Electroshock Therapy: the Practice, the Controversy.*
- Auburn Television, Auburn University, Ala. □ *Lost in Time: Early Alabama Indians.*
- KUTV(TV) Salt Lake City □ *The Mormons—Living in Zion.*
- WVLV(AM) Lebanon, Pa. □ *Behind Closed Doors: Battered Dreams, Family Violence in America.*
- TVOntario, Toronto □ *Good Work.*
- WHA(AM) Madison, Wis. □ *Annenberg Series: Sound Studies in Sociology.*
- KOCE-TV Huntington Beach, Calif. □ *Faces of Culture.*

- WTBS(TV) Atlanta □ *Portrait of America.*
- WETA-TV Washington, The American Political Science Association, and Toby Levine Communications, Potomac. Md □ *Congress: We the People.*
- WNBC(AM) New York □ *The Toxic Timebomb: Illegal Dumping in the Tri-State Area.*
- WCBS-AM New York □ *The Phone Mess.*
- KMOX(AM) St. Louis □ *The State of the Unions.*
- KNX(AM) Los Angeles □ *The Immigration Problem.*
- Radio New Zealand, Wellington, New Zealand □ *Grampa's Place.*
- ABC News, New York □ *D-Day—ABC News Nightline.*
- Janis Ball and Portia Franklin, independent producers, and National Public Radio □ *Crimie of Silence: The Sexual Abuse of Children.*
- NBC Radio, New York □ *D-Day Anniversary.*
- Deborah George and Moira Rankin, independent producers, Adelphi, Md., and National Public Radio □ *Hawkins Point: The End of the Line.*
- CBS Entertainment □ *Dead Wrong—The John Evans Story.*
- KTCA-TV and MGW Productions, St. Paul □ *Your Children, Our Children.*

Ohio State winners

Out of a pool of 591 entries, 20 radio and 47 television programs were selected as winners of the 49th annual Ohio State Awards. The Ohio State honors, begun in 1936, recognize excellence in broadcast programming. The competition is administered by WOSU-AM-FM-TV Columbus, Ohio, which are licensed to the university. Edward H. Jen-

Natural and Physical Sciences

- Alaska Department of Education (OIS), Artistic Environmental Information and Data Center, Alaska Department of Education, Juneau, Alaska □ *Sea School/Alaska Fisheries.*
- Lancit Media Productions/Intramed Communications, New

NBC records win number five

NBC scored its fifth prime time ratings victory of the season, with a 16.3 rating and a 26.5 share. It was the eighth time in 29 weeks this season that NBC has won or tied for first, a feat unequaled by the network since the 1972-73 season, according to an NBC spokesperson, when it won 10 times.

The premiere of ABC's *Hail to the Chief*, Tuesday, 9:30-10 p.m., starring Patty Duke, got off to a strong start, ranking seventh with an average 22/32. It was the highest premiere for a new ABC comedy in the 1984-85 season, ABC researchers said.

For the week ending April 14, based on Nielsen's National Television Index, CBS finished with a 15.8/26 and ABC with a 14/23. The combined network rating/share for the week came to 46.1/75, down 3.6% in combined ratings from the comparable week a year ago. HUT levels for the week averaged 61.6, not appreciably different from the same week last year. In season-to-date ratings, NBC now trails CBS by six-tenths of a rating point. CBS has averaged a 16.9/27, compared to NBC's 16.3/26 and ABC's 15.5/24.

The week saw NBC take three of the top five shows, and five of the top 10. The network won Monday, Tuesday, and Thursday; CBS took Friday, Saturday and Sunday, and ABC won Wednesday.

NBC's Monday victory was based principally on the first part of the

made-for-TV special, *Wallenberg: A Hero's Story*, which took the 9-11 p.m. (NYT) time period with an average 20.2 rating.

NBC's win on Tuesday could also be attributed in part to the second episode of *Wallenberg*. And although NBC dominated the 8-9 p.m. slot with *The A Team*, ABC put up a good fight between 9 and 10 with *Who's The Boss?* and *Hail To The Chief*, which were the fifth and seventh ranked shows, respectively, and beat both parts of *Wallenberg*.

ABC won Wednesday and Saturday based on the strength of its regular series. And NBC's Thursday win was also based on its regular lineup. In addition, repeats of *The Cosby Show* ranked first, and *Family Ties* beat repeats of *Magnum, P.I.*

CBS took Friday with its regular schedule of *Dallas* and *Falcon Crest*, although ABC captured the 8-9 p.m. period with a repeat of *Webster* and the spring replacement, *Mr. Belvedere*.

Theatricals fell in the bottom half of the week's ranked programs, and in all cases came in third against programming scheduled opposite on competing networks. A repeat of "Coal Miner's Daughter," on CBS Tuesday, 8:30-9 p.m., averaged a 12.3/19, buried that network in third place for the night. ABC's premiere of "Poltergeist" on Saturday, 8-10:30 p.m., averaged a 13.7/21, ranked 40th, and "Young Doctors in Love" on Monday, 9-11 p.m., averaged an 11.2/18 and ranked 54th.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	27.5/43	25.	Hill Street Blues	NBC	16.7/27	49.	Different Strokes	NBC	12.3/22
2.	Dynasty	ABC	24.5/37	26.	Scene of the Crime	NBC	16.3/28	50.	Knight Rider	NBC	12.3/21
3.	A Team	NBC	23.8/35	27.	T.J. Hooker	ABC	15.8/28	51.	Coal Miner's Daughter	CBS	12.3/19
4.	Family Ties	NBC	23.5/36	28.	Miami Vice	NBC	15.4/27	52.	Half-Nelson	NBC	12.1/20
5.	Who's The Boss?	ABC	22.5/32	29.	Webster	ABC	15.4/27	53.	Detective in the House	CBS	11.5/20
6.	Dallas	CBS	22.1/36	30.	Highway to Heaven	NBC	15.4/24	54.	Sara	NBC	11.3/17
7.	Hail to the Chief*	ABC	20.0/32	31.	Double Dare*	CBS	15.2/24	55.	Young Doctors in Love	ABC	11.2/18
8.	Cheers	NBC	20.6/31	32.	Roulets, Bleeps and Blunders	ABC	15.2/22	56.	Ripley's Believe It or Not	ABC	11.1/19
9.	Wallenberg, part 1	NBC	20.2/33	33.	Fall Guy	ABC	15.1/23	57.	Lucie Arnaz Show	CBS	10.5/18
10.	Hotel	ABC	20.0/35	34.	Magnum P.I.	CBS	14.7/23	58.	Punky Brewster	NBC	10.3/17
11.	Knots Landing	CBS	19.9/32	35.	Love Boat	ABC	14.3/25	59.	Benson	ABC	10.2/17
12.	Wallenberg, part 2	NBC	19.7/30	36.	Finder of Lost Loves	ABC	14.2/27	60.	Cover-Up	CBS	9.9/19
13.	60 Minutes	CBS	19.5/34	37.	Stark	CBS	14.1/23	61.	St. Elsewhere	NBC	9.9/17
14.	Space, part 1	CBS	19.4/31	38.	Hardcastle & McCormick	ABC	13.9/21	62.	Silver Spoons	NBC	9.6/17
15.	Newhart	CBS	19.2/30	39.	Hunter	NBC	13.8/26	63.	Eye to Eye	ABC	9.6/15
16.	Kate & Allie	CBS	19.1/29	40.	Facts of Life	NBC	13.8/21	64.	Wildside	ABC	9.3/14
17.	Simon & Simon	CBS	19.0/29	41.	Gimme a Break	NBC	13.7/24	65.	E/R	CBS	9.2/16
18.	Night Court	NBC	18.8/28	42.	Poltergeist	ABC	13.7/21	66.	Off the Rack	ABC	9.2/15
19.	Falcon Crest	CBS	18.5/33	43.	Three's a Crowd	ABC	13.5/21	67.	People Do the Craziest Things	ABC	9.0/16
20.	Scarecrow & Mrs. King	CBS	17.7/27	44.	Mr. Belvedere	ABC	13.3/23	68.	Me and Mom	ABC	8.7/15
21.	MacGruder & Loud	ABC	17.3/28	45.	Airwolf	CBS	13.1/23	69.	Charles in Charge	CBS	7.7/14
22.	Cagney & Lacey	CBS	16.9/29	46.	Under One Roof	NBC	12.7/22				
23.	Playing With Fire	NBC	16.9/28	47.	20/20	ABC	12.7/21				
24.	TV Bloopers & Prac. Jokes	NBC	16.9/28	48.	Chipmunk Special	NBC	12.6/22				

*Indicates premiere episode

York □ *Moment to Moment: Living With Parkinson's*.
 New Hampshire Public Television, Durham, N.H. □ *Up Close and Natural*.
 British Broadcasting Corp., London □ *Johnny Ball's Math Games*.
 WTTW(TV) Chicago □ *The Making of a Continent*.
 WNET(TV) New York □ *Nature*.
 KAET-TV Tempe, Ariz. □ *The Total Artificial Heart: The Technology, the Issues*.

Performing Arts and Humanities

Lancit Media Productions Ltd., New York □ *Reading Rainbow*.
 WMTJ-TV Rio Piedras, P.R. □ *English as a Second Language: The Verb to Be, Part 1*.
 Voice of America—U.S. Information Agency □ *Studio One: Life on the Mississippi*.
 KUSC-FM Los Angeles □ *Music Under Fire*.
 National Radio Theater of Chicago □ *By His Bootstraps*.
 KCRW(FM) Santa Monica, Calif. □ *Cataway's Choice*.
 WBZ(AM) Boston □ *Arthur Fiedler: A Man and His Music*.
 Concert Music Network, Chicago □ *Lincoln's Music in America: The San Francisco Opera*.
 American Audio Prose Library/KOPN(FM) Columbia, Mo. □ *American Prose Series*.
 Thomas Looker, independent producer, and WFCR(FM) Montague Center, Mass. □ *New England Almanac: Portraits in Sound of New England Life and Landscape*.
 WGBH-FM Boston □ *Blake (or) The Huts of America*.

Tower troubles. High winds toppled the 675-foot transmitting tower of WHAS(AM) Louisville, Ky., on Friday, April 5. The 50 kw clear channel station, which can be heard in 38 states from Connecticut to Nevada at night, used 300 feet of copper wire immediately after the incident to generate 800 w of power. The station was off the air for about seven hours the following day while a 90-foot temporary antenna was installed, allowing the station's signal to reach a 40-mile radius.

According to program director Denny Nugent, the station was to have been back to full power by Sunday (April 14) after the installation of a temporary tower. However, nature again interfered, this time in the form of day-long rains. Hook-up of the new structure, built on the site of the old one and using some parts from it, finally began at 7 p.m. Monday night and kept the station off the air for the next nine hours. The temporary tower, which was sent to WHAS in parts throughout the preceding week from the manufacturer in Pennsylvania, stands 290 feet. The new permanent tower is expected to be ready by late June.

Provincial Educational Media Centre, Richmond, B.C. □ *Expressions*.
 Cynthia A. Cherbak Productions, Hollywood, Calif., and CBS Entertainment □ *Welcome Home, Jellybean*.
 ABC Afterschool Special □ *Andrea's Story: A Hitchhiking Tragedy*.
 Capital Cities Television Productions, Philadelphia □ *Breadwinner*.
 WCVB-TV Boston □ *Crumpet Corners Christmas in the Colonies*.
 WDIV-TV Detroit □ *Visions in Bubblegum, Canvas & Stone*.
 Alan Landsburg Productions, Los Angeles and NBC-TV □

Adam.
 CBS Entertainment □ *George Washington*.
 ABC Theater □ *Something About Amelia*.
 WETA-TV and Smithsonian Institution □ *Smithsonian World*.
 WSPA-TV Spartanburg, S.C. □ *Dreams Can Come True*.
 WRTV(TV)/Cathedral Arts, Indianapolis □ *The International Violin Competition of Indianapolis*.
 KYTV(TV) Springfield, Mo. □ *Annie Special*.
 KYW-TV Philadelphia □ *Rock 'N Reality*.
 KIRO-TV Seattle □ *Olympic Gold: Local Heroes*.
 WXIA-TV Atlanta □ *Europe By Song*.

Business

Lookers but no takers for Storer

At same time, Storer management and Coniston wage campaign to win allegiance of shareholders

Storer Communications has been approached by several companies posing as prospective "white knights" in the broadcasting and cable company's fight to stave off a hostile bid by Coniston Partners to elect its own slate of Storer board directors and liquidate the company's assets (BROADCASTING, April 8). In fact, Peter Storer, company chairman and chief executive officer, confirmed that two companies examined Storer's books but concluded that acquisition of the company, with its huge debt, would result in too great a dilution of their own stock.

Chairman Storer wouldn't say who the would-be suitors were, but insisted that they came to Storer. He added that Storer was not actively seeking mergers or takeovers by outside companies in the fight with Coniston. But in the same breath, he said the company would consider any substantive proposal that is offered. "We are not looking for proposals but we are not blocking them out," said Storer. He did not rule out the possibility of taking the company private by way of a leveraged buyout, but said at this time there is "no proposal on the table" to do that.

Storer's remarks were made last week in New York where he and the company's management team presented the company's side of the takeover battle with Coniston to the media and analyst communities. Reaction from the analysts was mixed, with some still

believing in the long-term prospects of Storer as an operating company, while others were more critical of the current management team's performance and strategy.

Storer challenged the Coniston proposal for liquidating the company within a 12-

month period as undoable—at least at the \$90-to-\$100-per-share price range the partnership says can be reaped from the assets. He argued that it is improbable that all of Storer's television and cable properties can be disposed of—because of the layers of reg-



Company line. Chairman Peter Storer addresses financial analysts in New York.

Stock Index

Closing Closing Market
Wed Wed Capitali-
Apr 17 Apr 10 zation
Change Percent P/E
Ratio (000,000)

BROADCASTING

N ABC	105	105			16	3,036
N Capital Cities	209 3/4	201	8 3/4	4.35	21	2,694
N CBS	109 3/4	98 1/4	11 1/2	11.70	13	3,261
O Clear Channel	16 1/2	17 1/4	- 3/4	- 4.35	19	48
N Cox	75 1/8	76	- 7/8	- 1.15	25	2,120
A Gross Telecast	29 7/8	30	- 1/8	- 0.42	7	24
O Gulf Broadcasting	14 7/8	14 7/8			62	652
O Jacor Commun.	4	4				23
O LIN	28	28 1/8	- 1/8	- 0.44	24	588
O Malrite Commun.	16 1/2	16 1/4	1/4	1.54	20	138
O Orion Broadcast	1/32	1/32				2
O Price Commun.	11 1/4	12 1/4	- 1	- 8.16		56
O Scripps-Howard	35 1/2	35 3/4	- 1/4	- 0.70	21	367
N Storer	73 3/4	73 5/8	1/8	0.17	44	1,209
O SunGroup Inc.	3 3/8	3 7/8	- 1/2	- 12.90		2
N Taft	67	68	- 1	- 1.47	14	607
O United Television	21 3/4	22 5/8	- 7/8	- 3.87	36	239

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	29 1/2	29 1/8	3/8	1.29	23	180
A Affiliated Pubs	43 5/8	42	1 5/8	3.87	13	355
N American Family	27 1/8	25 5/8	1 1/2	5.85	13	534
O Assoc. Commun.	22 3/4	22 1/2	1/4	1.11		108
N A.H. Belo	54 1/4	52	2 1/4	4.33	20	627
N John Blair	21 5/8	22	- 3/8	- 1.70	13	173
N Chris-Craft	45 3/4	46 5/8	- 7/8	- 1.88		293
N Gannett Co.	57	59	- 2	- 3.39	23	4,568
N GenCorp	46 5/8	44 3/4	1 7/8	4.19	13	1,001
O General Commun.	85	85			19	42
N Jefferson-Pilot	38 3/4	39	- 1/4	- 0.64	11	1,240
O Josephson Intl.	9	9 1/2	- 1/2	- 5.26	69	44
N Knight-Ridder	33 3/4	34 3/8	- 5/8	- 1.82	17	2,185
N Lee Enterprises	38 1/8	39	- 7/8	- 2.24	21	508
N Liberty	30 7/8	31	- 1/8	- 0.40	15	310
N McGraw-Hill	46 1/2	44 3/4	1 3/4	3.91	17	2,334
A Media General	85 3/4	85 1/2	1/4	0.29	16	598
N Meredith	63 3/4	63 5/8	1/8	0.20	16	600
O Multimedia	54 3/8	54	3/8	0.69	24	907
A New York Times	43 7/8	43 1/4	5/8	1.45	20	1,734
O Park Commun.	34 1/2	35 1/2	- 1	- 2.82	25	317
N Rollins	22 1/4	22 7/8	- 5/8	- 2.73	33	325
T Selkirk	23 3/4	22 3/4	1	4.40	52	193
A Tech Operations	57 1/4	58 1/2	- 1 1/4	- 2.14	19	52
N Times Mirror	49 5/8	49	5/8	1.28	15	3,409
N Tribune	43 1/8	41 5/8	1 1/2	3.60	19	1,742
O Turner Bcstg.	24	23 1/2	1/2	2.13	480	489
A Washington Post	111	114	- 3	- 2.63	20	1,553

PROGRAMING

O American Nat. Ent	1 1/4	1 5/16	- 1/16	- 4.80	6	3
O Barris Indus	16	14 1/4	1 3/4	12.28	267	91
N Coca-Cola	69 7/8	68 7/8	1	1.45	15	9,253
N Disney	80 1/8	78 3/4	1 3/8	1.75	131	2,703
N Dow Jones & Co.	40 3/4	41 1/4	- 1/2	- 1.21	20	2,619
O Four Star	4 1/4	4 1/4			4	3
A Fries Entertain.	8 1/4	7 3/8	7/8	11.86	15	28
N Gulf + Western	36 1/2	34 1/2	2	5.80	11	2,553
O King World	24 3/4	22 3/4	2	8.79	34	124
O Robert Halmi	2 3/4	2 5/8	1/8	4.76	55	47
A Lorimar	33 7/8	36 3/4	- 2 7/8	- 7.82	17	240
N MCA	54 3/4	53 1/2	1 1/4	2.34	24	2,654
N MGM/UA	13 3/8	12 3/4	5/8	4.90	16	664
N Mizlou	1 5/8	1 5/8				7
N Orion	10 7/8	11 1/8	- 1/4	- 2.25	24	102
O Reeves Commun.	9	8 7/8	1/8	1.41	33	112
O Sat. Music Net.	6 1/4	6 1/4				42
O Telepictures	22 1/2	23	- 1/2	- 2.17	20	173
N Warner	27 3/4	27 1/4	1/2	1.83		1,682
A Wrather	20 1/2	20 7/8	- 3/8	- 1.80		140

Closing Closing Market
Wed Wed Capitali-
Apr 17 Apr 10 zation
Change Percent P/E
Ratio (000,000)

SERVICE

O BBDO Inc.	49 3/4	48 3/4	1	2.05	14	314
O Compact Video	4 1/2	4 1/8	3/8	9.09		19
N Comsat	33 1/4	30 7/8	2 3/8	7.69	13	601
O Doyle Dane B.	21 3/4	21	3/4	3.57	18	116
N Foote Cone & B.	55 1/2	53 3/4	1 3/4	3.26	11	190
O Grey Advertising	177	166	11	6.63	12	105
N Interpublic Group	39 7/8	39 1/4	5/8	1.59	14	431
N JWT Group	30 1/4	28 5/8	1 5/8	5.68	9	181
A Movielab	8 1/8	8 3/8	- 1/4	- 2.99		13
O Ogilvy & Mather	40 1/2	40 3/4	- 1/4	- 0.61	17	371
O Sat. Syn. Syst.	7 1/2	7 1/8	3/8	5.26	11	43
O Telemation	5	5			5	6
O TPC Commun.	5/16	7/16	- 1/8	- 28.54		1
A Unitel Video	6 5/8	6 7/8	- 1/4	- 3.64	12	14
N Western Union	9 1/8	9 1/4	- 1/8	- 1.35		220

CABLE

A Acton Corp.	3 3/8	3 3/4	- 3/8	- 10.00		20
O AM Cable TV	2 1/4	2 3/8	- 1/8	- 5.26		8
N American Express	41 1/2	42	- 1/2	- 1.19	22	8,938
N Anixter Brothers	14 1/2	15	- 1/2	- 3.33	18	264
O Burnup & Sims	8 3/8	8 1/8	1/4	3.08	120	75
O Cardiff Commun.	5/8	5/8			63	3
O Comcast	27 1/8	25 3/4	1 3/8	5.34	31	334
N Gen. Instrument	18 5/8	17 7/8	3/4	4.20	19	603
N Heritage Commun.	24 1/8	23 3/8	3/4	3.21	46	183
O Jones Intercable	5 7/8	6 1/4	- 3/8	- 6.00	18	52
T Maclean Hunter X	24 1/4	25	- 3/4	- 3.00	34	894
A Pico Products	4 1/4	4 1/8	1/8	3.03	19	15
O Rogers Cable	7 1/2	7 1/2				168
O TCA Cable TV	21	21			40	140
O Tele-Commun.	26 5/8	26	5/8	2.40	86	1,113
N Time Inc.	56 1/4	56 3/8	- 1/8	- 0.22	19	3,413
N United Cable TV	37	37 7/8	- 7/8	- 2.31	62	407
N Viacom	43 3/4	42 1/2	1 1/4	2.94	17	592

ELECTRONICS/MANUFACTURING

N Arvin Industries	20 1/4	20 1/8	1/8	0.62	6	153
O C-Cor Electronics	8	8				11,424
O Cable TV Indus.	3 1/2	3 3/4	- 1/4	- 6.67	21	10
A Cetec	7	6 5/8	3/8	5.66	8	15
O Chyron	8 1/8	8 1/8			15	75
A Cohu	9	9			9	16
N Conrac	14	13 1/4	3/4	5.66	13	86
N Eastman Kodak	66 3/4	68 1/4	- 1 1/2	- 2.20	13	11,004
O Elec Mls & Comm.	7 5/8	7 1/4	3/8	5.17		22
N General Electric	59 1/4	59 1/8	1/8	0.21	13	26,822
O Geotel-Telemet	1 1/2	1 5/8	- 1/8	- 7.69	17	5
N Harris Corp.	26 3/8	27 1/4	- 7/8	- 3.21	13	1,053
N M/A Com. Inc.	19 3/8	18	1 3/8	7.64	24	838
O Microdyne	5 7/8	5 1/2	3/8	6.82	17	27
N 3M	77 7/8	80 5/8	- 2 3/4	- 3.41	13	9,116
N Motorola	34 3/4	32 1/2	2 1/4	6.92	12	4,113
N N.A. Philips	39 3/4	39 1/2	1/4	0.63	10	1,141
N Oak Industries	2 1/8	2 1/8				35
A CMX Corp.	2 1/8	2	1/8	6.25		5
N RCA	42 1/4	41 3/8	7/8	2.11	13	3,461
N Rockwell Intl.	35 1/2	33 5/8	1 7/8	5.58	12	5,280
N Sci-Atlanta	11 1/2	10 3/4	3/4	6.98	23	267
N Signal Co.s	35 3/8	34 1/8	1 1/4	3.66	15	3,857
N Sony Corp.	16 5/8	17 1/8	- 1/2	- 2.92	16	3,838
N Tektronix	59 3/4	57 3/4	2	3.46	10	1,150
A Texscan	3 1/4	3 1/8	1/8	4.00	5	22
N Varian Assoc.	31 1/2	31 1/8	3/8	1.20	12	679
N Westinghouse	30 5/8	29 3/8	1 1/4	4.26	11	5,361
N Zenith	21 3/4	20 7/8	7/8	4.19	8	480

Standard & Poor's 400 202.48 199.95 2.53 1.27

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

ulatory approval involved—in the one-year time frame that must be met to take advantage of capital gains tax breaks. He noted that the company began a divestiture program of some 16 of its cable systems in mid-1983 and that the last of those sales won't be closed until the end of this year's first half. "That's how long it takes to sell systems and maximize their values," he said. Although the average television sale takes only three to six months to complete, Storer noted that petitions to deny could stall completion indefinitely. And with buyers aware of the time pressures under which the disposal of assets would take place, said Storer, the properties would command prices no better than those at a "fire sale." Storer also contended that taxes the company has avoided due to asset depreciation would also be recaptured if the company's assets are sold at prices greater than their depreciation value, thus depressing further total shareholder gains from the proposed liquidation.

He said that the company was only "half way through" its aggressive expansion into the cable television business, where it now stands as the fifth-ranked multiple system operator with about 1.5 million basic subscribers. To get there, Storer has gone heavily into debt, which now totals \$785 million. And if there is ever a time to consider liquidating the company, said Storer, it ought to be when the debt is significantly reduced, a "few years down the road."

Responding to Storer's contention that the liquidation value of the company is perhaps \$30 to \$40 per share less than the dissident group claims, Coniston partner Keith Gollust said, "that is just wrong." He said the group had carefully considered the tax aspects of liquidation, noting for example that tax recapture could be avoided by selling assets not directly, but as stock in spun-off subsidiaries. He also said that in the case of some of the assets to be disposed of, triggering recapture would be beneficial to buyers because they could take advantage of certain "tax loss carry-forward" assuring future tax breaks. As to the issue of liquidating the company within one year, Gollust said that period would not begin until the necessary two-thirds majority of shareholders ratified a liquidation plan. If Coniston wins the ongoing proxy fight to get its dissident slate of directors elected, he added, such a plan would not be put up for vote until buyers have been lined up to buy a "substantial" portion of the Storer properties—all the television properties and most of the cable properties. Any properties that haven't been sold within the one-year time frame, he said, could be put in a liquidating trust with shareholders receiving "favorable tax treatment on everything else."

"Maybe Peter Storer is used to doing things the wrong way," said Gollust, "but it is certainly not our intention to get fire sale prices" for any of the Storer properties. He acknowledged that it will probably be more difficult to dispose of Storer's 443 cable franchises (serving 500 communities), which the company went heavily into debt to acquire and build. But he said that liquidation procedures are flexible enough so that even if all the systems were not sold within a year, the company would still be dissolved.

One option, said Gollust, would be to package whatever unsold properties were left into a new company that could be spun off to stockholders.

Despite the fact that Storer has not earned a profit since 1982, when it earned a little more than \$9.1 million (losing almost \$40 million in 1983 and almost \$17 million in 1984), Chairman Storer argued that the current management team has "enhanced" the investments of company stockholders over the last six years. In 1979, he said, Storer's stock was selling at \$15 per share and at year end 1984 it was selling at \$47.75 per share. In the same period, he said, the fully diluted value of assets rose from \$348 million to \$1.9 billion. And he said that as the company's capital spending drops over the next few years and the debt is reduced, "we expect much greater future values." He estimated that "four or five years down the road" Storer will be a \$3.4-billion to \$4-billion company with stock valued in the \$200-per-share range. Storer said those gains would come "primarily from the increased profits of cable."

Meanwhile, the two sides continued to battle each other last week for the hearts and minds of the company's shareholders. In a letter to shareholders released last Tuesday (April 16), Coniston challenged the notion that Storer's stock would be worth considerably more in the next few years. "We believe there is no realistic prospect for the value of the company's stock in the near future to approach its presently realizable sale value," Coniston said. "Our belief is based in part on the fact that broadcast and cable television stocks have historically sold at a discount from their private market value and, in part, on Storer's recent financial performance." The letter went on to cite the company's poor performance over the last two years in terms of pre-tax losses, dividend cuts and additions to long-term debt.

The same day, Storer began running full-page advertisements in daily newspapers across the country appealing to shareholders to reject the Coniston proposals. The ads reiterated most of the earlier statements made by the company and also criticized the three leading Coniston partners, Gollust, Paul Tierney and Augustus Oliver II, for their lack of broadcast or cable experience and lack of "any experience in either managing or liquidating a public company of any size." The ads also stressed that it was unclear what form the proposed liquidation proceeds would take, that the proceeds would probably not be all cash and that Coniston has not clarified what "other consideration" the proceeds might take.

As expected, Storer asked the appeals court in Washington to overturn the FCC decision two weeks ago approving the use of a "modified" short form (316) in transferring control of the company to the Coniston-backed slate of board directors if they are elected. The commission ruled that a de facto transfer of control would occur if the Coniston-backed directors are elected at the annual shareholders meeting scheduled for May 7. But the commission also ruled the change in control would not be "substantial" and that a modified short-form application could be used (BROADCASTING, April 15).

Storer contends the proposed changes on the board would constitute a substantial change in ownership, mandating a long-form ownership transfer application. The long-form process calls for a 30-day public-comment period before the application can be acted on. If the court were to overrule the commission and Coniston is required to file a long-form transfer application, that would foil the group's plan to take control of the board at the May 7 meeting.

Storer also asked the court for expedited action because the annual meeting is only two weeks away. The court in turn asked the commission last week when its ruling on the Storer decision would be released. The FCC said the ruling would be released no later than today (April 22).

Storer also divulged its first-quarter 1985 earnings statement last week. The company reported losses of \$5,760,000 for the first quarter on revenues of \$136,112,000. For the first quarter of 1984 Storer had losses totaling \$14,572,000 on revenues of \$118,974,000. □

Frederick reports record results for RCA and NBC

Bradshaw questions wisdom network takeovers because of difficulty in retiring enormous debt

RCA's first-quarter sales totaled \$2.4 billion, the highest in the company's history, and its net income reached \$65 million, up 29% from the first quarter of 1984, Robert R. Frederick, president and chief executive, reported last week.

He said its NBC subsidiary's earnings reached an all-time high, nearly triple its earnings for the comparable 1984 period, and that all NBC divisions contributed to the profit improvement. He did not release sales or earnings figures for NBC and the other RCA components.

Elaborating on the report in a meeting with New York security analysts, Frederick said the NBC-TV network "did particularly well," and added: "The network's prime time schedule finished a strong second in the February sweeps, with *The Cosby Show* as the highest-rated regular series. It is also the highest-rated new series of the 1984-85 season. Throughout the season, NBC has been in first place in prime time among the key demographic groups most desired by national advertisers."

Frederick noted that NBC is still in third place in daytime, but said it has made "slow but steady" progress. "For instance," he said, "NBC delivered 22% of the three-network daytime audience in 1982, 25% in 1983 and 28% in 1984. In terms of daytime demographics, NBC is the only network to show improvement compared with the first quarter of 1984."

NBC News, he continued, "has made progress across the board," and the NBC TV stations division "had record profits." He said all five of NBC's owned TV stations "ranked either first or second in the prime

time February sweeps."

RCA Chairman Thornton F. Bradshaw, who was also chief executive but relinquished that role to Frederick a few weeks ago (BROADCASTING, March 11), told the analysts: "We are pleased with the major comeback NBC has made, but it has still not realized its full potential. Under Grant Tinker's leadership, it will. Two important issues that Mr. Tinker faces are controlling programming costs and improving daytime ratings."

For RCA as a whole, the first-quarter earnings worked out to 58 cents a share, up 18 cents from last year.

"We are pleased with our first-quarter performance," Frederick said, "especially in view of the fact that a number of our businesses suffered from severe price competition in their markets. We continue to believe that 1985 will be a good year."

Frederick viewed the FCC's new TV multiple-ownership rule, permitting ownership of up to 12 stations if collectively they do not reach more than 25% of the nation's viewing audience, as "a significant opportunity" for NBC—if the prices are right.

"Currently," he said, "NBC's five owned TV stations reach approximately 20% of U.S. television households. As a practical matter, the new rule would permit NBC to purchase additional stations in the larger metropolitan markets—areas where NBC enjoys a leadership position in key demographics. Any purchase would depend, of course, on acceptable economics."

Bradshaw was emphatic that NBC is not a candidate for a leveraged buyout, spin-off or

any other kind of divestiture. At the beginning of the meeting, he joked: "I want to assure you that next year when we meet in this or any other NBC studio, NBC will still be our hosts. As I said in 1984, NBC, which never was for sale, is definitely not now for sale."

Responding to questions from analysts, Bradshaw said he couldn't see how some companies would be able to pay off the debt on the financing for the acquisitions and mergers among media companies. Bradshaw noted that in order to pay off the debt a company would either have to sell off pieces of the network—like the stations division—

or increase net earnings "very rapidly." Bradshaw said that selling off an owned stations division to acquire a network was a risky proposition. "It appears O&O's in good markets are very valuable. Once they are sold, what's left? You've taken the guts out of a network. The idea just doesn't make sense for an on-going entity."

In regard to rapidly increasing earnings as a way to pay off the debt, Bradshaw noted "we've had a lot of experience with that, and it can't be done fast. It's a tough and slow job. I don't think all the analyses going on are very sound." □

Changing Hands

PROPOSED

KKAL(AM) Arroyo Grande [Santa Maria] and KZOZ(FM) San Luis Obispo [Santa Maria], both California □ Sold by Kal Coast Radio Corp. to The Tattersall Corp. for \$3,050,000, comprising \$500,000 cash and remainder note. **Seller** is subsidiary of American General Media Inc., Arroyo Grande, Calif.-based station group of four AM's and three FM's, owned by brothers, Lawrence, Anthony and Rogers Brandon. **Buyer** is owned by Martin Hawke and James Barker. Hawke is former owner of KSYC(AM) Yreka, Calif., and KMED(AM) Medford, Ore. Barker was formerly vice president of RKO Radio Inc. and general manager of WFYR(FM) Chicago. KKAL is on 1280 khz with 5 kw day and 2.5 kw night. KZOZ is on 93.3 mhz with 29.5 kw and antenna 1,430 feet above average terrain. **Broker: Chapman**

Associates.

KGST(AM) Fresno, Calif. □ Sold by International Radio Inc. to Lotus Communications Corp. for \$1,764,000, comprising \$441,000 cash and remainder note. **Seller** is principally owned by Richard E. Ryan, who has no other broadcast interests. **Buyer** is Hollywood-based station group of six AM's and seven FM's owned by Howard A. Kalmenson and his wife, Lilli. KGST in on 1600 khz full time with 5 kw.

KFLG(AM)-KAFF(FM) Flagstaff, Ariz. □ Sold by KAFF Broadcasting Co. to Resorts Broadcasting Inc. for \$1,183,000, comprising \$300,000 cash and remainder note. **Seller** is principally owned by Guy Christian, who has no other broadcast interests. **Buyer** is owned by Robert D. Towe (10%), Richard M. Sharp (10%), Richard W. Bonner (40%) and Charlene Parks (40%). Towe is cable general manager with Communicom Inc., Los Angeles-based cable television management firm. Sharp is president of Cal-NEVA Cable Corp., Corona, Calif.-based cable television construction firm. Bonner is Newport Beach, Calif., attorney. Parks is Scottsdale, Ariz., investor. KFLG is daytimer on 930 khz with 5 kw. KAFF is on 92.9 mhz with 10 kw and antenna 1,514 feet above average terrain. **Broker: Chapman Associates.**

WHAG(AM)-WQCM(FM) Halfway, Md. □ Sold by Interstate Communications Inc. to Gemini Broadcast Group for \$890,000 cash. **Seller** is owned by Gary Portmess and his wife, Judith, who also own WNTR(AM) Silver Spring, Md. **Buyer** is principally owned by James Albright, general managing partner. It has no other broadcast interests. Albright is CPA with firm of Albright & Crumbacher, Hagerstown, Md. WHAG is daytimer on 1410 khz with 1 kw. WQCM is on 96.7 mhz with 3 kw and antenna 165 feet above average terrain.

WVTS(FM) Terre Haute, Ind. □ Sold by West Pines Broadcasting Corp. to Bright Towers Communications Inc. for \$750,000 cash, including \$35,000 noncompete agreement. **Seller** is principally owned by Robert Rouse with 20 other stockholders. Rouse also owns WAXI(FM) Rockville, Ind. **Buyer** is principally owned by Robert W. Ward, sales manager of WISH-TV Indianapolis. It has no other broadcast interests. WVTS is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: The Thorburn Co.**

KTUS(FM) Snowmass Village, Colo. □ Sold by Sno-Mass Communications Inc. to Albert W.

Van Wagner Broadcasting, Inc.

(Jason Perline, President)

has acquired

WXCM (AM) & WIBM-FM

Jackson-Lansing, Michigan

from

Casciani Communications, Inc.

(John B. Casciani, President)

for

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4/22/85

Vontz for \$725,000, comprising \$200,000 cash and remainder note at 10% until paid. **Seller** is principally owned by Robert M. Richmond, who also has interest in application for new TV in Tulsa, Okla. **Buyer** owns KSNO(AM) Aspen, Colo. and WNOP(AM) Newport, Ky. KTUS is on 103.9 mhz with 3 kw and antenna 84 feet below average terrain.

KCMP(AM)-KBUL(FM) Brush, Colo. □ Sold by Brush-Morgan Broadcasting Corp. to G-Z Broadcasting Inc. for \$462,500, comprising \$105,000 cash, \$275,000 note and noncompete agreement of \$82,500. **Seller** is owned by James P. Peterson and Russell G. Hilliard, who also have interest in KOLT(AM) Scottsbluff, Neb. Peterson's wife, Clara, also has interest in KOLT(AM) and KPNY(FM) Alliance, Neb., and is owner of KIQZ(FM) Rawlins, Wyo. **Buyer** is equally owned by Dan L. Gittings and Dwight L. Johnson. Gittings is general manager of KLMR(AM)-KSEC(FM) Lamar, Colo. Johnson is owner of Sturgeon Associates, Denver-based investment firm. He has no other broadcast interests. KCMP is daytimer on 1010 khz with 5 kw. KBUL is on 107.1 mhz with 3 kw and antenna 91 feet above average terrain. *Broker: Chapman Associates.*

KITZ(AM) Tacoma, Wash. □ Sold by Positive Broadcasting Inc. to Silver Sound Broadcasting Inc. for assumption of \$450,000 debts. **Seller** is headed by Donald R. Atkinson, debt-or-in-possession with no other broadcast interests. **Buyer** is owned by Robert Jennings, Lincoln R. Perry and six others. They are Tacoma investors with no other broadcast interests. KITZ in on 1400 khz with 1kw and 250 w night.

WREM(AM) Pine Castle-Sky Lake, Fla. □ Sold by Suntime Radio Inc. to Comco Inc. for \$425,000 cash plus 85% of accounts receivable. **Seller** is owned by Alphonsus J. Donahue, Robert A. Graham and Charles Schwartz. Donahue and Graham also own WSTC(AM)-WYRS(FM) Stamford, Conn. Schwartz is vice president, radio division of NEWSystems Group, Philadelphia-based station group of two AM's and three FM's, principally owned by Ragan Henry. **Buyer** is group of 26, headed by Walter M. Windsor (4.8%), James C. Robinson (8%) and Joel Sharp (4%). Windsor is former general manager of WFTV-TV Orlando, Fla., and is consultant to SFN Companies. **Buyer** owns WAMR(AM)-WRAV(FM) Venice, Fla. and WKIO(AM) Inverness, Fla. WREM is daytimer on 1190 khz with 1 kw.

WULA(AM)-WKQK(FM) Eufaula, Ala. □ Sold by McGowan Broadcasting Inc. to Lake Eufaula Broadcasting Inc. for \$390,000, comprising \$100,000 cash and remainder note. **Seller** is owned by Stephen G. McGowan, who also owns WAYD(AM)-WORJ(FM) Ozark, Ala., and is applicant for new FM in Mary Esther, Fla. **Buyer** is owned by Richard C. Snowdon (67%) and his wife, Magdalene (33%). Snowdon is former sales manager with Plough Broadcasting. It has no other broadcast interests. WULA is on 1240 khz with 1 kw day and 250 w night. WKQK is on 92.7 mhz with 3 kw and antenna 155 feet above average terrain.

WZIP(AM) South Daytona, Fla. □ Sold by Creative Broadcasting Inc. to D&H Radio Inc. for \$335,000, comprising \$70,000 cash,

\$260,000 note and \$5,000 noncompete agreement. **Seller** is principally owned by Frank Canale, who has no other broadcast interests. **Buyer** is owned by David N. Feldman (30%), Howard C. Griboff (30%) and five others. Feldman is recent graduate of University of Pennsylvania law school. Griboff is TV research manager with Katz Communications. WZIP is daytimer on 1590 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 117.

CABLE

Systems serving Tucson, Ariz.; Aberdeen, Wash., The Dalles, Ore., and system serving Astoria, Seaside, and Warrenton, all Ore. □ Sold by Cox Cable Communications Inc. to McCaw Communications Co. for approximately \$90 million, subject to adjustment for contingencies and final negotiations. **Seller** is subsidiary of Atlanta-based, publicly owned Cox Communications Inc., cable MSO and station group, headed by William A. Schwartz, president and CEO. Cable division is headed by David Van Valkenburg, president. Cox owns five AM's, seven FM's, seven TV's, and 54 cable systems. It is controlled and current object of buyout by Cox Enterprises, publisher of 20 daily newspapers including *Atlanta Constitution* (BROADCASTING, April 15). **Buyer** is Bellevue, Wash.-based cable MSO owned by McCaw family (55%) and Affiliated Publications Inc. (45%). It owns 33 cable systems and is headed by Craig McCaw, president. Affiliated Publications Inc., based in Boston, is publicly owned

publisher of *The Boston Globe* and station group of five AM's and five FM's. Tucson system passes 93,000 homes with 34,000 subscribers and 1,531 miles of plant. Aberdeen system passes 12,475 homes with 11,600 subscribers and 150 miles of plant. The Dalles system passes 6,439 homes with 5,645 subscribers and 102.6 miles of plant. Astoria system passes 14,290 homes with 12,986 subscribers and 280.6 miles of plant.

System serving West Plains, Mo.; Amarillo, Tex., and Woodmoor, Colo. □ Sold by, respectively, Community Cable Co., Suburban Cable Inc. and Cable West Corp. to Cardiff Communications Inc. for \$5.2 million. **Seller**, Community Cable, is owned by Robert Neathery Jr. and his father, Robert Neathery Sr. Younger Neathery owns four cable systems in Missouri. Elder Neathery owns four cable systems in Missouri and Arkansas. Suburban Cable is principally owned by Dale Merriman. It has no other cable interests. Cable West Corp. is Englewood, Colo.-based operator of cable systems in six communities in Colorado and Wyoming, publicly owned and headed by Robert Krebs, president. **Buyer** is Denver-based, publicly owned cable MSO, with approximately 34,000 subscribers. It is headed by V.L. (Pat) Patterson. West Plains system passes 3,500 homes with 2,850 subscribers and 50 miles of plant. Amarillo system passes 1,400 homes with 815 subscribers and 46 miles of plant. Woodmoor system passes 2,500 homes with 1,825 subscribers and 70 miles of plant. *Broker for West Plains system: Hardesty, Puckett & Queen. Broker for Woodmoor system: Pat Thompson Co.*

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USIA: All the world's an audience

Government agency is on a fast track with new television services and video stores to spread the U.S. point of view to foreign countries

Although the U.S. is suffering from the worst trade imbalance in its history, its citizens gobbling up goods of other countries while their own rust on American docks, there is one product that continues to fascinate people abroad—America itself, its politics, its style, its fashions, its technology and science, its culture, high and low. And there is an agency of government—*government*, mind you, that element of American life fashionably maligned as *can't do*—that is hustling to keep up with the demand for such information. It is the U.S. Information Agency.

Ever since its establishment during World War II, the Voice of America, for 31 years a part of USIA, has been the premier expression of America to the world. But with the entrepreneurial Charles Z. Wick in charge and satellite technology at his disposal, the agency's television and film division, for most of its life a sleepy adjunct of the Voice



that produced but did not broadcast programming, is roaring into its own.

That will become evident again today (April 22), when Worldnet, inaugurated a year and a half ago as an ad hoc, interactive service to enable policy makers to tell the Reagan administration's story of the Grenada incident to the world, goes daily, with a two-hour feed, Monday through Friday, to western Europe. The feed is designed primarily for U.S. embassies and USIS (U.S.

Information Service) posts. But more than half of the material will be intended for whatever television stations and cable television systems have the earth stations capable of capturing the signals. And the cable systems alone within the footprint of the European Communications Satellite that will be used to deliver the signal are believed to serve 20 million homes.

Nor is daily Worldnet service the only new aspect of USIA's television and film division that is helping to satisfy foreigners' curiosity about things American. For the past two years, USIA has been cooperating with foreign television and film producers in joint productions in the U.S., joint ventures that mean savings of money and effort for both sides and an assurance that the film or documentary dealing with American life will show up on a foreign network or in foreign theaters. What's more, USIA is latching onto the videocassette craze that has become endemic, even in the world's poorest countries. The USIA is running the equivalent of video stores in 10 countries, some of them dirt poor, and expects to be operating them worldwide by September. Picture it: "Rocky" on a VCR in a living room in Islamabad, Pakistan. It's happening. Considering the potential impact of such activities, the price does not seem exorbitant. The administration is requesting \$32.4 million for the television and film division for 1986, an increase of \$3.8 million over its funding in 1985. Worldnet is in for \$15.7 million, an increase of \$1.2 million.

Some foreigners may view the Wick-directed cultural and social invasion with unease. Indeed, a former BBC official, David Webster, speaking at a Hogan & Hartson-sponsored seminar on international telecommunications last month, predicted a sharp increase in the satellite transmission of American programming, and said—how seriously, it was hard to say—that in time "we'll all be Canadians." And he didn't even have the USIA in mind. But Wick simply sees USIA as doing its job. "For 31 years," he said two weeks ago, "Congress has supported USIA as its instrument to tell America's



CLOSED: KWED (FM) Seguin/San Antonio, TX



Stan McKenzie Alan Beck

Stan McKenzie receiving \$4,200,000 cashiers check from Alan Beck

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story to the world."

Wick, who was in London with other USIA officials to brief USIS officers from posts around Western Europe on the Worldnet daily feed in an effort to insure all goes well on opening day, cited, as he does in speeches and in appearances before congressional committees he is asking to approve ever-larger authorizations and appropriations for the agency, that the U.S. is in an ideological war with the the Soviet Union and that the Soviets are engaged in a worldwide "disinformation" campaign (he says Soviet "disinformation" helped lead to the overthrow of the Shah of Iran). It is the USIA's mission to combat that campaign, he says. And "with satellite television," he said, "we have a technological advance to [help us] fulfill our mission."

Wick's Reaganesque anticommunism has gotten him into trouble with critics who, at least early in his career at USIA, accused him of attempting to politicize the agency. But there seem more showbiz and entrepreneur than idealogue in Wick—he began life as a piano player, music arranger and business agent for Tommy Dorsey, and later worked for the William Morris Agency before he began selling television programs to stations in the U.S. and the United Kingdom and then undertaking a successful career as an investor in businesses in Europe he was able to pick up at less than book value. "There's an enormous interest in what we [in the U.S.] are doing," he said.

To help him on the television and film side, Wick has television professionals. Alvin Snyder, the director of the division, has been a broadcast news executive over a 25-year span, including tours with CBS- and NBC-owned stations and with Multimedia Broadcasting. He has also served in the White House as television consultant to Presidents Nixon and Ford. Richard Levy, deputy director, held executive and creative jobs in television and feature films for 17 years, including a year as a special assistant to the president of Paramount International. He has also produced more than 35 documentary co-productions for USIA.

Levy likes to credit what he considers USIA's success to an inability to recognize the long odds against success. "Wick came in and said, 'I want to do something called Worldnet. At first it will be interactive press conferences involving several countries.' We turned around, and in a few short months, with the existing staff, we put the thing on. Maybe it was out of ignorance of what we were up against. We didn't know that, in using five satellites and 10 ground stations, something could go wrong."

The American operation in Grenada, in October 1983, offered the first practical test of Wick's concept of international teleconferencing by satellite. While traveling abroad at the time American forces landed on the Caribbean island, he heard considerable criticism of the action and felt American motives were being misunderstood. To put across the U.S. explanation of what President Reagan insisted was a "rescue mission" of American medical students and an action requested by Grenada's neighbors, USIA on Nov. 3 used satellites to link then-UN Ambassador Jeane Kirkpatrick in New

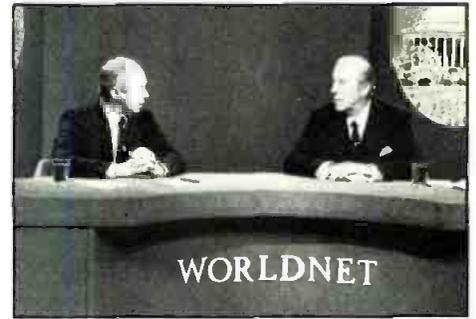
York, two Caribbean prime ministers in Barbados and two assistant secretaries of state in Washington, with some 40 journalists in American embassies in five European capitals who, via two-way audio, asked questions.

The effect was stunning. Press and television news services in Europe provided extensive coverage of the intercontinental press conference. The United Kingdom's Independent TV (channel 4), for instance, led its evening news program with an 11-minute report on the press conference. "Many people credit that [Worldnet] program with explaining the U.S. position," Snyder says.

Since then, USIA has expanded Worldnet service to 15 embassies (up from five) in Europe and to networks in Latin America, Africa, the Middle East and Far East. All told, more than 50 countries are part of a Worldnet interactive service. And thus far, more than 80 hours of press conference programming have been broadcast. Some more statistics: USIA estimates that a billion people have seen at least parts of Worldnet transmissions, while 63 million people have read newspaper articles on them and 120 million have heard broadcast accounts. By any measure, that sounds like a lot of bang for a buck. (Worldnet, however, does not get into viewers' homes in all countries without government approval. Arab countries and some African countries do not permit retransmission of the programs until they have been scrutinized by government officials.)

But those ad hoc programs, with U.S. officials in Washington taking questions from journalists in American embassies abroad, have become almost routine. There was even that "one heck of a conference call," as President Reagan called it—the one in which astronauts, including one German, aboard the shuttle Challenger orbiting the Earth in December 1983 were linked by satellite with Reagan in Washington, West German Chancellor Helmut Kohl in Athens and some 70 European journalists in eight countries. What is new in the Worldnet story is the daily feed that begins today—and will inaugurate what Snyder calls "the first global television network."

What made that possible was the emergence of a new Eutelsat satellite—European Communication Satellite—and the healthy competition among European PTT's (postal telephone and telegraph services) seeking to



Program moderator Harry Ellis and Shultz

lease the transponder capacity they control. Snyder met with representatives of the French, Italian, Spanish, West German, Portuguese and United Kingdom PTT's in November, laid out USIA's need for a daily service—two hours daily, five days a week, 520 hours a year—and a system that would be managed by the country owning the transponder. France won the business, with a bid of \$1.66 million for a turnkey system for a year under a contract that does not require the U.S. to pay for service to downlinks. That is a considerable benefit, for USIA in time expects to reach 60 stations. If Intelsat, which would require additional payments for each downlink, were used to transmit the signal to those European stations, one USIA official said, the costs would be "off the board." How much of the two-hour feed will be viewed by how many people remains to be seen. Actually, some of the material—ABC's *World News Tonight*, which will be transmitted on the morning after it is broadcast, for instance, will be labeled "not for broadcast"; it is intended only for embassy and USIS personnel. But USIS officers will alert local broadcasters and cable systems to material they might find interesting. And, clearly, USIA officials in Washington expect stations and cable operators throughout Europe not to wait to be asked, but to pick up material as it is being transmitted and relay it to their viewers and subscribers. "If our programs are good, they'll be used," Snyder says. And USIA is not leaving the matter of quality and appeal to chance. "We're looking to experts on programming for foreign audiences," Snyder said, "experts in each country who advise on programs that will mean something to their clients."

The program, which will run from 8 to 10 a.m. NYT, will open with what Eames de-

January, 1985

\$25,000,000 Senior Secured Financing

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In the control room. Some of the key personnel in the Worldnet story are shown during a telecast. In the front row (l-r): Hugh Foster, executive producer of World Net; David Cohen, Worldnet television director; George Rimelman, television audio engineer, and Charles Z. Wick, director of USIA. Back row (l-r): Don Cuozzo, deputy director, news and current events; Richard Levy, deputy director, television and film service; Alvin Snyder, director, television and film service, and John Monblatt and John Silverman, foreign service officers. Worldnet inaugurates daily network service to Europe today (April 22).

scribes as a "half-hour of American, fast-paced, information-style news." The items will be culled from USIA's *Satellite File*, which since 1982 the agency has produced and distributed to posts abroad (more than 90, at last count) for whatever use they can encourage local stations and cable systems to make of it. *English Made Easy*, a five-minute program of teaching English, will run every day. Elsewhere in the schedule during the week will be programs on American culture, science, space travel (*Journey through the Solar System*), music, sports from the ESPN cable network and Worldnet's staple, interactive press conferences, on Tuesday and Thursday. Eames mentions other possible sources of news for the program—State Department briefings, congressional hearings, speeches at National Press Club luncheons. The only thing missing, it seems, is *Donahue*.

But if the European service is "the first global television network," USIA and Wick have no intention of letting it be the last. As Eames says, "As regional satellites come into being, there is a hope we can take advantage of them." Snyder said USIA is already negotiating with Brazil for capacity on its Brazilsat. Snyder also said USIA is interested in the Arab countries' Arabsat system, the Indians' domestic satellite and Indonesia's regional Palapa system. Those systems, Snyder said, "are looking for business." He notes that Arabsat, as an example, consists of two satellites with a total of 50 channels. USIA hopes for the same kind of favorable terms obtained from the French.

The possibility of Worldnet serving Eastern Europe, specifically including Moscow, remains. The ECS provides a spot beam covering all of Eastern Europe, and the USIA has done preliminary work needed to equip the U.S. embassy in Moscow with a receive-only earth station. "We're looking at the feasibility of serving the embassy," Wick said last week. He did not elaborate, but it

appears the questions to be resolved are a matter for the USSR's foreign ministry and the U.S. State Department. But in any case, there seems no chance Worldnet programming would become a staple of viewing by Ivan Ivanovich.

Sure, Worldnet, either in its original ad hoc form, or in its new, institutionalized configuration, provides news and analysis of American policy, even of medical breakthroughs, as in the case of the development of the artificial heart, which was the subject of interactive press conferences beamed to East Asia as well as Europe. But what about an in-depth look at America and its people? How does a 10-part series of 50-minute programs on U.S. history and contemporary society, done in Dutch, strike you? And costing only \$10,000?

That is the kind of project that has been produced under USIA's cooperative projects program. USIA aided a Belgian company, BRT, which was producing the series for educational television. USIA offers pre-production assistance, schedules appointments, makes travel arrangements and lines up participants for on-location productions. (The slick promotion piece describing the service, labeled "Your Key to America" and die-cut in the shape of a key, sounds like a piece a Washington lobbyist would send to a prospective client: "We are experts at cutting red tape and opening doors for your hard-to-get interviews. We can help you meet White House officials, government leaders at all levels, businessmen, industrialists. . .") It will also offer small grants. USIA has participated in some 30 such projects, including one with the BBC on world democracies that will be shown all over the world. Others have included a series, done with a Colombian organization, on America's war on drug trafficking. Last summer, USIA people worked with a crew from mainland China to produce a feature on the summer Olympics

in Los Angeles, a feature on which the two countries split the cost.

Co-producing, Snyder says, saves both parties money. "It also enables USIA to get a film more in tune with a particular foreign market"—and makes access to that market easier. In fact, Snyder says, "we get a guaranteed prime time showing." There is another benefit. Although the final product is the work of the foreign producer and director, the USIA staffers who assist—all of them drawn from the ranks of producers and directors—have an opportunity, through the assistance they provide, to influence the final product. Or, as Jack Deviney, manager of international marketing, said, to try to assure "a balanced and accurate story."

The co-productions are one reason for USIA's appearance every year at MIP, the world's fair of television programming, at Cannes. USIA officials, whose booth is next to MGM's, talk deals with foreign producers. But the negotiations and dotted-line signings are the work of embassy officials.

The news programming, even if in the form of pictures transmitted by satellite, continues a tradition that originated with the Voice of America over 40 years ago. Even co-production deals resulting in documentaries on slices of American life are an off-shoot of established commercial practices. But Wick's decision to inject USIA into video club operations as a means of spreading American culture a little more heavily among the world's video addicts—that is something of a breakthrough.

The idea burst from the brow of Wick during a visit to Amman, Jordan, with Snyder last May. They found a hotbed of video mania. "I was stupefied to find 400 video rental outlets in Amman," Wick said. "I saw it as another way of telling about America's culture." Or as Snyder recalls: "He said, 'This is a market; let's get into it.'" The USIA selected 10 cities around the world, from sophisticated to primitive, as test sites for video rental stores, stocked them with some 300 titles—films (such as "On Golden Pond," "Rocky," "Oklahoma!"), television documentaries and USIA material—and set nominal fees for the rentals. The stores are located in USIS libraries, and, Snyder said, "We run them like Erol's," a reference to a chain of video stores in the Washington area. USIA even publishes a weekly newsletter informing embassy personnel of the titles available. The membership cards, though, reflect something other than crass commercialism—they are done up in red, white and blue.

If the experiment proves a success, Snyder said USIA by next September will have increased the number of titles to 1,000 and expanded rental stores to countries around the world. Success may be in the cards. Snyder a couple of weeks ago said the store in Islamabad reported 352 rentals in the preceding 22 days. And the popularity of the stores is having unexpected, but positive, side effects. With a video store generating increased traffic, the USIS library in Kuala Lumpur, Malaysia, reported that the number of books checked out had increased 53%.

In appearances before congressional com-

mittees, Wick likes to draw a contrast between the resources spent by the Soviet Union and the U.S. on their respective "information" programs. In 1986, he said, the Soviets outspent the U.S. by some \$2.1 billion to \$600 million. (The Reagan administration is seeking \$974 million for USIA in 1986). And he told a Senate committee three weeks ago, "The Soviets had 10 times as many employees at work spreading propaganda as we had to spread the truth."

Still, the USIA appears to have the Soviets on the defensive. That, at least, was indicated by a BBC broadcast last month that dealt with Worldnet—specifically, an interview with Paul Nitze, arms control adviser to the President—and with a Moscow Home Service broadcast critical both of U.S. arms control policy and Worldnet. The BBC broadcast included the voice of a Moscow Home Service announcer who complained that the Reagan administration is "striving for a considerable extension in the 1986 financial year of allocations for the work of the global television network Worldnet, used by Washington to impose its foreign policy line upon other countries. Formed in 1983, with a weekly output of 80 hours [which was alarming news to USIA officials who thought they would be doing only 10 hours a week], its programs, prepared by the United States Information Agency, are beamed to more than 50 countries in Europe, Asia, Latin America and Africa. . . ."

The BBC commentator, Angus McDermid, added a paragraph stating that the Soviets "sounded more than a little envious." Then he said that "perhaps it was no coincidence that Soviet television recently carried what it called a 'telebridge'—a 15-minute discussion feature, by satellite, with an audience in San Francisco. The subject: The Geneva talks. . . ."

McDermid, in a telephone call to the U.S. embassy in London, was quoted in a cable to Washington as stating that Moscow was evidently concerned about Worldnet, and adding: "If they're worried, you guys must be doing something right." □

Stern named PBS chairman

Former NBC and cable executive named to succeed Dallin Oaks

Alfred R. Stern, executive vice president of a New York investment management firm, has been nominated as chairman of the board of the Public Broadcasting Service. He is to succeed Dallin H. Oaks, former justice of the Utah Supreme Court and former president of Brigham Young University, whose five-year term expires at PBS's annual meeting May 18.

Stern, 62, has spent more than 30 years in broadcasting, beginning as a film editor for RKO General and United World Films, and later serving in various capacities during a 10-year tenure (1952-62) at NBC, including vice president of the network's Enterprise Division. In 1962, Stern founded a cable television company, Television Communications Inc., which was merged with Warner Communications Inc. in 1972. Stern headed



Stern

WCI's cable division and was also senior vice president of corporate affairs. From 1970 to 1971, he was president of the National Cable Television Association. Stern is currently executive vice president of Jakobson, Kass Partners.

The chairman nominee has served on noncommercial WNET-TV New York's board for the past five years, and has been a member of the PBS board's executive committee since 1983. Stern told BROADCASTING that he sees funding as the most crucial issue facing PBS. The noncommercial network

must work on "finding new [revenue] sources and revitalizing old sources," he said, which would include exploring limited advertising "more aggressively" and approaching foundations for support, he said.

Stern is also a director of the Commonwealth Fund, a trustee of Mount Sinai Medical Center, a trustee of the London-based International Institute of Communications, and president of the Lincoln Center Film Society.

Also nominated for election at the May meeting is R. Bruce MacGregor of Ernst & Whinney in Washington, as the board's lay vice chairman (a position he has held for the past year). MacGregor, who has been a PBS board member since 1980, has also served as chairman of the board's audit committee, and is also treasurer of noncommercial WETA-TV Washington's board of directors. Additionally, N. Joseph Welling, director of the Telecommunications Center of Ohio University since 1970, has been nominated as the PBS board's professional vice chairman. He is the general manager of noncommercial WOUB-AM-FM-TV Athens, Ohio. Welling, a former chairman of the board of directors of National Public Radio, has been on the PBS board since 1981.

The 35-member PBS board consists of 18 "lay" representatives (who are usually members of local noncommercial station boards); 13 professional station representatives (who make their living in public broadcasting); three general directors, and the PBS president. Board directorships are unpaid positions. □

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All that is digital

Transmitting digital audio with a broadcast television channel may not be a project all TV stations will want to pursue, but according to David Felland, broadcast operations manager of Twin Cities Public Television (TCPT) in St. Paul, station operators can use digital transmission for a wide range of services. (Felland, in fact, claims his TV station, KTCI-TV, is the first to accomplish such a digital audio broadcast.)

"Especially for TV stations with off-air time, broadcasters should consider alternative applications and recognize that NTSC isn't the only possible use for the 6 mhz channel bandwidth," Felland said. "Perhaps they could feed computer programs or compact disk materials during the middle of the night to home VCR's."

TCPT's own digital transmission came at the end of 1984, when UHF KTCI-TV was used to link a live Christmas Eve choral performance in Cambridge, England, with American Public Radio (APR) facilities in Minneapolis-St. Paul. The station had received a

special temporary authority from the FCC last November to make the broadcast.

The performance was first recorded by the British Broadcasting Corp. using a Sony PCM F1 digital encoder (with a 96 db dynamic range). It was then microwaved to London and sent across the Atlantic by satellite to a downlink in Etam, W. Va. The digital audio signal was then microwaved to New York, where another uplink sent the program to TCPT via Westar IV.

It was here that KTCI-TV made the unusual move of broadcasting the digital material on its own visual carrier, bypassing terrestrial landlines to keep upward of 90 db dynamic range, sending the signal to an APR-Minnesota Public Radio uplink for the feed to APR affiliates around the country.

As time goes by

Advances in the technology of image capture, storage and display have outpaced standardization efforts, Raymond DeMoulin, vice president and general manager of Eastman Kodak professional photography divi-

sion, told members of the American National Standards Institute at a March meeting. "All of us will benefit from the potential of these technologies," he said. "Standardization can help to achieve that potential."

DeMoulin suggested the industry turn its attention to several factors involved in future standardization work, including the interdependence of emerging technologies, which he believes require cross-standardization between separate governing organizations. He cited the "marriage of motion picture film to electronic technology" as one function needing a cooperative effort. DeMoulin also cited the need for standards groups to anticipate, rather than react to, changing technology, and the effect of global competition on standards efforts.

American move

Aston Electronic Designs, a London firm that makes character generators, has opened a marketing subsidiary in Olathe, Kan. (outside Kansas City, Mo). The new firm will sell the Aston 3, a \$17,500 character generator, which includes a range of licensed typefaces, a 4,096-color palette, and a range of crawl, compress and expand capabilities. Serving as vice president of the business will be Don MacClymont, formerly with Beston Electronics. Steve Stephens, also previously with Beston, will become secretary-treasurer.

On the rise

Poised to take on the increase in transmitter tower business resulting from the FCC's Docket 80-90 FM upgrade ruling is a new firm formed jointly by Express Welding and Manufacturing Co. of Locust Grove, Okla., and Dan Weathers, former Transmission Structures Ltd. national sales manager. The new Express Tower Co. Inc. (EXCO) will build and erect towers of 20 to 1,400 feet and will provide engineering services, site evaluation, maintenance and accessories. Weathers is responsible for sales, marketing and administration of the new company, while Express Welding is responsible for finance and manufacturing.

One contract already awarded to the company is from Shamrock Communications' WGRX-FM Baltimore, with plans for site preparation 30 miles north of the city and tower erection to be completed in May. The company has also completed installation of an antenna and transmission line on an existing 1,300-foot FM tower in Tulsa, Okla., and contracts have been signed for four more tower projects in Texas and Oklahoma.

Changing names

Avtek Inc., an Aurora, Neb.-based manufacturer, is changing its name to Riser-Bond, according to Marshall Borchert, president. No other changes are expected at the company, which makes a simplified time domain reflectometer and other electronic test equipment.



Airborn. At 1 p.m. on Thursday, April 11, NBC-TV engineering executives celebrated that network's transition from landlines to Ku-band satellite distribution as NBC began sending its feed (beginning with the daytime serial, *Days of our Lives*) to affiliates exclusively via satellite. Present for the switch were (l-r): Michael Sherlock, executive VP, operations and technical services, NBC-TV; Jack Weir, VP, broadcast operations, NBC-TV; William Mayo, president, Comsat General Corp., and Robert Butler, chief engineer, NBC Satellite Systems.

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For the Record

As compiled by BROADCASTING, April 10 through April 17, 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

■ WULA(AM)-WKQK(FM) Eufaula, Ala. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; HAAT: 155 ft.)—Seeks assignment of license from McGowan Broadcasting Inc. to Lake Eufaula Broadcasting Inc. for \$390,000, comprising \$100,000 cash and remainder note at 10%, amortized over 15 years, with lump sum payment on 84th month after closing. Seller is owned by Stephen G. McGowan, who also owns WAYD(AM)-WORJ(FM) Ozark, Ala. and is app. for new FM in Mary Esther, Fla. Buyer is owned by Richard C. Snowdon (67%) and his wife, Magdalene (33%). Snowdon is former sales manager with Plough Broadcasting. It has no other broadcast interests. Filed April 10.

■ KCSY(AM) Soldotna, Alaska (1140 khz; 10 kw-U)—Seeks assignment of license from King County Broadcasters to Gold Nugget Broadcasting Inc. for \$96,500 cash. Seller is owned by Norman Blakely and his wife, Sally (51%), who also own CP for new FM in Soldotna. Buyer is equally owned by Michael Freeman and his wife, Janet; Eugene Mathews and his wife, Ann. and Ronald Rink and his wife, Sharon. It already owns 49% of station. Filed April 8.

■ KFLG(AM)-KAFF(FM) Flagstaff, Ariz. (AM: 930 khz; 5 kw-D; FM: 92.9 mhz; 10 kw; HAAT: 1,514 ft.)—Seeks assignment of license from KAFF Broadcasting Co. to Resorts Broadcasting Inc. for \$1,183,000, comprising \$300,000 cash and remainder note at 11% over 12 years. Seller is principally owned by Guy Christian, who has no other broadcast interests. Buyer is owned by Robert D. Towe (10%), Richard M. Sharp (10%), Richard W. Bonner (40%) and Charlene Parks (40%). Towe is cable general manager with Communicon Inc., Los Angeles-based cable television management firm. Sharp is president of Cal-NEVA Cable Corp., Corona, Calif.-based cable television construction firm. Bonner is Newport Beach, Calif. attorney. Parks is Scottsdale, Ariz., investor. Filed April 9.

■ KGST(AM) Fresno, Calif. (1600 khz; 5 kw-U)—Seeks assignment of license from International Radio Inc. to Lotus Communications Corp. for \$1,764,000, comprising \$441,000 cash and remainder note at 11% over 10 years. Seller is principally owned by Richard E. Ryan, who has no other broadcast interests. Buyer is Hollywood-based station group of six AM's and seven FM's owned by Howard A. Kalmenson, and his wife, Lilli. Filed April 9.

■ KHTT(AM)-KSJO(FM) San Jose, Calif. (AM: 1500 khz; 10 kw-D; 5 kw-N; FM: 92.3 mhz; 50 kw; HAAT: minus 68 ft.)—Seeks assignment of license from Sterling Recreation Organization Co. to Narragansett Broadcasting Co. for \$6,250,000 cash. Seller of KHTT is Bellevue, Wash.-based station group of three AM's and one FM, principally owned by Frederick A. Danz, chairman. Seller of KSJO is Columbia Theatre Association, owned by trusts of Jessie Danz and Jessie Danz (50% each), and voted by Frederick Danz. It owns two AM's and three FM's. Frederick Danz is also sole owner of KBFW(AM) Bellingham-Ferndale, Washington. Buyer is subsidiary of Narragansett Capitol Corp., Providence, R.I.-based publicly owned venture capitol firm headed by William P. Considine, chairman. Assignee is headed by Gregory P. Barber, chairman and John E. Franks, president and 20% owner. Narragansett Capitol Corp. has interest in nine cable systems. Filed April 9.

■ KCMP(AM)-KBUL(FM) Brush, Colo. (AM: 1010 khz; 5

kw-D; FM: 107.1 mhz; 3 kw; HAAT: 91 ft.)—Seeks assignment of license from Brush-Morgan Broadcasting Corp. to G-Z Broadcasting Inc. for \$462,500, comprising \$105,000 cash, \$275,000 note at 11% over 15 years and noncompete agreement of \$82,500. Seller is owned by James P. Peterson and Russell G. Hilliard, who also have interest in KOLT(AM) Scottsbluff, Neb. Peterson's wife, Clara, has interest in KOLT(AM). She also has interest in KPNY(FM) Alliance, Neb., and is owner of KIQZ(FM) Rawlins, Wyo. Buyer is equally owned by Dan L. Gittings and Dwight L. Johnson. Gittings is currently general manager of KLMR(AM)-KSEC(FM) Lamar, Colo. Johnson is owner of Sturgeon Associates, Denver-based investment firm. He has no other broadcast interests. Filed April 15.

■ KTUS(FM) Snowmass Village, Colo. (103.9 mhz; 3 kw; HAAT: minus 84 ft.)—Seeks assignment of license from Snowmass Communications Inc. to Albert W. Vontz for \$725,000, comprising \$200,000 cash and remainder note at 10% until paid. Seller is principally owned by Robert M. Richmond, who also has interest in app. for new TV in Tulsa, Okla. Buyer owns KSNO(AM) Aspen, Colo. and WNOP(AM) Newport, Ky. Filed April 8.

■ WREM(AM) Pine Castle-Sky Lake, Fla. (1190 khz; 1 kw-D)—Seeks assignment of license from Suntime Radio Inc. to Comco Inc. for \$425,000 cash plus 85% of accounts receivable. Seller is owned by Alphonsus J. Donahue, Robert A. Graham and Charles Schwartz. Donohue and Graham also own WSTC(AM)-WYRS(FM) Stamford, Conn. Schwartz is vice president, radio division of NEWSystems Group, Philadelphia-based station group of two AM's and three FM's, principally owned by Ragan Henry. Buyer is group of 26, headed by Walter M. Windsor (4.8%), James C. Robinson (8%) and Joel Sharp (4%). Windsor is former general manager of WFTV-TV Orlando, Fla., and is consultant to SFN Companies. It owns WAMR(AM)-WRAV(FM) Venice, Fla. and WKIO(AM) Inverness, Fla. Filed April 12.

■ WYNX(AM) Smyrna, Ga. (1550 khz; 50 kw-D; 500 w-

N)—Seeks assignment of license from Jonquil Broadcasting Co. to Hoffman Media Inc. for \$1 million cash. Seller is owned by Laurence N. Polk, who has no other broadcast interests. Buyer is owned by Hubert H. Hoffman, who also owns WGGM(AM)-WDYL(FM) Chester, Va. Filed April 8.

■ WCOP(AM) Warner Robbins, Ga. (1350 khz; 5 kw-D; CP for 500 w-N)—Seeks assignment of license from Michelle Anne Callahan to Toccoa Falls College for \$140,000 cash. Seller has no other broadcast interests. Buyer is non-profit college, headed by Wilmer D. Mizell, chairman and Dr. Paul Alford, president. It owns WRAF(AM) Toccoa Falls, Ga. Filed April 12.

■ WHAG(AM)-WQCM(FM) Halfway, Md. (AM: 1410 khz; 1 kw-D; FM: 96.7 mhz; 3 kw; HAAT: 165 ft.)—Seeks assignment of license from Interstate Communications Inc. to Gemiti Broadcast Group for \$890,000 cash. Seller is owned by Gary Portmess, and his wife, Judith, who also own WNTR(AM) Silver Spring, Md. Buyer is principally owned by James Albright, general managing partner. It has no other broadcast interests. Albright is CPA with Hagerstown, Md., firm of Albright & Crumbacher. Filed April 8.

■ KLXX(AM) Bismarck-Mandan, N.D. (1270 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Bismarck-Mandan Communications Inc. from shareholders (95% before; none after) to Capitol City Communications for approximately \$194,000, comprising \$100,000 payment to sellers Odney and Krahn, comprising \$60,000 cash and remainder note at 12% over 10 years with balloon payment at end of fifth year, and remainder assumption of note. Sellers will also trade option of Krahn and Odney to purchase stock in buyer to Nybo and Atkinson. Seller is owned by Hank Nybo (30%); Myron Atkinson (30%); Gary Krahn (17.5%) and James D. Odney (17.5%). Odney and Krahn also have interest in KBYZ(FM) Bismarck, N.D. Buyer is owned by Kim Rudrud, who with James Lakoduk, own KQBR(AM) Brainerd, Minn. It recently purchased KBYZ(FM) Bismarck, N.D. ("For the Record," April 15) subject to FCC approval. Filed April 12.

NATIONWIDE COMMUNICATIONS, INC. has purchased all of the assets of WESTERN CITIES BROADCASTING, INC. for \$43,500,000.00.

The acquisition of these properties
in Phoenix, Tucson, San Jose, Las Vegas,
and Sacramento gives
NATIONWIDE COMMUNICATIONS, INC.
the largest FM group in the United States, with 10 Stations.

The undersigned acted as broker in this transaction and
assisted in the negotiations



Kalil & Co., Inc.

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- KFFR(FM) Hooks, Tex. (95.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Freeway Broadcasting Co. to John D. Mitchell for \$102,000, comprising \$52,000 cash and \$50,000 noncompete agreement. Competing applicant, Bowie County Broadcasting Co. has option to acquire station for building expenses. If option exercised, this agreement is void. Seller is owned estate of late William Freeman. It has no other broadcast interests. Station is un-built CP. Buyer owns KSWM(AM)-KELE(FM) Aurora, Miss. and KNES(AM) Fairfield, Tex. Filed April 9.
- KKER(AM) Spokane, Wash. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Andrew P. McClure, receiver, to Tiner Broadcasting Co. for \$85,000 cash. Seller is receiver for World Pacific Radio Inc., which is owned by F. Van Dom Moller. It has no other broadcast interests. McClure is broker with San Rafael, Calif. media brokerage firm: William A. Exline Inc. Buyer is equally owned by Kenneth W. Tiner and his son, Richard. It also owns KTNR-FM Kennedy, Tex. Filed April 8.

New Stations

AM

- Watkinville, Ga.—Joanne N. Giddens seeks 1230 khz; 1 kw-U. Address: 165 Moss Side Drive, Athens, Ga. 30606. Principal has no other broadcast interests. Filed April 12.

New TV

- Silver City, N.M.—KOB-TV Inc. seeks ch. 10, ERP vis. 8.5 kw; aur. .85 kw; HAA: 1,590 ft.; ant. height above ground: 125 ft. Address: 4 Broadcast Plaza S.W., Albuquerque, N.M. 87104. Principal is licensee of KOB-TV Albuquerque and subsidiary of Hubbard Broadcasting Inc., St. Paul, Minn.-based station group of three AM's, two FM's and two TV's, principally owned by Stanley E. Hubbard. It is app. for two new TV's and eight LPTV's, and has recently purchased KWSW-TV Roswell, N.M. Filed April 11.

Actions

AM's

- St. Mary's, Ga.—Granted app. of Lois V. Casey for 1190 khz; 2.5 kw-D. Address of counsel: Peter Gutmann, 1776 K St., Washington D.C. 20006. Principal also has interest in WLKC-FM St. Mary's, Ga. Action April 2.

- Petal, Miss.—Returned app. of Louise and Harold R. Harding for 1120 khz; 1 kw-D. Address: 2909 Weymouth Ave., Shaker Heights, Ohio 44120. Action April 4.

- North Las Vegas—Granted app. of Juarez Communications Corp. for 650 khz; 10 kw-D. Address: 1445 Delaware Ave., Flint, Mich. 49506. Principal is owned by Yolanda M. Juarez, Lillia M. Wegerly and her daughter-in-law, Bernadette Wegerly. Action April 4.

- Hollywood, S.C.—Granted app. of J&K Broadcasters for 1200 khz; 25 kw-D. Address: 613 S. La Grange Rd., La Grange, Ill. 60525. Principal is equally owned by Patricia A. Kranz and Robert A. Jones. Action April 2.

- Kerrville, Tex.—Returned app. of Virginia Cisneros for 1290 khz; 1 kw-D. Address: Box 1746, 78029. Action April 4.

FM's

- Citronelle, Ala.—Returned app. of Barbara Kay Turner for 101.9 mhz; 3 kw; HAAT: 328 ft. Address: 722 State Street, 36522. Action March 29.

- Santa Barbara, Calif.—Returned app. of KCBX Inc. for 89.7 mhz; 245 kw; HAAT: 851.4 ft. Address: 1026 Chorro St., Suite 5, San Luis Obispo, Calif. 93401. Action April 1.

- Sun Valley, Idaho—Returned app. of James W. Fox for 95.3 mhz; 50 w; 2,376 ft. Address: P.O. Box 670, Pocatello, Idaho 83201. Action March 27.

- Owensville, Mo.—Returned app. of Dorothy C. Pennington for 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 5519 Rockingham Rd., East, Greensboro, N.C. Action March 27.

- Roswell, N.M.—Returned app. of Marjorie S. Moore for 100.5 mhz; 100 kw; HAAT: 104.5 ft. Address: 1218 South St., 88201.

- Pendleton, Ore.—Granted app. of Temple Educational Broadcasting Foundation for 89.9 mhz; 400 w; HAAT: 1122 ft. Address: Box 521, 98071. Principal is charitable trust headed by William E. Oleen, Clinton J. Cooley and Fred Bradbury. Action March 21.

- Redfield, S.D.—Returned app. of Victoria Broadcasting System Inc. for 10.7 mhz; 100 kw; HAAT: 115 ft. Address: 512 N. Main St., Box 110, 57469. Action March 27.

- Marfa, Tex.—Returned app. of Davis Communications Inc. for 93.5 mhz; 3 kw; HAAT: 300 ft. Address: 1106 W. Hondo, Devine, Tex. 78016. Action April 2.

TV's

- Cape Coral, Fla.—Granted app. of Florida Family Broadcasting Ltd. for ch. 36; ERP vis. 5,000 kw; aur 500 kw; HAAT: 970 ft.; ant. height above ground: 966 ft. Address: 201 W. Marion Ave., Punta Gorda, Fla. 33950. Principal is owned by group of six, with Ronald Kays and Peter Tan as general partners. Action March 28.

- Cape Coral, Fla.—Dismissed app. of Cape Coral Broadcast Production and Management Corp. for ch. 36; ERP vis. 503 kw; aur. 100.7 kw; HAAT: 964 ft.; ant. height above ground: 973 ft. Address: Route 2, Box 251, Alva, Fla. 33920. Action March 28.

- Cape Coral, Fla.—Dismissed app. of South Jersey Radio Inc. for ch. 36; ERP vis. 5,000 kw; aur 500 kw; HAAT: 1,000 ft.; ant. height above ground: 991 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Action March 28.

- Cape Coral, Fla.—Dismissed app. of Coastal Telecasting Corp. for ch. 36; ERP vis. 4,590 kw; aur 459 kw; HAAT: 961 ft.; ant. height above ground: 964 ft. Address: 700 Centra Ave., Suite 600, St. Petersburg, Fla. 33731. Action March 28.

Facilities Changes

Applications

AM's

Tendered

- WNOG (1270 khz) Naples, Fla.—Seeks CP to increase night power to 2.5 kw. App. April 12.
- WUFF (710 khz) Eastman, Ga.—Seeks CP to increase power to 2.5 kw. App. April 15.
- WKBC (810 khz) North Wilkesboro, N.C.—Seeks CP to change freq. from 810 khz to 800 khz. App. April 9.

Accepted

- KBBK (970 khz) Rupert, Idaho—Seeks CP to change TL. App. April 11.
- WSMI (1540 khz) Litchfield, Ill.—Seeks CP to make changes in ant. sys. App. April 9.
- WHCU (870 khz) Ithaca, N.Y.—Seeks MP to change TL. App. April 15.
- WARD (1550 khz) Pittston, Pa.—Seeks MP to change TL. App. April 9.

FM's

Accepted

- KNCQ (97.3 mhz) Redding, Calif.—Seeks mod. of CP to change TL and change HAAT to 1,554.72 ft. App. April 10.
- WORJ (103.9 mhz) Ozark, Ala.—Seeks CP to change TL and change HAAT to 328 ft. App. April 15.
- KOGM (107.1 mhz) Opelousas, La.—Seeks mod. of lic. to install new transmission sys. App. April 15.
- WKKW (104.1 mhz) Allentown, Pa.—Seeks mod. of lic. to install new non-DA and modify length of transmission line. App. April 10.
- WZGO (106.1 mhz) Philadelphia—Seeks mod. of lic. to install new transmission sys. App. April 15.

TV's

Accepted

- WKFT (ch. 40) Fayetteville, N.C.—Seeks CP to change ERP to vis. 5,000 kw; aur. 500 kw; change HAAT to 1,842 ft.; change ant., and change TL. App. April 15.
- KITU (ch. 34) Beaumont, Tex.—Seeks MP to change ERP to vis. 1,175 kw, aur. 117 kw; change HAAT to 1,025 ft., and change TL. App. April 10.

Actions

AM's

- WCRT (1260 khz) Birmingham, Ala.—Granted app. to change city of lic. to Homewood, Ala. Action April 4.
- KAFY (550 khz) Bakersfield, Calif.—Granted app. to increase power to 1 kw and change to DA-2. Action April 2.
- KMPG (1520 khz) Hollister, Calif.—Returned app. to increase power to 5 kw; change to DA-D, and make changes in ant. sys. Action April 4.
- KFRN (1280 khz) Long Beach, Calif.—Returned app. to

increase day power to 5 kw; night power to 1 kw, and change to DA-2. Action April 4.

- KHOT (1250 khz) Madera, Calif.—Granted app. to make changes in nighttime ant. sys. Action April 9.

- KLLV (1490 khz) Breen, Colo.—Granted app. to add night service with 2.5 kw and make changes in ant. sys. Action April 5.

- WTLN (1520 khz) Apopka, Fla.—Returned app. to increase power to 25 kw and change freq. to 1510 khz. Action April 4.

- WAPE (690 khz) Jacksonville, Fla.—Granted app. to operate by remote control from main SL. Action April 4.

- WDBO (580 khz) Orlando, Fla.—Granted app. to change SL. Action April 5.

- WBSR (1450 khz) Pensacola, Fla.—Granted app. to change SL. Action April 5.

- WMTL (1580 khz) Leitchfield, Ky.—Granted app. to change power to 500 w and change to DA-D. Action April 5.

- WPAD (1560 khz) Paducah, Ky.—Granted app. to operate by remote control from main SL. Action April 4.

- WFST (600 khz) Caribou, Me.—Granted app. to change main SL. Action April 5.

- WDGY (1130 khz) Minneapolis—Granted app. to make changes in ant. sys. and change daytime TL. Action April 8.

- KATL (770 khz) Miles City, Mont.—Granted app. to make changes in ant. sys. and change TL. Action April 4.

- KJJR (880 khz) Whitefish, Mont.—Granted app. to increase night power to 1 kw and install DA-N. Action April 5.

- KVEG (1400 khz) North Las Vegas, Nev.—Granted app. to make changes in ant. sys. and change daytime TL. Action April 9.

- WCCS (1520 khz) Homer City, Pa.—Granted app. to change freq. to 1160 khz; add night service with 1 kw; increase day power to 1 kw; install DA-2, and make changes in ant. sys. Action April 5.

- WBJA (1540 khz) Guayama, P.R.—Returned app. to add night service with 250 w and make changes in ant. sys. Action April 4.

- WHOY (1210 khz) Salinas, P.R.—Granted app. to increase night power to 5 kw. Action April 5.

- WMUF (1000 khz) Paris, Tex.—Granted app. to increase day power to 5 kw and night power to 2.5 kw. Action April 9.

- KGKL (960 khz) San Angelo, Tex.—Dismissed app. to make changes in ant. sys. Action April 5.

- KLLS (930 khz) Terrell Hills, Tex.—Granted app. to change SL. Action April 5.

- KIXI (880 khz) Seattle—Returned app. to increase night power to 10 kw. Action April 4.

- WKBH (1570 khz) Holmen, Wis.—Returned app. to increase power to 5 kw and change to DA-D. Action April 4.

FM's

- WRSA (96.9 mhz) Decatur, Ala.—Granted app. to change HAAT to 1,027 ft. Action April 1.

- *KRBD (105.9 mhz) Ketchikan, Alaska—Granted app. to change TL; change ERP to 15 kw; change HAAT to minus 105.8 ft.; make changes in transmission line, and make changes in ant. sys. Action April 4.

- KNDD (105.1 mhz) Lake Havasu City, Ariz.—Granted app. to change TL; change ERP to 21 kw; change HAAT to 1,400.56 ft., and make changes in ant. sys. Action April 1.

- KQSS (98.3 mhz) Miami, Ariz.—Granted app. to change TL and change HAAT to minus 301.76 ft. Action March 29.

- KZLA-FM (93.9 mhz) Los Angeles—Granted app. to change TL; change ERP to 49 kw, and change HAAT to 719.96 ft. Action March 29.

- KDBL (105.3 mhz) Rifle, Colo.—Granted app. to change TL; change ERP to 47.9 kw, and change HAAT to 2,446 ft. Action April 9.

- KDFM (103.9 mhz) Silverton, Colo.—Granted app. to change freq. to 103.9 mhz. Action March 29.

- WRYO (98.5 mhz) Crystal River-Home Springs, Fla.—Returned app. to change TL; change HAAT to 1,333 ft., and make changes in ant. sys. Action April 1.

- WSHE (103.5 mhz) Fort Lauderdale, Fla.—Granted app. to change TL and change HAAT to 1,006 ft. Action March 29.

- WWKA (92.3 mhz) Orlando, Fla.—Granted app. to change SL. Action March 18.

- WCME (96.7 mhz) Boothbay Harbor-Bath, Me.—Granted app. to change HAAT to 328 ft. Action April 9.

- *WMEW (91.3 mhz) Waterville, Me.—Granted app. to

change SL. Action March 29.

■ WMMQ (92.7 mhz) Charlotte, Mich.—Granted app. to change ERP to 1.48 kw; change HAAT to 142 ft., and make changes in ant. sys. Action March 21.

■ WEVE-FM (97.9 mhz) Eveleth, Minn.—Granted app. to change ERP to 71 kw, and change HAAT to 527.75 ft. Action April 8.

■ *KLSX-FM (90.7 mhz) Rochester, Minn.—Granted app. to change ERP to 3.75 kw; change HAAT to 463.79 ft., and change coordinates. Action March 28.

■ WQQQ (102.3 mhz) Leland, Miss.—Granted app. to change TL. Action March 27.

■ KTHK (95.1 mhz) Bozeman, Mont.—Granted app. to change TL and change HAAT to 220 ft. Action March 29.

■ WBAZ (101.7 mhz) Southold, N.Y.—Granted app. to change ERP to 2.88 kw. Action March 28.

■ *WSIF (94.7 mhz) Wilkesboro, N.C.—Granted app. to change TL; change HAAT to minus 151 ft., and make changes in ant. sys. Action March 28.

■ WSNY (94.7 mhz) Columbus, Ohio—Granted app. to change ERP to 22.3 kw. Action April 2.

■ WMGZ (95.3 mhz) Lawton, Okla.—Dismissed app. to install aux. transmitter and ant. sys. on existing tower. Action March 27.

■ WHPA (104.9 mhz) Hollidaysburg, Pa.—Granted app. to change ERP to .141 kw. Action April 8.

■ WKXS (94.3 mhz) Marion, S.C.—Granted app. to change TL; change ERP to 1.21 kw, and change HAAT to 499.87 ft. Action March 28.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Granted app. to change ERP to 100 kw and change HAAT to 999.74 ft. Action April 2.

■ KTUX (98.9 mhz) Carthage, Tex.—Denied app. to change SL. Action March 8.

■ KDSQ (101.7 mhz) Denison-Sherman, Tex.—Granted app. change HAAT to 275 ft. Action March 29.

■ KRRS (103.7 mhz) Hamlin, Tex.—Granted app. to change HAAT to 995 ft. Action April 3.

■ KBUS (103.9 mhz) Paris, Tex.—Granted app. to change ERP to 1.1 kw and change HAAT to 525 ft. Action April 10.

■ KITE-FM (105.5 mhz) Portland, Tex.—Granted app. to change TL; change ERP to 1.9 kw, and change HAAT to 353 ft. Action April 5.

■ KFRZ-FM (106.9 mhz) Brigham City, Utah—Granted app. to change TL; change ERP to 67.5 kw, and change HAAT to 2,369 ft. Action March 29.

■ KBLQ-FM (92.9 mhz) Logan, Utah—Returned app. to change TL; change ERP to 29.5 kw; change HAAT to minus 720 ft., and make changes in ant. sys. Action March 27.

■ WEQX (102.7 mhz) Manchester, Vt.—Granted app. to change ERP to 1.27 kw. Action April 4.

■ KWWW-FM (96.7 mhz) Quincy, Wash.—Granted app. to change ERP to .26 kw and change HAAT to 1,079 ft. Action April 1.

■ WKDL (105.5 mhz) Holmen, Wis.—Granted app. to change SL. Action March 18.

■ WKAU-FM (104.9 mhz) Kaukauna, Wis.—Granted app. to change ERP to 1.35 kw. Action April 4.

■ WLDY-FM (92. mhz) Ladysmith, Wis.—Granted app. to change ERP to 1.69 ft. and change HAAT to 376 ft. Action April 8.

In Contest

Review board made following decisions:

■ Great Bend, Kan. (Dale Weller, et al), FM proceeding. Scheduled oral argument for May 3 on exceptions to initial decision of ALJ John H. Conlin granting app. of Breadbasket Enterprises Inc. for new FM station at Great Bend and denying competing apps. of Dale Weller, Cheyenne Broadcasting Co., Channel 300 Inc., and F.R. Broadcasting Inc. Each party has 20 minutes for argument. Weller, Cheyenne, Channel, and F.R. may reserve part of their time for rebuttal. By letter, March 26.

■ Houston (Houston Family Television Ltd., et al), TV proceeding. Scheduled oral argument for May 10 on exceptions to initial decision of ALJ John H. Conlin granting app. of Alliance Broadcasting Co. for new TV station at Houston and denying competing apps. of Houston Family Television Ltd., SMJ Television Co. and Urban Broadcasting Systems. Each party has 20 minutes for argument. Family, SMJ and

Urban may reserve part of their time for rebuttal. By letter, April 2.

ALJ Joseph Chachkin made following decision:

■ Chicago (RKO General Inc., et al), FM proceeding. Granted motion by RKO and dismissed Systems Broadcasting Corp.'s app. with prejudice. By order, April 1.

ALJ John H. Conklin made following decisions:

■ Green Valley, Ariz. (Alden Communications Corp. and Sungilt Corp.), TV proceeding. Granted motion for summary decision by Sungilt and resolved legal qualifications issues in its favor. By order, April 3.

■ Los Angeles (RKO General Inc., et al), AM and FM proceeding. Granted motion by Los Angeles Minority Women Broadcasting Co. and dismissed its FM app. with prejudice. By order, April 1.

■ Arlington Heights, Ill. (Darrel Peters Productions Inc. and Midwest Broadcast Associates Ltd.), FM proceeding. Granted joint request for settlement agreement; dismissed Midwest's app.; granted Peters' app. for renewal of lic. of WSEX at Arlington Heights, and terminated proceeding. By order, March 27.

■ Laughlin, Nev., and Glendale, Calif. (Laughlin Roughrider Broadcasting Inc. and Southern California Broadcasting Co.), AM proceeding. Granted motion to grant app. without hearing by Laughlin because supplemental engineering exhibits established that apps. are not mutually exclusive; granted Laughlin's app. for new AM station at Laughlin; granted Southern California's app. to change KIEV's facilities at Glendale, and terminated proceeding. By MO&O, March 25.

■ Canyon, Tex. (Alfred Broadcast Inc., et al), FM proceeding. Granted joint request for settlement agreement; dismissed apps. of Alfred Broadcast Inc., Albert P. Davila, Cantex Broadcasting Corp., and Samuel K. Stratemeyer; granted Aldridge Broadcasting Inc.'s app. for new FM at Canyon, and terminated proceeding. By order, April 4.

ALJ John M. Frysiak made following decisions:

■ Bethesda, Md., and Washington (RKO General Inc., et al) AM and FM proceeding. By separate orders: by judges own motion, dismissed Classical Arts Committee's AM and FM apps.; by judges own motion, dismissed TNR Broadcasting Group's AM and FM apps., and granted motion by Bethesda Broadcasting Corp. and dismissed its app. with prejudice. By orders, March 25.

■ Block Island, R.I. (Offshore Broadcasting and T.N. Robinson), TV proceeding. Granted joint request for settle-

ment agreement and dismissed Robinson's app. with prejudice. By MO&O, March 28.

ALJ Byron E. Harrison made following decision:

■ Lubbock, Tex. (Lubbock TV 16 Broadcasting, et al), TV proceeding. Granted motion by Lubbock TV and dismissed app. of Robert Quentin Martin and Cesar Amador, A Partnership with prejudice. By order, April 1.

ALJ Edward J. Kuhmann made following decision:

■ North Miami, Fla. (South Florida Broadcasting Co., et al), FM proceeding. Granted joint request for settlement agreement; dismissed apps. of South Florida Broadcasting Co., Radiocentro Broadcasting Co., First Black Broadcasters of Miami Inc. and Rana Broadcasting Co. with prejudice; granted Constance J. Wodlinger's app. for new FM station at Miramar, and terminated proceeding. By MO&O, March 29.

ALJ Edward Luton made following decisions:

■ Greenfield, Calif. (Anita L. Levine, et al), FM proceeding. Granted joint request by all applicants for settlement agreement; dismissed apps. of New American Broadcasters Limited Partnership, Somoco Radio Co., South Monterey County Broadcasting Corp., Rio Salinas Broadcasting Co., Susan B. Bushell, and Ralin Broadcasting Corp. with prejudice; granted Anita L. Levine's app. for new FM station at Greenfield, and terminated proceeding. By MO&O, March 25.

■ Ocean View, Del. (Dragon Communications Inc., et al), FM proceeding. By separate orders: granted motion by Dragon Communications Inc. and dismissed Ocean View Broadcasting's app.; granted joint request for settlement agreement; dismissed apps. of Dragon Communications Inc.; Mid-Ocean Broadcasting, Honeycomb Broadcasting Inc., Susan Marie Beth Romaine, Seashore Broadcasting Co., DGR Communications Inc., and Leigh Sandoz Leverrier with prejudice; granted Ocean View Broadcasting Co.'s app. for new FM at Ocean View, and terminated proceeding. By order and MO&O, March 25.

■ Albany, Ga. (Contemporary Communications of Georgia Inc. and Albany Television Co.), TV proceeding. By separate orders: granted motion for summary decision by Albany Television and resolved air hazard and short-spacing issues in its favor; granted joint request for settlement agreement; dismissed Contemporary's app. with prejudice; granted Albany Television's app. for new TV station at Albany, and terminated proceeding. By order, March 28 and MO&O, April 1.

■ Cleveland Heights, Ohio (Friendly Broadcasting Co. and Cleveland Heights Entertainment Radio Inc.), AM and FM proceeding. Granted joint request for settlement agreement; dismissed Cleveland Heights apps. with prejudice; granted Friendly Broadcasting's apps. subject to outcome of Friendly's qualifications in proceeding of WOOK(FM) Washington, and terminated proceeding. By MO&O, April 1.

■ Burns, Ore. (Christine E. Paul and Beverly A. Pearson), FM proceeding. Granted request for dismissal by Pearson and dismissed her app. with prejudice; granted Paul's app. for new FM at Burns, and terminated proceeding. By order, April 1.

■ Sequim and Oak Harbor, Wash. (Luin K. Dexter and JSM Media), AM proceeding. Granted joint request for settlement agreement and merger of JSM and Dexter into new entity of Sequim Broadcasting Co.; dismissed JSM's app. with prejudice; granted Sequim's app. for new AM at Sequim, and terminated proceeding. By MO&O, April 1.

ALJ Walter C. Miller made following decision:

■ Miami (Harmony Broadcasting Corp., et al), TV proceeding. Granted request for dismissal by A and I Television Ltd. and dismissed its app. with prejudice. By order, March 27.

ALJ Joseph Stirmer made following decision:

■ San Luis Obispo, Calif. (Sainte Broadcasting Corp. and Raul and Consuelo Palazuelos, A General Partnership, et al), TV proceeding. By separate orders: granted joint request by Sainte, Pacific Television Ltd., Second Local Power Television Inc. and San Luis Obispo Telecasters; dismissed apps. of Sainte and Second LPTI with prejudice; granted motion by San Luis Obispo Telecasters and dismissed its app. with prejudice. By MO&O, April 4 and order, April 3.

ALJ James F. Tierney made following decision:

■ Honolulu (Lee Optical and Associated Cos., Retirement and Pension Trust, et al), FM proceeding. Granted motion by C.E. Inc. to add issue against Phillip R. Antoine and Lan Thi Vuong-Antoine to determine if Antoine failed to report existence of new media interest and, if so, effect on its comparative qualifications to be licensee. By MO&O, March 27.

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	3,983
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,289
FM translators	789	444	1,233
Commercial VHF TV	539	23	567
Commercial UHF TV	370	222	620
Educational VHF TV	115	3	117
Educational UHF TV	182	25	200
Total TV	1,206	273	1,504
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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*WFRJ	Family Stations Inc., Johnstown, Pa.
*KCSD	Sioux Falls College, Sioux Falls, S.D.
	New TV
WFLI-TV	WFLI Inc., Cleveland, Tenn.

Grants

Call	Assigned to
	New AM's
WBYG	Pam-Lar Broadcasting, Sandwich, Ill.
KBKK	Juarez Communications Corp., North Las Vegas, Nev.
	New FM's
*WEBT	Langdale Educational Building Foundation, Langdale, Ala.
KARQ	Floyd W. and Bettie F. White, Ashdown, Ark.
WTKZ	Country Communications Inc., Nashville, Ga.
*WJHS	Columbia City Joint High School, Columbia City, Ind.
KNIQ	B-Y Communications Inc., Mason City, Iowa
*WFTD	Family Stations Inc., Toledo, Ohio
WNKV	Northeast Kingdom Broadcasting Inc., St. Johnsbury, Vt.
	New TV's
KVVT	Sunbelt Television Inc., Barstow, Calif.
*WEIU-TV	Eastern Illinois University, Charleston, Ill.
KMSS-TV	Media South of Shreveport Inc., Shreveport, La.
KSWR	Daystar Broadcasting Corp., Norman, Okla.
	Existing AM's
KUNN	KLYD Ask Broadcasting Inc., Bakerfield, Calif.
WMKS	WOXM Quality Broadcasting Inc., Gordon, Ga.
KXZZ	KLOU Dixie Broadcasters Inc., Lake Charles, La.
WSPQ	WSPP Clancy & Stork Communications Inc., Springville, N.Y.
KBGG	KIVR New Frontier Broadcasting Inc., Cave Junction, Ore.
WXXW	WSAN WSAN Inc., Allentown, Pa.
	Existing FM's
WBUS	WRNG NEWSystems of Georgia Inc., Newnan, Ga.
WGKS	WJAT-FM Radio Station WJAT Inc., Swainsboro, Ga.
KRKE-FM	KWXL Albuquerque Radio Inc., Albuquerque, N.M.
KBGG-FM	KBGG New Frontier Broadcasting Inc., Cave Junction, Ore.
WBLR-FM	WKWQ-FM The Ridge Broadcasting Co., Batesburg, S.C.
WTCB-FM	WIGL-FM Keymarket Communications of Columbia Inc., Orangeburg, S.C.
WLTO	WBTT Hearst Corp., Milwaukee

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Present and planned expansion creates immediate need for two experienced general managers for AM-FM combos in Midwest. Interested applicants must have strong sales backgrounds, good people skills, be interested in becoming important leaders in the communities. Salary plus performance bonus. Resume to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

General manager. WMLA/WTWN, Bloomington-Normal, IL. Must have strong background in sales. Opportunities available for further growth & advancement. Resume & references to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

Southeastern Montana 100 KW FM seeks GM with proven sales station profitability record. Must carry large list. 60 W 4th St., St. Paul, MN 55102.

Top broadcasting executive wanted for media group owning several radio stations. Right person would head broadcast group. Must be knowledgeable and qualified in all phases of radio sales and management. Only those with successful management experience of two or more radio stations need apply. If you're in a #2 position with a radio group and are ready for top leadership responsibilities, send resume to Box K-60.

Mass communication: Austin Peay State University invites applications for assistant professor. Begin Sept. 1, 1985. Manage WAPX-FM, new 3,000 watt campus radio station, & teach radio and mass communication courses. Will be responsible for supervision of related equipment & facilities. Eleven month appointment, renewable annually. Ph. D. in appropriate area required for tenure-track appointment. Salary competitive. Ph. D. desired, M.A. required. Qualifications should reflect experience in media management. Send vita, transcripts, at least three references to Joe Filippo, Chairman, Department of Speech, Communication & Theatre, Austin Peay State University, Clarksville, TN 37044. Deadline: May 1, 1985. Austin Peay State University, an equal opportunity/affirmative action employer, welcomes applications from all qualified candidates regardless of race, sex, religion, or national origin. Applications from women, minority candidates, other protected groups encouraged.

WGIL/WAAG—Galesburg, IL. Our family owned AM/FM property needs sales oriented general manager. Prior experience in either a general manager or sales manager position preferred. Resume/salary requirements to John Pritchard, Galesburg Broadcasting Co., P.O. Box 310, Galesburg, IL 61401.

General manager needed for top 50 market. Resume and salary should be sent to Box K-98.

General managers. Cable TV advertising sales. Expanding ad interconnect management co. has general manager positions available in Pittsburgh, PA, and Charlotte, NC, regional offices. Advertising sales & management experience required. Resume/salary history to Wayne Bullock, President, Cable AdNet, 915 Two Bala Plaza, Bala Cynwyd, PA 19004.

General manager for successful AM/FM combo in growing medium size California market owned by group broadcaster. Excellent compensation. Must have general manager experience with successful track record. Resume, salary history, references to Box K-46. EOE.

Strong sales-oriented general manager. Southern market class C FM with AM. Resume to Box K-116.

Sales manager. Hands-on manager. Small market west of Houston. If you can demonstrate success in this market, will have opportunity to move up within market as general manager or to other sister companies in top 50 markets. Excellent benefits/salary with multi-operator. Resume to P.O. Box 27206, Houston, TX 77027.

Manager. Small market aggressive Ohio AM/FM. Good potential. Excellent package. Must be sales-oriented. Reply Box K-124.

HELP WANTED SALES

Colo. ski resort AM/FM combo taking applications for aggressive, creative, top-notch sales reps now! A career opportunity. Resume to Box K-15.

Florida Gulf Coast top 100 market. Seeking person who enjoys street sales. Growing company, great working conditions, excellent potential. Resume/track record to Lamont Mihalovic, Corporate Sales Director, Highlands Broadcasting, 9360 US Hwy 16, Onalaska, WI 54650.

WMLA/WTWN have immediate openings for sales professionals who want to grow in their career. Potential for future management as group grows. Bloomington, IL market is strong radio, quality living environment with University & good mix of business and agriculture. If interested, send resume to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

New Orleans. WBYU, class C FM, highly visible growth mkt., seeks salesperson with 3-5 yrs. experience positioning an easy listening format. Excellent sales opportunity & upward mobility with Swanson Broadcasting. Richard Lamb, VP/GM, 504-525-9600.

Sales manager for world wide religious/commercial radio group. Excellent opportunity. Salary plus commissions. Extensive travel required. Advancement to VP/GM possible. Call Jim Slaughter, Beacon Broadcasting, 404-324-1271.

Retail sales and coop coordinator positions open. #1 AC, small New England market, can provide training and growth. Experience in radio sales not required. Production or copy pros, marketing grads encouraged to apply. MF, EOE. Resume to Box K-74.

Louisiana's fastest growing country FM needs sales pro to grow with us! Earnings and opportunities abound. Resume to Michael Baer, WKJN-FM, 3029 So. Sherwood Forest Blvd., Baton Rouge, LA 70816.

Sunbelt Christian music station seeks aggressive salespersons. Excellent opportunities and benefits. Salary Based on experience. Resume to KLMB, P.O. Box 21480, Shreveport, LA 71120.

Account executive. WRCN/WRHD, Long Island, expanding its sales staff. Minimum 3 years' radio experience required. Resume to President, WRCN/WRHD, P.O. Box 666, Riverhead, NY 11901. EOE.

Class A contempo station serving year round resort communities in Rockies has two sales openings to start 5/15. Station in turnaround situation under new management/ownership. Resume to Donn Erismann, GM, KSKE-FM, P.O. Box 3017, Winter Park, CO 80482, 303-726-9486.

Sales manager. Midwest region. Progressive, growing company seeks person with proven track record of selling both rated & nonrated stations. Must have record of personal sales success and have proven sales management success in leading & teaching. If you're a super achiever and feel you have potential to lead seven radio stations to record performance, then look no further. Resume to Mortenson Broadcasting Co., 1200 S. Broadway, Lexington, KY 40504, or call immediately, 606-254-4065.

Community Club Awards (CCA), 30 year old media merchandising plan, has immediate openings for regional sales representatives. Fulltime, Monday-Friday travel. Media management sales required. Draw against substantial commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

Sales manager. San Francisco Bay area AM/FM needs experienced sales manager. Excellent earnings potential; good benefits. Resume to Box K-115.

General sales manager. WFYR-FM, Chicago, IL. Minimum 3 years' experience as general manager/sales manager. Experience in national sales required. Special consideration given to people with backgrounds in small/middle market retail selling or management. Resumes to Dick Rakovan, WFYR-FM, Ste. 2303, Prudential Plaza, Chicago, IL 60601. Equal opportunity employer, M/F/V/H.

Quickly growing NE group seeks account execs. who can street sell & have poise, finesse & smarts to be groomed for management positions. Will consider training top notch college grads. Write Box K-107.

Northern Illinois. Aggressive high-energy radio salesperson needed immediately. Solid, established position open due to move up by current executive. AM/FM ABC affiliate. Join five other pros; learn the business, or bring your experience to us. Resume to Jay Emrick, Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. Equal opportunity employer, M/F.

Non-competitive company. Seeking frustrated, unemployed radio/TV account executives. Everywhere in U.S.A. No reason to relocate. Be your own boss, work two, three days a week, earn \$500/week, every week. Resume required. Barnes Enterprises, Box 602, Po-teau, OK 74953.

HELP WANTED ANNOUNCERS

Announcer needed. WLCC/WRAA, P.O. Box 387, Luray, VA 22835. Great place to live/work. Send us your tape & resume immediately.

Daytime country station, central Utah, has announcer opening. Need good production, consistent air sound, great area if you like the outdoors. Jim Fletcher, 801-864-2797.

Afternoon drive DJ. Sunny FL station. Need fast moving rock DJ able to relate to audience. Above average salary. T&R to P.O. Box 278, Ft. Myers, FL 33902. EOE.

Class A contempo station serving Rocky Mtn. resort communities has several openings for announcers-/programmers/production personnel. News experience helpful, not required. Tape/resume to Donn Erismann, GM, KSKE-FM, P.O. Box 3017, Winter Park, CO 80482.

HELP WANTED TECHNICAL

Chief engineer. Class C FM/5KW directional AM, Sunbelt. Need qualified person with references. EOE. Person must be technically strong; good with audio. Complete written resume to Box K-59.

Engineer/announcer combo. Beautiful Midwest resort community Salary \$13,500, with regular increases and other company benefits. EOE. CTC. Ken Birdsong, operations manager, 314-348-2772.

Chief engineer. WBUF-FM, Buffalo, NY. See display ad this issue.

MAJIC 102 FM, Houston, needs engineer immediately to assist chief. Minimum 3 years experience in radio. References please. Letters only: John Miller, Amaturo Group, 24 Greenway Plaza, Ste. 1508, Houston, TX 77046. EOE.

Radio broadcast maintenance engineer. WNYC-AM/FM, New York's public radio outlet, has opening for first rate maintenance person. Person will have hands-on abilities on audio consoles, cartridge machines, reel tape recorders, related transmission equipment. Right person will move into management of maintenance area slowly and gracefully. Salary \$28K-\$33K. If you're a highly motivated individual and self-starter, send resume to Coleen Clevee, WNYC, 1 Centre St., NY, NY 10007. EOE.

Chief engineer. Responsible for 50kw FM station. FCC first, college level electrical engineering, two years experience at FM facility preferred. Resume/salary history to WWNO, University of New Orleans, New Orleans, LA 70148. UNO, an equal opportunity employer.

HELP WANTED NEWS

Morning newperson. S.W. FL A/C. Bright, conversational delivery. T&R: Nancy Frost, WRCC, P.O. Box 189, Cape Coral, FL 33910.

Anchor/reporter. Rare opening on three person, award winning staff. NYC's shadow. New facilities, airplane, mobile unit, two-ways. Need hardworking, personable, serious newshound. T&R: Mike Allen, ND, WINE/WRKI-FM, 1004 Federal Rd., Brookfield, CT 06810. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

WCFR (AM/FM) searching for program director to carry on tradition of excellence at its award-winning AC stations. Candidates should demonstrate understanding of community involvement and promotions, knowledge of AC format; people & organizational skills; solid announcing and production talents. T/R: Frank Zezza, GM, Box 800, Springfield, VT 05156. EOE, M/F.

Extremely creative fulltime production specialist for medium S. FL metro market. Work closely with salespeople, help provide idea tapes that sell the prospect. T&R: P.O. Box 278, Ft. Myers, FL 33902. EOE.

Program director. Midwest region. Progressive, growing company seeks individual with dynamic personality. Must have proven track record in radio with on-air and talk show host experience, program management experience, and capable of speaking in churches and religious organizations. If you have desire to serve as program director for an ever expanding company, then send resume to Mortenson Broadcasting Co., 1200 S. Broadway, Lexington, KY 40504, or call immediately, 606-254-4065.

SITUATIONS WANTED MANAGEMENT

Want GM or GSM position. Strong sales and programming. Veteran broadcaster seeks major or medium mkt. Texas only. Charlie Van, 512-663-2892.

General manager. In depth knowledge of radio covering 19 years' successful management. Highly organized professional with all the basic management skills for creating increased sales/higher profits. If you want a quality leader and producer, write Box K-55.

Seeking operations/PD or sales position at stable large or medium market AC or country station. 15 years programming, 3 years sales experience. Ron, 314-428-3132.

Double your money. CPA w/extensive experience in preparing financial statements & budgets. Thorough knowledge of all accounting applications in either EDP or manual system. Considerable supervisory experience. Also, experienced as on-air personality/DJ/host in major mkt. Seeks controller position F/T; double as DJ on weekends or relief. P.O. Box C, River Edge, NJ 07661.

General manager. Experienced. Mr. Radio who can manage, sell, program, on-air. Take-charge "pro" who makes things happen. Seeking longevity with right Southern or Midwest small or medium market. Workaholic who loves radio. Educated-mature-Shriner! Ready to go! Only serious need apply. JB, 803-459-9832.

Looking for first GM position. Energetic college grad, 8 years' experience in radio, production, promotion, sales. Great broadcast track record. Prefer small/medium market. Can do it all: on-air, sell, lead, motivate. Box K-125.

SITUATIONS WANTED SALES

VP/sales with over ten years' experience in major market. Professional broadcaster with degrees in communications & marketing. Expert in problem solving, motivating, and selling, with outstanding bottom-line proven track record and highest possible references. Box K-117.

SITUATIONS WANTED ANNOUNCERS

Combo announcer, sports PBP, production. Do it all well. Top notch recommendations & references. 5-yr. pro. Prefer Midwest. Day 616-894-9725; night 616-894-2161. (EST)

Versatile, ambitious DJ seeking position with opportunity to advance to news or sports eventually. Chuck, 806-249-4747, between 6-10 PM CST Monday-Friday.

Professional attitude & sound 18 mos.' experience. Bill Whetzel, Dardanelle, AR, 501-229-3567.

10 yrs.' experience. College grad. Mgmt. experience. Self-starter, innovator, motivator. Shane, anytime, 602-820-7103. Available immediately.

Enthusiastic, experienced morning announcer/MD. Seeks improved situation. Prefer Pgh., CA, FL. 814-677-5762, afternoons EST.

Guaranteed numbers! In the business 27 years. PD or jock. Big band specialist, knowledgeable, have personalized celebrity promos, & interviews, quizzes, nostalgia. You name it, I have it! Need living wage. Jack English, 3370 Almond St., Philadelphia, PA 19134, 215-426-0797.

Recent college graduate with two years' experience looking for start. Strengths in top 40, AOR, MOR, any other. Strong in sports related areas. Willing to learn, and master anything. Howard, day or night, 216-381-3960.

Anywhere now. Entry level position. Good production, copy, news. Ted, 319-872-3651.

Anywhere now! Broadcast school graduate. Entry level. Want CW, AC, good production. Randy, 815-789-3304, days, CST.

Mature voice. 14 years' experience. Easy-going air personality. Good production/news. Seeking country, MOR, nostalgia, easy listening. Small to medium markets. Box K-129.

SITUATIONS WANTED NEWS

Sports-news director or reporter position desired. Experienced broadcaster desires to relocate. Football & basketball PBP, news reporting, good delivery, positive image, ambitious, knowledgeable. B.A. communications. 419-865-0765.

Sportscaster. Energetic reporter, anchor, basketball, football, baseball PBP. Also hosted talk show. Seeks PBP opportunities and studio work. Jim, 315-736-7221.

Major market news anchor, formerly with KFNB, KFRC, WNEW. Seeking similar. 602-266-9229.

It's not what you can do for me, it's what I can do for you! Recent-former Navy journalist—now award-winning reporter/weekend anchor—seeks move up. Will excel; just need the chance. Willing to relocate anywhere. Please call Colonel Swan Jr., 602-458-4313.

Freelance college football PBP sought by major market sportscaster with major college and NFL PBP experience. Box K-108.

NCAA Division 1 sportscaster for five years. Eight years PBP & announcing on TV and radio. Looking for medium/major market. 219-432-3083.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Well-experienced all phases operations. Good production/references. Minimum \$375/week. 904-744-5750, nights, EST, Andy.

Energetic sports producer/editor. Wants position at small/medium market station. Degree in broadcasting. Hard work and dedication, or your money back. Brad, 415-436-7151.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager. Promotion within our company has provided excellent growth opportunity for creative, dynamic individual to manage top notch sales department. Right person will be experienced, professional manager who can train as well as supervise, knows both local/national sales. Will work closely with general manager toward goal of station management. Contact Dennis West, General Manager, WIFR-TV, (CBS), Box 123, Rockford, IL 61105, 815/987-5300. MF, EOE.

Development manager. University PBS station, Southwest. Requires Bachelor's degree plus two years' fundraising experience, or equivalent combination of education and experience, strong administrative, communications & selling skills, ability to recruit/motivate volunteers. Will coordinate station's fundraising activities, solicit underwriting, \$19,000-\$25,000. Resume/names of three professional references to Jim Dryden, KFWG-TV, Box TV22, Las Cruces, NM 88003. Deadline: May 3, 1985 or until position is filled. New Mexico State University, an AA/EOE.

News director. Network affiliate, top 50 Northeast market. Strong news operation requires leadership that's competitive, creative, promotion-minded, aggressive. Major group ownership. EOE. Resume/salary requirements to Box K-85.

TV sales manager. Modern growth-oriented Caribbean station seeking aggressive individual to supervise sales office in beautiful San Juan, Puerto Rico. Experience preferred. Proficiency in English & Spanish a must. Contact Jim Grimes, WBNS-TV, 809-774-0300, St. Thomas, USVI.

Program director/operations manager. Group owned network affiliate. Duties include research, programming, overseeing promotion & production department. Ideal candidate will have management experience as well as production and/or promotion experience. Station is #1 and still growing. Resumes to: Mike Smith, VP/GM, KTVI, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

General managers. Cable ad interconnect management co. has general manager positions available in Pittsburgh, PA, and Charlotte, NC, regional offices. Advertising sales & management experience required. Resume/salary history to Wayne Bullock, President, Cable AdNet, 915 Two Bala Plaza, Bala Cynwyd, PA 19004

Deputy director of development. Growing public TV station serving northern West Virginia seeks dynamic manager for number two development post. Responsible for several of station's key fundraising events and programs. Plays major role in on-air pledge drives. Qualifications: - at least two years' solid development experience. Excellent communications skills. Hands-on experience in corporate solicitations. Previous fundraising activities should reflect considerable degree of innovation and resourcefulness. Salary \$20K plus excellent fringes. Apply by May 3 to Personnel, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507.

HELP WANTED SALES

KOVR-TV has immediate position available for local sales manager for individual with strong, aggressive, successful TV sales management background. Requires 3-5 years local sales and 2-3 years sales management experience with proven track record. Resume to General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F

Tribune Broadcasting's independent KWGN-TV, Denver, has outstanding opportunity for experienced account executive. Independent experience, retail development expertise, broadcast marketing creativity are the criteria for selection. Contact Don Richards, LSM, KWGN-TV, P.O. Box 5222, Englewood, CO 80155. EOE.

General sales manager - Leading network station in this medium sunbelt market. Replies confidential. Resume/salary history to Box K-95.

TV Sales manager. Top fifty market. Must have experience selling Indy to national accounts. Good at developing sales programs, motivating and training salespeople. A top sales position in station on air six months. Salary plus bonus arrangement. Write Box K-97.

TV account executive—KENS-TV, San Antonio's leading television station, has excellent opportunity for account executive in one of the country's hottest growth markets. Qualifications must include at least two years television sales experience and extremely strong aptitude for new business development. Complete resume with references to Arthur Emerson, Local Sales Manager, KENS-TV, P.O. Box TV-5, San Antonio, TX 78299. No calls, please. Applications must be received by May 10, 1985. KENS-TV, a CBS affiliate, a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Newsroom computer sales. Have a proven sales track record? Understand broadcasting news production? If so, you may have the right experience to sell NewStar, the leading newsroom computer system, to stations in the Western U.S. Resume to ColorGraphics Systems, Attn: NewStar Sales, 3001 Latham Dr., Madison, WI 53713.

GSM. Top ten market independent TV wants general sales manager. Heavy GSM experience a must. Send complete resume to Box K-119. Equal opportunity employer.

Local sales manager. #1 CBS Affiliate, Sunbelt, seeks experienced professional with strong local sales background. Good research, communication, prior management a must. Resume, salary history, sales philosophy to WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE.

Local sales manager. Group-owned ABC affiliate Greensboro/High Point/Winston-Salem market, seeks experienced manager to lead our local staff. Ideal candidate will be experienced in research, capable of motivating, aware of market dynamics. Reply to General Sales Manager, WGHP-TV, Box HP-8, High Point, NC 27261. EOE.

Regional sales representative. Growing division of Jefferson-Pilot Communications Co. looking for several individuals with proven track record in local direct sales, including detailed knowledge and experience in co-op/new business development. Position involves calling on management or owners of broadcast stations/CATV systems to expand our highly regarded co-op advertising sales support business. Positions offer excellent earning potential with base salary, incentive program, and comprehensive benefit program. Requires motivated, organized, self-starter, minimum 2-4 years' experience, require little supervision, able to make group presentations, a closer willing to travel. If you meet the requirements, rush confidential resume/references with first letter (no phone calls): General Sales Manager, Co-opunities Division, Jefferson-Pilot Retail Services, Charlotte, NC 28208. EOE.

HELP WANTED TECHNICAL

TV broadcast maintenance technician. Four years' experience. SBE certification. 1st or general license. EOE. Wait Alliss, KCRG-TV, 2nd Ave. at 5th Street SE, Cedar Rapids, IA 52401.

ENG maintenance engineer. Because of an expanding operation, KTUL-TV has immediate opening for ENG maintenance engineer. ENG maintenance engineer will maintain and repair ENG cameras, VCR's, editing facilities, and various related equipment. Prefer two years' college or technical training in related field or three years' technical experience in TV. Applicant should have mechanical abilities. General radio-telephone license or equivalent required. Resume to Personnel Director, KTUL-TV, Inc., P.O. Box 8, Tulsa, OK 74101; or apply in person at KTUL studio, Lookout Mountain, between 8:30 am-5:30 pm, Monday through Friday. Equal opportunity employer. KTUL provides very competitive salary/benefits package.

Technical/maintenance engineer for major Connecticut cable company's local origination/commercial production/public access operation. Troubleshoot/maintain 3/4" system for studio and van. Register and phase cameras. Occasional camerawork. Salary commensurate with experience. Excellent benefits. Resume to Dinah Vosper, Storer Cable TV, 190 Whalley Ave., New Haven, CT 06511. Equal opportunity employer.

Video engineer. Responsible for maintenance/repair of video equipment in 2 cable TV operations. Includes 2 studios, commercial insertion, & mobile van facilities. Must be experienced. Resume/references required. Call Susan Bennett, Lowell Cable TV, 617-459-0144. EOE.

Northern Arizona University seeks qualified engineer to supervise production studio. Must have extensive background in installation and maintenance. TK-44's, VPR-1's, 3/4", 1/2" maintenance. Some remotes. Keep records of plant, plan technical development on campus. Salary range \$23,000 to \$28,000, based upon training/experience. Excellent benefits/lifestyle. Deadline May 15, 1985. Resume and three letters of recommendation to Dean Charles Aurand, College of Creative and Communication Arts, Northern Arizona University, Flagstaff, AZ 86011. EOE.

Maintenance engineer. KAWE, northern Minnesota PBS station, seeks individual having experience maintaining VTR's, cameras, switchers, and VHF transmitters. Must possess FCC general radiotelephone license. Send resume, professional references, salary history/expectations to Tom Holter, KAWE, Box 9 BSU, Bemidji, MN 56601. Closing date May 31, 1985. EOE.

Major market East Coast independent UHF broadcaster needs chief engineer. Position offers heavy responsibilities and commensurate salary. If you're a well-organized engineer with both technical qualifications and administrative ability, send resume to Box K-126.

RF supervisor sought by San Diego's KPBS stations for new TV/FM facility. Responsibilities include installation and maintenance of all RF systems, including broadcast transmitters, translators, ITFS network, satellite terminals and microwave. UHF transmitter maintenance experience essential. Salary range starting at \$25,920. Liberal benefits. Applications accepted through May 28, 1985. Make application to M.L. Murphy, Personnel Services, San Diego State University, San Diego CA 92182. EOE/AA/Title IX employer.

Maintenance technician for public TV station with expanded signal coverage throughout southern California. Must have two years fulltime experience in operation, maintenance and repair of radio & TV equipment at a broadcast TV station. Salary \$12.4K to \$19.5K, plus excellent family benefits. Send letter/resume postmarked by 4/26/85 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

KNTV ch.11, ABC affiliate, San Jose, CA, accepting applications for studio maintenance supervisor. Applicants must possess strong broadcast maintenance background, be experienced working with latest digital broadcast equipment. Experience with GVG-300, 1600-7K & automated MC switchers, HK-322, HL-95 cameras, 1", 2", 3/4", & ACR-25 videotape machines, ADO and latest Sony ENG equipment preferred. Excellent salary with paid medical, dental, retirement, plus. Resume/salary history to Dick Swank, CE, KNTV, 645 Park Ave., San Jose, CA 95110. 408-286-1111. KNTV, an EOE.

Studio broadcast engineer. KCWC-TV/FM seeks experienced studio broadcast engineer to handle installation, operation, and maintenance of its 100KW channel 4 PBS facility and its 3KW educational FM facility. Both facilities are housed at Central Wyoming College, a small, rural community college 150 miles from Teton & Yellowstone National parks. Job requires thorough knowledge of basic electricity, electronics, pulse and digital circuitry, audio equipment, 3/4-inch and one-inch videotape recorders, video switchers and routers, as well as variety of other audio & video equipment required. Apply by May 31, 1985, with letter of application, CWC application form, resume, three letters of recommendation to: Patricia Sturdevant, Personnel Director, Central Wyoming College, 2660 Peck Ave., Riverton, WY 82501. Equal opportunity employer.

Operating engineer. WFSB, a Post-Newsweek station, seeks engineer experienced in operation of broadcast teleproduction equipment. Technical degree and/or FCC license preferred. Resume to Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

HELP WANTED NEWS

News anchor/reporter. Growth opportunity within aggressive small market radio/TV station, reaching Aspen, Vail, and Denver, CO. Experience necessary. Resume/tape: ND, 332 W. Main, Aspen, CO 81611.

Central Florida's leading news station has rare opportunity for experienced reporter specializing in consumer affairs with heavy emphasis on "trouble shooting." Send samples of your best work to Bob Jordan, News Director, WFTV, PO Box 999, Orlando, FL 32802. No beginners, phone calls, or agents. Equal opportunity employer.

News director. Experience required. Need innovative, committed news director to run news operation determined to be #1 in market—medium market. Excellent salary/fringe benefits. Resume to Box K-67. Equal opportunity employer.

Reporter. 3-5 years experience. Need creative writer. Series & documentary exp. desired. Tapes & resumes only to Tom Wayne, WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33702. EOE. Division of Hubbard Broadcasting.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation; visual emphasis. Tape/resume to WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Reporter-photographer. Small market TV, East Coast, strong news operation expanding staff. Need reporters who can shoot ENG & edit 3/4". Must have had hands-on experience. Want to see resume tape first. No phone calls. Send it to Karen Adams, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M-F.

Weekend sports anchor/reporter. KNTV-TV/ABC San Jose seeks experienced anchor with knowledge and flair. Minimum three years TV experience. Tape/resume: Tom Moo, News Director, KNTV-TV, 645 Park Ave., San Jose, CA 95110. EOE.

Sports producer. ABC affiliate in the 20s needs strong sports producer for 6 and 10 newscasts in professional sports city. Must know and love sports, understand pacing, and value of features. Person will be key figure in 5-person department. Only the experienced need apply. EOE. Resume/salary history to Box K-79.

News director. Network affiliate that's leading the market. We're looking for professional to direct the efforts of our young team. Excellent growth opportunity. Resume to Box K-96. EOE/MF.

Producer for highly visual 6PM newscasts. Job requires crisp writing, great graphic presentation. Prior producing experience desired. Contact Bob Totten, KOLR-TV, Box 1716 SSS, Springfield, MO 65805.

Group owned Pacific Northwest CBS affiliate seeks general assignment reporter to objectively report news, human interest, & feature stories. College degree, two years experience preferred. Resume/tape to Jan Allen, KREM-TV, P.O. Box 8037, Spokane, WA 99203.

Reporter/anchor: Report 3 weekdays; report & co-anchor weekends. Need creative, disciplined self-starter who can generate own stories. Minimum 2 years' experience. Tape, resume, references, salary requirements to Penny Parrish, News Director, KMSP-TV, 6975 York Ave. S., Mpls, MN 55435. No phone calls. EOE.

If you're serious about finding a better job, send tape/resume to Steve Porricelli or Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Group owned Pacific northwest CBS affiliate seeks weekend anchor/producer and weekday reporter to coordinate, produce, deliver weekend newscasts. Write and report news & feature stories. College degree, 2-3 years TV news reporting &/or anchoring experience preferred. Resume/tape to Jan Allen, KREM-TV, P.O. Box 8037, Spokane, WA 99203.

Immediate opening for general assignment reporter. Must have at least one year's TV reporting experience. Send resume no later than May 3rd to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702-0047. No calls, please. Equal opportunity employer.

Assignment manager. Experienced TV journalist who knows the street & knows what a producer needs. Desk or management experience preferred. Good with people, pressure, planning, ideas, long hours. Be part of the management team in the 17th market. No calls. Letter, resume, references to Ken Middleton, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Metromedia TV/Dallas seeks experienced candidates for following news positions. Assignment editor - minimum two years' experience as TV news assignment editor. News reporter - minimum three years TV & investigative reporting. Meteorologist - minimum two years on-air experience, must have familiarity with ColorGraphics weather system. Please forward resume/tape to News Director, KRLL-TV, 8001 Carpenter Fwy., Dallas, TX 75247. No phone calls please. EOE/MF.

Weekend weatherperson-reporter for #1 station. Top 60 market. Experienced candidates only. Familiarity with ColorGraphics system a plus. Successful applicant will be currently working as weatherperson-reporter. Tapes/resumes to Rick Gevers, News Director, WTOL-TV, P.O. Box 715, Toledo, OH 43695. No phone calls, please. EOE, MF.

Consumer reporter. Experienced reporter who can explain the forces and facts that affect our pocket-books. Well-versed in both economics and consumer issues. Equally comfortable in the board room and at the gas pump. A reporter who knows how to use people and production to tell a story, and who has a style as interesting as the news itself. No calls. Resume, tape, references to Ken Middleton, News Director, P. O. Box 10,000, St. Petersburg, FL 33733. EOE.

News producer for hour at six. West coast ABC affiliate hiring aggressive, involved innovator to coordinate/produce informative, watchable newscast. Put your hustle, skills and ideas to work where they'll count. Tape/resume to Tom Moo, News Director, KNTV-TV, 645 Park Av., San Jose, CA 95110. EOE.

Small NE market net affiliate accepting applications for experienced ENG photographer/reporter. Resume/salary requirements to Box K-127. EOE.

News director. SW VHF network affiliate needs ratings builder. We're currently number three and we are committed to being number one. We'll pay top salary for right professional to rebuild our news department, plus bonus for results. Please send resume/salary requirements to Box K-128.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative, conscientious, experienced features producer needed. Strong production/writing skills, subject versatility, team attitude essential. Minimum 3 years' experience, one year working in feature format. Resumes/tapes to Donna Harris, WFLD-TV, 300 N. State St., Chicago, IL 60610. Metromedia, Inc., an equal opportunity employer.

Director. Immediate opening. Applicant must have strong leadership skills & ability to interact well with commercial clients and news personnel. Applicant must be proficient with NEC E-Flex and 3M D-8800. Minimum 2 years experience. Resume/tape to Michael Walenta, Production Manager, KTVV, P.O. Box 490, Austin, TX 78767. EOE.

Audience promotion director. Experienced promotion pro needed at south Florida net affiliate. Create daily innovative on-air, print, and radio advertising for program promotion. Hands-on, off-line 3/4" editing & strong writing skills required. EOE. Resume to Box K-83.

Editor- Rocky Mountain production co. seeking experienced computer editor. Familiarity of Sony editing system helpful. Resume to Richard Crawford, Channel One Productions, 717 South Sierra Madre, Colorado Springs, CO 80903. M/F. EOE.

Host for new show. We're looking for a compelling personality to host or co-host a new show. We are definitely interested in both women and men. If you're bright, extremely opinionated, and still responsible, we'll do that. If you are perfect for a Donahue-style show, we'll do that. If you'll make a lighter conversation show absolutely irresistible, we'll do that. All applicants must have professional on-air TV experience ideally with a similar show. Please send a letter describing your style and resume to Box K-93. Equal opportunity employer M/F.

Assistant editor/tape operator - Rocky Mountain production company seeking person familiar with Sony editing system, all format tape machines. Resume to Richard Crawford, Channel One Productions, 717 South Sierra Madre, Colorado Springs, CO 80903. M/F. EOE.

Writer and videotape editor. Religious humanitarian organization needs writer & a videotape editor for weekly TV program. Resume/tape to Kathy Anderson, Box 36, Oklahoma City, OK 73101.

TV associate producer/host for daily, live, national TV farm news program. Writing, researching, interviewing essential. Agricultural background highly desirable. \$18,000-\$19,000. Send resume by May 3 to Glenn Tolbert, Maryland Public Television, Owings Mills, MD 21117. EOE.

Need immediately. Individual with 2 years' experience directing and with working knowledge of all aspects of TV production to supervise crew, oversee local production, compile budgeting for Production Dept., SE affiliate. Please reply to Doris Ellis, WDEF-TV, 3300 S. Broad St., Chattanooga, TN 37408. EOE.

Cultural affairs producer. Minimum three years experience required. Directional skills valuable. Demonstrated writing ability required. Salary above \$18K. Resume/3/4" cassette to: Dick Hoffman, Senior Producer, WPBY-TV, Third Ave., Huntington, WV 25701. Deadline: 10 May. EOE.

Immediate opening for news promotion producer. Responsible for creating/executing innovative daily, series, and image news promotion. Hands-on off-line editing, strong writing skills, and ability to work with large news staff essential. Minimum two years' experience required. Resume/tape/salary requirements to Promotion Manager, KUTV, P.O. Box 30901, Salt Lake City, UT 84130.

Producer-director. Aggressive Southeast network affiliate seeks experienced director for weeknight newscasts. Must do own switching, have experience in all news production aspects, do commercial production, supervise crew. Resume/salary requirements to Box K-114. EOE.

Promotion creative. Produce promotional material for news programming & special events. Maintain close relations with news department for proper lead time and information on projects & activities that require promotion. Provide creative awareness of the market and products, and positioning of our product in the market. Minimum 2 years commercial copy and producing background in agency or broadcast station. News promotion experience preferred. Resume to Personnel Director, KTUL TV Inc., P.O. Box 8, Tulsa, OK 74101. EOE.

TV program manager-WOSU-TV of Ohio State University seeks program manager to plan/supervise scheduling of TV programs & productions. Individual also establishes policies, supervises staff, develops and administers budget, develops TV programming and production strategies. Candidates must have Bachelor's degree in communications or related field, or equivalent combination of education and experience. Several years experience at a Public TV station and supervisory experience required. Master's degree desired. Starting salary: \$22,800-\$25,440. Applicants should send resume by April 30, 1985, to Professional Employment Services, Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. Equal opportunity /affirmative action employer.

Promotion manager. Network affiliate, growing Southeast market. Group station. Must be strong in writing and production skills. Minimum 3 years experience. Resume/salary requirement to Box K-113. EOE.

Writer/producers. Two on-air promotion writer/producers for national pay cable channel. Ability to creatively write and produce on-air promos. Minimum one year experience producing promos. Must have demo reel. Should have interest in classic or foreign films. NYC area. Resume to Production Dept., P.O. Box 999, Woodbury, NY 11797.

TV reporter for statewide public affairs project. On-air experience, strong writing skills required. Negotiable salary. Resume to Director of Programming, WSWP-TV, P.O. Box AH, Beckley, WV 25802. EOE.

Art director. Minimum 4 years' broadcast experience. Must be familiar with all areas of print and on-air work, including TV Guide, newspaper, outdoor, sales promotion, set design. Organizational and budgetary skills a must. Send resume/ representative samples to Program Director, KRLD-TV, 8001 Carpenter Fwy., Dallas, TX 75247. EOE/MF.

On-air producer/director. Minimum 2 years experience writing, producing, directing on-air promos. News promotion and other production experience beneficial. Resume/tape to Production Manager, KRLD-TV, 8001 Carpenter Fwy., Dallas, TX 75247. EOE/FM.

SITUATIONS WANTED MANAGEMENT

Major market local sales manager ready for next challenge as medium market NSM or GSM. Broadcasting professional with depth of experience and excellent track record. Box K-82.

Syracuse University TV graduate with MBA, two years' experience, seeks business manager position. 203-968-0752.

SITUATIONS WANTED TECHNICAL

Master control operator. First phone. 5 years broadcast experience including switching, telecine, videotape editing, paintbox, satellites. Mary Jarecki, 818-359-2491.

Chief engineer, director of engineering. 16 years experience top 20 market. SBE certified senior broadcast engineer. For resume, call 301-465-7174.

Have FCC license and experience in satellite uplinking/downlinking, installations, and transportable operations. Seeking similar career opportunity. Contact Joseph Caruso, 1366 72nd St., B'klyn, NY 11228, 718-837-1616.

SITUATIONS WANTED NEWS

Medium mkt. sports director seeks to re-enter business after short tour in the Army. 5 yrs. TV experience. Available mid-May. Call Jack, 215-641-2532.

Meteorologist - Seeking beginning on-air position. Live TV/radio experience. Also, color-graphic and forecasting experience. Tape/resume available. Mark, 517-773-5366; 313-349-5610.

Writer/reporter/young, hard-working, motivated, ready. Experienced w/courts, local gov't., general assignments. Michael, 215-348-3248.

Radio-TV sportscaster, with major league baseball, major college football & basketball PBP & anchor experience in top 10 mkt. Considering all offers. Excellent references. Box K-57.

Experienced meteorologist wants start in TV. Five years' live radio and national forecasting work. Call Jeff, 814-234-6240, for tape.

Meteorologist seeks start in broadcasting. Interested in either aiding your weathercaster by forecasting behind the scenes or delivering my own forecasts on air. If I could be beneficial for your station, call Tim, 312-894-6349, evenings. CST.

It takes more than ambition to get a job in TV news. I can offer you almost 2 years' TV and radio news reporting experience, BA in journalism, and, of course, ambition. Can your news team use my accurate, yet creative writing/camera, editing skills? Will consider all opportunities. 413-323-6796

Sportscaster. Journalism grad. Seeking small to medium market for anchor, reporting, editing, and/or PBP. Will relocate. Ken, 614-237-5345.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Looking for a challenge! Freelance production asst. seeking fulltime position at small/medium station or production house. BS/radio-TV production, commercial/cable experience (1 yr). Young, ambitious, hard-working. Glad to start at bottom with right company. Will relocate anywhere. Take a chance on me! Call Tracey, 609-234-2315, write 716 Iron Post Rd., Moorestown, NJ 08057.

Producer/writer. Dynamic, talented, producer-writer. Background in sit-com, film, independent prod. work. Seeks position with dynamic broadcast organization. Outstanding comm. skills. Administrative and creative experience. 203-773-0700.

ALLIED FIELDS

HELP WANTED MANAGEMENT

General managers. Cable TV advertising sales. Expanding ad interconnect management co. has general manager positions available in Pittsburgh, PA, and Charlotte, NC, regional offices. Advertising sales & management experience required. Resume/salary history to Wayne Bullock, President, Cable AdNet, 915 Two Bala Plaza, Bala Cynwyd, PA 19004.

Ithaca College. School of communications. Director of telecommunication facilities. Manage and coordinate technical telecommunication systems in school of communications. Responsibilities include planning, supervision, maintenance of technical facilities: providing technical support to faculty, staff, & students. Also, design, modification, construction and purchase of systems & equipment; maintenance and repair of facilities; supervision of equipment/facilities checkout and scheduling; supervision of telecommunication facilities personnel. Qualifications include: Master's preferred, Bachelors required; experience in administration and/or management, including personnel, budgeting, digital systems and equipment. Good oral and written communication skills essential; higher education teaching experience helpful. Up-to-date TV facilities, FM 5,500 watts, carrier current AM. Please submit statement of interest, detailed resume, three names of references by May 15, 1985, to: Dr. Palmer Dyer, Chairperson, Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242. Equal opportunity/affirmative action employer.

HELP WANTED ANNOUNCERS

Philadelphia area production/syndication co. seeks local writers/announcers. T&R/samples to WCP, 6341 Ditman St., Phila., PA 19135.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

Broadcast equipment. VHF low, NTSC, 20 KW or more transmitter, tower, antenna, studio equipment. 203-625-0393, Dave.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Harris FM-40K (1979), 40KW FM, two 20K transmitters combined with two MS-15, auto exc. switching & spares. M. Cooper/Transcom Corp., 215-379-6585.

RCA BTF 10E, 10KW FM transmitter w/exciter. M. Cooper/Transcom Corp., 215-379-6585.

3 Thomson MC601 color cameras, Fujinon 14 x 1 lenses, CCU's with Multi core interface, rear V.F. zoom & focus controls. Walter Edel, 212-689-1040.

Harris MW 50, 50 kw AM. Very low hours. Ready now. 6 other 50 kw's to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600.

One Scully 280-B 4-track recorder with remote control and Peak audio digital timer, \$3,000; one BE series 3000 play-record cart machine, \$1,000; one Orban parametric equalizer, model 622B, \$400. Each 5 years old, well-maintained. Call/write Ms. Kim Nielsen, 7 Alexander Dr., Research Triangle Park, NC 27709, 919-549-0661.

Vital VIX-114-2 production switcher. 2-M/E's, PSAS, dual disk for PSAS, 24 input, much more. Make someone good deal. Call/write Sherrell Lambert, KCB-D-TV, P.O. Box 2190, Lubbock, TX 79408, 806-744-1414.

Automation: Cetec 7000, level 1-A, 4000-event memory; enough for three-day weekend. Four ITC 750 stereo reel decks. Three Audiofile II-A stereo cartridge decks; 144-cartridge capacity. Automatic plain-english logging. Four extra Universal Source cards. Two terminals. All manuals & spares included. \$29,000/best offer. Randy Wells, KREO, 707-433-4895.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St Louis, MO 63178, 314-664-4497.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental Communications, Box 78219, St Louis, MO 63178, 314-664-4497.

TK-760s, SK-96s, Ampex VPR-2B's, VPR-2, Sony 5000, TEK 528/1420 combo, TP-66s, Chyron 4100, TEK 650HR, Crosspoint Latch 6112, TK-44Bs. Media Concepts, 919-977-3600.

MISCELLANEOUS

Microphone lapel/tie bar. Radio - TV professionals. \$9.98 + \$1.60 shipping/handling. Lineage Corp., PO Box 1550, Charlotte, NC 28459.

Professional Resume Services. Complete resume preparation. Prompt. Confidential. Call/write: Box AG, Allentown, PA 18106, 215-433-4112.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Technical

CHIEF ENGINEER

WBUF-FM, Buffalo, NY, seeks full charge chief engineer, experienced in all aspects of studio construction, audio and transmitter maintenance. We're a top rated A/C operation, part of a dynamically growing group. FCC license, 5 years experience in high power FM. Letter/resume to Bob Mallery, VP, Operations, Lincoln Group, P.O. Box 40340, Midtown Tower, Rochester, NY 14604. EOE.

Help Wanted Announcers

VOICE OF AMERICA RADIO BROADCASTERS

Voice of America is putting together a team of professional radio broadcasters to produce feature programs for western European audience. Members of this unique team will develop original ideas and turn them into high quality radio programs using the most sophisticated sound production techniques. Research, reporting, interviewing, writing, producing, and voicing are all part of the job. Knowledge of western European history, customs, and languages desirable. Salary ranges from \$37,599 to \$48,876.

Voice of America, part of the United States Information Agency, offers excellent salary/benefits package, including life/health insurance. VOA broadcasts over 1,000 hours weekly in 42 languages to 100 million listeners, and is one of the world's most prestigious & authoritative radio networks. Send resume or government employment application Standard Form 171 (SF-171) to:

**Voice of America/PR
Room 1192 (USIA-5-116)
330 Independence Ave., SW
Washington, DC 20547**

Applications may be obtained from Office of Personnel Management Regional Offices or by writing to us. VOA is an equal opportunity employer. Closing date for receipt of applications at the above address: May 10, 1985.

Help Wanted Announcers Continued

AM/FM COMBO

Rocky Mts. under new management and ownership. Rebuilding station's staff from scratch. Openings for sales, announcers, production, promotion, news, engineering, etc. Station serves multi-recreational and tourism areas including several ski resort communities. This is a medium-small market, so individual versatility is desired. Resume to Box K-118

Help Wanted Progaming, Production, Others

WANTED: ONE ONLY GENIUS

If you have at least 5 years' major market experience. If you can write super neat and different stuff and do it fast. If you have hands-on experience with Multi-Track audio equipment. If you have a great announcing voice or do super character voices or both. If your head is on right, are looking for your last job & are truly great. We want to hear your reel & see your resume...NOW!

**Director of Creative Services
REICHEL ADVERTISING CORP.
31410 Northwestern Hwy., Ste. E
Farmington Hills, MI 48018**

For Fast Action Use BROADCASTING'S Classified Advertising

Help Wanted Sales

GENERAL SALES MANAGER

Highly rated urban contemporary station. Top 10 market. Must be experienced & knowledgeable, research oriented, able to sell at client, agency, and retail level. Write Box K-75. EOE.

Situations Wanted News

SPORTS TO GO

I'm an award winning sportscaster (Associated Press play by play) with over 10 years' experience. I also do field work & producing. If you're looking for fulltime play by play & consistent sports coverage, try me. You might not look any further. Write Box K-106.

SPORTS - 1 OF THE BEST

Top 5 mkt. pro, excellent PBP. Award winning anchor/reporter. Here 16 yrs. Ready for change, with heavy PBP - all mkts. Box K-91.

Situations Wanted Programing, Production, Others

ATTENTION: SMALL TO MEDIUM MARKET GM'S/OWNERS

13-year professional seeks program director slot with air-shift. Currently conducting #1 talk show, but also have solid background as jock, ND, PBP. My experience and dedication can make your station a creative & financial winner. No revolving doors, please. Box K-90.

TELEVISION Help Wanted Technical

Satellite Systems Engineers

Conus Communications, an emerging satellite communications company, is opening several positions in its engineering department. We are looking for people with the following qualifications:

Microwave engineer familiar with analog transmission of video, must be familiar with NTSC video in the FM microwave format.

Must know how domestic satellite systems work, including: design of earth stations for transmit and receive, calculation of link budgets, and technical tradeoff studies for both earth and space stations.

Must know how to do similar design work for terrestrial microwave systems including: tower heights, path losses, and fade margins.

Must be familiar with techniques used in doing microwave interference studies and microwave radiation hazard studies.

Due to the proprietary nature of our business plan, the specifics of each engineer's assignment will be discussed following review of the applicant's credentials. Please send resume in confidence to:



Conus Communications
3415 University Avenue
Minneapolis, MN 55414

Help Wanted News

ASSISTANT MANAGER NEWS PROMOTION

Challenging opportunity for creative, resourceful on-air promotion producer headed for management. Send your 5 best spots, resume, 5 top professional attributes and salary history:

**Director, News Promotion
Turner Broadcasting System
1050 Techwood Dr., NW
Atlanta, GA 30318
EOE**

REPORTER PHOTOGRAPHER

UPI and ACE award winning nightly cable newscast seeks a reporter and a photographer. Both positions require at least 1 year's TV news experience. Send tapes to:

GLADYS HYATT
Cablevision of CT
News 12
265 Post Rd. West
Westport, CT 06880
Equal opply. employer, M/F

Help Wanted Programing, Production, Others

EDITING SERVICES MANAGER

Seasoned videotape editor (with demonstrated experience in 1" and 3/4" computerized editing and DVE) sought for newly created position in expanding TV production facility of large, multi-state corporation based in St. Louis, MO. Responsible for hands-on editing in new 1" suite with computer-assisted editor, Grass Valley 300 switcher, Ampex ADO, Chyron 4100, and full complement of audio gear. Also responsible for overseeing second 1" editing suite with Convergence 204 editor and 3/4" Sony BVU editing suite with Sony 300 editor. Other duties include overseeing audio production studio, graphics composition center, and videotape duplication. Individual will join a team of award-winning TV professionals who produce more than 100 programs annually. A new, larger production facility is being constructed and will be occupied this summer. Compensation package includes excellent benefits. Send detailed resume only (a demo tape will be required later, at time of interview) with work experience & educational background to Box K-110. Equal opportunity employer.

Help Wanted Programing, Production, Others Continued

ASSOCIATE DIRECTOR

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has immediate opening for associate director in their production services department. Successful candidate must have minimum 2 years TV experience including prior directing or related experience in working on TV talk, music, commercial & remote productions. Must have working knowledge of lighting, staging, camera production, TV production switcher, audio, post production editing, basic scenic requirements, ability to work rotating schedules, weekends, holidays, odd hours; position primarily 4: PM — midnight shift. EOE. If you feel led and wish to serve, send resume to:

The Christian Broadcasting Network, Inc.
Employment Dept. - Box SJ
CBN Center
Virginia Beach, VA 23463

LARGE GROUP-OWNED

network affiliate seeks director for 6 and 11 PM news blocks. Minimum 5 years directing experience required with major emphasis in news. Large facilities expansion nearing completion. Equal opportunity employer. Resumes to Box K-94.

Help Wanted Management

TV STATION MANAGER

Chicago UHF independent WSNS-TV, channel 44. Re-establishing commercial format from subscription programming on July 1st. Sales and independent station management experience important; salary/benefits open. Call Burt I. Harris, 213-208-6118 or Jack Rosenthal, 307-237-3711. Video 44: a Harriscopie-Essaness-Oak station.

Miscellaneous

James L. Kaler, Jr.
Attorney at Law

encourages inquiries for
legal services connected with
the FCC regulatory process
including Docket 80-90

202 — 463-0662
Suite 1200

1000 Connecticut Ave., N.W.
Washington, D.C. 20036

Radio Programing



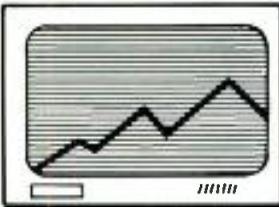
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... piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

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Jonesboro, Arkansas 72403 ■ 501/972-5884

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Manager, Affiliate Billing & Contract Services



**OUR GROWTH IS
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We're USA Network, one of the most watched cable networks in the USA! With the growing number of subscribers and affiliates tuning into our all entertainment network, we're looking for a cable industry professional to manage our affiliate billing and contract services.

As Manager you will be responsible for developing and maintaining an automated affiliate database billing and receivables system. You will be expected to supervise and motivate a support staff

of billing assistants, communicate effectively with top management, and review and administer affiliate contracts and billing procedures. Knowledge of the cable industry is essential, as is a working knowledge of a computerized billing system.

For immediate consideration forward your resume complete with salary history to: Mr. Gerald Aiello, Director of Personnel, USA Network, 1230 Avenue of the Americas, New York, NY 10020. We are an equal opportunity employer.

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**WE PLACE
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Phone Alan Kornish at
(717) 655-1458

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Get **DIRECTION**, the new national directory of TV employers. Over 2,000 companies listed with addresses, phone #'s, & business descriptions. Compiled by insiders of the TV industry. **DIRECTION** also includes a book of Job search techniques for TV. Get the edge over your competitors with this innovative job search tool! For more info, write Communications Connection, 1 Linden Pl., Dept. A, Great Neck, NY 11021.

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The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$2!! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Wanted to Buy Stations

INVESTORS SEEK STATIONS

Passive investors seek radio stations with proven, top quality managers. Substantial management equity, incentives assured. Send purchase proposals to Box H-63.

Wanted to Buy Stations Continued

WANT TO BUY CP's

Company interested in acquiring selected radio-TV C/P's. Will consider controlling interests. Reply in confidence to: H.B.C., Box 50367, Austin, TX 78763.

LPTV WANTED

Principal seeks LPTV CP or operating station. Will purchase all or consider partnership. All size markets considered. Box K-130.

I'M NOT A TIRE KICKER

General manager, 16 years' experience, looking to purchase radio stations in Southwest/Southeast. 1st choice: AM/FM combo. 2nd choice: FM-only. 3rd: AM stand-alone. Have solid backing with up to \$500,000 down money. Only interested sellers reply. Box K-131.

For Sale Stations



**Wilkins
and Associates
Media Brokers**

FL	AM	\$1.2 Million	CASH
GA	FM	\$550,000	30%
PA	AM	\$350,000	CASH
MI	AM	\$35,000 down payment	
IL	AM	\$500,000	20%
MO	FM	\$325,000	15%
AL	AM/FM	\$275,000	30%
AR	AM/FM	\$335,000	15%
IN	AM/FM	\$450,000	30%
CO	FM	\$30,000 down payment	
VA	AM	\$215,000	25%

P.O. BOX 1714 - SPARTANBURG, S.C. 29304
803 / 585-4638

For Sale Stations Continued

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SCHOOL OF
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in Your City**



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- Now, you can be in business for yourself but not by yourself. Connecticut School of Broadcasting is expanding its operations in a limited number of prime markets throughout the country.*

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Call Bud Stone, Exec. Director
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Stratford, CT Palm Beach, FLA

*Not available in New England, South Florida, New York City or Northern New Jersey

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Why not buy an already successful station & let the cash flow pay for it? Sunbelt (Northeastern) 24-hr. AM has had sales over \$500,000 & true cash flow over \$160,000 for 5 yrs. Station & tower located on valuable 10-acre site. Now programming urban contemporary. State of the art equipment; excellent staff. Owner retiring. If you can raise \$1,450,000 for this outstanding oppty, write Box K-109.

For Sale Stations Continued



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Location	Size	Type	Price	Terms	Contact	Phone
IN	Met	AM/FM	\$1700K	Terms	Burt Sherwood	(312) 272-4970
Rky Mtn	Reg	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
ME	Sm	AM/FM	\$950K	Cash	Ron Hickman	(401) 423-1271
FL	Maj	AM	\$600K	Terms	Randy Jeffery	(305) 295-2572
NB	SM	FM	\$595K	\$175K	Bill Lytle	(816) 941-3733
TX	Med	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
FL	Sm	FM	\$485K	\$90K	Bill Cate	(404) 458-9226
TX	SM	AM/FM	\$390K	\$90K	Bill Whitley	(214) 680-2807
AZ	Sm	AM/FM	\$250K	\$70K	Greg Merrill	(801) 753-8090

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Owner of this well-established fulltime AM station located in pleasant Southeastern market is anxious to sell! \$75,000 down. Total price: \$435,000, less than 1.5 total 1984 gross of \$260,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

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MEDIA BROKERS - CONSULTANTS
SERVING SINCE 1959
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Do "sky high" FM prices frighten you? Do you wonder how you'll be able to meet debt service on those FM properties? We suggest you consider this AM fulltimer in a large market with owned real estate and good record of sales increases. Asking \$1,200,000; \$300,000 cash down.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
GEORGE WILDAY 207-947-6083 (ME)
BOB HARTSHORN 315-287-9811 (NY)

BP WEST

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UHF INDIE.

On and running. Solid market. Good programming under contract.

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(206) 283-2656

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Media Mark Corporation

P.O. Box 1739 • Hot Springs, AR 71902

ARKANSAS — AM daytimer in small market resort area. Ideal family operation. FM available under 80/90. Profitable. Owner wants to retire. \$215,000.

Media Brokers • 501-525-4600

CALIFORNIA COASTAL FULLTIME AM

Growth market. Strong economy. Charming city. Great weather. Station on upswing. \$ 750M. Cliff Gill, Surety Realty, Box 9956, Marina del Rey, CA 90292.

- Class C. Large state capitol South \$2.5 million. Terms.
- Many TV's & TV CP's & FM's
- AM/FM. Central Michigan. Covers 40,000. \$240,000. Terms.

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901/767-7980

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10509 Berry Knoll Dr., Dallas 75230

For Sale Stations Continued

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William R. Rice
William W. Jamar
(512) 327-9570

951 West Lake High Dr. Suite #103 Austin, TX 78746

MIDWEST CLASS A FM

'84 billing \$335,000. Metro area population 300,000+. Clean facility with recent equipment and real estate. Sacrifice \$700,000 cash, firm. Box K-111.

PROFITABLE

Colorado ski resort AM/FM. \$160,000 down. Excellent terms. Call Elliot Evers, 415-387-0397.

CHAPMAN ASSOCIATES
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COLORADO YEAR-ROUND VACATIONLAND

New mid-dial AM will be ready this Summer with service to several ski and lake areas, & Rocky Mtn. Nat'l Park. Easy drive to Denver metro area. Seller building, prefer buyer inaugurate service. Details: 303-879-6265.

MIDWESTERN AM

Fulltime Midwestern AM. Asking price of \$1,400,000 breaks down to approximately 2 times revenue or 6.25 times cash flow. Attractive owner-operator opportunity. Write Box K-120.

SMALL MARKET CLASS A FM

One year-old facility with real estate & good equipment. Wonderful staff. Good location near 100,000+ Midwest city. Owner no longer active. Asking \$300,000 cash. Box K-112.

CLASS B FM

\$100,000 CF, & growing. Perfect condition. Solid, steady growth. Beautiful area. West Coast. Tremendous coverage. Total acceptance — ratings/audience leader. Problem-free. \$900,000; terms. Hurry, won't last. Advisor, 803-457-4775.

Class A Midwest FM

Station covering 300,000 plus population base. Ad revenue has increased 25% in past 2 years. Growth just beginning. \$850,000. \$100,000 down. liberal payments/terms. Owner wants to retire. Financially qualified investors only. Box K-42.

CLASS C FM

A winner in market with year-round sunshine & delightful climate. Excellent ratings. Positive cash flow. \$2,800,000. Price is only 8 times fiscal '85 projected cash flow. Write Box K-122.

SUBURBAN NEW YORK

Public auction. WHTG-AM-FM, Eatontown, NJ, Thurs. May 16, 10AM, on premises -1129 Hope Rd., 1.5 miles south of Garden State Pkwy Exit 105. Terms for each station: \$40,000 downpayment, balance cash upon FCC approval. Inspection Wed., May 15, 9-4 PM & 9 AM day of sale only to those showing possession of \$40,000 certified check. 201-870-6938.

SUNBELT AM

AM available with CP to move tower and increase power & frequency. With upgrade, station will have one of best signals in one of the most attractive Florida growth markets. Write Box K-121.

SLEEPING GIANT

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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.)

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Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Charlie Townsend, VP, marketing and programming, United Cable Television, Denver, joins Colony Communications, Providence, R.I., as president and chief operating officer.

John Rosenwald, executive VP, director of



Rosenwald



Chaffee

radio, and **John Chaffee Jr.**, senior VP, director of television operations, Malrite Communications, Cleveland, have been named to newly created post of divisional president of radio and television divisions, respectively.

Jack Alix, VP and general manager, WKPA-AM-FM Orleans, Mass., named chief executive officer of parent, Roth Broadcast Group, Boston. **Stephen Nicholson**, controller and director of personnel, WEEI(AM) Boston, joins Roth Broadcast Group as chief financial officer.

General managers named VP's of parent, Universal Broadcasting: **Steve Ross**, WATI(FM) Danville, Ind.; **Linda Tiernan**, WCBW(FM) Columbia, Ill.; and **Paul Ploener**, WYLO(AM) Jackson, Wis.

Thomas Bryson, director of news and public affairs, WTEN-TV Albany, N.Y., and VP, news, for parent, Knight-Ridder Broadcasting, joins co-owned WJRT-TV Flint, Mich., as president and general manager.

James Barnette, general manager, WPCK(AM)-WIRK-FM West Palm Beach, Fla., named executive VP of parent, Atlantic Broadcasting Corp.

Bruce Connon, station manager, WTOQ(AM)-WKPL(FM) Platteville, Wis., joins WHAP(AM) Hopewell, Va., as general manager. He has acquired ownership interest in station.

Bob Bradley, general sales manager, KCOY-TV Santa Maria, Calif., joins KTHI(TV) Oxnard, Calif., as general manager.

Mike Starr, operations manager, WFTV(TV) Orlando, Fla., joins WDSI-TV Chattanooga as general manager.

Walter Broadhurst, acting general manager, WING(AM)-WGTZ(FM) Dayton, Ohio, named general manager.

Alfred Bova, VP, marketing and sales, Viacom Television, New York, named VP and station manager of Viacom's WVIT(TV) Hartford, Conn.

David Keefe, VP and regional manager, Mas-

sachusetts, American Cablesystems Corp., Beverly, Mass., named senior VP, Massachusetts operations.

Michael Doyle, general manager of Comcast's Montgomery County, Pa., cable franchise, named general manager of Caltec Cablevision, Comcast cable franchise serving Baltimore.

Bob Craig, program director, WMGK-FM Philadelphia, named operations manager.

Jenny Davis, marketing administrator, ABC Merchandising, New York, named manager, ABC Merchandising.

Marketing



Levenson

Robert Levenson, vice chairman, Doyle Dane Bernbach International, New York, and chairman of its international division, joins Saatchi & Saatchi Compton Inc. there vice chairman and chief creative officer. **Kurt Willinger**, deputy chairman and executive creative director, Saatchi & Saatchi, named vice chairman, Saatchi & Saatchi Compton Worldwide. **Libby Daniell** and **Myron Polenberg**, senior VP's, group creative directors, N W Ayer, New York, join Saatchi & Saatchi there as senior VP's, creative directors.

Philip May, senior VP, Dancer Fitzgerald Sample, New York, named international creative director. **James Williams**, member of international creative department, named VP, international creative group head.

Michael Robertson, VP, group creative director, Grey Advertising, New York, joins HBM/Creamer there as executive VP, creative director.

Jack Flynn, general sales manager, KBCI-TV Boise, Idaho, joins Great Scott Advertising, New York, as executive VP.

John Howe, senior producer, Geers Gross Advertising, New York, joins D'Arcy MacManus Masius, St. Louis, as VP, broadcast producer.

David Sklaver, senior VP, Doyle Dane Bernbach, New York, named group senior VP. **Joel Margulies**, VP, art supervisor, DDB, named senior VP, creative manager.

Jane Liepshutz, freelance television producer, joins D'Arcy MacManus Masius, St. Louis, as VP, broadcast producer.

Carol Turturro, from Needham, Harper Worldwide, New York, joins HCM there as copywriter. **Jennifer Lewis**, art director, Doyle Dane Bernbach, New York, joins HCM in same capacity.

Joe Uva and **Art Cohen**, sales managers, CNN Sales, Atlanta, named VP's.

Helene Hollander, VP, sales manager, Katz Independent Television, San Francisco, joins MTV Networks Inc. there as director of advertising sales.

Cornelius (Kim) McFadden, director of sales, Kettell-Carter, Boston-based broadcasting representative firm, named VP, radio sales and special projects.

Wayne Kabak, corporate counsel, Josephson International, New York, named head of business affairs for Josephson subsidiary, International Creative Management Inc., New York.

Tom Troja, Eastern regional sales representative, the Disney Channel, New York, named national accounts manager.

David Brangan, VP and manager, Detroit office, Avery-Knodel Television, named senior VP, West Coast manager, Los Angeles office.

Peter Goulazian, president, Katz Television Group, New York, named to executive council of parent, Katz Communications. Appointments, Katz Independent Television: **Anthony Santino**, sales manager, swords team, to manager, San Francisco office; **Marcy Kimball**, from Selcom Radio, Dallas, to account executive there; **Julie Largay**, account executive, San Francisco, to manager of sabers and lancers sales teams there, and

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Ed Robertson, sales assistant, Los Angeles, to account executive, religious advertising sales unit, Katz Television there.

Joanne DiPrisco, group research manager, Petry Television, New York, named senior group research manager.

Tom Wilson, senior VP, McCaffrey & McCall, New York, named media director.

Ruth McCarthy, creative supervisor, Cara-fello Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

Gregory Faust, VP, account supervisor, Ketchum Advertising, New York, joins Foote, Cone & Belding there as account director.

Steve Daniel, media supervisor, D'Arcy MacManus Masius, Bloomfield Hills, Mich., named associate media director.

Patrick Grotto, general manager, central division, Group W Satellite Communications, joins LBS Communications as Midwest sales manager.

Thomas Turner, Eastern division manager, Republic Radio Sales, New York, named general sales manager, Blair/RAR, there.

Elise Randall, sales manager, Selcom, New York, joins Blair Radio there as account executive.

Lou Lozitsky, from Katz Radio, New York, joins Internet, unwired network division of Interep, New York, as account executive.

Peg Schabes, account executive, Harrington, Righter & Parsons, Minneapolis, named account executive, blue team, Chicago.

Margherita Blanc, from Spanish International Television, Miami, joins N W Ayer there as account executive.

Marc Nagel, from Lexington Broadcast Services, New York, joins Harrington, Righter & Parsons there as account executive.

Don Turner, account manager, KWEN(FM) Tulsa, Okla., named national-regional sales coordinator.

Lorenelle Whittington, member of sales department, WVAH-TV Charleston, W. Va., named local-regional sales manager.

Lisa Morrison, account executive, Sheridan Broadcasting Network, named Midwest sales manager.



Dianne Ingle, national sales manager, KKQB-AM-FM Houston, named general sales manager.

Ron Gleason, from Telmar Group, Los Angeles, computer services company providing ratings data to broadcasters, joins KPIX(TV) San Francisco as director of re-

search.

Bob Levi, general sales manager, Turner Broadcasting's WTBS(TV) Atlanta, named VP, Atlanta market sales. **Toby Steinberg**, direct response marketing manager, WTBS, named VP and general manager of Turner Reciprocal Advertising Corp. **Rick North**, account executive, WTBS, named national sales manager.

David Godman, independent publicist, joins Orbis Communications, New York, as account executive.

Edward (Buss) Kunst, member of sales staff, WZZM-TV Grand Rapids, Mich., named general sales manager.

Rick Wilson, general manager, WGNT(AM) Huntington, W. Va.-WAMX(FM) Ashland, Ky., joins WKTY(AM)-WSPL(FM) La Crosse, Wis., as general sales manager.

Irene Runnels, general manager, WKY(AM) Oklahoma City, joins Texas State Network, Dallas, as director of sales.

David Leonard, general sales manager, WICC(AM) Bridgeport, Conn., joins WING(AM)-WGTZ(FM) Dayton, Ohio, in same capacity.

Charlotte Conners, account executive, WBCS-AM-FM Milwaukee, named local sales manager. **Mary Ann Wonn**, account executive, WBCS-AM-FM, named sales promotion director for stations and marketing director for AM.

Mary Bennett, local sales manager, WNIC-AM-FM Detroit, named general sales manager. **Vicky Trondle**, account executive, WNIC-AM-FM, succeeds Bennett.

Lucy Rice, co-op coordinator, KZZU(FM) Spokane, Wash., joins KXLY-AM-FM there as administrative sales manager.

Mark Distler, from Harrington, Righter & Parsons, New York, joins WMAR-TV Baltimore as national sales manager.

Gary Brooks, Southwest manager, ABC-TV sales activity, Dallas, joins WLS-TV Chicago as national sales manager.

Lisa Rostky, from Schneider Parker Jakuc, Boston, joins WXNE-TV there as traffic assistant.

Deborah Williams, assistant traffic manager, WJKW-TV Cleveland, named commercial operations manager.

Mark Thomas, from WXQT(AM)-WGRD(FM) Grand Rapids, Mich., joins WRIF(FM) Detroit as account executive.

Shelley Rifkin, from WMUX(FM) Boston, joins WLNE-TV Providence, R.I., as account executive.

Thomas Turner, VP, stations, Republic Radio, New York, joins Blair/RAR there as senior VP, general sales manager.

Programming

Susan Eggleton, executive assistant to Daniel L. Ritchie, chairman, Westinghouse Broadcasting & Cable, New York, joins ABC Radio Networks there as director of network programming.

William Rogers, assistant general counsel, Viacom International, Los Angeles, named director of business affairs, Viacom Productions there.

Anne Rodgers, account executive, Television Program Enterprises, New York, joins Tribune Entertainment Co., Chicago, as director of station sales, media programming.

Robin Rosenfeld, associate director, business affairs, Embassy Television, Los Angeles, named director, business affairs.

Roy Cox, VP, ancillary sales, New World Pictures, Los Angeles, named VP, home video acquisition and ancillary sales.

Harriet Brown, independent producer and screenwriter, joins Larry A. Thompson Organization, Los Angeles, as VP, motion picture development.

Joe Collins, president of Home Box Office Inc., has been named to board of directors of Black Entertainment Television (BET), in which HBO has acquired minority interest ("Cablecastings," March 25).

Jack Jacobson, president, Sportsvision Productions, Chicago, joins SelecTV, Marina Del Ray, Calif., as VP, sports and production.

Peter Loewenstein, acting VP, distribution division, National Public Radio, Washington, named VP.

Jim Fiamingo, station manager, WSOU(FM) South Orange, N.J., joins United Stations New York, as technical director, *Solid Gold County*, and production assistant, *The Great Sounds*.

Jack DuVall, director of corporate relations, University of Chicago, joins noncommercial WETA-TV Washington as VP, program resources.

Evelyn Adelson, producer, *A.M. South Florida*, WTVJ(TV) Miami, joins WCIX(TV) there as executive producer.

Steve Dean, production director, KTOM-AM-FM Salinas, Calif., named program director for KTOM-FM.

Lorna Gladstone, executive producer, WGN(AM) Chicago, named assistant program manager.

John Wilson, producer and writer, KAET-TV Phoenix, named assistant program manager.

David Vandivort, from WIVB-TV Buffalo, N.Y., joins KMBC-TV Kansas City, Mo., as staff director.

Tom Michaels, co-sports director, WKEF(TV) Dayton, Ohio, named sports director.

Vic Orlando, from KUBE(FM) Seattle, joins KNBQ(FM) Tacoma, Wash., as production director and midday personality.

Andy Culpepper, from KTVN-TV Reno, joins WAVE-TV Louisville, Ky., as host of *Today in WAVE Country*.

Gene Washington, sports reporter, KRON-TV San Francisco, joins KABC-TV Los Angeles in same capacity.

Marni Pingree, assistant program director, KOY(AM) Phoenix, joins KTAR(AM) there as program director.

Dave Weik, assistant news and sports director, KHAS(AM) Hastings, Neb., joins WFMZ-TV Allentown, Pa., as sports reporter.

News and Public Affairs

Paul Sagan, producer, 5 p.m. news, WCBS-TV New York, named executive producer, 11 p.m. news. **Tom Anderson**, 11 p.m. news producer, WCBS-TV, succeeds Sagan.

David Feingold, news director, New York bureau, Financial News Network, joins CNN, New York, as business news director, busi-

ness news unit. **Mary Miller**, from WGRZ-TV Buffalo, N.Y., joins CNN, Atlanta, as anchor, *Newsnight* and *Newsnight Update*.

Karen Boros, from WCCO-TV Minneapolis, joins CBS News, Chicago, as reporter. **Sheila Parker**, production manager, *CBS Reports*, *Our Times*, *American Parade* and *Crossroads*, CBS News, New York, named associate director, recruitment.

Mark Effron, assistant news director, Post-Newsweek's wDIV(TV) Detroit, joins co-owned WFSB-TV Hartford, Conn., as news director.

Tim Murphy, anchor-reporter, WQLS(AM) Painesville, Ohio, named news director.

Doug LaRocque, news director, WGNA(FM) Albany, N.Y., joins WNYT(TV) there as assignment editor.

Martha Lipscomb, from WDVM-TV Washington, joins WLS-TV Chicago as executive producer, 4 p.m. news. **Henry Florscheim**, from WPIX(TV) New York, joins WLS-TV as producer, 5 p.m. news.

Jeanette Jordan, acting public affairs director, WCIX(TV) Miami, named public affairs director.

John Lankford, editor-reporter, *Tucson Citizen*, Tucson, Ariz., joins KVOA-TV there as anchor of *Eyewitness News Extra* expanded newscast. **Martha Vazquez**, noon anchor, named anchor of *Extra*. **Vic Everett**, technical director, KVOA-TV, named producer-director of newscast.

Andrea Ernst, anchor-reporter, WKOW-TV Madison, Wis., joins WMTV(TV) there as 6 and 10 p.m. anchor.

Maggie Fox, stringer, Mutual Radio, Beirut, Lebanon, joins Mutual as reporter there.

Christy Birong, operations manager, WJXT(TV) Jacksonville, Fla., named director, community affairs. **Rob Sweeting**, from WSB-TV Atlanta, joins WJXT as reporter.

Ned McGrath, reporter, WHAS-TV Louisville, Ky., joins WDIV(TV) Detroit as in same capacity.

Barry Bernson, feature reporter, WMAQ-TV Chicago, joins WHAS-TV Louisville, Ky., as feature reporter-special projects host-producer.

Marilyn Lis, from WKJG-TV Fort Wayne, Ind., joins WRTV(TV) Indianapolis as reporter.

Gary Radnich, from WBNS-TV Columbus, Ohio, joins KRON-TV San Francisco as weekend sports anchor-reporter.

Technology

Tsuneo Tanaka, general manager, international sales division, Hitachi, named president of subsidiary, Hitachi America Ltd., New York.

Bob Ellin, VP, broadcast operations and engineering, ABC News, Washington, retires May 31. He joined ABC in 1949 as maintenance engineer, moved to Washington in 1962 as technical director, BO&E, and was successively assistant manager, manager, director, and VP of division there. He helped establish ABC's Washington bureau in 1962 and aided in planning new bureau, which

opened in 1981.

Patrick Hunt, system manager, Cableguard, Atlanta, named general manager, Atlanta operations.

William Hall, distributor sales administrator, systems and components divisions, Augat Inc., Attleboro, Mass., named distributor sales manager, interconnection components group.

Daniel Akerson, executive VP, MCI International, Washington, named president, Southeast division, based in Atlanta.

Ivan Barton, senior government marketing manager, Sony Video Communications, Dallas, named national manager, federal marketing programs, based in Lanham, Md.

Donald Hoeger, operation engineer, Western Union Telegraph Co., joins Satellite Gateway Communications, Carteret, N.J., as manager, technical facilities.

Gary Hall, from own electronics and consulting firm, Boston, joins Sony Corp. of America's professional audio division, Paramus, N.J., as digital sales engineer.

James Nishimuta, producer-director, non-commercial KOOD(TV) Hays, Kan., joins Televideo San Diego, systems design and video sales company, as account executive.

David Jones, chief engineer, KCBR-TV Des Moines, Iowa, joins WATL-TV Atlanta as chief engineer.

Cory Shields, producer and *PM Magazine* co-host, WXEX-TV Petersburg, Va., named weekend 6 and 11 p.m. co-anchor.

Stephanie Horn, weekend co-anchor, WTVQ-TV Lexington, Ky., named late news co-anchor.

Janet Vasil, from WAEB(AM) Allentown, Pa., joins WFMZ-TV there as reporter.

Promotion and PR

Mark Rosenthal, account executive, ICPR Public Relations, Los Angeles, joins Samuel Goldwyn Co. there as director of publicity.

Robert McDermott, consultant to ABC, joins ABC, New York, as VP, corporate information.

Cathy Lehrfeld, manager, publicity and promotion, youth radio networks, ABC Radio, New York, joins NBC there as administrator, radio press.

Patricia Heimers, from Geltzer & Co., New York-based public relations firm, joins Recording Industry Association of America there as public relations director.

Madelyn Hubert, account administrator and creative supervisor, recruitment division, Adams Group, Rockville, joins Henry J. Kaufman, Washington, as VP and general manager of its new subsidiary, Kaufman Recruitment Inc.

Mary Marsh, producer, programming department, KSDK-TV St. Louis, Mo., named promotion producer.

Mamta Chaudhry-Fryer, announcer for WTMJ(FM) Miami, named public relations director.

Broadcasting

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Diane Gedeon-Martin, account executive, McCann-Erickson, Detroit, joins WPBN-TV Traverse City, Mich., and its satellite, WTOM-TV Cheboygan, Mich., as manager, advertising and promotion.

Billie Lofland, operations manager, noncommercial WUSF-TV Tampa-St. Petersburg, Fla., named on-air promotion director.

Greg Kamp, producer, 11 p.m. news, WOKR-TV Rochester, N.Y., joins Edelman Public Relations, New York, as account executive.

Jim Thomas, writer-producer, WISN-TV Milwaukee, named assistant director of promotion.

Jim Minton, director of broadcast design, Koplar Communications, St. Louis, joins KCPQ(TV) Seattle as art department coordinator.

Jill Schoenbach, senior publicist, WNET-TV Newark, N.J. (New York), named publicity manager.

Allied Fields

Lynne Grasz, director, special projects, educational and community services, CBS/Broadcast Group, New York, joins Television Information Office there as manager, station services.

Carl Ally, co-founder and director, Ally & Gargano, New York, named 1985 Clio Awards advisory board chairman.

Catharine Heinz, director of Broadcast Pioneers Library, Washington, will receive Broadcast Preceptor award from San Francisco State University during university's Annual Broadcast Industry Conference. University cited library as "an invaluable contribution to the preservation of broadcast history. The love, sweat and dedication involved in such a formidable task are obvious."

Barry Sherman, VP and resident partner, Washington office of Norman Fischer & Associates, media brokers, has opened media brokerage and investment counseling firm, Barry Sherman & Associates, based in Washington.

Roy Steinfort, VP and director of broadcast services, Associated Press, Washington, named to Kentucky Journalism Hall of Fame.

Comsat board nominated **John Sculley**, president and chief executive officer, Apple Computer Inc., to succeed retiring William L. Zimmer on board. Prior to joining Apple in 1983, Sculley, 46, was president and chief executive officer of Pepsi-Cola. Zimmer, 71, is Richmond, Va., attorney, who has been on board since May 1973.

Thomas Schmitt, senior VP, general manager, John Blair Marketing, New York, joins Goodrich & Sherwood Co., executive search firm there, as associate, specializing in communications.

Linda Herold, media research specialist, NTI data applications department, A.C. Nielsen, New York, named client service associate, New York advertiser group, Nielsen Television Index. **Jeffrey Sallas**, from NTI data application department, named client service associate.

Andrew Pillsbury, from National Telecom-



New light. Scripps Howard, Cincinnati-based communications company, has adopted a new corporate logo. Scripps's broadcast, cable, newspaper, business publication, service and manufacturing operations will now be represented by the new trademark, a symbolic representation of the lighthouse that has been the company's trademark since the 1920's to symbolize its motto: "Give light and the people will find their own way." In addition, a new typeface has been adopted, and the hyphen, formally a part of the name, has been excised. Above: the old (l) and new.



SCRIPPS HOWARD

munications and Information Administration, Washington, joins Videotex Industry Association, Rosslyn, Va., as membership coordinator.

Yoram Yahav, from The Resources Exchange, Los Angeles, joins Media General Broadcast Services, Memphis, as West Coast regional director.

Brian Heidtke, staff VP and assistant treasurer, corporate finance, RCA, New York, named VP and treasurer.

President Reagan has named late **Frank Reynolds**, ABC News anchor, as recipient of Presidential Medal of Freedom, nation's highest civilian award. Reynolds, who died July 20, 1983, was honored for his contributions to journalism and communications.

Deaths

William J. Marx, 41, senior VP and director of training at N W Ayer Inc., New York, died April 13 in Glen Cove, N.Y., hospital after suffering aneurism. He is survived by his wife, Yvonne.

Norman S. McGee, 83, former executive vice president, WQXR-AM-FM New York, died of heart ailment April 10 in Sedona, Ariz., where he had lived since his retirement. He joined stations in 1937 as salesman. In addition to sales, he also worked in production and was director, agency relations. In 1943, he was named assistant VP, sales. He became VP, sales in 1947 and executive VP and chief operating officer in 1965. He retired in 1968. McGee is survived by his wife, Eileen, and three sons.

Howard Immekus, 63, director of technical operations, KCBS(AM)-KRQR(FM) San Francisco, since 1965, died of heart attack April 3 while working at station's transmitter site in Novato, Calif. He is survived by his wife, Polly, and six children.

Orville Sather, 74, former director of engineering, WOR-AM-FM-TV New York, technical director of CBS Television, and co-owner of WBCQ(AM)-WBCO(FM) Bucyrus, Ohio, since its inception in 1962, died of heart attack April 6 at his home in Bucyrus. He is survived by his second wife, Anne, two sons and daughter.

Willard (Bill) Smith, 55, general sales manager, WZZM-TV Grand Rapids, Mich., died of cancer April 5 at his home in Greenville, Mich. He had worked for station since 1965, joining as local sales manager, and being named general sales manager in 1971. Survivors include his wife, Beth.

Mort Rosenthal, 68, former program director, WGBI-AM-FM and WDAU-TV, both Scranton, Pa., died of heart attack April 6 at Mercy hospital, Scranton. He is survived by his wife, Mildred.

Frazier Thomas, 66, television host of *Family Classics* and *Bozo* children's shows on WGN-TV Chicago, and host of *Garfield Goose* children's show on that station from 1954 to 1976, died of stroke April 3 at Ravenswood hospital, Chicago. He began his broadcast career at WLW(AM) Cincinnati in 1941 as host of two programs, *I Cover the Movies* and *Inside Radio*. He is survived by his wife Anne, son and daughter.

Pat Hensel, 56, wife of Len Hensel, vice president, broadcast relations, Broadcast Music Inc., Nashville, died April 14 at Humana Sunrise hospital, Las Vegas, of stroke suffered in dining room at Hilton hotel. She and her husband were attending National Association of Broadcasters convention. Survivors include her husband and two daughters.

George A. Cincotta, 70, chairman of New York State Commission on Cable Television from 1978 to 1981, died April 14 of heart attack at St. Francis hospital in Roslyn, N.Y. He is survived by his wife, Theresa, son and daughter.

Blackburn's Joe Sitrick: Going for brokering

On any list of veteran station brokers, Joe Sitrick's name would appear among those with the most service stripes. Jim Blackburn, president of Blackburn & Co., where Sitrick is vice president, said, "Joe is the dean of media brokers. When people decide that they might want to get into the broadcasting business and they ask whom they should call, almost everyone says: Call Joe Sitrick."

Blackburn stretched things slightly by calling Sitrick "dean." A few others still active antedate him. But Sitrick can point to a career in broadcasting spanning almost 40 years, 26 of them as station broker. "I enjoy this end of the business more than anything else I've done," he said. "Accomplishing a transaction, particularly where both sides are happy about it, that's a good feeling."

Not that the job is all roses: "There are frustrations, having one little thing go wrong sometimes, even a personality conflict or some small thing. I remember one deal when we were going to the closing—it was approved by the FCC—a dispute arose about whether an automobile that the station had was included in the sale or was the owners' personal property. They got into such a battle over that. I even offered to pay the cost of the automobile. But it became a matter of principle and we didn't close. They both missed a good deal because of a used car. Yes it can be frustrating."

Sitrick began earning his credentials early. In high school he was Iowa state champion in oratory and debate and represented Iowa in the national finals, earning a four-year scholarship in speech and communications at the University of Iowa, where he majored in broadcasting. He trained at the university's radio station, WSUI(AM) Iowa City. As in most small stations, Sitrick had to learn programming, engineering and "just about every phase of production."

From there he joined the Navy, becoming a communications officer. He served in the Pacific until the end of World War II, when his admiral suggested he be assigned as production director and assistant officer in charge of Armed Forces Radio Service worldwide. He served in that capacity until his hitch was over.

After the Navy, Sitrick returned to the Midwest to care for his ailing father. While there he worked at WHBF(AM) Rock Island, Ill. In what Sitrick describes as a lucky knack for being in the right place at the right time, he went on a trip to visit his wife's relatives in Washington. While there he met BROADCASTING magazine's founder and editor, Sol Taishoff, who had a staff opening and offered Sitrick a job. Sitrick went to work as a reporter, first in BROADCASTING's New York bureau, covering the networks and ad-



JOSEPH MARTIN SITRICK—vice president, Blackburn & Co., Washington; b. April 2, 1921 Moline, Ill.; BA, University of Iowa, Iowa City, 1943; U.S. Navy, 1943-1946; WHBF(AM) Rock Island, Ill.; BROADCASTING Publications, 1946-48; Washington bureau chief, Voice of America, 1948-1950; congressional liaison for overseas information program; 1950-51; assistant chief, press services, USIA, 1951-54; public relations director, National Association of Broadcasters, 1954-57; congressional liaison, FCC, 1957-58; present position since 1958; m. Gerry Brown, June, 1946; children—Claudia 36, Debbie 34 and Robert 27.

vertising agencies, and later in the Washington office, where he worked until 1948.

A BROADCASTING article that Sitrick wrote about the Voice of America came to the attention of VOA director Kenneth Fry, who liked it and offered Sitrick a job heading the VOA's Washington news and special events department (at that time the programming headquarters was still in New York). From there Sitrick moved to chief congressional correspondent for the VOA, then into the assistant secretary of State's office as congressional liaison for the overseas information program. When the OSIA became independent from the State Department in 1954, Sitrick was named assistant chief of press services.

Once again, one of the many happy "accidents" that Sitrick says mark his career steered him to the National Association of Broadcasters. Bob Richards, who had been executive editor of BROADCASTING during Sitrick's tenure there and was now public relations director at the NAB, had decided to leave to form his own firm. He recommended Sitrick to replace him at the NAB, and Sitrick was hired, serving there from 1954 to 1957. He credits the NAB with giving him the opportunity to make useful contacts with

broadcasters around the country. "In those days we traveled to 17 district meetings across the country. It was exhausting, but I love to travel and I got to meet most every broadcaster around at the time."

In 1957, the newly appointed FCC chairman, John Doerfer, asked Sitrick to be his chief of staff. "I couldn't pass it up," says Sitrick. "I considered it a fascinating assignment, to be on the government regulation end and see how that ticks."

In 1958 Sitrick changed partners yet again. The late Jim Blackburn Sr. had just had a serious heart attack and needed someone to help him with his brokerage business. Sitrick decided it was time to leave government.

"I started out helping with the administration of the company, but we got so busy that within a year I was starting to broker stations," says Sitrick. Beginning with his first sale of a small station in Berlin, N.H., Sitrick has gone on to sell radio and TV stations to and from all the major station groups and the networks. Sitrick has long since lost track of all the stations, but estimates he has sold over 500 radio stations and 50 TV stations. "In terms of numbers of stations I've probably sold more than anybody; in terms of dollar amount I don't know whether others who have handled the very large sales might have higher dollar volume than me. I don't really keep track."

He credits his experience at BROADCASTING, the NAB and the FCC with giving him the credentials needed as a broker. "I think that was what Jim Blackburn was interested in when he hired me. It makes a lot of difference if you can call someone up and not have to introduce yourself. I did have to learn more about the financial and business end, but you pick that up if you know the other elements. And of course I had a good teacher in Jim Blackburn.

"What I enjoy is the fun and feeling of accomplishment in negotiating and completing a transaction," said Sitrick. "Especially when they turn out well, when both parties are happy with the deal and the station succeeds and does well and the buyer wants to buy more stations. That is a good feeling to know that you helped someone along the line accomplish some equity, some ownership, and found a property for them, in effect changed some peoples' lives.

"Then there are the daily dealings with broadcasters, owners and managers. This is a generalization, but they are fun people; they really are. They like humor, they like to laugh a lot, they enjoy life. I like the fun and creativity you have in the broadcasting industry. I enjoy going out on the road and seeing these people and seeing their operations. When you know their intimate personal and business problems, you get to be close personal friends with them. I enjoy very much what I'm doing and that's important." ■

United Stations, New York-based radio program network, last Friday (April 19) **finalized its purchase of RKO Radio Networks** (RKO One, RKO Two and Radioshows) from RKO General Inc. ("Top of the Week," March 4). Price is said to have fallen in \$10-million range. Networks will become new company formed by United Stations for RKO acquisition, called **United Stations Radio Networks One and Two Inc.** RKO Radio Networks President **Bill Hogan** will become partner in The United Stations and continue to oversee networks as executive vice president and general manager of new entity. As partner, he will be joining four other owners of United Stations: Nick Verbitsky, president; Frank Murphy, executive vice president/marketing; Ed Salamon, executive vice president/programming, and Dick Clark, television and radio personality. RKO deal also includes six satellite channels on Satcom I-R. United Stations's current lineup of long-form programming, to be marketed as United Stations Entertainment Network, will continue to be available to stations on disk as well as by satellite.

Committee for Full Value of Storer Communications Inc. (Coniston Partners) said on Friday (April 19) that it filed **counterclaim** in U.S. District Court for Southern District of New York against Storer, and chairman, Peter Storer, "seeking to enjoin them from repeating unsubstantiated predictions of the future value of Storer Communications and of the value of the program proposed by the committee." Storer had said, in press conference last Monday, April 15 (see story, page 107), that Coniston's proposed liquidation would bring in not \$90 to \$100, as Coniston claimed, but rather \$60. Coniston said court set Tuesday, April 23, as hearing date. Coniston also said court of appeals for District of Columbia last week

Broadcaster beware. *The congressional debate over proposals to ban beer and wine commercials from radio and television appears to be shifting away from the subject of a ban to the subject of counteradvertising. That issue has taken center stage as a result of Representative John Seiberling's (D-Ohio) declaration that he will offer legislation mandating broadcasters*



Seiberling

to provide equal time for counter-advertising (see page, 39). Seiberling's view on the issue was presented during a meeting of the National Council on Alcoholism last week in Washington. Kay Casstevens, Seiberling's legislative director, who spoke on his behalf, said the congressman is hearing from his constituents on the matter and also has a personal interest in the issue. His mother, she noted, was responsible for bringing the two men together who formed Alcoholics Anonymous in Akron, Ohio, 50 years ago. "His feeling is that the public and young people are not receiving an alternative message," Casstevens said.

She said they are still drafting the bill, but hoped to have it out in time for the hearing scheduled by the House Telecommunications Subcommittee on beer and wine advertising. (The House Select Committee on Children, Youth and Families, is also planning to hold a hearing on alcohol prevention issues, May 2, and the subject of alcohol advertising is expected to crop up.) The measure, which will likely be called "The Fairness in Alcohol Advertising Act," specifies that equal time would mean "equal duration, audience size and composition," she explained. Broadcasters, however, would not have to pick up the cost of the productions. The bill would also contain guidelines for licensees to follow for making time available. Seiberling is still thinking about whether or not to address cable in the bill, although Casstevens thinks it will probably be included. "Certainly with the growth of cable, we can't ignore it," she added. Meanwhile, she urged the NCA members to start lobbying in support of the measure.

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denied company's request to have FCC "immediately issue a final written order" of its decision on proxy fight ("Top of Week," April 15).

FCC will conduct lottery to determine order in which it will accept applications for **689 Docket 80-90 FM allotments** at 9:30 a.m. May 6, at FCC headquarters in Washington.

Cox Communications Inc. announced **first quarter** results Thursday (April 18), showing that revenue was up 13% but operating income had decreased 8%. Quarter ended March 31. Net income increased 20% and earnings per share were up 21%. Increase was attributed to nonrecurring gains of \$5.8 million, or 21 cents per share, from sale of Cox's Indiana and Jacksonville, Fla., cable systems ("Changing Hands," Feb. 11). Last year's figures include gain of \$1.2 million, or 4 cents per share from closing of sale of WLIF(FM) Baltimore ("Changing Hands," Aug. 22, 1983). If those sales were excluded, **net income and earnings per share would have been down 9%**. Broadcast division revenues were up 13%, while operating income was down 6%. Results include recently acquired WKBD-TV Detroit ("For the Record," Oct. 17, 1983). Excluding WKBD-TV, revenues would have been up 4% and operating income down 8%. Television group results showed revenue up 13% and operating income down 9%. Sluggishness in advertising, particularly spot market, were blamed, with softness in ratings for KTVU-TV Oakland, Calif., and WSB-TV Atlanta, said to contribute. Radio stations revenue increased 18%, but operating income was up or 6%, attributed to high start-up losses at WCKG(FM) Chicago. Cox TeleRep also reported losses in operating income. Cox Cable reported gain of 12% in revenues and 5% loss in operating profit. Losses from On Cable Publications were called culprit and if excluded, division would show increase of 1% in operating income. Cable earnings are expected to increase due to divestiture plan announced last year, as is reflected in offsetting of losses this quarter, but will result in lower revenues due to smaller subscriber base. (Cox announced sale of four cable systems this week. See "Changing Hands," page 111). In other divisions, automobile auctions showed gain of 11% in revenue and 4% in operating income. Cellular radio operations revenues were not broken out, but operating profit break-even point was forecast for mid-1986.

ABC's reported **first-quarter revenue decline of 5%** to \$797.8 million and **net income decline of 19%** to \$19.4 million. **Broadcast gross revenue declined 8%** to \$685.1 million, while operating profits \$56.8 million were about equal, as they were for television network, to same quarter of previous year. Line reporting "minor interest" outside company indicates ESPN, acquired in June last year, reported net-after-tax loss of \$2.2 million, compared loss of \$3.3 million in immediately preceding fourth quarter.

Ending several months of speculation, **Varian Associates Inc.** announced at NAB convention that it had struck deal to purchase **Continental Electronics**, major radio transmission equipment manufacturer. Price and terms were not disclosed. Closing is expected next month.

FCC this week is slated, once again, to address how to designate renewal application of **KMCS(FM)** [formerly **KTTL(FM)**] Dodge City, Kan., for **comparative hearing**. Station had broadcast attacks on Jews, blacks and other minorities. Question of what issues designate, and how to designate those, has been pending before FCC for two years.

Judge Abner J. Mikva, of U.S. Court of Appeals in Washington indicated he shares doubts of those who wonder whether **scarce argument** still supports "broadcasting regulatory regime and the First Amendment jurisprudence of *Red Lion*, in which Supreme Court, in 1969, affirmed constitutionality of fairness doctrine. He noted that cable television, with its capacity of over 100 stations has almost 30 million subscribers and is expected to double that number by 1990. He also referred to "alphabet soup of other delivery systems currently under development and expansion"—**DF, MDS, STV, LPTV and SMATV**. What ultimate effect "this chan-

Radio results. According to the just-released winter 1985 Arbitron reports, *Malrite's* contemporary hit *WHTZ(FM)* New York has been dethroned as the market's top station for persons 12 years of age and older, while Gannett's contemporary hit *KIIS-FM* Los Angeles and Tribune Co.'s MOR/talk *WGN(AM)* Chicago continue to reign in their markets.

Emerging as the new number-one radio station in New York is RKO's urban contemporary-formatted *WRKS(FM)*, which posted a 6.0 12-plus metro share for Monday to Sunday, 6 a.m. to midnight—up from 5.3 and second place in the fall 1984 report ("Top of The Week," Jan. 7). After three consecutive rating periods dominating the New York airwaves, *WHTZ* (licensed to Newark, N.J.) fell to second place, three-tenths of a percentage point behind *WRKS(FM)*, at 5.7. (*WRKS* was top 12-plus station in the winter 1984 report).

Rebounding from a fifth-place finish in the last report to a tie for third place with RKO's talk-formatted *WOR(AM)* is ABC's contemporary hit *WPLJ(FM)*. Both stations pulled a 4.8 overall metro share.

In Los Angeles, CHR-formatted *KIIS-FM* finished far ahead of the rest of the pack with a 9.7 overall metro share. The station is up from a 9.1 showing last fall. Contemporary hit has worked so well for Gannett in southern California that earlier this year the company adopted the format for its AM outlet, formerly nostalgia *KPRZ(AM)*, and changed its call letters to *KIIS(AM)*. However, it finished with a 0.4 12-plus reading. But observers say that the spring period should be a better indication of the success of the format change.

Remaining in second place is talk *KABC(AM)* with a 5.8. The ABC Talkradio outlet is followed by easy listening stations *KJOU(FM)*, programmed by Churchill, at 5.7, and *KBIG(FM)*, owned and programmed by Bonneville, with 5.1.

In Chicago, although down slightly from the fall, MOR/talk *WGN(AM)* continued its dominance with a 9.3 12-plus share (*WGN* is home to Chicago Cubs baseball, whose anticipated successful season is expected to bolster the station's ratings even more during the spring and summer books).

Century Broadcasting's easy listening *WLOO(FM)* was next at 5.8 followed by Gannett's urban contemporary *WGCI-FM* with 5.5—down from a 6.1 second place in the fall—and contemporary black *WBMM-FM* and CBS's all-news *WBBM(AM)*, both in fourth place with 4.5. CBS's CHR-formatted *WBBM(FM)* also fared well in the new book, landing in the fifth slot at 4.4.

stereo radios in state. "Some radios and receivers only receive one type of transmission," it said, referring to C-Quam-only radios being sold by Delco, Chrysler and more than dozen others. "Therefore, a consumer may purchase an AM stereo radio that will not receive in stereo the consumer's favorite radio station." Department went on to propose rules that would make it unlawful for anyone to sell AM stereo "without disclosing which AM stereo system of transmission the receiver is capable of receiving." Rules would require such disclosure in all ads and on labels or tags attached to radios. Hearing on rules is scheduled for May 31 in Hartford. Complaints similar to Walker's have been filed with Federal Trade Commission as well as with state officials in Massachusetts, Utah, Alabama, New York, California and Oregon.

In initial decision, FCC Administrative Law Judge Byron Harrison has granted application of **TRC Communications Inc. for new VHF TV station on ch. 9 in Caldwell, Idaho**, denying competing application of Cascade Broadcasting Group Ltd.

Center for Science in the Public Interest, which is spearheading movement to ban beer and wine advertisements on television and radio, filed **petition at Federal Trade Commission** last Friday (April 19), **charging** that series of magazine, **radio and television ads by American Egg Board** are "false and misleading." Specifically, CSPI challenges AEB's ads claiming eggs are "highly nutritious" and "significant" source of vitamins and minerals, and asks that they be banned or that AEB "conspicuously disclose" cholesterol content of eggs.

Four-month-old report of **State Department** inspector general's office **severely criticizing manner in which State handles its communications policy-making functions** surfaced last week, even as State's chances of winning congressional approval of its plan for reorganizing those functions appeared to be growing dimmer. Report, issued in December, said there is substantial evidence that existence of both Office of Coordinator of International Communication and Information Policy and Office of International Communications Policy "has resulted in wasteful bureaucratic wrestling, a growing duplication of effort, and a less than optimal handling of some international communication and information issues."

ABC, Goldberg call it off. If ABC is going to climb out of third place in the prime time ratings, it will have to do it without the help of programing wiz Leonard Goldberg. The former ABC programing executive was unable to come to terms with senior ABC Broadcast Group management regarding a position to be created especially for him at the network. As envisioned, Goldberg would have been a kind of "superprogramer" overseeing both ABC Entertainment and ABC Motion Pictures and reporting directly to ABC Broadcast Group President Tony Thomopoulos.

Had ABC and Goldberg reached agreement, both ABC Entertainment President Lewis H. Erlicht and ABC Motion Pictures President Brandon Stoddard would have reported to him. At present, both executives report to Thomopoulos.

ABC President Fred Pierce and Thomopoulos had been talking with Goldberg since January about the possibility of his returning to ABC to help the network develop and schedule prime time programing. Although Pierce and Thomopoulos declined comment, an ABC source close to the discussions said the conversation broke down after Goldberg kept "escalating" the terms he was willing to accept.

Goldberg told BROADCASTING he was approached by ABC "and I told them that under the right circumstances, it would be an exciting challenge." Goldberg declined to define "right circumstances," but added he and ABC parted amicably and that he hoped to continue supplying the network with programing. (ABC Motion Pictures is releasing this June a Goldberg film titled "SpaceCamp".)

xplosion" will have on scarcity rationale "is not for me to say—not at anyway." But he noted Supreme Court Justice William Brennan's "invitation" in *League of Women Voters* case last year to ear argument on that issue "certainly has not escaped anyone's notice."

me Inc. said last week it had approved **renegotiated film licensing agreements** between subsidiary pay-television company **Home Box Office Inc. and Columbia Pictures and Tri-Star Pictures**. Revised contracts call for HBO to buy films commencing production in 1989, representing three-year extension of both pacts. In turn, HBO will pay less for films over life of contract and won't be required to buy films on costly exclusive basis. Company blamed losses associated with two contracts, initially valued at reported \$1 billion, for drop in 1984 profits, along with unanticipated slowdown in subscriber growth for HBO and Cinemax.

at another television station has made switch to stereo. **WYFF-TV Greenville, S.C., became 31st station to go stereo**, according to BROADCASTING running count. NBC-affiliate is using Orban stereo generator and synthesizer.

response to complaint from Fred Walker, president and general manager, *WTIC(AM)* New Haven, Conn., **Connecticut** Department of Consumer Protection issued "**consumer advisory**" on sale of AM

Editorials

Act one

If somebody had asked Ted Turner two months ago to define the meaning and value of zero coupon notes maturing in 1994, Turner would probably have told the inquirer to bug off, in words not quite that discreet. It was two months ago, readers of this magazine's March 4 issue will recall, that Turner sent Charlie Ferris around the FCC to find out whether it would be OK for Ted to buy CBS some Thursday morning. Turner learns fast, especially when listening to E. F. Hutton, as instructed by those TV commercials. Now he can talk knowledgeably about zero coupon notes, senior notes, senior debentures and preferred and common stocks conjured from a nonexistent treasury—and get a serious hearing on Wall Street and at the FCC. Nobody had better underestimate Turner's desire to become the next William S. Paley, with a riverboat gambler's cigar in his mouth.

Who else would have chosen Charlie Ferris as his emissary to Mark Fowler, sending a Tip O'Neill acolyte to call on Ronald Reagan's loyal chairman of the FCC? Who else would have guessed that Charlie and Mark would hit it off so well that Charlie could begin preparing a five-inch-thick application for approval of the transfer while Turner and Hutton were inventing the financing to bring the transfer off? Who else but an original who revels in unorthodoxy?

The guess here is that the end of this exercise will look very little like its beginning. Ted Turner enters few rooms without incandescence. The excitement of this entry has, as the song says, only just begun.

Disappearing act

Mark Fowler is right. NAB conventions used to be bully pulpits from which FCC chairmen berated their constituencies for one deficiency or another. A succession of increasingly marketplace-minded chairmen, and actions, have virtually changed all that. We mean no disrespect to the office in suggesting that there soon may be no reason for the FCC to show up at NAB conventions at all.

If there's a deep intake of breath at that notion it's because broadcasters, by and large, have been more reluctant to embrace their new freedoms than the FCC has been in granting them. At several sessions in Las Vegas last week radio and TV operators rose to ask why the commission didn't impose one rule or another. They were met universally by the response that the FCC wasn't in the business of passing new rules; it remained engaged in throwing out old ones.

So far, so good. While there are still many areas in which FCC intervention is appropriate (particularly, in our view, the setting of standards—one of the functions from which Mark Fowler's FCC has abdicated), there are still others from which it can rightfully withdraw (the so-called underbrush regulations, for example). Paternalism is rapidly going out of style at 1919 M Street. About time.

On with it

One of those tides in the affairs of men which, taken at the flood, lead on to fortune, appears to be running cable's way in the matter of must carry. Last week's oral argument before the U.S. Court of Appeals in Washington in the Quincy Cable-Turner Broadcasting

case provoked comments from the bench that invited interpretation as signalling a major modification of the status quo—one counter to broadcasters' best interests.

Immediately on top of that came a speech by James Mooney, president of the National Cable Television Association, in which he detailed all the reasons he felt must carry to be both wrong and vulnerable. That appearance signalled a going public, with a vengeance, of the cable industry's effort to get broadcasters to the negotiating table on this subject.

Neither Congress nor the FCC is anxious to be in the middle on this one; Capitol Hill, for one, would rather ratify a deal struck between the parties than try to work out an agreement that both would buy.

National Association of Broadcasters President Eddie Fritts, in an interview with this magazine on the eve of the NAB convention (BROADCASTING, April 15), indicated his own willingness to deal. Two weeks ago would appear to have been a good time to start.

Out in front

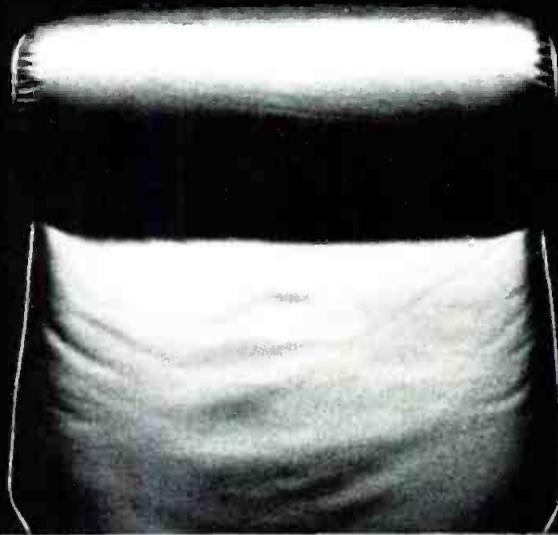
Meredith Corp. has embarked on a gutsy course that it hopes will end in a declaration by the courts that the fairness doctrine is unconstitutional. It has carefully crafted a case for FCC reconsideration of a decision holding that Meredith's WTVH(TV) Syracuse, N. Y., violated the doctrine by carrying commercials for a nuclear power plant without carrying opposing views (BROADCASTING, April 15). If the FCC sticks to its original finding, Meredith is prepared to appeal.

Some lawyers with a fondness for the First Amendment wish that the Meredith case involved broadcast journalism instead of advertising. Some think the main attack on the constitutionality of the fairness doctrine ought to be waged when the FCC decides, as expected in its current inquiry, that it lacks the authority to do much about a doctrine that is embedded in the law. That kind of a decision could be appealed with broad support from the broadcasting establishment.

Whatever the preferred strategy, Meredith has chosen to go it alone on a principle it clearly believes. This page sees no reason why it should be denied the support of other broadcasters while they wait for a fatter FCC target.



Drawn for BROADCASTING by Jack Schmidt
"Today's shuttle landing is brought to you by Senator Garn's official motion-sickness pills."



WHAT IS GOOD JUDGMENT?

We Americans enjoy freedom of choice to a degree that's unique in the world.

There are choices to be made in everything from the daily purchase of goods and services to lifelong career decisions.

But choices can be dangerous if they're not made with good judgment grounded in knowledge.

And that knowledge comes from the free and unhindered transmission of information.

Good judgment is decision-making based on information.



James S. Gilmore, Jr.
President



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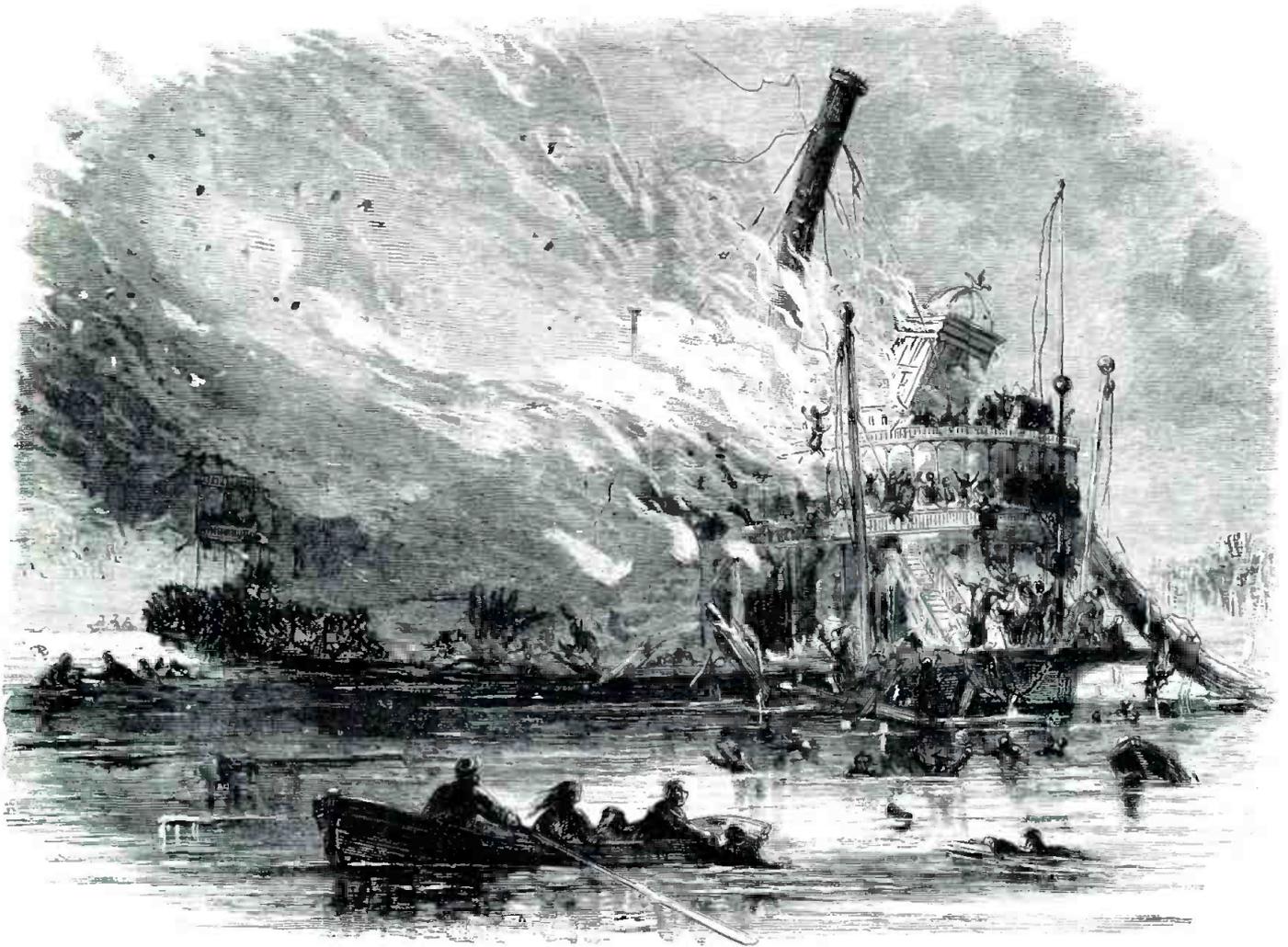
WLVE FM
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Florida
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WQPO FM
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When it was sink or swim...



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*TVB 1984 National Spot Revenue Report

APR 23 1985