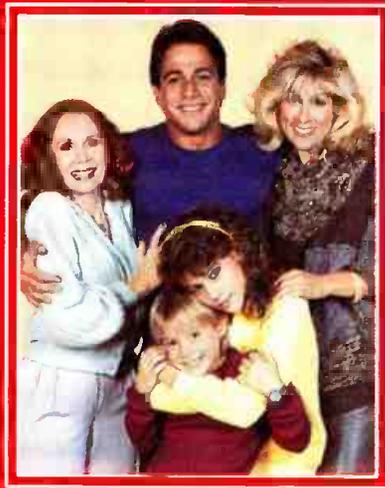


The Fifth Estate

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Broadcasting Sep 7

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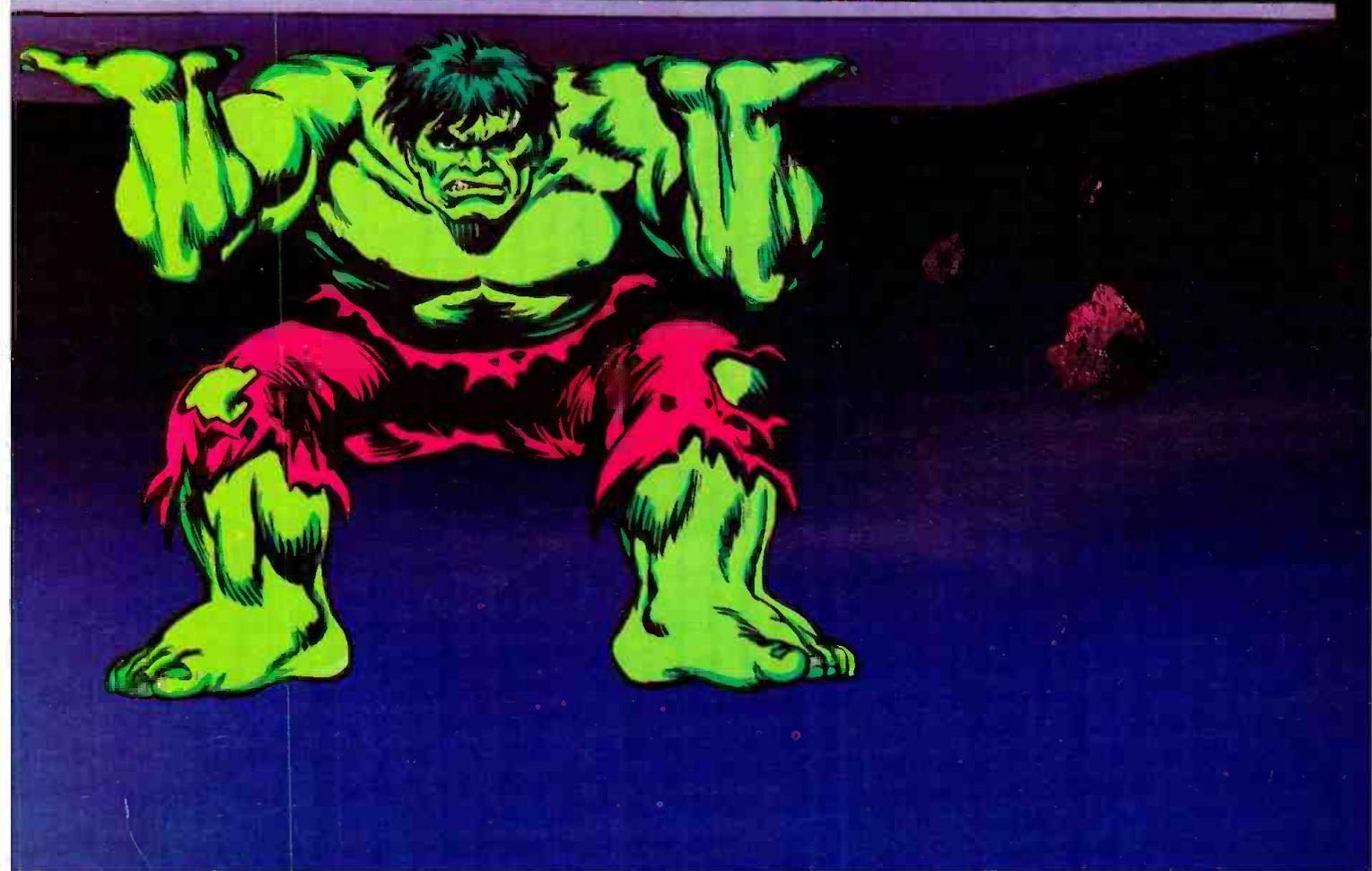
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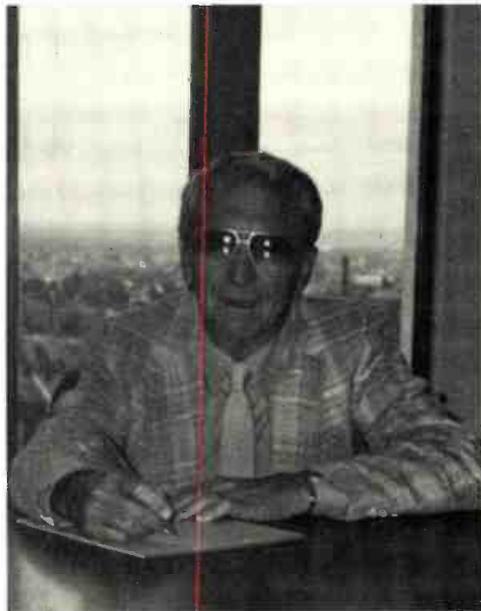
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Broadcasting Sep 7

Peoplemeters hit ground running... page 35.

Broadcasters ready for NAB Radio '87... page 49.

Radio's top stations and winning formats... page 70.

News executives meet in Orlando... page 40.

Judge rules on cable franchise provisions... page 41.

WEEK ONE WITH PEOPLEMETERS □ Nielsen and AGB peoplemeter systems officially debuted last week, with lower numbers than old sample and numerous glitches. Assessment of new ratings system by broadcast networks, cable industry, program producers, advertising community and others in Fifth Estate begins on **PAGE 35.**

WONDERFUL WORLD OF NEWS □ With Walt Disney World's Epcot Center as backdrop, RTNDA news directors meet in Orlando, Fla., to discuss some tough issues. **PAGE 40, 86.**

ASSOCIATED TV □ Don Hewitt, CBS *60 Minutes* executive producer and this year's RTNDA Paul White Memorial Award recipient, proposes cooperative TV "wire service" to help reduce broadcast network costs. **PAGE 41.**

CALIFORNIA-BOUND □ Radio broadcasters head to Anaheim, Calif., this week (Sept. 9-12) for NAB Radio '87's workshops and seminars on engineering, formats, management, sales and current issues. Overview, agenda and list of exhibitors begin on **PAGE 49.**

RATING RADIO □ Adult contemporary remains top format in 1987, according to BROADCASTING's annual ratings survey based on Arbitron spring 1987 meter rankings. List of radio's top 10 stations in top 50 markets begins on **PAGE 70.**

AM STEREO DEBATE □ Although it may not become de facto AM stereo standard, AM broadcasters using Kahn Communications' AM stereo system stand by it. **PAGE 76.** NAB survey finds some stations more likely than others to change to AM stereo. **PAGE 75.**

TAKING CARE OF BUSINESS □ Business news finds larger television profile as broadcasters target up-scale business-minded viewers. **PAGE 90.**

CABLE ON THE HIGH ROAD □ Cable executives met at Eastern Cable Show in Atlanta last week, where cable's competition was cited and copyright, cable ownership debated. **PAGE 91.**

TOP GUN □ Midwesterner Tim McDonald, president of TVX Broadcast Group, has risen through the ranks while shooting from the hip on the subject of television. **PAGE 127.**

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Added starter

As National Association of Broadcasters continues search for new chief lobbyist, nominations keep rolling in. Last week, name of FCC Commissioner Mimi Dawson surfaced. Dawson's FCC term ends next June.

Private talk

New York Governor Mario Cuomo may grab headlines at National Association of Broadcasters Radio '87 convention in Anaheim, Calif., this week. Cuomo is to be guest speaker at private dinner hosted by United Stations Radio Networks on Sept. 11 (see page 49) and, according to close associate, will discuss presidential campaign, as well as his own plans. Among other topics: "unfairness" of fairness doctrine and how broadcasters can be more than performers and entertainers.

How franchisers feel

National League of Cities has done its homework in preparation for cable oversight hearing planned by House Telecommunications Subcommittee later this year. According to preliminary results of NLC survey of 230 franchising authorities (representing 258 franchises and some 4.4 million subscribers), 40% reported increase in cable rates accompanied by additional services, and 44% said rates rose without change in service. What really caught league's attention was concern expressed over realignment of cable channels. Repositioning, according to survey, occurred in 74% of cases, and cities are disturbed by its effect on access channels and disruption it has caused within broadcast community.

"Fairly high level" of noncompliance with franchises was also reported, with 25% considered "major noncompliance." Survey also queried cable regulators on subscriber satisfaction: 57% saw no "real change in way subscribers view cable under the act," 23% said subscribers think it's "better" and 20% said subscribers feel it's "worse."

'In' format

National syndication of 24-hour new age/jazz formats for radio appears to be taking off. Besides such ventures as Satellite Music Network's distribution of KTWV(FM) Los Angeles's "Wave" sound

("Riding Gain," Aug. 31) and Progressive Music Network's satellite service, "The Breeze" ("Riding Gain," June 1), Kalamusic, Kalamazoo, Mich.-based radio program supplier of six formats, will unveil plans for full-time, tape-distributed, new age format, "Soft Passages," at this week's NAB "Radio '87" meeting in Anaheim, Calif. Format will be produced by Thom Reinstein Productions, Modesto, Calif.

Syndex support

Television Operators Caucus is said to have decided it will recommend that FCC reinstitute syndicated exclusivity rules. TOC did not file during first round of comments July 22, possibly because of internal division—Tribune Broadcasting stands opposed to syndex—but is expected to file when reply comments are due Sept. 22.

Overdoing underwriting?

Senator Lawton Chiles (D-Fla.), chairman of Appropriations subcommittee that oversees public broadcasting, is worried over commercialization of public TV. Among those receiving message were Howard Gutin, acting chairman of Corporation for Public Broadcasting, and broadcasters in Chiles's state. Chiles, long-time supporter of public broadcasting, questions whether progression of underwriting from recognition of supporter to logo of supporter to moving pictures depicting supporter's product lines will eventually lead to full-fledged ads. Congressional support may be eroded if trend toward commercialization continues, cautioned Chiles.

Speaking up

Two prominent cable operators—Robert Miron and Jerry Lindauer—are prepared to testify on behalf of St. Paul, Minn., and its cable franchisee, Continental Cablevision, in First Amendment-open entry suit brought by losing bidder for franchise, Nor-West Cable Communications. Robert Miron is president of Newhouse Broadcasting Corp. and treasurer of National Cable Television Association. Lindauer is senior vice president, Prime Cable, and member of NCTA board.

Represented by Harold Farrow, Nor-West Cable Communications is demanding cable franchise without such usual regulatory obligations as access channels

and franchise fees so it can compete with Continental, claiming, among other things, that such obligations are violations of its First Amendment rights. Case is comparable to that involving Palo Alto, Calif. (page 41) Nor-West is also asking for hefty damages. Attorney for Continental said that Miron and Lindauer are testifying because they believe Nor-West is using First Amendment as device for private gain.

Tech talk

Idea that National Association of Broadcasters might establish its own technology center is still alive. Association is said to be examining legal structure of such organization but has not decided whether it will be NAB department or separate nonprofit or for-profit organization. Final decision may not be far away.

Cosmo girl

Helen Gurley Brown, publisher of *Cosmopolitan*, and New World Television are planning fall 1988 debut of *I Want Out* (working title), reality-based scripted show produced by Atlantic/Kushner-Locke. Brown will appear in show.

Righting trade balance

Captain Power and the Soldiers of the Future, one of two interactive shows set to debut domestically this fall, is racking up impressive prices internationally in 41 countries that have bought show, according to Earl Jones, chairman of International Broadcast Systems, international sales agent for show. Among clearances is "landmark" deal on Asahi network in Japan where American programming for children is rare. *Captain Power* is combination of live action and animation. Show's clearances abroad are principally in early evening.

View from top

Tip for anyone with vested interest in labor-management communication might be taken from top CBS executive. In talks just starting in Phoenix last week between CBS and its technical union on new contract, CBS/Broadcast Group President Gene Jankowski made personal appearance, as he has over last dozen years, to provide company overview and take questions from union negotiators.

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TELEVISION NETWORK? 'HEAD OF THE
CLASS' . . . MAY SIGNAL BRIGHTER,
EVEN NOBLER, DAYS."

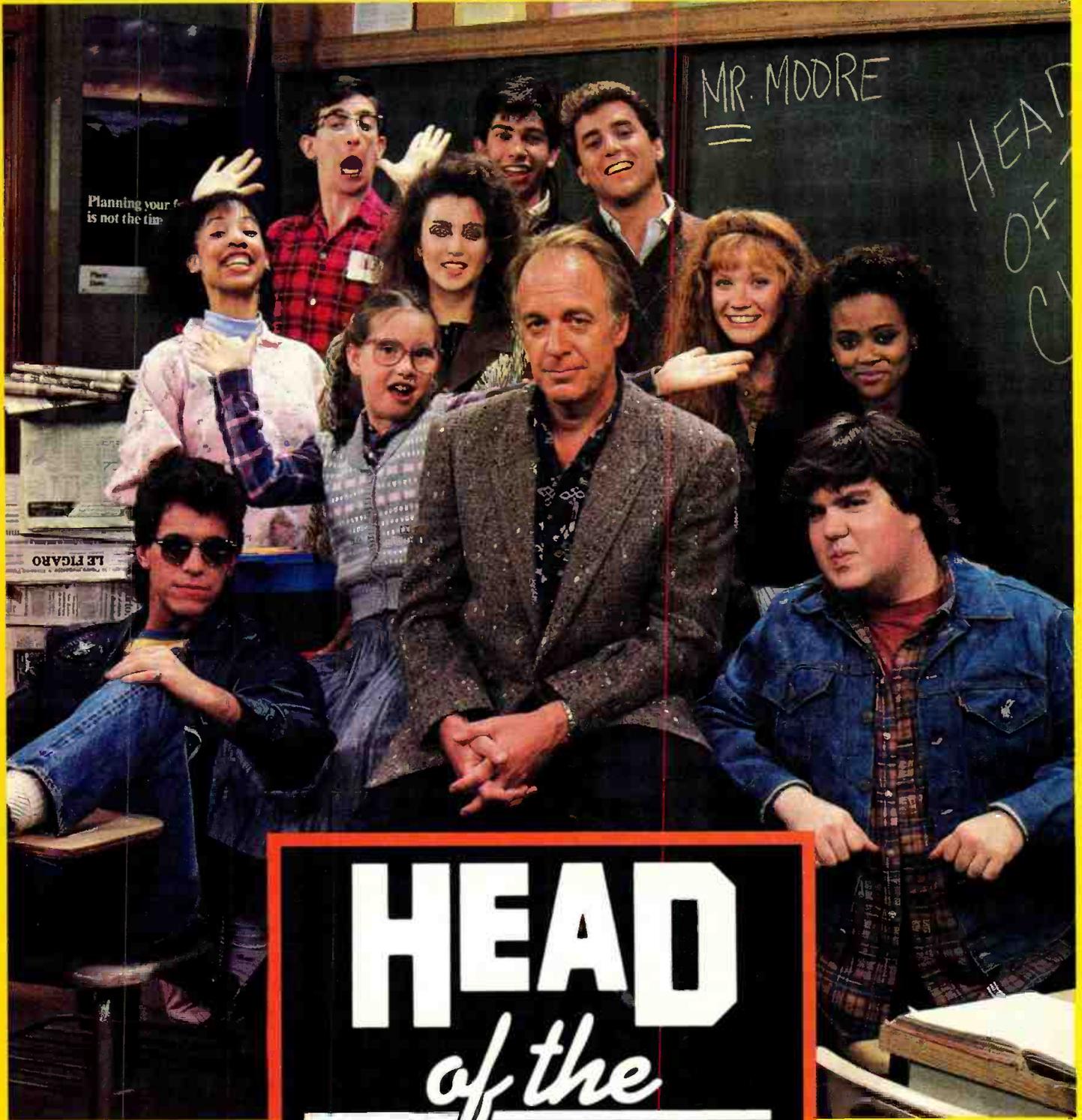
THE WASHINGTON POST

"'HEAD OF THE CLASS': HIGHEST
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THE NEW YORK POST

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WOI-TV, Des Moines

WLVI-TV, Boston

KOLD-TV, Tucson

WATL, Atlanta

KDEB, Springfield, MO

KMSP-TV, Minneapolis

KHGI-TV, Lincoln-Kearney

KUTP, Phoenix

KLAS-TV, Las Vegas

KPTV, Portland, OR

WAOW-TV, Wausau



Where Things Stand

A weekly status report on major issues in the Fifth Estate

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AM-FM allocations. In response to FCC inquiry, National Association of Broadcasters told FCC Aug. 31 not to permit FM stations to use directional antennas under any circumstances, claiming it would lead to "AM-ization" of the FM band. However, several FM broadcasters that commented in the proceeding took opposite position, contending that directional antennas would be beneficial to FM radio and the public.

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

□

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

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

Motorola has wide support among broadcasters and receiver manufacturers. Domestic auto manufacturers have equipped several million new cars with C-Quam-only radios over the past few years. In addition, about 500 AM stations

broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious. Kahn proponents are apparently willing to stick with it because of what they believe is its technical superiority, despite lack of Kahn-only or multisystem radios capable of receiving Kahn stereo signals (see story, page 76).

□

Antitrafficking. Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action on any broadcast legislation was put on hold until fate of fairness doctrine is resolved (see fairness doctrine box, page 19), but since FCC declared doctrine "unconstitutional" and will no longer enforce it, likelihood that antitrafficking could move on its own (BROADCASTING, June 29) is said to be even greater. There has been some speculation that such provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill." Other witnesses from broadcast industry also refrained from taking stand on trafficking, another sign industry can't reach consensus.

□

Cable regulation. FCC's implementation of Cable Communications Policy Act of 1984, and particularly its deregulation of basic cable rates effective Dec. 19, 1986, received report card

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

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

□

Children's television. Action for Children's Television has asked FCC to reimpose guidelines limiting advertising to nine-and-a-half minutes per hour during "children's prime time"—Saturday and Sunday mornings—and to 12 minutes per hour during weekdays. ACT said that marketplace has failed to limit advertising time as FCC had predicted when it eliminated guidelines in 1984. ACT believes guidelines would effectively ban what it considers "program-length commercials" for toys.

ACT believes U.S. Court of Appeals in Washington set stage for its petition by remanding FCC action eliminating guidelines for children's programming on ground FCC had failed to justify the deregulatory action with either facts or analysis.

In petition, ACT cited University of California, Santa Barbara, study released in July, that asserted that commission's argument that marketplace would take care of commercialism in children's programming was faulty (BROADCASTING, Aug. 3).

On Capitol Hill, Senator Frank Lautenberg (D-N.J.) introduced children's programming bill that would require each commercial television network to air seven hours per week of educational programming designed for children, and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys. Also, House Telecommunications Subcommittee plans hearing this fall on children's TV, tentatively scheduled for Sept. 15.

□

Compulsory license. FCC received comments first week of August in inquiry into whether compulsory license should be preserved. National Association of Broadcasters, for sake of inter-industry peace, softened its long-standing opposition to license, arguing that license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules to limit importation of distant signals. They were joined by motion picture industry. Cable industry, on other hand, argued to keep license

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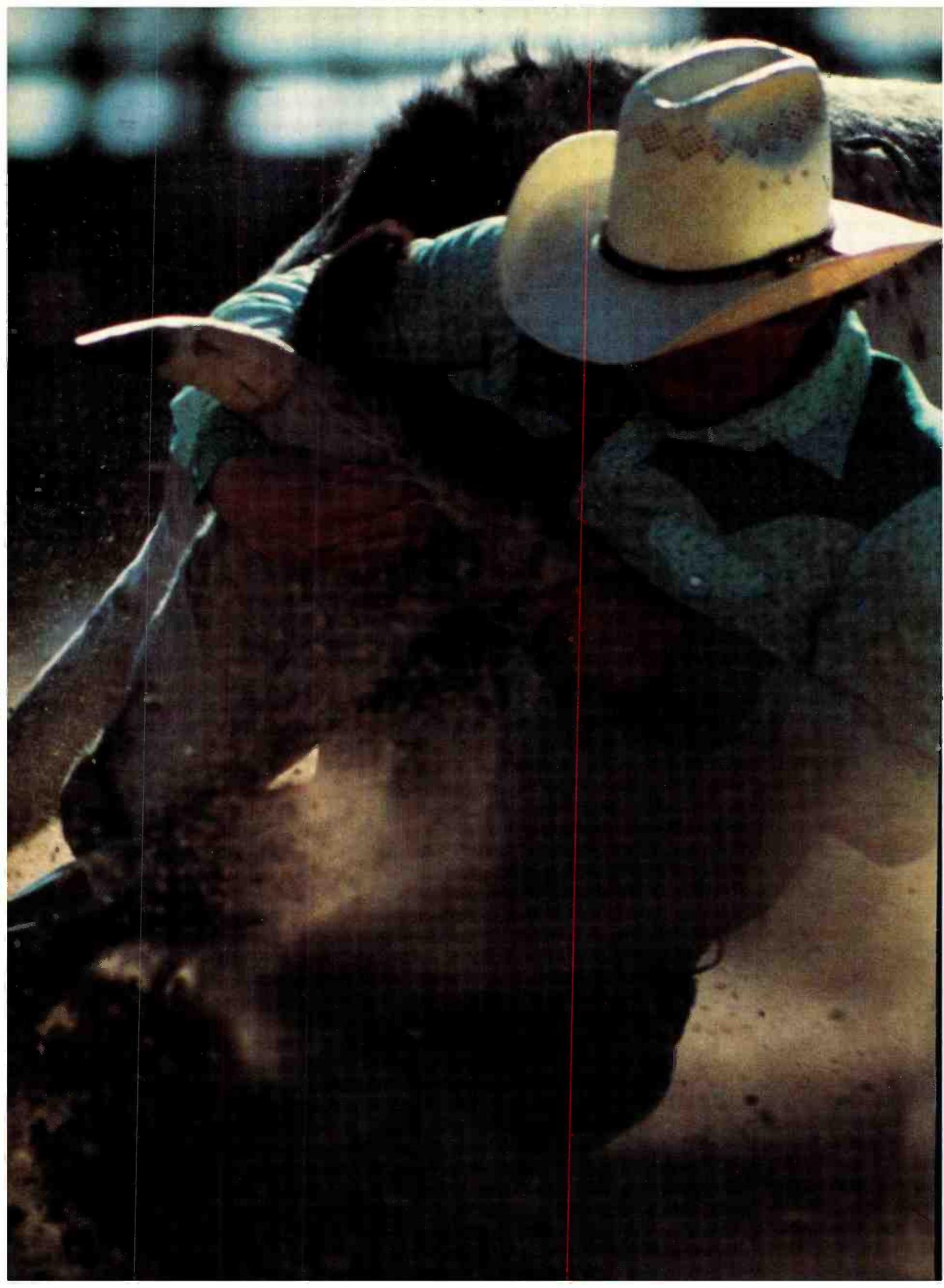
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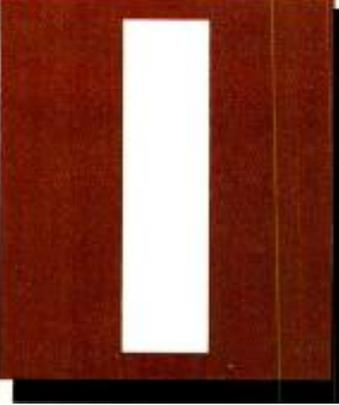


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intact. Inquiry is expected to form basis for legislative recommendation to Congress. Replies are due Sept. 21.

Meanwhile, cable and motion picture industries have discussed reaching some kind of accommodation on compulsory copyright license. But new wrinkle has developed due to efforts of INTV to use those discussions as forum to reopen debate on must carry (BROADCASTING, June 29, July 20). NCTA is said to be staunchly resistant to effort and views INTV's initiative as violation of must-carry agreement that broadcast (INTV is signatory) and cable industries reached last year. INTV's compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) exacerbated situation further and resulted in additional charges by NCTA that independents have "gone back on their word." INTV, nevertheless, denied its comments were violation of agreement and defended its actions (BROADCASTING, Aug. 10).

□

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone services areas. Comments are due Oct. 2.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene is considering whether to lift prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television. Even if Greene decides to lift MFJ prohibitions, BOC's still wouldn't be free to provide cable service wherever they wanted because of prohibitions in the Cable Act.

□

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

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable pro-

gramming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

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

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27). Stations with five or more employees are required to file detailed reports.

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

□

Federal Trade Commission. FTC is undertaking antitrust investigation of National Football League television rights contracts, having issued subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year, \$1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. FBC President Jamie Kellner said at TV critics press tour in early August that FTC had asked him whether Fox would be interested in carrying games. Fox outbid other parties in initial bidding, Kellner claimed. As part of NFL deal, some games are being carried for first time on cable by ESPN, cable channel 80% owned by ABC.

FY 1988-90 authorization of FTC cleared Senate in March (BROADCASTING, March 16). House Commerce Committee adopted its own version of FTC authorization on July 14. Both bills authorize FTC at \$69.85 million for FY '88, \$71.9 million in 1989 and \$72.9 million in 1990. Senate version calls for permanent prohibition against FTC regulating ad industry based on "unfairness" standard, controversial provision that is not included in House bill.

□

High-definition television. National Association of Broadcasters HDTV Television Task Force approved expenditures of \$200,000 through end of first quarter of 1988 for HDTV

research projects and demonstrations. Funds will come from \$700,000 earmarked for task force's work by NAB board last June. Most projects are intended to support work of the Advanced Television Systems Committee, industry group that is trying to set standards for HDTV transmission and videotaping.

On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee. Announcement by FCC Chairman Dennis Patrick on makeup of committee is reportedly imminent.

Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990. Working group on high-definition electronic production of Society of Motion Picture and Television Engineers unanimously approved parameters for HDTV production standard as 1,125 lines and 60 Hz field. After approval by full organization, SMPTE will submit standard to American National Standards Institute.

□

Land-mobile. National Association of Broadcasters and Association of Maximum Service Telecasters are optimistic that FCC, in response to their petition, will delay decision on reallocation of UHF channels to land-mobile radio service until completion of its study on advanced television systems and local broadcasting (see "High-definition television). Broadcasters believe UHF spectrum that would be lost in reallocation may be important to their being able to implement ATV systems.

□

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on S.1277 (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard and National Association of Broadcasters stated its strong opposition to measure. Department of Justice is also objecting to S. 1277 and Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board and association says it wants to renegotiate (BROADCASTING, June 29). Swift has since said he will introduce bill with or without broadcaster support (BROADCASTING, July 13). Swift has been trying to iron out differences with Representative Tom Tauke (R-Iowa), author of H.R. 1140, broadcast bill that NAB is backing.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined (see fairness above).

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast

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Fairness update

Eight former FCC commissioners led by Glen O. Robinson expressed their support last week for the FCC's repeal of the fairness doctrine in a letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and all members of the Senate. The doctrine, the commissioners said in their letter, had "serious adverse—chilling—effects" on broadcasters' editorial decisions. "The fairness doctrine should be allowed to pass into history." The letter was signed by Robinson, Mark Fowler, E. William Henry, Lee Loevinger, Stephen Sharp, Robert Wells, Margita White and Richard E. Wiley.

Several broadcasting and journalism associations asked the FCC two weeks ago to repeal two "corollaries" of the fairness doctrine—the personal attack and political editorializing rules, which the FCC made a point of saying were not included in its repeal of the general doctrine on Aug. 4 (BROADCASTING, Aug. 31).

The petitioners, which include the National Association of Broadcasters and the Radio-Television News Directors Association, said the FCC should get rid of the rules by either clarifying its fairness doctrine action or by issuing an order in a four-year-old rulemaking that proposed elimination of the rules.

Efforts to resurrect the general doctrine are under way. Just three days after the vote repealing the doctrine, the Media Access Project, on behalf of the Syracuse Peace Council, the antinuclear citizen group whose 1983 fairness doctrine claim against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., led to the FCC action, asked the U.S. Court of Appeals for the Second Circuit (New York) to overturn the action. MAC will argue that Congress codified the doctrine in 1959 and that, as a result, the FCC lacked the jurisdiction to repeal it. The Office of Communication of the United Church of Christ and the Communications Commission of the National Council of Churches joined MAC in appealing the FCC action a few weeks later, also in the second circuit.

In separate motions, Meredith and the FCC have asked the second circuit to send the case back to the Court of Appeals in Washington, arguing that it's the proper place for the appeals since it was the court that set the stage for the FCC decision by remanding the Meredith-SPC case to the FCC.

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

In support of the FCC action, the NAB has begun a letter-writing campaign and formed a coalition with the print media to work the Hill. Robinson's letter to Dingell was prepared at the request of NAB, which wanted to counter a letter sent to Dingell by former commissioners led by Abbott Washburn condemning the FCC action (see page 101).

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

Low-power television. FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Estimated 1,200 applications were received, far fewer than FCC officials had expected, giving hope applications will be processed well before year's end. Keith Larson, chief of FCC's LPTV branch, said that all engineering information had been put on computer database, and that administrative database is nearly completed. Larson said processing of applications should begin this week with first permits granted in October. Important new buyer may soon emerge in syndicated programming marketplace. Community Broadcasters Association, which represents budding LPTV industry, is considering forming cooperative to buy and distribute syndicated programming for 160 or so LPTV stations that are now originating programming. CBA is awaiting go-ahead from antitrust lawyers before proceeding further with plans.

Mergers. C.O.M.B. shareholders approved combination with half-owned tele-shopping venture, Cable Value Network, at annual meeting August 31. Also approved was name change to CVN Companies. ■ Cablevision Systems has proposed purchase of Adams-Russell for roughly \$310 million cash and assumption of \$174 million in liabilities. By time purchase is expected to close, sometime before January 15, Adams-Russell will have roughly 230,000 subscribers. ■ SCI Holdings has retained three investment banking firms to explore sale of Storer cable systems, serving 1.4 million basic subscribers. No offering documents are yet available. ■ Taft Broadcasting Co.'s \$157-per-share buyout by joint venture composed of leading shareholders was approved by Taft board June 5 and will be voted on at special meeting of shareholders scheduled for Sept. 29 in Cincinnati. Buyout filing still pending with FCC is subject of two protests seeking to block transfer. ■ FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed \$320 million settlement of KNTV Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ Still under review is initial decision by FCC transfer branch on proposed \$270 million sale of WTVJ(TV) Miami by Wometco Broad-

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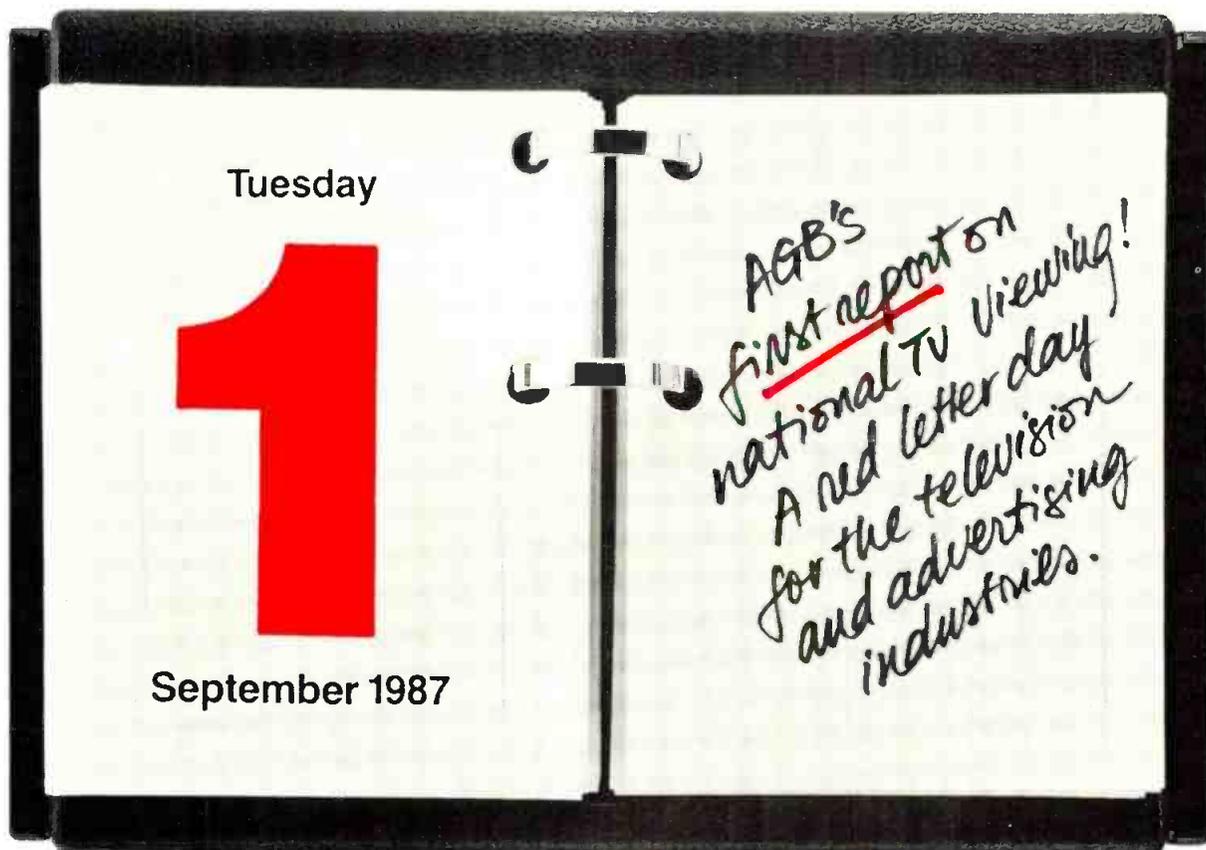
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casting to joint venture of NBC and General Electric Property Management. ■ Awaiting close following FCC approval is restructuring of Storer Television and purchase of half interest in six-station group by Gillett Holdings. Two entities, SCI Television Inc. and Gillett Communications Inc.-General Partnership have preliminary prospectus before Securities & Exchange Commission for \$550 million in debt securities. Companies will also undertake \$600 million in bank credit and each contribute roughly \$100 million to finance group's \$1.3 billion price tag and pay \$48 million in financing fees. Sale of group will be staggered, depending on license renewal date for each station, with last being WITI-TV Milwaukee, in December.

□

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding reexamining cross-interest policy (Docket 87-154). It deals with elimination of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10).

□

Music licensing. For radio, All-Industry Radio Station Music License Committee reached agreement with ASCAP last summer and with BMI this past March for new music licensing pacts. Latest industry contracts for both ASCAP and BMI (both blanket and per-program) eliminate trade and barter income reporting. ASCAP blanket licenses run for five years, retroactive to

Jan. 1, 1986, with per-program agreements in effect for four years, retroactive to Jan. 1, 1987. New agreement raises annual blanket fees by 7.5%.

BMI contract has been "simplified" for blanket licenses, raising annual rates for some stations by 2% to 3%. New blanket licenses are retroactive to Jan. 1, 1987, while new per-program licenses took effect on July 1.

Committee is continuing to solicit funds from industry to pay off remaining legal and administrative debt from contract negotiations. It has asked National Association of Broadcasters for loan. Last week, NAB executive committee said it would need more "financial data" before it could make decision on matter.

For television, May 5 trial date set by federal rate court in New York to establish "reasonable" ASCAP fees for blanket and program licenses for TV stations has been pushed back to October. Interim decision was handed down last winter by magistrate in Southern District for New York establishing retroactive ASCAP fees for period from April 1985 through March 31, 1988, of \$60 million (BROADCASTING, March 9). In same ruling, magistrate said music fees should not be based on station percentage-of-revenue because formula is not adequate measure of value of music rights. Ruling is subject to change, pending outcome of rate trial, but sources indicate that BMI and All-Industry Television Station Music License Committee are close to agreement on similar interim operating procedures.

On Capitol Hill, legislation is pending in House and Senate (H.R.1195 and S.698) that would replace blanket license with source licensing scheme. Committee says it has commitment from Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) to hold hearing in fall on bill. In House, Copyright Sub-

committee is not expected to get to issue before next year. Senate measure has nine co-sponsors and House bill has more than 70.

□

Must carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge.

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

□

People meters. Both Nielsen and AGB began officially to measure television audiences with their new people meter systems last week (see stories, "Top of the Week").

NBC was first network to announce it would sign three-year contract with A.C. Nielsen for people meter service. Both ABC and CBS have formally indicated to Nielsen their intention not to renew three-year contracts with ratings service. First on-line people meter—launched in late April in Denver—was Arbitron and SAMI-Burke's ScanAmerica. Arbitron announced several weeks ago it was postponing national launch of service, previously scheduled for September of 1988, and is buying out SAMI-Burke, Time Inc. subsidiary. Another local service is being launched in New York in September by Seattle-based R.D. Percy & Co., which will monitor both program and commercial ratings.

Nielsen has not signed any broadcast clients exclusively for its people meter service. CBS and NBC claim service's sample base is unreliable and have requested conventional (NTI) ratings service for another season. Nielsen vice president, John Dimling, has confirmed that Nielsen has not ruled out retaining current NTI audimeter household panel next season (at least through fourth quarter) to cross check people meter ratings.

ABC wants Nielsen to proceed with people meter, but has asked for sampling performance guarantees. Nielsen has agreed and is negotiating money it will pay networks if it falls short of guarantees.

As of July 1, 1987, according to Nielsen, people meters had been installed in 2,000 households, with 4,000 anticipated by September

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1988. ■ ScanAmerica has signed one station in Denver market so far: KDVR-TV. All advertising agencies that buy in Denver on Arbitron are being supplied ScanAmerica numbers. ■ Percy now has about 400 homes installed in New York (out of 1,200) and has signed three stations there WCBS-TV, WNBC-TV and WNYW-TV.

□

Public broadcasting. Full House passed Labor-HHS bill Aug. 5, funding Corporation for Public Broadcasting at \$238 million for FY 1990, \$10 million more than FY 1989 level and highest figure ever approved for CPB, which had asked for \$254 million. American Public Radio President Al Hulsen will leave his post in September to return to Hawaii, where he said he will "pursue a variety of personal, family and professional activities" (BROADCASTING, July 20). Donald Ledwig was unanimously elected permanent president of CPB after serving as acting president for seven months (BROADCASTING, July 6). Size of CPB board increased to eight with addition of three new members—Archie Purvis, Marshall Turner and Sheila Tate—and return of former chairman, William Lee Hanley (BROADCASTING, June 29). At his request, nomination of former board member Harry O'Connor for second term was withdrawn. Confirmation of Charles Lichenstein for one of two remaining openings has been controversial: Lichenstein has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut, but Senate source expects nomination to go through ("Closed Circuit," June 29).

□

Scrambling. Bills that would regulate home sat-

ellite marketplace are pending in House and Senate. Action on measure could occur in Senate, where bill now enjoys support of Senate Commerce Committee chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth (R-Mo.) (see "Top of the Week"). Legislation would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations.

There also has been realignment of industry groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S.889 (BROADCASTING, July 27, Aug. 3). House Telecommunications Subcommittee hearing on scrambling last month (BROADCASTING, July 6) also indicated that congressional concern over home satellite marketplace is building. Many members of House subcommittee expressed skepticism over conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing.

□

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

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

Most broadcasters and program producers contended that rules are needed to protect

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

□

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

According to Electronic Industries Association, stereo sound television receivers sold to dealers for year to date, as of Aug. 21, total 2,077,357, up 26.6% from 1,640,639 sold in same period in 1986. Seven percent of U.S. TV households have multichannel sound TVs, although vast majority of homes are within reach of broadcast stereo station. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo, EIA projects. Some 400 stations will be broadcasting TV stereo by year's end.

□

Unions. Talks have broken off for second time since NBC's 2,800 technicians, newswriters, producers and others went on strike June 29. Negotiators for network and National Association of Broadcast Employees and Technicians had resumed Aug. 25 in Washington after intervention of New York Archbishop John Cardinal O'Connor, who met with NBC's Robert Wright and AFL-CIO Treasurer Thomas Donahue. After eight days of negotiations under federal mediation, however, meeting was adjourned, with dispute still centering on network proposal to expand temporary and nonunion hiring.

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

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

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

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

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

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

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

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

■ **Sept. 10**—"The New TV Season—The Agency Point of View," special event sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Saatchi & Saatchi DFS Compton, New York.

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

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

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

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

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

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

Also in September

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

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

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

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

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

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

■ **Sept. 15**—Deadline for applications for Fulbright grants for research and university lecturing, sponsored by *Council for International Exchange of Scholars*. Information: (202) 939-5401.

Sept. 16—*National Academy of Television Arts and Sciences* luncheon. Topic: "The Information-Entertainment Explosion—Why the Financial News Network, SCORE and TelShop Are Expanding So Quickly in a Static Environment." Speaker: David Meister, executive vice president, consumer, information group, Biotech Capital Corp. (controlling shareholder, FNN). Copacabana, New York.

Sept. 16—"Television Without Frontiers: The U.S. Agenda," conference sponsored by *American Bar Association's International Communications Committee*, in cooperation with *National Association of Broadcasters, American Advertising Federation and Georgetown Center for Strategic and International Studies and International Law Institute*. NAB headquarters, Washington. Information: (212) 351-2347.

■ **Sept. 16**—*Ohio Association of Broadcasters* small market radio exchange. Centrum, Cambridge, Ohio.

Sept. 17—Annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by William Baker, president and chief executive officer of noncommercial WNET(TV) New York. Co-sponsored by *Office of Communication of United Church of Christ and Communication Commission of National Council of Churches*. Riverside Church, New York. Information: (212) 683-5656.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Stouffer Concourse hotel, Denver.

Sept. 17—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

■ **Sept. 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Ellen Novack, casting director, NBC's *Another World*. 30 Rockefeller Plaza, New York. Information: (212) 765-2450.

Sept. 17-18—37th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers*. Washington hotel, Washington. Information: (202) 659-3055.

Sept. 17-19—*American Women in Radio and Television* South Central area conference. Houston.

Sept. 17-20—*American Women in Radio and Television* Western area conference. San Jose, Calif.

Sept. 18—Cable television technology conference, sponsored by *Massachusetts Cable Television Commission*. Massachusetts Transportation Building, 10 Park Plaza, Boston. Information: Bill August, (617) 727-6925.

Sept. 18—Reception for FCC bureau chiefs, sponsored by *Broadcast Pioneers, Washington chapter*. National Association of Broadcasters, Washington.

Sept. 18—*Association of Federal Communication Consulting Engineers* annual fall social. Potomac restaurant, Washington.

Sept. 18-19—*North Dakota Association of Broadcasters* annual convention. Minot, N.D.

Sept. 18-20—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

■ **Sept. 18-20**—*Investigative Reporters and Editors* regional conference, "U.S. & Canada: When the Story Takes You Across the Border." Buffalo Hilton Waterfront, Buffalo, N.Y.

Sept. 20-22—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott. Los

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

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

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

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

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

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

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

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

Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

Sept. 20-22—*National Association of Broadcasters* "Hundred Plus Exchange," meeting for small market television broadcasters to discuss increasing television revenues and recruiting employees. Capitol Hill Hyatt Regency hotel. Washington. Information: (202) 429-5362.

■ **Sept. 20-23**—*American Marketing Association's* eighth annual marketing research conference. Marriott Desert Springs Resort and Spa, Palm Desert, Calif. Information: (312) 648-0536.

Major Meetings

Atlanta.

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

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

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

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

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

April 9-12, 1988—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; L:

Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

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

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

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

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

■ **Sept. 7-9, 1988**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Open Mike

Remote reply

EDITOR: Your article, "Remote possibilities

for remote sensing" (BROADCASTING July 20), gave me a feeling of *deja vu*: I have read the same, generic article at other times, in other publications, and about other new technologies. I do not mean to imply that the reasons given for the "tepid" interest in mediasat by news media executives are not legitimate reasons for tepidity, for new technologies must always swim in such waters, to some extent. Rather, I feel that such lack of enthusiasm is just so *predictable*.

Arthur C. Clarke, who needs no introduction and who has had some involvement with new technologies during his time, has stated in his numerous publications various principles relating to the introduction of such technologies. For example, he speaks of "failures of imagination" and "failures of nerve" by the very persons who would most benefit by the new technologies. There are many examples of these two types of "failures," but one of my favorite examples of the former occurs toward the end of the last century, around the time the telephone was invented. The British government, certainly concerned with communication in order to run its empire, commissioned the technical branch of the British Post Office to do a study to determine what impact the new telephone and its attendant technology would have on the country. Their conclusion was that the impact would be minimal: the telephone had no future in Great Britain because, as the report said, "Unlike the United States, Great Britain has a large supply of messenger boys."

The failure of the media chiefs, I believe, is an example of the other type of failure, failure of nerve. Certainly, they can appreciate what a mediasat would add to the art and

"Open Mike" continues on page 114.

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A commentary on broadcast news from Terry O'Reilly, news director, Newsfeed Network, New York

The lost art of news innovation

Something's wrong in TV newsrooms across the country. Never before have news directors had so much to work with in terms of technology, talent, time and news itself. But something's missing—and I think I know what it is.

Take a look around the television news community these days. We use the same adjectives to describe our newscasts that any advertiser might use to describe his product. Words like: "new," "exclusive," "a breakthrough" or a "new dimension"—with "more," "extra," "added," "increased" or "super" qualities.

Those adjectives make for nice promotion. But I note with nostalgia one word you just don't see much any more, especially as it relates to TV news—innovation.

Don't get me wrong. TV news *has* been the breeding ground for many of the social changes we've seen over the past three decades. And the world would be a much less manageable place without TV journalists showing folks at home how things change each day.

The technological advancements in our field have been incredible. But these were the innovations of engineers, not journalists—journalists who are supposed to know how to talk to their audience.

So whatever happened to innovation as a journalistic tool?

In the early days of electronic journalism, pioneers like Edward R. Murrow and Fred Friendly translated the printed page into the spoken word for radio and ultimately into the visual images we know as TV news. Think of the challenge they faced.

It was tough enough just gathering the facts and compiling them into a useful script. Now there was the added complication of visualizing that which was reported. At first, there just weren't any visuals. Slowly those pioneers learned the strengths of the new medium, and used them to their fullest.

The transition from spoken word to visual image was a breakthrough. But the real innovation came when Murrow and his colleagues began to embrace the medium—when they started to innovate through content. In addition to the standard newscast, we got imaginative new approaches to news—shows like *See It Now* and *You Are There* that were rooted in contemporary journalism and grew through innovation.

As electronic journalism underwent its maturing process, we continued to see innovation in both content and presentation through the 1950's, the turbulent 60's and into the 70's.

During that time, television news became part of the daily lives of the audience. By turning to television, viewers could witness history as it happened—the death of a Presi-



Terry O'Reilly has been news director of the Newsfeed Network, the satellite newsgathering service of Group W Television, since 1983. He was formerly executive producer of news at KDKA-TV Pittsburgh and before that served as anchor-reporter for WTVN(TV) Columbus, Ohio, from 1977 to 1980, and reporter and anchor for WNDU-AM-TV South Bend, Ind.

dent...the war in Vietnam...the 1968 Democratic convention—the coverage of these events provide just a few stunning examples of innovation applied to news. As a result, immediacy became a critical part of news programming.

Somehow, between then and now, news directors lost touch with innovation as a competitive tool.

Think back for a moment and picture what a local TV newscast used to look like. An anchorman—and it was always a man—would read the stories of the day, with occasional b-roll.

Then all of a sudden, out of the newsroom at KYW-TV Philadelphia there came a moment of real innovation. Rather than have the anchorman tell the stories, why not let the reporters who cover the stories tell viewers what they saw? Thus, "Eyewitness News" was born, breaking with more than 20 years of TV news tradition.

"Eyewitness News" was an example of innovation at its best. It really didn't require any new technology—no bells and whistles that we didn't already have. It took resources already at our disposal, and it broke the mold for presentation and content.

Take a couple of other examples. Once upon a time, the only place you'd ever find an investigative report was in print. And I can remember more than one person telling me that those kinds of stories "just don't translate into good TV."

Well, we've learned better, thanks to some innovative thinking back in the 70's. Investigative reporting flourished on TV, and continues to do so to this day (though you're much more likely to see investigative tech-

niques and styles woven into conventional news stories today than to see full-blown investigative units).

So here we are in 1987, and just what sorts of innovation can we point to with pride over the past few years? Well, we have videotape and helicopters. We've got live ENG. We've got computers, and some of us even have a portable satellite uplink truck.

But are those really innovations?

I'm not sure. They are significant changes, but they're "easy" ones—technical improvements that we can touch and feel and use easily. But real innovations require breakthroughs that are less tangible—the kind where we deal with the issue of *what* we say each day on TV, and *how* we say it.

This, I think, is symptomatic of the "lost art" of innovation. We've largely conceded the "requirement to innovate" to others. We look for innovation from the technical and engineering folks, and from their equipment. We expect the promotion and creative services people to be innovative in their product positioning and presentation. And we rely on the research people.

It's incumbent on us as news directors to bring it all together. We can't depend entirely on others for that innovative spark, we must be willing to take the heat ourselves.

So what are the lessons to be learned?

- As managers of TV news operations, we simply can no longer afford to ignore innovation as a valuable tool of the trade. The level of competition in most local markets won't let us. We have to be technically innovative as well as innovative with the content and the delivery.

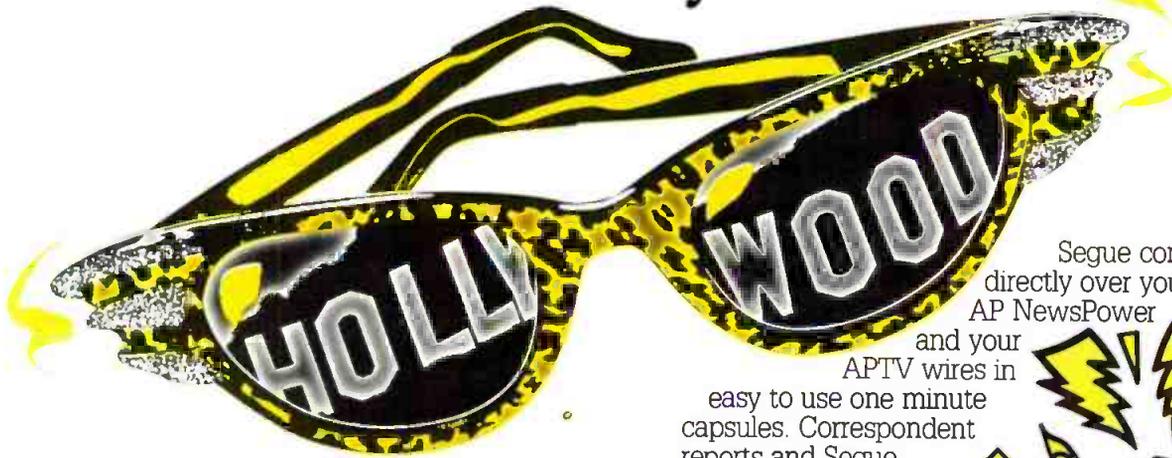
- We must assume more direct responsibility for nontechnical innovation. We must not rely solely on consultants to interpret audience research. We must search for our own ideas and not insulate ourselves from sources or from the community. Have coffee with the person on the street. Talk to the families of the people with whom we work. Find out what's on their minds. We should look at what people are reading and listen to what they're saying.

- We must disregard the false security that comes from maintaining the journalistic status quo. With all the tools at our disposal, from electronic word processors to satellite newsgathering services, the content of newscasts should be limited only by our imaginations. There are no more excuses that "it can't be done."

I'm convinced that one important difference between an "average" TV news operation and a "news leader" is this spirit of innovation—a desire to bring new, unique, and important elements to the viewer, and to set standards for others to follow. If we do this, I think we'll find that the "lost art of innovation" may not be lost at all, just somewhat misplaced. Enterprising news directors will know how to find it. ■

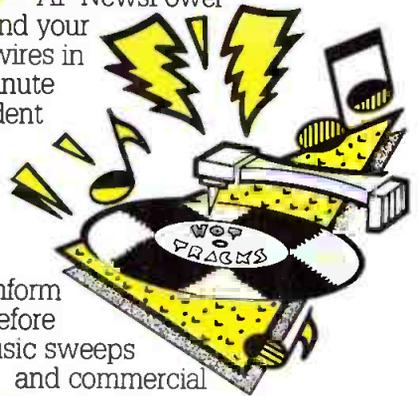


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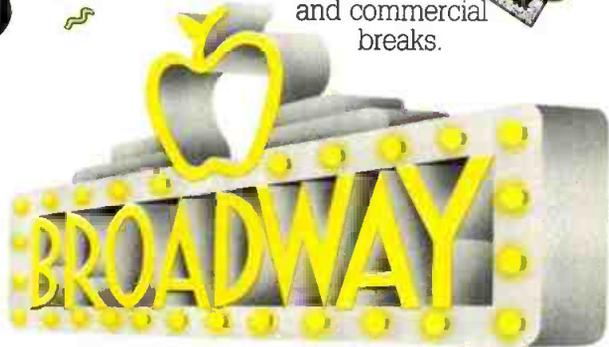


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- WAXY-FM Ft. Lauderdale/Miami, continues to climb in adults 25-49 total week, moving up from 4.5 to

a 5.8 share.**

- WFYR-FM Chicago, moving back to its "oldies" roots has boosted the station from 14th to 9th in the market, adults 25-54 total week.**
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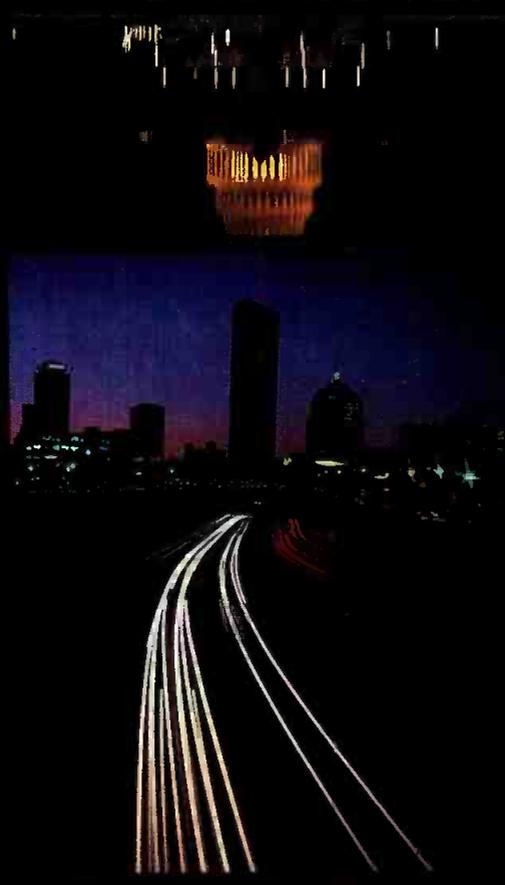
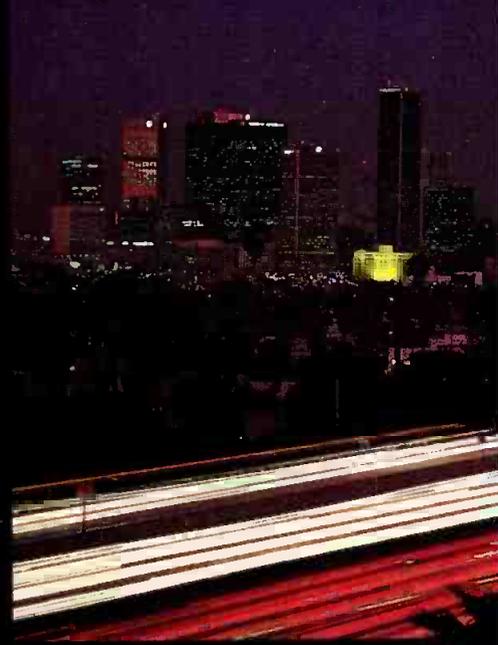
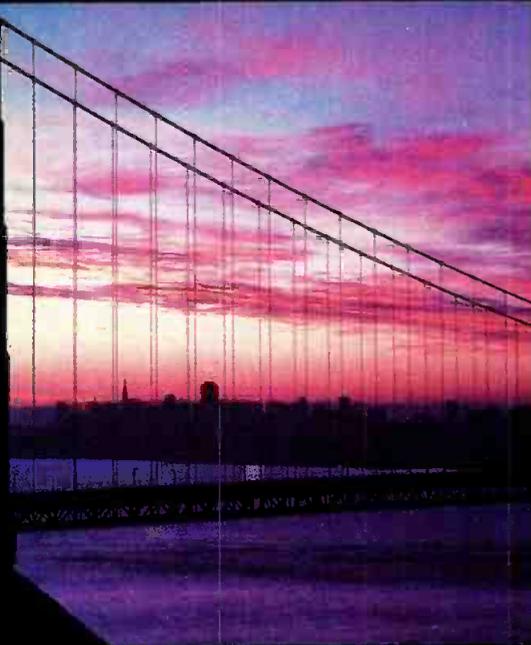


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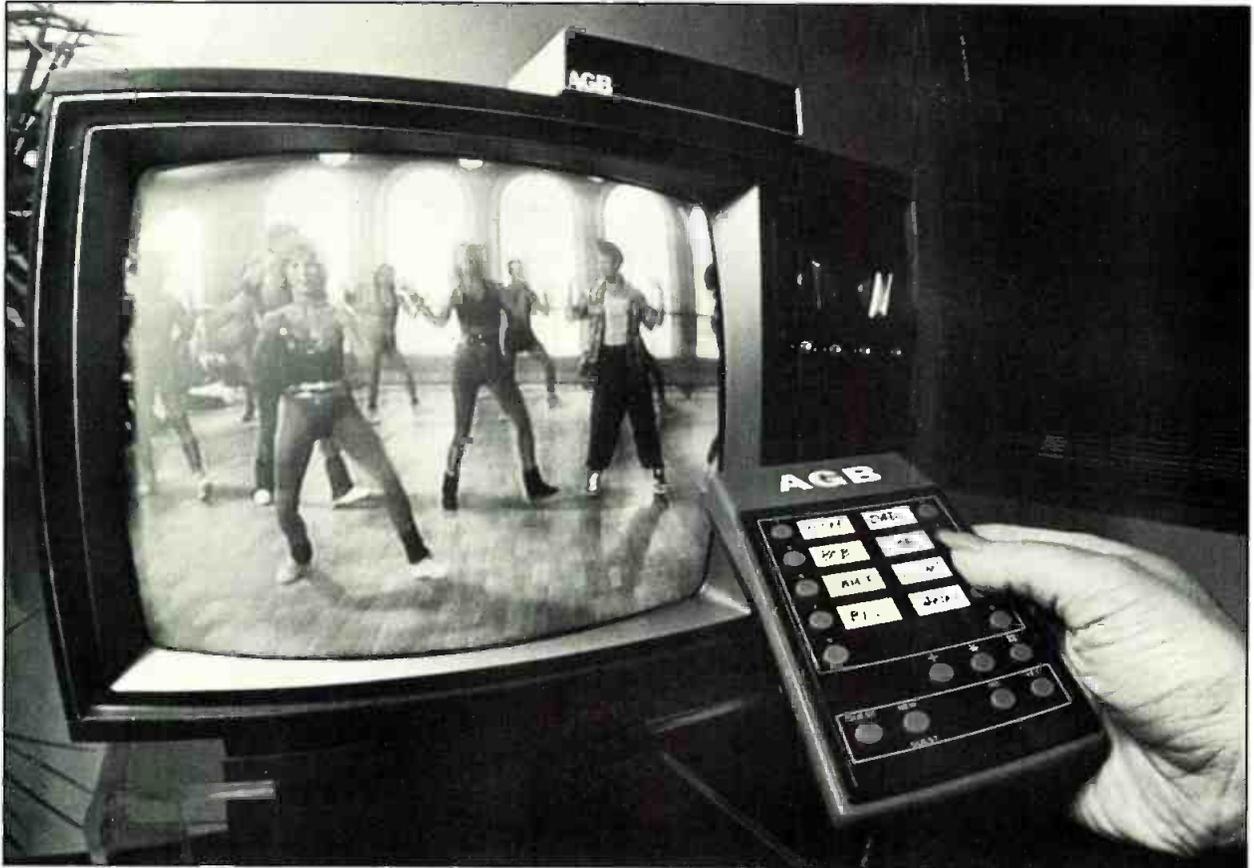
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Vol. 113 No. 10

TOP OF THE WEEK



TELEVISION IN THE PEOPLEMETER AGE

Nielsen and AGB peplemeter systems debut with numbers lower than old sample; glitches numerous in week one

Nielsen and AGB peplemeter systems made their official debuts last week, despite continuing problems in the samples of the new TV audience measurement services. Both systems reported lower ratings generally than the ratings of Nielsen's outgoing audimeter/diary system in prime time. AGB's new system, which generated numbers for the first time last week (Nielsen has been publishing test data for the past year), showed lower numbers than either Nielsen's peplemeter system or Nielsen's outgoing service, which has been the standard of television audience measurement for more than 30 years.

The AGB data was challenged by the networks, but AGB stood by its numbers last week, although it characterized them as "preliminary." Network executives said Nielsen's peplemeter ratings last week contained no surprises or real differences from the peplemeter ratings the company has published over the past several months.

Nielsen has been publishing peplemeter reports for the past year. Since July 1, those reports have been based on a sample of 2,000 homes, although the numbers last week were based on usable data from about 1,700 homes. Last Tuesday (Sept. 1) marked the start of daily delivery of national household and demographic ratings by both Nielsen and AGB.

But both ratings companies experienced problems delivering their first sets of num-

bers last Tuesday. Nielsen inadvertently omitted reporting an entire region of CBS station results in compiling its Monday nationals and had to reissue the numbers. Company officials said it was a one-time mishap that could have happened under the audimeter/diary (A/D) system as well. AGB was a day late in issuing any numbers as it scrambled to deal with technical glitches. The company was working around the clock last week to solve some deficiencies in its affiliate program clearance process, cited by many as the most likely reason for the lower ratings showing up on its reports.

Both companies also had problems with their sample bases last week. AGB was unable to get usable data from about 500 homes in which it has installed meter equipment and relied last week on a sample of just

1,300 homes supplying usable data. It had indicated to clients that it would have an on-line sample base of 2,000 homes by Sept. 1. Last week, Michael Poehner, president and chief executive officer, AGB Television Research, the U.S. arm of the London-based company, said 2,000 homes would be on line in the AGB sample by the time the new fall season starts on Sept. 14.

One problem that AGB discovered last week and that has also plagued Nielsen, was that its sample base contains geographical imbalances. AGB had hoped to

avoid that problem with an alternative recruitment process. The company uses two separate staffs to recruit and install peplemeters, while Nielsen uses one staff for both tasks. But last week, AGB revealed to clients that its sample was underrepresenting the Northeast and overrepresenting the Pacific Coast. Observers suggested that might explain, at least partially, why AGB's numbers were consistently lower than either of the two Nielsen samples. Generally speaking, they said, more television viewing occurs in the Northeast and

less viewing takes place on the Pacific Coast. Thus the imbalances in AGB's sample would likely reflect lower viewing levels than actually exist.

Last week, Nielsen Vice President John Dimling, in charge of the company's peplemeter effort, acknowledged that the Nielsen peplemeter sample was still underrepresenting the Southern and Northeastern regions of the country. But he said the underrepresentation was minimal in both cases, amounting to only a few percentage points, and that the company was working to correct

Week one with peplemeters: how they compare in prime time

The following is a head-to-head comparison of prime time network programming for Monday, Aug. 31, through Wednesday, Sept. 2, using Nielsen's peplemeter and audimeter data and AGB's peplemeter sample. AGB

provides measurements for the full-length of a program or movie, but does not break down those numbers on a half-hour basis. Such situations are denoted with an asterisk in the chart.

Monday, August 31

8-8:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-------------------------------|-------------------|------------------------|--------------------|
| ABC ■ NFL | 10.7/20 | 9.7/17 | 11.9/20* |
| CBS ■ Michael Jackson Special | 16.5/29 | 17.6/30 | 13.9/24 |
| NBC ■ ALF | 13.5/23 | 14.9/25 | 12.0/20 |

8:30-9

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|--------------------|-------------------|------------------------|--------------------|
| ABC ■ NFL | 14.0/24 | 13.1/22 | * |
| CBS ■ Kate & Allie | 12.5/21 | 14.1/23 | 11.3/18 |
| NBC ■ Valerie | 13.2/22 | 14.6/24 | 13.3/22 |

9-9:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|--------------------|-------------------|------------------------|--------------------|
| ABC ■ NFL | 16.3/27 | 15.1/25 | * |
| CBS ■ Newhart | 14.4/23 | 17.3/27 | 15.5/25 |
| NBC ■ Monday Movie | 11.4/18 | 11.2/18 | 9.3/16* |

9:30-10

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-----------------------|-------------------|------------------------|--------------------|
| ABC ■ NFL | 16.1/27 | 15.6/25 | * |
| CBS ■ Designing Women | 14.8/24 | 16.2/26 | 14.8/24 |
| NBC ■ Monday Movie | 12.0/19 | 12.4/20 | * |

10-10:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|----------------------|-------------------|------------------------|--------------------|
| ABC ■ NFL | 17.0/30 | 16.6/28 | * |
| CBS ■ Cagney & Lacey | 11.5/20 | 12.9/22 | 11.1/19* |
| NBC ■ Monday Movie | 12.6/22 | 12.7/22 | * |

10:30-11

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|----------------------|-------------------|------------------------|--------------------|
| ABC ■ NFL | 17.9/32 | 16.7/30 | * |
| CBS ■ Cagney & Lacey | 10.5/20 | 11.8/22 | * |
| NBC ■ Monday Movie | 12.1/23 | 12.0/22 | * |

Tuesday, September 1

8-8:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|----------------------|-------------------|------------------------|--------------------|
| ABC ■ Who's the Boss | 16.3/30 | 16.2/30 | 14.2/26 |
| CBS ■ Simon & Simon | 7.7/14 | 6.5/12 | 6.9/12* |
| NBC ■ Matlock | 10.6/19 | 13.4/25 | 11.1/19* |

8:30-9

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|---------------------|-------------------|------------------------|--------------------|
| ABC ■ Growing Pains | 18.1/31 | 18.1/31 | 16.0/27 |
| CBS ■ Simon & Simon | 7.8/13 | 7.4/13 | * |
| NBC ■ Matlock | 11.6/20 | 14.6/25 | * |

9-9:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-----------------------|-------------------|------------------------|--------------------|
| ABC ■ Moonlighting | 15.1/26 | 16.1/27 | 13.7/23* |
| CBS ■ Houston Knights | 11.6/20 | 11.5/19 | 10.8/18* |
| NBC ■ Tuesday Movie | 7.7/13 | 8.6/15 | 5.8/10* |

9:30-10

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-----------------------|-------------------|------------------------|--------------------|
| ABC ■ Moonlighting | 15.3/26 | 16.9/28 | * |
| CBS ■ Houston Knights | 12.3/21 | 11.5/19 | * |
| NBC ■ Tuesday Movie | 6.4/11 | 7.4/12 | * |

10-10:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-------------------------|-------------------|------------------------|--------------------|
| ABC ■ Spenser: For Hire | 11.3/21 | 13.3/24 | 9.7/19* |
| CBS ■ Night Heat | 11.1/20 | 10.8/19 | 8.4/16* |
| NBC ■ Tuesday Movie | 6.8/13 | 7.6/14 | * |

10:30-11

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-------------------------|-------------------|------------------------|--------------------|
| ABC ■ Spenser: For Hire | 10.6/21 | 12.9/24 | * |
| CBS ■ Night Heat | 11.8/24 | 11.4/22 | * |
| NBC ■ Tuesday Movie | 6.3/12 | 7.4/14 | * |

Wednesday, September 2

8-8:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-------------------------|-------------------|------------------------|--------------------|
| ABC ■ Perfect Strangers | 12/22 | 12.3/23 | 11.2/21 |
| CBS ■ Mike Hammer | 8.7/16 | 9.5/18 | 9.7/18* |
| NBC ■ Highway to Heaven | 9.6/18 | 10.6/20 | 10.6/19* |

8:30-9

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-------------------------|-------------------|------------------------|--------------------|
| ABC ■ Head of the Class | 13.4/24 | 12.7/22 | 11.6/20 |
| CBS ■ Mike Hammer | 10.0/18 | 10.5/19 | * |
| NBC ■ Highway to Heaven | 10.3/18 | 12.1/21 | * |

9-9:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-------------------|-------------------|------------------------|--------------------|
| ABC ■ MacGyver | 11.9/21 | 12.0/21 | 11.0/19* |
| CBS ■ Magnum P.I. | 12.0/21 | 12.7/22 | 12.3/21* |
| NBC ■ Bronx Zoo | 8.6/15 | 10.0/17 | 9.1/15* |

9:30-10

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|-------------------|-------------------|------------------------|--------------------|
| ABC ■ MacGyver | 12.3/21 | 12.2/21 | * |
| CBS ■ Magnum P.I. | 12.8/22 | 13.5/23 | * |
| NBC ■ Bronx Zoo | 8.9/16 | 9.7/17 | * |

10-10:30

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|---------------------|-------------------|------------------------|--------------------|
| ABC ■ Hotel | 8.5/15 | 9.3/17 | 7.5/14* |
| CBS ■ Equalizer | 14.2/26 | 14.2/26 | 10.1/19* |
| NBC ■ St. Elsewhere | 8.7/16 | 9.4/17 | 8.4/15* |

10:30-11

| | NTI peplemeter | NTI Audimeter/diary | AGB peplemeter* |
|---------------------|-------------------|------------------------|--------------------|
| ABC ■ Hotel | 8.3/16 | 8.2/16 | * |
| CBS ■ Equalizer | 13.8/27 | 14.9/29 | * |
| NBC ■ St. Elsewhere | 9.1/18 | 9.6/18 | * |

the problem.

One AGB rating in particular last week tended to make the networks skeptical of the company's early numbers. Sports ratings have tended to improve under Nielsen's test peplemeter data over the past year, compared to the audimeter/diary ratings. But last week, AGB's rating for ABC's *Monday Night Football* was significantly lower than either Nielsen's peplemeter or audimeter/diary numbers. Initially, Nielsen's audimeter/diary gave the game an average 14.5/22, while the Nielsen peplemeter gave it a 15.3/27. AGB gave the game an 11.9/20, but two days later revised that figure to a 12.1/21, saying that the number could be revised again in the final tally.

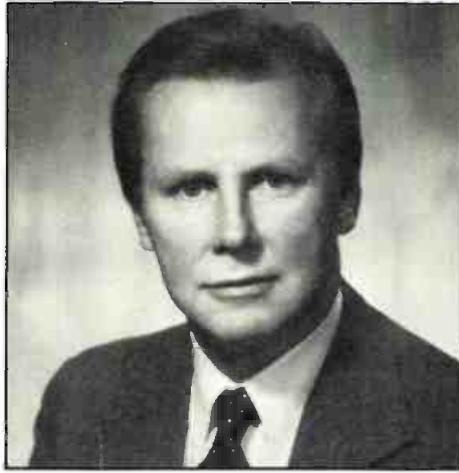
All three networks said the AGB number for *MNF* had to be off because the company was not accurately monitoring the game's clearance by ABC affiliates. But an AGB spokesman contended that by Nielsen's peplemeter count, the game, between the Chicago Bears and St. Louis Cardinals, was the highest rated Monday night preseason game ever between two Midwest teams. The historical data, he said, would seem to indicate that Nielsen's numbers were probably farther off than AGB's.

AGB's *MNF* rating was 21% less than that reported by Nielsen's peplemeter and 17% lower than the number reported by the current NTI system. NBC's Monday night schedule of *ALF*, *Valerie* and a movie averaged an 11.5/19, 8% lower than its score according to Nielsen's peplemeter, a 12.5/21. According to Nielsen's A/D service, NBC averaged a 13/22, which was 11% higher than the average according to AGB. CBS's Monday slate of shows, which included a Michael Jackson special, *Kate and Allie*, *Newhart*, *Designing Women* and *Cagney & Lacey*, averaged a 13.3/22 according to AGB, a 13.4/23 by Nielsen's peplemeter count and a 15/25 by the measure of the outgoing system.

On Tuesday, ABC (*Who's the Boss*, *Growing Pains*, *Moonlighting* and *Spenser: For Hire*) won the prime time race, according to Nielsen and AGB. The latter reported the network's lineup averaged a 13.4/24. CBS (*Simon* and *Simon*, *Houston Knights* and *Night Heat*) was second with an average 8.7/15, and NBC (*Matlock* and a movie) was third with an 8.5/15. By Nielsen's peplemeter count, the score was ABC, 14.5/26, CBS, 10.4/18 and NBC, 8.2/15, while the a/d service reported ABC with a 15.6/27, and CBS and NBC tied with a 9.9/17 (see chart, page 36.)

The level of homes using television followed a similar pattern last week. On Monday, Nielsen's A/D showed a 60% HUT, compared to 59% by its peplemeter count, while the AGB figure dropped another four points to 55%. On Tuesday, the comparable numbers were 56.9%, 56% and 52.8%.

The networks were not surprised that both services ran into problems. "I think everybody would have been amazed if they hadn't," said Greg Kasparian, director of audience measurement, CBS/Broadcast Group. At this stage, he said, the glitches are "no big deal. It's test data" until the new season starts in a week. Gerald Jaffe, an



Nielsen's John Dimling

NBC research vice president, said AGB discovered last week "it is clearly more difficult to produce ratings in the U.S. than they had anticipated." He said that it is far too early to pass judgment on AGB. Kasparian noted that "without question," Nielsen has the advantage at this point, having tested its peplemeter service on line over the past year.

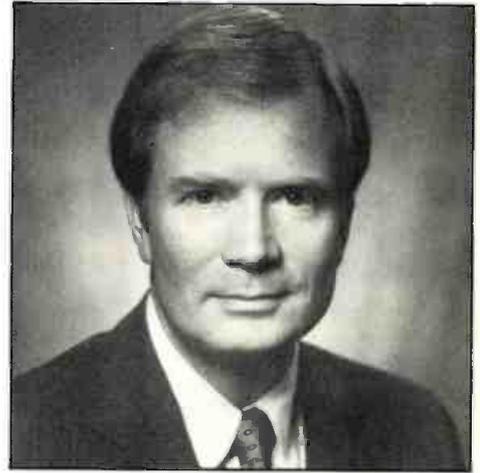
Jaffe said he was assuming that Nielsen would be able to fix whatever glitches remain in the peplemeter system by the start of the new season. "That is why you run parallel systems," he said. Nielsen will continue to operate the audimeter/diary system for only one more week as a basis for comparison. "I would like them to run a parallel system all year," said Jaffe.

NBC is currently the only one of the three networks to sign up, for three years, for Nielsen's peplemeter service. Fox Broadcasting has as well, but CBS and ABC are still negotiating with Nielsen. CBS is AGB's only client among the big three, although Fox Broadcasting Co. has also signed up for AGB's service. ABC and NBC are scheduled to go to Columbia, Md., to do a technical audit of AGB's facilities in the next few weeks, according to AGB's Poehner.

Research executives at all three networks said the Nielsen peplemeter ratings generated last week seemed to follow the pattern of smaller numbers in prime time and higher numbers for sports, as evidenced by the *MNF* numbers. (Neither ratings service issued any nonprime time ratings last week. Those ratings should be out this week, both services say.) "There were no major shifts," said Marvin Mord, vice president, research, Capcities/ABC. "The same patterns continue to exist," said NBC's Jaffe.

Last week, Nielsen's Dimling said he was confident that the company's peplemeter system would be in working order with a balanced sample base by the start of the new season. One problem Nielsen continues to work on with little result so far is that children do not consistently push the buttons they are supposed to when watching television. Dimling says: "The truth is, those ratings are probably somewhere in between" the outgoing system, which he suggests overreports children's numbers, and the peplemeter numbers. "But we know it is important to get that resolved," he said.

Most agree it is still too early to draw many conclusions about the AGB system.



AGB's Michael Poehner

As for Nielsen, its peplemeter test data for July (the latest available) indicates that NBC, although its numbers are down about 4% in prime time overall, still retains a firm grasp on first place in that daypart. CBS is off about 5%, but still a solid second, while ABC has improved in prime time by about 1%, not enough to make a difference.

While the prime time race may remain unchanged, the rankings in other dayparts will probably change dramatically, at least under Nielsen's peplemeter system. In the evening news race, which NBC has been winning handily of late, according to A/D measurements, CBS will climb back, literally overnight, to within one-tenth of a rating point (year to date) of NBC. And NBC's *Today*, which has won every quarter since the fourth quarter of last year, according to the old system, will fall to second place behind ABC's *Good Morning, America* (BROADCASTING, Aug. 31).

In daytime, according to an analysis of the ratings over the past year by NBC, which ranks third in the daypart, first-place CBS will fall to second place in the household race behind ABC. NBC will remain flat, and in third. In the all-important delivery of women 18-49 and 25-54, ABC maintains a healthy lead. In the late night daypart, the relative ranking remains the same, according to the NBC study, with *The Tonight Show* finishing first, followed by *Nightline* and CBS's *Latenight*.

The peplemeter numbers supplied so far indicate generally lower levels of viewing to networks as well as lower HUT levels overall. On a program-by-program basis, the higher rated shows have tended to be hit the hardest in the ratings supplied by peplemeters. NBC's *The Cosby Show*, for example, has been rated between 10% and 15% lower under the peplemeter.

Perhaps the most significant change to occur as a result of the peplemeter is that networks and advertisers will have daily access to household ratings as well as demographic numbers for prime time programs. Up to now, there has been a two-week delay in the delivery of demographic numbers. And the breakouts among demographic groups will be considerably more detailed than heretofore. AGB will offer 38 demographic breakouts and Nielsen will offer 39. Another benefit, most agree, is that over the next year, both services say they will in-

crease their sample bases to a minimum 4,000 households, which should help improve the accuracy of the ratings, particularly the smaller cable ratings and measurements among narrower demographic groups.

Cable networks find minimal difference in peplemeter ratings and expect to benefit from viewer demographic data

Nielsen did not begin rating the cable networks with peplemeters until Thursday, Sept. 3, three days after the broadcast networks. However, several cable programmers that have been comparing the data from the NTI audimeter and peplemeter samples throughout 1987, say the differences are minimal. ESPN, Turner, USA, MTV and Discovery Channel officials all said the ratings between the two samples have been comparable, although some peplemeter results have been higher.

Of more importance to some cable network officials will be the audience composition data from the peplemeter homes, which is expected to be available in September 1988, although that date may be moved up. Now, the narrowly targeted cable networks only get demographic data from the four sweeps periods when diary keepers have to log all of their broadcast and cable viewing. Once the peplemeter sample grows large enough—to 4,000 and 5,000 next year—that demographic information will be tabulated electronically and available daily.

Robert Sieber, vice president, research, Turner Broadcasting System, said the peplemeter data for July for Turner's three services, WTBS(TV) Atlanta, CNN and CNN Headline News, is comparable, and in some cases, ahead of the NTI diary sample. (Sieber said the figures from July onward are a better representation because Nielsen increased its sample size from 1,000 homes to 2,000 on June 29.) The biggest gain, said Sieber, has been in early fringe and prime time on WTBS, where the Atlanta Braves ratings were up 20% and the prime time movies were up between 5% and 10%. WTBS's daytime ratings have dropped a bit, he said, with the morning period showing the largest decline. Sieber said the numbers for CNN and Headline News "are quite comparable" between the two methodologies, although there are some unexplained variations throughout the day.

From a financial standpoint, Sieber said, TBS is pleased with the numbers WTBS is getting, since early fringe and prime time are important revenue centers. But the conversion to peplemeters has given Sieber some headaches. To begin with, more numbers, besides the 35,000 that arrive daily, are on the way. Nielsen has also changed the way the numbers are delivered, making the mechanics of assembling and comparing the data more difficult.

MTV data for the first six months of the year, said Marshall Cohen, senior vice president, research, MTV Networks, shows the music video network up 15% in peplemeter numbers versus the NTI metered sample.

Cohen said VH-1 has also fared well in comparison, but that Nickelodeon, like other children's programs across the board, has suffered a bit because of the problems in getting children to use the peplemeter.

"The new peplemeter seems to be a sample that's a much better representation of America than the old sample," said Cohen. He believes the broadcast networks will be down under the system while the cable networks will be flat or up slightly.

MTV has signed with AGB Research, whose peplemeter went on line on Aug. 31 with 1,700 homes. It is the only cable service to sign with AGB to date. Cohen said he did not see any test data from AGB before the launch, but said MTV signed up because "what they are selling is worth the money." Like Nielsen, AGB will also collect audience demographic data.

Dana Redman, senior vice president, research, ESPN, said the peplemeter and NTI numbers from Nielsen "are exactly the same" for the sports network's male-dominated audience. And he said that from what he's seen of the broadcast network numbers, they are not all that different under the peplemeter. But with peplemeter audience composition data not available for another year, Redman said, the peplemeter's full effect "remains to be seen."

The story is similar at USA Network, where research manager Bob Riccovono said the ratings of the two systems are stable. He said 90% of the categories are the same, with the remaining evenly divided between what's up and down. Riccovono said USA has seen a slight drop on Sunday mornings, but that has happened across the board to other cable networks. Part of the reason the ratings are so similar, he said, is that the households "are fairly comparable" between the two services.

The Discovery Channel signed with Nielsen last month, but, according to Dan Fisher, director of research, the peplemeter numbers for Discovery for the first half of the year that he's seen "look like our NTI numbers." He, too, thinks the real benefit of peplemeters for cable will come with the daily demographic data that will come from a larger sample base, making it easier to sell advertising for cable's narrowly targeted programming.

Few producers see peplemeters as threat, although some say new ratings system could have an impact on future program development

For Hollywood's program suppliers, the peplemeter could spell life or death. Yet few in the production community were taking the threat of death very seriously last week as the A.C. Nielsen Co. and AGB officially unveiled their new measurement results.

Producers admit one reason for their calm is that they do not understand the new competing peplemeter systems or the reams of conflicting data turned out during their test runs. Neither, for that matter, do the people getting paid to analyze the results.

Jack Smith, vice president of research for

MGM/UA Television, said so much information has been produced so fast, it is going to take at least three months to sort through it. Until researchers can isolate emerging trends, he said, network executives and producers would be wise to wait before making any important development decisions.

"They want to be careful they don't knee jerk," Smith said. "We don't want to overreact this early. In syndication, we really haven't seen anything yet of AGB. We haven't seen the new season. We haven't seen the kids' lineups. That seems to be where the biggest variable is. If we see problem areas, it's going to be teen kids," based on early returns from AGB and preliminary Nielsen data, he said.

But the machinery to turn out programs "ideally" suited for a peplemeter target audience may have already been set in motion. "There does seem to be a fair amount of discussion... about future development at the networks with an eye more toward younger-skewing shows, more urban-skewing shows, more upscale-skewing shows," said Bill Allen, president of MTM Enterprises Television. "There have been a couple of cases where we've talked to a network about doing a show that might have an older lead, or doing a show that might have more rural appeal, and the discussion has come up. It hasn't been onerous yet, but the networks are certainly aware of the problem."

If a network were to abandon a good idea because it did not fit with the desired demographics, Allen said "it certainly would present a problem." The bulk of MTM's network shows, including *Hill Street Blues* and *St. Elsewhere*, have been targeted to a "fairly young, fairly intelligent audience," so the company will not have to change its development strategy to fit peplemeters, he said.

Peter Roth, president of Stephen J. Cannell Productions, concurred, saying there is "probably greater inclination toward change for the future in development than there is in the existing shows." While the company (which produces NBC's *Hunter* and *J.J. Starbuck*, CBS's *Wiseguy* and Fox Broadcasting's *21 Jump Street*) is mindful of the changes, Roth said, "the writers don't write with calculators in their laps [and] don't really write with peplemeters in their laps either." When concepts "work for us, are conceptually sound and will make for really entertaining shows," he said, executives will pitch the ideas to the networks and "hope the peplemeter will not squash those notions."

Still, the peplemeter is another factor to keep in mind during the development process, according to Roth. "If an idea that we have falls into those categories, we know that is probably an added advantage," he said. "If we find ourselves with a skew that sounds a little too rural, a little too old, what we might try to do is to balance the show." But, he added, "that is something we would do instinctively anyway."

Roth, Allen and executive producers such as Barney Rosenzweig of *Cagney & Lacey*, Jay Bernstein of *Houston Knights*, Fred Silverman and Dean Hargrove of *Matlock*, *Jake & The Fatman* and the Perry Mason movies, have not had to change the content of their returning series this fall, and



Lorimar's ALF



MTM's St. Elsewhere



Cannell's Hunter

most said they do not expect the peplemeter to have much impact on the content of any other programs on the 1987-88 prime time schedule. But Allen added that changes could occur on a particular program if "there is a tremendous drop-off this month."

The fate of some popular shows such as NBC's *The Golden Girls* remains unknown. Paul Witt of Witt/Thomas/Harris, co-executive producer of the program, said the peplemeters "may not bode well for us." But he noted the show has broad demographic appeal, which he considers an encouraging sign.

Roth has mixed feelings about the peplemeter, and whether it will be a boon or a bust for program suppliers. "Any kind of measurement system in which you can get a more accurate reflection of the actual populace makes sense," he said. "To the degree the catalyst might be advertiser pressure, that is something we as a company obviously are not crazy about, and I can't imagine any producer who is."

Some advertisers have suggested that since peplemeters produce demographic data throughout the summer, unlike the meter-diary system that only produces the information during the July sweeps, it might provide the networks with the economic incentive to provide more original programming during the off-season. With only a few exceptions, the networks have continued to depend mostly on reruns and failed pilots this summer in the wake of stiffer competition from Fox, pay cable services, independents and VCR's—despite an audience decline that NBC Entertainment president Brandon Tartikoff claims could threaten fall viewing levels.

Roth, who spent 10 years as an ABC executive before joining the Cannell organization in 1986, said his former network has been talking about more original programming in the third quarter since 1980. The peplemeter, he said, "might finally put them over the top." Although producers could benefit from the trend, MGM/UA's Smith said the networks will most likely consider shows that would be economical, such as game show formats or limited-run series, in place of significantly higher series orders.

But one major advertiser said the new availability of demographic information during the summer could result in fewer pilot orders, since the networks will have less "dead air" time to put on failed pilots as a way to recoup their costs—as until now has been a common practice.

"That's a very real scenario," said Bruce Rosenbloom, senior vice president of re-

search for the Lorimar Domestic Distribution Group, the top supplier of network prime time series this fall with seven-and-a-half hours of programming. "I don't know if it would just happen at the snap of your fingers, but it sounds like something that could happen now." □

Advertising community hopes peplemeter will give it more accurate audience data

Advertising agency executives, middlemen in a \$9-billion TV network advertising market, have been scrutinizing peplemeter numbers for a year now, and the hubbub around last week's introduction of a daily-delivered peplemeter service has done little to change their fundamental consensus: This is a device whose time is overdue.

And despite the confusion over some of the service's early numbers last week, in the long term for agencies and other users of the ratings process, the technology is expected to provide better and more detailed viewer demographics, with larger samples than ever before, plus correct skewing toward population segments and, unlike the diary system, a continuous flow of data from each household throughout the year.

There is a down side as well to the introduction of the peplemeter service, agency executives add. Besides the confusion the technology created during this past summer's upfront advertising sales market, the new sample may introduce some skewing of its own toward more highly educated viewers. Children may also be undermeasured by the meter, and sample homes may tire of pushing the buttons consistently after several months.

"It's a step forward," said Ogilvy & Mather's Marc Goldstein, senior vice president and director of network programming. "It provides better and more reliable estimates of viewing and is more reflective of what's going on out there."

Irwin Gotlieb, senior vice president and director of national broadcast and programming at D'Arcy Masius Benton & Bowles, said, "I believe it will be better data, will allow us to make better buys, to be able to understand the medium better than we have in the past. We can more precisely target to clients' needs."

Said Paul Isacson, executive vice president at Young & Rubicam: "It is a technical advance complicating our lives. But [it gives] better data and a better ability to analyze schedules by subsegments." And Joseph Ostrow, executive vice president and

worldwide media director for Foote, Cone & Belding, agreed meters will give better and more selective data and provide it more quickly. "It will allow more precision time-buying," he said, "not from day one, but over a reasonable period of time."

"Clearly, it is a welcome change," said Richard Kostyra, executive vice president and director of media services at J. Walter Thompson.

Among the advantages of the new service, Gotlieb explained, is that it supplies precise demographic information never before available. "Never have we had true reach and frequency data," he said. "We've had to use mathematical formulas to figure the percentage of viewers reached [by a given ad] and how frequently, because the diary sample was from a different household every week" over a four-week reporting cycle. "Now we have a stable sample for the first time, reporting on a true, not conformed basis."

The peplemeter will also supply the first real source and disposition data, Gotlieb said, showing "where they [viewers] came from and where they went," whether they tuned into a program from the previous show on the same network, or came from another network, a cable channel or elsewhere, as well as where they go after a show is over.

Also for the first time, said JWT's Kostyra, the meter service will provide true demographics on summer viewing, rather than conforming demographics from earlier months to the summer period. "There will be no more 16-week void of demographics, which in number and demography have been way off in the summer."

In addition, serious skewing in the diary sample toward older, rural viewers has been eliminated, Gotlieb said. "Younger, urban households move around more, and Nielsen could never replace them quickly enough when they dropped out of the sample." Now, JWT's Kostyra said, demographic groups, which in the past have been lost in diary measurements, such as males and those in the 18-34 age group, can be measured more accurately.

For Kostyra, it is the increase in the sample size that is the real advance in the new service. "In the change we're undergoing, the peplemeter has the smallest impact. The real change is the change of sample size, which is already in excess of the historic 1,700 sample used in the diary system. The sample is now considerably more accurate to the universe." The sample is also expected to grow from its current level to 4,000 by next year, he said.

But the peplemeter may introduce some new skewing and other problems of its own, Gotlieb and others believe. For example, it is thought better educated households may be overrepresented because they are more comfortable using the more advanced meter technology than lesser educated households.

Some are also concerned that young children, many of whom may be unable to properly register their viewing on the meter, will be largely undercounted. Allen Bohbot, president of Bohbot & Cohn, which places about \$140 million in toy advertising each year, largely on television, said peplemeter

figures showing six-tenths of a child per TV household are "dramatically inaccurate," with the accepted 20-year pattern placing an average of one child per TV household.

The peplemeter numbers also appear to show lower network viewing across the board, which Gotlieb attributed to their tendency to slightly understate viewing, where diaries tended to overstate it. Some don't believe the slight drop expected in network numbers will be dramatically harmful, since any losses for the network would probably show up only as fragmented gains for alternative national media.

But because of the larger sample size and the more rapid reporting expected, national media like cable and syndicated television may feel some of the greatest impact of the new ratings service. Until now, according to O & M's Goldstein, those media have had measurement techniques "not up to par" with those of the networks. Now, the meter's greater demographic accuracy, particularly for more narrowly programed cable networks, could mean more advertising dollars.

In making advertising buys, the agencies and networks have already felt the effects of the transition to peplemeters in this year's burst of upfront ad sales for the 1987-1988 season, which some estimated rose into the \$3-billion range.

According to Y & R's Isacson, peplemeters "had everything to do with upfront." That was the reason—the marketplace was out of control." He explained that because peplemeters showed lower network ratings, ad time supply was commensurately reduced to provide advertisers with the same gross rating point coverage. Supply was further lessened when more money than expected emerged in the upfront market as advertisers sought to avoid paying premiums in the later scatter market, he added.

Peplemeters also threw networks and agencies into a quandry over another upfront selling tradition—guarantees—which are generally sought by advertisers to trigger make-goods if ratings fall below expected levels. Because both the agencies and networks were projecting next season's peplemeter ratings on often incomplete data, guarantees were softened in many contracts.

According to JWT's Kostyra, "If no one gets hurt with limited guarantees, I can see some agencies willing to go along" with network requests to drop them altogether next year. But Kostyra argued against the wholesale abandonment of guarantees, calling them essential in a situation where networks control and frequently alter program schedules.

According to some, next year's upfront will feel the presence of the peplemeter to a much lesser degree. Douglas Seay, vice president, director of broadcast services at Lord, Geller, Federico, Einstein, believes the whole technology "has been put under the microscope too much. Peplemeters are a tool to quantify the complex dynamic of supply and demand. But the essence of the TV business is the ability to get the deals done. It's like in a sport; if a baseball player gets a better glove, that doesn't change the whole game of baseball." □



RTNDA gets down to business

Fairness doctrine, minority employment occupy news directors during annual convention

There was something almost surreal about the opening of the Radio-Television News Directors Association's 42d annual International Conference and Exhibition, in Orlando, Fla., on Tuesday night. Seated on benches in the outdoor American Gardens Theater, in Walt Disney World's Epcot Center, the broadcast journalists and others attending the conference watched the nightly display of fireworks and lasers light up the sky over Epcot's manmade lagoon, while in the background loomed the center's symbol, a 180 ft. "geosphere," which houses AT&T's SpaceShip Earth attraction. It was a kind of Mickey Mouse-gone-futuristic atmosphere, not the ideal place to do serious work.

Yet, over the next three days, serious work was done. Besides attending the panel sessions and touring the exhibit floor—with its satellite newsgathering vehicles, computer graphics, cameras and other articles of their increasingly sophisticated trade, the news directors dug in on the fairness doctrine issue, further committing themselves to oppose proposals in Congress to codify it into law.

The resolution they adopted on the issue seemed routine. But the organization is gearing up for a fight. RTNDA President Ernie Schultz, at the opening session on Tuesday, called on the membership to lobby hard. "I know there is resistance on the part of many journalists to get involved in influencing legislation," Schultz said. "But we're talking about your ability to report the news, fairly and honestly, without your editorial decisions being second-guessed by Washington political appointees." The packet of materials distributed to registrants contained a sample letter for those ready to write members of their congressional delegation on the issue. The RTNDA's chairman elect, Bob Brunner, executive news editor, WSAZ-TV Charleston-Huntington, W.Va., also urged

action: "I think that the organization has a particular challenge in the year ahead," Brunner said. "Our top priority is to end the battle on Capitol Hill to keep the fairness doctrine a part of history. This is an odious piece of legislation which has had a chilling effect on our industry. We have had several months without the doctrine and it is part of my job to make sure it stays that way."

That was of a piece with established policy. What broke new ground was the board's decision to establish a task force to examine the steady decline in the percentage of minorities employed in radio and television newsrooms, and to determine what could be done to reverse it (see page 89).

Schultz had proposed the task force to the board. He said it was a reaction to the view that broadcasters had become "complacent" about the issue of minority employment. Broadcasters, he said, "are concerned about budgets, about competition, about who's going to buy their station—but not about minority employment."

Schultz, a former news director at KTVY(TV) Oklahoma City, is in his first year as the RTNDA's first full-time president, after serving as executive vice president for six years. He appears to be providing the kind of motive power the organization had sought in creating the position.

As for statistics, according to the RTNDA, there were 1,529 registrants and 175 exhibitors, the latter staffed by about 1,000 additional attendees. Those totals were somewhat above last year's and slightly less than the 2,780 in Nashville two years ago. The exhibit floor space was 17% greater than the 55,000 square feet that was available in Salt Lake City last year. Next year, the scene shifts to Phoenix, for a three-day conference beginning on Nov. 30. Perhaps by then, the RTNDA will know the fate of the effort it is making with others to block codification of the fairness doctrine. It may even have some answers to the question of why the percentage of minorities in broadcast newsrooms has been going down. □

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IS AVAILABLE NOW,**

**AND IS SURE TO TURN
THE BROADCAST INDUSTRY
UPSIDE DOWN?**

CBS News veteran proposes TV 'wire service' to help use networks' news resources more effectively

Don Hewitt, executive producer of CBS's *60 Minutes*, last week proposed the creation of a cooperative "wire service" for television, designed essentially to cover routine international stories that would enable networks to reduce costly staffing overseas and to utilize more effectively the staff remaining in place. It is estimated that the three networks combined have more than 500 editorial staff people in place overseas.

Hewitt made the proposal at last week's RTNDA convention in Orlando, Fla. He was this year's recipient of RTNDA's Paul White Memorial Award.

Proposing a plan that would result in more cutbacks in news division staff levels, Hewitt admitted, "may sound to some of you as if I have been sent here by management to be their mouthpiece." That wasn't the case, he said, "but the more I talk with them the more I get the impression that we in broadcast news are in for some rough sailing."

Hewitt said his proposal was one way the network news business might control the changes that lay ahead, rather than have changes "imposed on us." In an earlier day, he suggested, broadcast journalism standards were set by journalists such as Paul White and Edward R. Murrow. Today, "the standard for broadcast journalism, in at least one instance, is being set by McKinsey & Co.," he said, a reference to the consulting work that that company is doing for NBC News. "The management consultants," he said, "are ready to move in on all of us, whether it's McKinsey & Co. at NBC, or Coopers & Lybrand, which already has a foot in the door at CBS."

Hewitt left no doubt that he thinks the news divisions now waste a lot of effort and valuable resources covering stories that do not merit such effort or resources. He cited the example of a *Wall Street Journal* reporter who was detained earlier this year in Iran for four days and then released unharmed. The networks had 39 people on the story, he said, "to cover what is essentially a wire service story... 39 people who could have been better occupied."

In Paul White's day, Hewitt said, CBS's "elite" corps of journalists spent their time supplementing what came off the wire services. If the networks had a wire service suited to their particular needs—and not the needs of the print press, he said, the networks could pare down their staffs overseas and concentrate on "enterprise" stories.

The proposed wire service for television (which he dubbed "Associated Television"), could file two wires, Hewitt said, one that would supply the three broadcast networks with packaged stories, and a second that would supply raw footage that the networks could package themselves. Hewitt said that Associated Television might also be in the camera crew business.

The service, he suggested, would fit logically "under the umbrella of the Associated Press. They certainly know the territory." As for those journalists who lose their jobs with the network overseas, he said some of them

could be "spread around among key affiliates here at home.

"The time has come [for network news divisions] to play a new game," said Hewitt. "Six hundred stations are already beating us at the old one. If we could leave it to a wire service to provide us with the what and the where, we could concentrate on the who and why, and that's what ABC News, CBS News and NBC News do best," he said.

Group votes on resolutions, including three on fairness doctrine; officers elected

A resolution to protest the Florida service tax which includes advertising was tabled during the Thursday afternoon annual business meeting and elections of the RTNDA, held during the organization's convention in Orlando.

Thirteen resolutions were considered at the meeting, with the resolution on the Florida tax raising the greatest controversy. The tax has been controversial among broadcasters as a First Amendment issue. Because the tax has lost support in Florida, Governor Bob Martinez announced the day before the RTNDA meeting (Sept. 2) that he planned to call a special session of the Florida legislature for Sept. 21-23. Martinez said the purpose of the session is to decide whether to change the act, send it to the voters as a referendum or repeal it.

The RTNDA resolution was submitted by Bob Brunner of WSAZ-TV Charleston, W. Va. (who was installed as RTNDA chairman the next night, Sept. 4), Bob Priddy of the Missouri Network, Jefferson, Mo., and ABC Radio's Rob Sunde. It called for RTNDA to protest "the imposition of this tax as injurious to the economic health of broadcasting

generally and broadcast news in particular." The resolution attacked the tax for "impeding the free flow of news to the general public" and called for RTNDA to hold no conventions in the state while the tax remained on the books.

Rising to challenge the resolution was John Ray, news director of WPTV(TV) West Palm Beach, Fla. He cited the Martinez announcement and claimed that undecided legislators inclined toward repeal of the tax might be swayed the other way if the resolution were passed. Ray's motion to table the resolution was decided by a show of hands after a voice vote proved inconclusive. The vote was tallied at 66-40 in favor of tabling.

Among the 12 resolutions that were passed by RTNDA were three dealing with the fairness doctrine. The first congratulated the FCC for its decision to repeal the doctrine, freeing "broadcast journalists to report news without fear of government intervention." The second urged the Congress to uphold the FCC decision and defeat any proposals to codify the doctrine. The third commended President Reagan for vetoing last June a bill that would have codified the fairness doctrine.

Other action of the business meeting included the election of officers. Priddy was elected chairman-elect after running unopposed. He will succeed Brunner. In a speech following the vote, Priddy, whose Missouri State Network news staff is made up of four employees, noted that since he had joined RTNDA, no chairman-elect had ever been elected from a news operation that small. "I want this election to say some things to people in small newsrooms," Priddy said. "There is a place in this organization for them, not just as card-carrying members, but as leaders in RTNDA." □

Judge rules some cable franchise requirements unconstitutional

Federal district judge says access channels and universal service requirements violate cable's First Amendment rights; defers judgment for now on franchise, other fees

In a case pitting Palo Alto and two other California cities against New Canaan, Conn.-based Century Communications Inc., a federal district court judge in San Francisco ruled last week that the cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain a "state-of-the-art" cable system are unconstitutional—a violation of the First Amendment rights of cable operators.

District Court Judge Eugene Lynch, in an 18-page ruling, said he would defer a decision on the constitutionality of the various fees (performance bonds, franchise fees, security funds) the cities charge cable opera-

tors until he receives another round of briefs from the parties. But he indicated that the cities' franchise fee (five percent of the operator's annual gross revenues) may survive if the cities can convince him that the fees are nothing more than the "fair rental value" of the rights of way cable operators use.

"Without deciding the issue, this court is fairly confident that such a fee, at least if set by the fair market value of the property interest the...[cable] operator receives, is sustainable.... Clearly, however, any fee beyond that designed to offset administrative costs is not per se unconstitutional."

Harold Farrow, Century's attorney, said: "It's one more step down the road to producing the [cable operators'] right to be in business and to stay in business...without some son of a bitch down at city hall telling you how to run your business."

In recent years, several courts including the Supreme Court have found efforts by cities to exclude second or third cable operators to be unconstitutional. But, according to an attorney for Century, Judge Lynch was the first to find specific franchise requirements in conflict with the Constitution.

Lynch ruled earlier that the cities could not deny a franchise to Century even though it refused to go through the franchising process. If both of the rulings are affirmed, Cen-

ture could build a second system with as many channels as it deems economical to compete with Cable Communications Cooperative, the cities' current sole franchisee, without having to wire every part of the cities, to provide access channels and, possibly, to post performance bonds and pay franchise fees. Cable Communications is locally owned, but it is being built by Pacific Bell and being managed by Heritage Communications, a Des Moines, Iowa-based MSO.

Lynch's ruling seems to undercut provisions of the Cable Act of 1984, which requires cable systems with more than 35 channels to set aside a specific number of channels for leased access and require franchising authorities to insure that cable systems wire all homes within their franchise areas except those that are too remote to wire economically. The Cable Act also permits cities to require cable operators to provide public, educational and governmental (PEG) access channels and "state-of-the-art" systems.

The ruling also runs counter to a decision by a federal district court in Erie, Pa., in April. In the case involving the city of Erie and a system owned by American Television & Communications, Judge Glenn E. Mercer affirmed Erie's ability to require franchise fees on ground that it promoted a First Amendment goal—a marketplace of ideas. Mercer also affirmed constitutionality of franchise fees as long as censorship is not intended.

Such decisions advancing the First Amendment rights of cable are no longer readily embraced by the industry. As most cable operators have recognized, franchising authorities and their regulations and requirements act as shields against overbuilds by other cable operators.

NCTA's ambivalence toward Judge Lynch's ruling was reflected in NCTA President Jim Mooney's official statement: "We now have a federal judge in Pennsylvania saying one thing, and a federal judge in Cali-

fornia saying the opposite. These cases no doubt will wind their way up through the courts of appeals and ultimately be decided by the Supreme Court. Until the Supreme Court rules on exactly which First Amendment model—print or something else—is applicable to cable, nobody will know for sure what the answer is."

The San Francisco case was brought by Century Federal, a subsidiary of Century Communications, after it was denied a franchise by three cities that had banded together to award a cable franchise—Palo Alto, Menlo Park and Atherton. In its suit seeking access to the communities, Century argued, among other things, that denying it entry violated its First Amendment rights.

Lynch ruled on the access question in Century's favor last December, saying that the cities failed to prove, as case law says they must, that a substantial government interest exists "to justify limiting to one the number of...[cable] operators granted access to the facilities necessary for the installation and maintenance of a cable system" (BROADCASTING, Dec. 15, 1987).

Both of Lynch's rulings in the case are based on his finding that cable, for First Amendment purposes, is more closely analogous to newspapers than to broadcasting—that cable should have almost complete protection from any government regulation affecting the programing that flows through its systems. Again and again in the latest ruling, Lynch equated cable with the "traditional media," newspaper, magazine and book publishing.

The effect of the cities' requirement that cable operators provide eight leased-access channels and five PEG channels is "undeniable," Lynch said. A cable operator "will be forced to cablecast material by other speakers that it might otherwise choose not to present," he said.

Requiring cable operators to carry the speech of others affects the operators' speech and intrudes upon their "considerable edito-

rial functions," Lynch said. "The access channels...carry the inherent risk that a franchisee's speech will be chilled and the direct, undeniable impact of intruding into the franchisee's editorial control and judgment of what to cablecast and what not to cablecast," he said. "Neither result can be tolerated under the First Amendment in the name of an 'attitude that government knows best how to fine tune the flow of information to which [the people] have access.'"

The cities' "universal service" requirement fell to the same kind of analysis. "Dictating to whom [Century] cablecasts is an impermissible burden on a cable operator's First Amendment right to determine where and when it speaks," Lynch said. "Could the cities require a newspaper, movie house, or bookstore to deliver to or be located in a particular geographic area of the community on the ground that it is in the best First Amendment interests of the residents in that area?," Lynch asked. "Surely, the answer is no."

Lynch also knocked out the cities' requirement that cable operators build and maintain a "state-of-the-art" two-cable system with two-way and high-speed data capability. The "state-of-the-art" requirements are "government regulations of noncommunicative aspects of speech," Lynch said, and, under case law, the cities must prove, among other things, that such regulations further an "important or substantial government interest." The cities fail, he said. "The cities have not created a genuine issue of material fact in support of their argument that the technical/equipment requirements further the important or substantial government interest in minimizing cable television's disruption to the public domain."

The ruling is certain to be appealed, but Lynch's decisions have a record of holding up. According to a study by the *ABA Journal*, seven of Lynch's decisions were appealed and all were affirmed, giving him the best record in the ninth circuit. □

Cable's full agenda on Capitol Hill

As Congress returns to Washington, NCTA is preparing for action on scrambling, oversight of Cable Act

The cable industry may soon find itself embroiled in a major confrontation over so-called scrambling legislation. Congress reconvenes this week (Sept. 9) and a bill aimed at regulating the home satellite marketplace is expected to move in the Senate before the end of the year.

It's generated enough concern so that the National Cable Television Association has alerted its membership to be prepared to act.

But cable has more than scrambling to contend with on Capitol Hill. The House Telecommunications Subcommittee is planning an oversight hearing (in late October or November) on the status of the industry three years after deregulation. It's bound to serve as a forum for cable's critics (primarily the motion picture industry and independent broadcasters) to air their complaints about

cable's so-called monopolistic power. So far those charges have not picked up steam. Indeed, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) has said he doesn't view cable as an unregulated monopoly.

But more important, the subcommittee will hear from cities whose authority to regulate cable was curtailed under the Cable Communications Policy Act of 1984. Congressional reaction to what the cities have to say will provide the best insight into whether anything will happen on that front. There is a general consensus among cable lobbyists that Congress is reluctant to go back and reopen the act.

"Of course they're going to have oversight hearings," said NCTA President James Mooney, who maintained it's only natural for Congress to review the implementation of the act. "I don't anticipate any significant adverse development coming out of those hearings. In fact, I think that the hearings

will likely elicit testimony tending to reinforce the Cable Act," said Mooney.

As for complaints raised by Hollywood and the independent television community, he doesn't think they've made any progress on the Hill. "I just don't think they've had much impact on matters they've been complaining about. I think members of Congress, being very worldly, tend to recognize special pleadings by industries who would like to have a competitive leg up on somebody else," said NCTA's president.

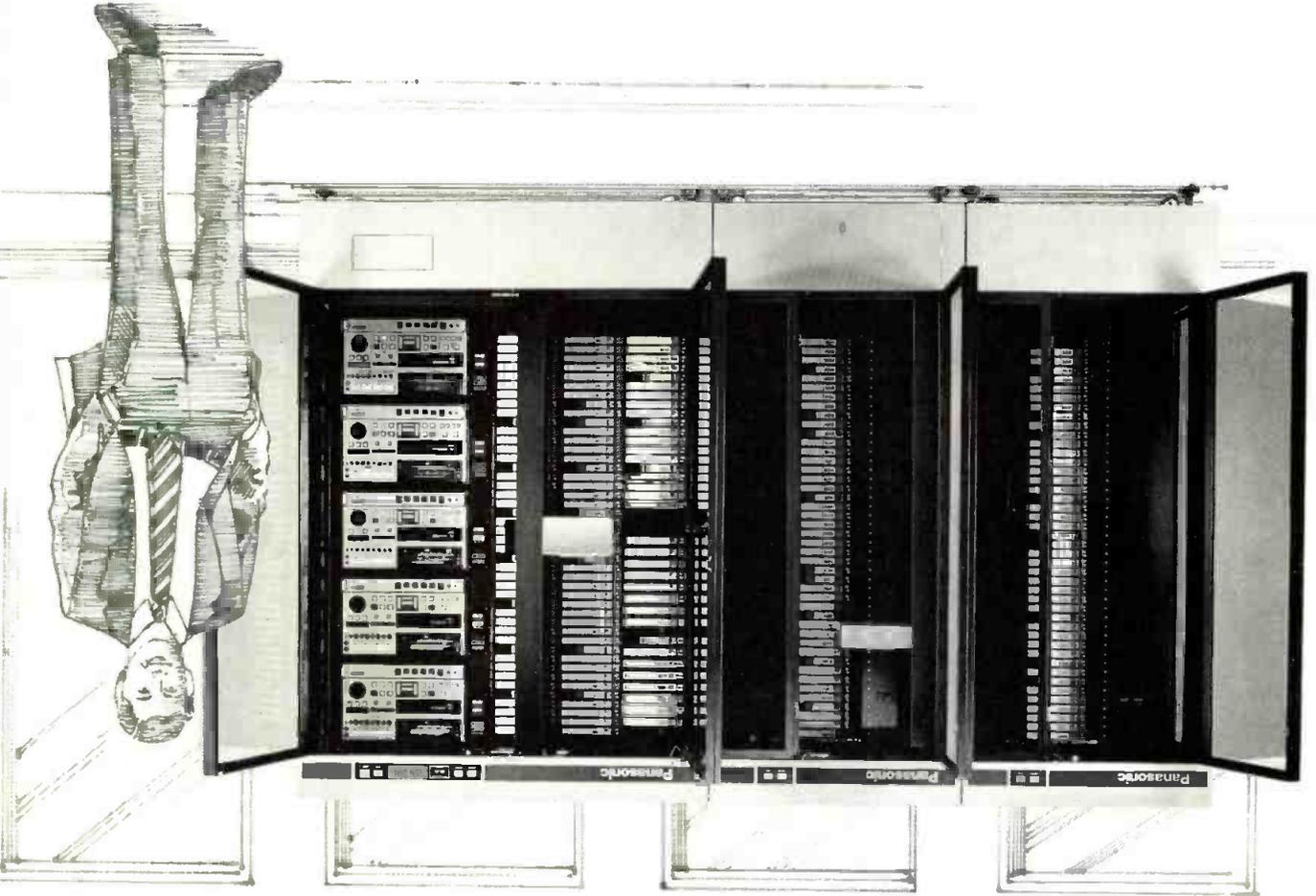
Mooney's assessment may be on target for the National League of Cities, according to general counsel, Cynthia Pols. NLC is not "advocating legislation at this point." She emphasized there's a strong sense at the league that it's too early to reexamine the act.

But some municipalities have encountered problems with deregulation. While they may represent a minority, their concerns are expected to generate some congressional inter-

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est. This discontent will likely surface during this month's meeting of the National Association of Telecommunications Officers and Advisors in Milwaukee, Sept. 20-24. (NATOA represents local cable regulators and is an affiliate organization of the league.) A white paper entitled "The Cable Act Revisited—The Public Interest vs. the Cable Monopoly," will be distributed at the meeting.

The document was prepared by communications attorney Nicholas P. Miller of Miller, Young & Holbrooke, who represents numerous franchising authorities currently involved in cable franchise legislation (including the city and county of Sacramento, Calif.; Los Angeles; Montgomery county, Md.; Austin, Tex.; Mantee county, Fla.; Torrance, Calif., and Dubuque, Iowa). Miller suggests it's time for Congress to revisit the act. Over the past two years, the paper stated, "a combination of aggressive First Amendment lawsuits brought by cable companies in federal courts... and the Fowler commission's overbroad interpretations of the FCC's prerogatives under the Cable Act have challenged the fundamental deal the cities thought they had struck in 1984."

Among other things, the paper calls for clarifying the law so that "local authorities have the primary responsibility to regulate cable and to establish all standards for the local cable television company including: the definition of what services constitute the basic tier of service; technical and operational standards for signal quality, hardware requirements and consumer protection, and retiering of services and changes in channel alignment."

In the area of cable rate deregulation, Congress should define the standard for "effective competition," and allow franchise authorities to "require a 'basic tier of services' which would include must-carry, leased and PEG access channels," the paper stated. The law should restate "the enforceability of existing franchises" and "state explicitly that the incumbent operator has no legal expectancy of renewal." Included in the document is a recommendation that telephone companies be permitted to offer cable services. And the paper suggests that franchising authorities have the "explicit right to issue zero, one or more franchises, free of any legal risks, provided their action is not arbitrary or capricious."

But Mooney thinks such unrest is muted as long as the NLC is not agitating for change. Furthermore, he believes Congress will look at this "in macro terms."

The lack of unanimity within the cities' ranks was acknowledged by NATOA President William Bradley, director of telecommunications for the city and county of Denver. "Our house is a little divided," Bradley said. Nonetheless, Bradley doesn't feel there's enough sentiment supporting a "re-look at the act." He said, "the issues have to ripen, it hasn't even been a year since rate deregulation began."

As an individual regulator, Bradley indicated his belief that cable has been "relatively responsible." It's the FCC's interpretation of the cable act that troubles the Denver offi-

cial. He'd like to see something done about what he calls "Disneyland on the Potomac."

For some time cable has worried that TVRO interests were making headway in the Senate (BROADCASTING, July 20). "Cable has got a lot of friends," said one communications lobbyist. But this situation is different, he said, noting that Congress "is not being asked to do something for the cable guy" it's being asked to "do something against the dish guy."

Scrambling bills are pending in the Senate and House (S. 889 and H.R. 1885) but the upper chamber is expected to move first. Moving the TVRO bill in the House is believed to be a much more difficult task.

Judging from remarks made during scrambling hearings this summer, members were not persuaded by testimony that dish owners can purchase cable programming at comparable or even lower rates than cable subscribers. Indeed, the legislation's proponents maintain that cable has a lock on distribution to dish owners and have shut out third-party distributors. They insist the marketplace will never be competitive unless third-party packagers of satellite programming are allowed to flourish.

The momentum behind the legislation got a real boost when Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and the committee's ranking Republican John Danforth of Missouri announced their endorsement of the bill (BROADCASTING, Aug. 10). No immediate action has been scheduled, but admitted one committee source "the votes are there."

This will be the second round for NCTA; last year it narrowly defeated (54-44) a rider to a Senate bill that dish owners felt would make the home satellite marketplace more competitive.

The measure, offered by Commerce Committee members Al Gore (D-Tenn.), Wendell Ford (D-Ky.) and Senator Dale Bumpers (D-Ark.), would require cable programmers to make their programming available to third parties on a nondiscriminatory basis. Identical to the House measure (H.R. 1885), it calls on the FCC to set standards for encryption (a provision that even the TVRO industry strongly opposes) and to initiate a rulemaking to expand network programming into rural areas. Under the proposed legislation, the Federal Trade Commission would be assigned to prepare an investigation of the TVRO marketplace to insure there is competition.

But even the bill's proponents would rather not see the measure passed in its present form. For instance, the Satellite Broadcasting and Communications Association wants: deletion of the encryption standard, stronger penalties for piracy, mandatory access to all satellite-delivered programming (although SBCA would sunset that clause in seven years) and a provision allowing consumers to go to any cable system in the country to receive TVRO programming. In addition, the motion picture industry—which now backs the home satellite legislation—has problems with any pricing provisions.

SBCA President Chuck Hewitt told BROADCASTING that his association would

be "willing to back off the legislation if cable would allow the programmers to freely deal with third parties for legitimate programming packages."

The Community Antenna Television Association seems willing to cooperate. The CATA board, meeting last week in Atlanta, directed President Steve Effros to try to convince cable programmers to "negotiate seriously" with third-party packagers such as the National Rural Telecommunications Cooperative. "Everybody thinks cable is telling the programmers to stonewall; that's not the case," Effros said.

Cable also may wind up deflecting efforts to keep the telephone companies out of their business. It's an issue, according to one Hill aide that's "heating up; whether it's ripe for a hearing, I don't know." For starters, U.S. District Court Judge Harold H. Greene is considering whether to lift current restrictions against the Bell Operating Companies providing "information services" including cable television (BROADCASTING, July 6)."

And the FCC has initiated an inquiry into telco-cable crossownership that could lead to a recommendation that Congress drop the current prohibition contained in the cable act. (Even if Greene lifts the prohibitions, the cable act codified the FCC rules banning all local telcos, except those serving strictly defined "rural areas," from operating cable systems within their service areas. Only Congress can alter that.)

On the cable-telco front, Mooney doesn't envision any serious threat. He speculated that if Greene refuses the BOC's request to relax the line of business restrictions in the modified final judgment, they're more likely "to go for the information services restrictions that don't include electronic publishing." The BOC's, he believes, are more interested in data processing. Although philosophically, he said, "the phone companies don't like to have any restrictions imposed on them."

Must carry is yet another issue cable might have to grapple with. Of course that all depends on when and whether the U.S. Court of Appeals finds the FCC's new must-carry rules unconstitutional and a violation of cable operators' First Amendment rights. "If the court knocks the rule down again, the broadcasters will again be in the position of looking for somebody to help them solve their problems," Mooney said. Broadcasters have said they'll turn to Congress if the court throws out the rule. And it's anticipated the National Association of Broadcasters will call on NCTA to support its bid to revive the rules. Asked if broadcasters can count on cable, Mooney said, "to the degree they're understood to have been faithful to the original deal they'll get a sympathetic reaction."

But some observers think if the Hill takes up must carry it will result in a major examination of broadcast-cable issues. [Although broadcasters may receive a chilly reception from Congress on must carry because of the FCC's abolition of the fairness doctrine.]

Cable's compulsory license could come under attack, predicted one broadcast lobbyist. Still, as one Hill aide commented, "all this is for next session." □

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Anaheim makes ready for NAB's Radio '87

Format rooms, engineering seminars regulatory panel sessions, new community service awards among attractions of annual radio meeting

Although the issues facing today's radio executives are varied, ranging from national spot softness to AM improvement, the broadcasters going to Anaheim, Calif., this Wednesday (Sept. 9) for the National Association of Broadcasters Radio '87 convention will find their respective interests reflected in 77 workshops on management, sales, programing and engineering.

The list includes 13 format rooms—a last-minute addition being one on new age music at 9 a.m. on Saturday (Sept. 12)—and three workshops coordinated by the Radio Advertising Bureau. According to David Parnigoni, NAB's senior vice president for radio, there will also be three additional seminars for radio station engineers beginning tomorrow

at 1:45 p.m., and the "Amazing Invisible Market, Ages 35 to 64," Thursday at 3:15 p.m. The first results of NAB's 1987 programing survey will be released at the convention.

Other workshops expected to attract attention are: "Radio's Newest Formats," which will include a discussion of new age music and all-sports WFAN(AM) New York; "Radio and Sales People from the Buyer's Eye," moderated by Lynn Anderson-Powell, vice president and general manager of KIIS-AM-FM Los Angeles; "Life in the Conglomerate Era," moderated by Marty Greenberg, president of Duffy Broadcasting and co-founder of newly formed Genesis Broadcasting; "Buying That First Radio Station," moderated by Dean Sorenson, president of Sorenson Broadcasting, Sioux Falls, S.D.; "How the Financial Community Views the Radio Industry," moderated by Charles Giddens of Chapman Associates, and "New Cart Ma-

dio America," that was produced in conjunction with Otis Conner Productions, Dallas. It is described by Parnigoni as a "salute" to America's radio stations. "We want broadcasters to feel good about radio," he said. During the session, NAB will inaugurate a new annual award category, the Crystal Radio Awards, that are designed to honor radio's community involvement. "The steering committee wanted to recognize stations for their local achievements," said Nick Verbitsky, president of the United Stations Radio Networks, New York, who is this year's steering committee chairman. The awards will be presented to 10 stations in various size markets by veteran radio announcer Gary Owens, morning personality at KFI(AM) Los Angeles, during the opening session on Thursday morning. Another 50 stations will receive certificates of merit, according to Parnigoni. (A total of 185 stations entered the competition.)

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Anaheim, California Sept. 9-12
National Association of Broadcasters

row (Sept. 8). They will focus on directional antennas, RF radiation regulation compliance and the National Radio Systems Committee's new voluntary AM fidelity standards. (The NRSC is a joint NAB/Electronic Industries Association committee looking at ways to improve AM radio quality.)

The opening session on Thursday morning will begin with welcoming remarks from Wally Jorgenson, president of Jefferson-Pilot Communications, who is the NAB joint board chairman, and from Jerry Lyman, RKO Radio president, who is the NAB radio board chairman. They will be followed by NAB President Eddie Fritts, who will discuss, among other things, the association's efforts to block codification of the fairness doctrine by Congress. Fritts will ask attendees to write their senators and congressman, urging them to vote against any fairness legislation.

After Fritts's remarks, NAB will show a six-minute, multimedia presentation, "Ra-

CBS News correspondent Douglas Edwards, who joined CBS in 1942, will be this year's recipient of NAB's annual Radio Award at the Friday luncheon. Serving as the master of ceremonies will be Dick Clark, who is part owner and co-founder of the United Stations.

Among the major session highlights during the three-day meeting are those offering industry presentations. The topics include: "Targeting Radio's Future," presented by John Abel, NAB's executive vice president for operations, on Saturday at 9 a.m.; "Radio Station Turnaround Strategies That Work," presented by Jim Hooker, a Crystal Lake, Ill.-based sales consultant, Saturday at 11:15 a.m.; "Radio Power," the Associated Press's news listenership study, presented by Harvey Gersin, whose firm, Reymeyer & Gersin Associates, Detroit, conducted the study, Saturday at 3:30 p.m.; "Power Marketing for the 1990's," presented by Douglas Cluff of Cluff & Co., Salt Lake City, Thurs-

day at 1:45 p.m., and the "Amazing Invisible Market, Ages 35 to 64," Thursday at 3:15 p.m. The first results of NAB's 1987 programing survey will be released at the convention.

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chine Technology," moderated by Houston-based engineering consultant Jim Loupas. Malrite Communications President Milton Maltz is scheduled to talk Friday at 11 a.m. on "How to Make \$100 Million in Broadcasting." And concurrently will be a workshop on overcoming license challenges.

Legislative issues of interest to radio broadcasters will be addressed during a session at 9 a.m. Saturday with Senator Malcolm Wallop (R-Wyo.) and Representatives Bill Thomas (R.-Calif.), Jim Bates (D.-Calif.) and Hank Brown (R-Colo.). Among the topics to be discussed is a congressional proposal to limit deductibility of advertising expenses. On a separate political note, New York Governor Mario Cuomo will speak at a private United Stations dinner on Friday evening.

As of late last week, 140 companies had signed to exhibit their wares in the Anaheim Convention center, up from last year's, ex-

hibitor total of 118. And the exhibit hall will also contain the Syndication Showcase, in which 30 radio syndicators will present their programming products during a Friday wine tasting party at 4-6 p.m.

There will be two principal hotels for Radio '87—the Anaheim Hilton and the Marriott—compared to one headquarters hotel in

previous years. Hospitality suites, which will be divided between the two hotels, are sold out, Parnigoni said, to 100 firms.

Although preregistration was about the same as last year, the NAB is projecting total attendance of 6,000 (including on-site registrants), compared to some 5,500 at last year's meeting. "Due to the location of the

convention [southern California], we are expecting a stronger on-site registration flurry this year from area stations," Parnigoni said.

The meeting will conclude on Saturday evening with a dinner show featuring the country group Alabama.

Following are the complete Radio '87 agenda and exhibitor list.

Thursday, Sept. 10

Opening Session. 9:00-10:30 a.m. Anaheim Hilton hotel, California Pavilion. Welcome by NAB Joint Board Chairman Wallace Jorgenson, Radio Board Chairman Jerry Lyman and NAB President Eddie Fritts. *Radio America* and presentations of the Crystal Radio Awards for Excellence in Local Achievement. Emcee: Gary Owens.

Six concurrent sessions. 11:15 a.m.-12:30 p.m. *Radio and Sales People from the Buyer's Eye.* Room 105. Moderator: Lynn Anderson-Powell, KISS-AM-FM Los Angeles. Panelists: Sam Michaelson, Saatchi, Saatchi, DFS and Compton; Edith Whaley, International Communications Group.

Ratings and Research: Where Are We, Where Should We Be Going? Room 104. Moderator: Robert Galen, Radio Advertising Bureau. Panelists: Jhan Hiber, Malrite Communications, Bill McClenaghan, Capital Cities/ABC; Perry Ury, Chase Broadcasting; Herb McCord, Greater Media.

Negotiating Skills. Room 202. Moderator: Richard Rakovan, WFYR-FM Chicago. Panelists: Norm Goldsmith, Radio Marketing Concepts, Bob Griffith, KJOI(FM) Los Angeles, Larry Wexler, WPEN(AM) Philadelphia.

Future Trends in Computerization. Room 201. Moderator: Marcia DeSonne, NAB. Panelists: David Fuelhart, Nationwide Communications, Bruce Hoban, Katz Radio; Bob Hoeglund, Enterprise Systems Group; Lisa Tonnaci, KBTS-FM Austin, Tex.; David Graves, Westinghouse Broadcasting Co.

A Manager's Guide to People Law—Employes' and Stations' Rights and Wrongs. Room 102. Moderator: Barry Umansky, NAB. Panelists: Michael Berg, Miller, Young & Holbrooke; Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn; J. Dominic Monahan, Dow, Lohnes & Albertson.

Radio's Newest Formats. Room 203. Moderator: Bob Neil, WSB(AM) Atlanta. Panelists: Roy Cooper, WIBC(AM) Indianapolis; Ken Kohl, KFI(AM) Los Angeles; Cary Pahigian, WBZ(AM) Boston; John Chanin, WFAN(AM) New York; Frank Cody KTWV(FM) Los Angeles. Reactor: Kim Freeman, *Billboard*.

Seven concurrent sessions. 1:45-3:00 p.m. *Creative Sales Compensation: All Sales Are Not Created Equal.* Room 104. Moderator: Jerry Lyman, RKO Radio. Panelists: Paul Danitz, KJAR(AM)-KCLT(FM) Phoenix, Ariz.; Greg Ofiara, WTKN(AM)-WWSW-FM Pittsburgh; Gary Robb, KEGL(FM) Fort Worth, Tex.; Jim Taszarek, Greenwood Performance Systems; Nancy Vaeth, WFMS(FM) Indianapolis.

Town Meeting with FCC and NTIA staff. Room 102. Moderator: Belva Brissett, NAB. Panelists: Peter Pitsch, FCC chief of staff; Larry Eads, FCC chief, audio services division; John Kamp, FCC chief, office of congressional and public affairs; Charles Schott, NTIA deputy assistant secretary for communications and information.

RF Maintenance for AM and FM. Room 204. Moderator: Paul Wolfcale, Booth American. Panelists: Mike Callaghan, KISS-AM-FM Los Angeles; John Schneider, RF Specialties; Steve Kramer, Steve Kramer Consulting Engineers. Reactor: Brad Dick, *Broadcast Engineering*.

Bullpen for Program Directors. Room 105. Moderator: E. Alvin Davis, E. Alvin Davis & Associates. Panelists: Dave Popovich, WRMR-AM-WLTF(FM) Cleveland; Dave Robbins, KHTR(FM) St. Louis; Bill Stedman, KNEW(AM)-KSAN-FM San Francisco; John Casey, WSGW(AM) Saginaw, Mich.

Power Marketing for the '90s. Room 201. Douglas Cluff, Cluff & Co.

A/C Format Room. Room 203. Moderator: Jay Meyers, WOJY(FM) High Point. Panelists: Mike Anthony, The Research Group; Dave Dillon, WAM-FM Jacksonville, Fla.; Michael Ring, WYFM(FM) Sharon, Pa.; Smokey Rivers, WMJJ(FM) Birmingham, Ala.

What's Hot, What's Not: The Press Looks at Radio. Room 202. Moderator: Larry King, Mutual Broadcasting System. Panelists: Brian Donlon, *USA Today*; Dennis McDougal, *Los Angeles Times*; Bill Mann, *Oakland Tribune*; Michael Weiss, *Dallas Morning News*; Ken Barnes, *Radio & Records*.

Six concurrent sessions. 3:15-4:30 p.m. *Audio Processing for AM Improvement.* Room 204. Moderator: Tom McGinley, First Media. Panelists: Stan Salek, Circuit Research Labs; Glen Clark, Texar Inc., Monroeville, Pa.; Bob Orban, Orban Associates; Eric Small, Modulation Sciences.

How to Choose and Use a Program Consultant. Room 102. Moderator: Carl Wagner, Taft Broadcasting. Panelists: Alan Burns, Alan Burns & Associates; Dwight Douglas, Burkhardt/Abrams/Douglas/Elliott & Assoc.; Jeff Pollack, Jeff Pollack Communications; Stef Rybak, WWZ(AM) New Haven, and WKCI(FM) Hamden, both Connecticut.

The Amazing Invisible Market, Ages 35-64. Room 101. Moderator: Ted Dorf, WWRC-WGAY Silver Spring, Md. Panelists: Fred Walker, Group W Radio, Maurie Webster, NYMRAD.

Search for Executive Excellence. Room 104. Moderator: Madelyn Jennings, Gannett Radio. Panelists: Dwight Ellis, NAB; Joseph Sullivan, Joseph Sullivan & Associates; John Moran, Westinghouse Broadcasting Co.

Farm Stations Programming and Promotions. Room 201. Moderator: Gene Millard, KFEQ(AM) St. Joseph, Mo. Panelists: Larry Edwards, WMT-AM-FM Cedar Rapids, Iowa; Ray Forcier, KWKH-AM-FM Shreveport, La.; J. Evan Slack, Slack Networks.

All Talk Format Room. Room 203. Moderator: Jim Bohannon, Mutual Broadcasting System. Panelists: Edward McLaughlin, EFM Media; Ken Mellgren, WWRC(AM) Washington; John Chanin, WFAN(AM) New York.

Six concurrent sessions. 4:45-6:00 p.m. *Marketing Radio: How to Find Your Niche. What Research Can and Cannot Tell You.* Room 105. Moderator: Cynthia Stanley. Panelists: Thomas Barker, SRI Research Center; Ted Bolton, Ted Bolton Associates; Thom Moon, TGM Evaluations; Roger Wimmer, Surrey Consulting and Research.

How the Financial Community Views the Radio Industry. Room 104. Moderator: Charles Giddens,

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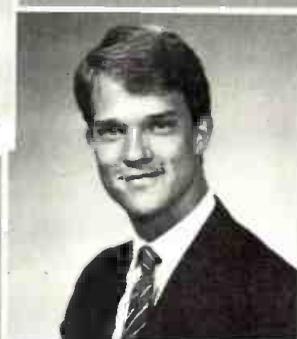
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WTMI will broadcast the Papal Mass "live" and in stereo Friday, Sept. 11th at 10 a.m.

Mon, Sept. 7th, 8:00 p.m.

Beethoven: MISSA SOLEMNIS
IN D, OP. 123
Bruckner: TE DEUM

Tues, Sept. 8th, 9:00 p.m.

Bach: MASS IN B MINOR

Wed, Sept. 9th, 9:00 p.m.

"LITURGICAL CONCERT
FROM CLASSICAL VIENNA"
Mozart: REGINA COELI
Haydn: MASS NO. 11 IN D
MINOR (Lord Nelson
Mass)

Thurs, Sept. 10th, 10:00 p.m.

"A PAPAL CONCERT"

Palestrina: POPE MARCELLUS
MASS

Mozart: CORONATION MASS
Rossini: STABAT MATER

Fri, Sept. 11th, 8:00 a.m.

"THE PAPAL VISIT... A WTMI
CONCERT SPECIAL"

Verdi: TE DEUM
Mozart: EXULTATE,
JUBILATE

Puccini: MESSA DI GLORIA
Zielenski: MAGNIFICAT
Verdi: AVE MARIA

Friday, Sept. 11th, 10:00 a.m.
(scheduled start of
Papal Mass)

Marlin Ltd. Broadcasting, Inc.

Chapman Assoc. Panelists: Bob Bachelder, Bank of Boston; Ed Christian, Saga Communications; Brian McNeil, Burr Eagan Deleage; Kathy Marien, Bank of New England; Bob Sillerman, Sillerman McGee. Reactor: Ron Fell, *The Gavin Report*.

New Car Machine Technology. Room 204. Moderator: Jim Loupas, James Loupas Assoc. Panelists: Jack Williams, Pacific Recorders; Tim Bealor, Broadcast Electronics; Art Constantine, Fidelipac Corp.; Tom Becker, ITC/3M. Reactor: Judith Gross, *Radio World*.

Removing Electrical Interference. Room 201. Mike McKenzie, KALL(AM) Salt Lake City. Panelists: James Zoulek, FCC; Michael Rau, NAB; Barry Epstein, Current Technology.

AOR Format Room. Room 203. Moderator: Larry Bruce, Larry Bruce Communications. Panelists: Bob Buchman, WBAB-FM Babylon, N.Y.; Tom Kelley, Harris Communications; Beau Phillips, KISW(FM) Seattle; Russ Mottla, KTYD(FM) Santa Barbara, Calif.; Clyde Slater, WAAF(FM) Worcester, Mass.; Mad Max, Noble Broadcast Group.

AM Success Stories and Innovations. Room 202. Moderator: Bill Saunders, WPAL(AM) Charleston, S.C. Panelists: Jim Gabbert, KOFY(AM) San Francisco; Kip Guth, KSGR(AM) Boise, Idaho; Al Hopwood, Bellevue, Wash.-based consultant; Steve LaBeau, AM Media Consultants; Randy Michaels, WLW(AM) Cincinnati. Reactor: Ron Alridge, *Electronic Media*.

Engineers/Exhibitors Reception. 6:00-7:00 p.m. Anaheim Hilton hotel.

Friday, Sept. 11

Six concurrent sessions. 9:00-10:15 a.m. **RAB General Session.** Room 101. Bill Stakelin, RAB president; Wayne Cornils, RAB executive vice president.

News/Talk Format Room. Room 203. Moderator: Charles Seraphin, KCBS(AM) San Francisco. Panelists: Jeff Beauchamp, WBAL(AM) Baltimore; Marni Pingree, KTAR(AM) Phoenix, Ariz.; Bob Shomper, WOC(AM) Davenport, Iowa; Tom Tradup, KRLD(AM) Dallas.

Program Sources. Room 105. Moderator: Joshua Feigenbaum. Panelists: Bob Dunphy, WNSR(FM) New York; Tom Rounds, Radio Express; Ed Salamon, United Stations Radio Networks; Tom Yates, KLSX(FM) Los Angeles; Joel Raab, Joel Raab Assoc.

Christian Rock Format Room. Room 204. Moderator: Brad Burkhart, Burkhart/Abrams/Douglas/Elliott & Assoc. Panelist: Gem O'Brien KYMS(FM) Santa Ana, Calif.

New and Improved Radio Stations—A Guide to FCC Radio Allocations Opportunities. Room 202. Moderator: Barry Umansky, NAB. Panelists: Larry Eads, FCC; Tom Davidson, Sidley & Austin; Lawrence Roberts, Mullin, Rhyne, Emmons & Topel; Kathryn Schmeltzer, Fisher, Wayland, Cooper & Leader.

Show Prep. Room 201. Moderator: Bruce Williams, NBC Radio. Panelists: Lyndon Abell, WTIC-FM Hartford, Conn.; Jim Richards, WBZZ(FM) Pittsburgh; Cleveland Wheeler, WRBQ-FM Tampa, Fla. Reactor: Michael Ratner, *Radio Program Director Report*.

Seven concurrent sessions. 11:00 a.m.-12:15 p.m. **National Radio Marketing Group Task Force Update.** Room 104. Moderator: Jerome Feniger, Station Representatives Association. Panelists: Bob Dunn, Chase Communications; Don Macfarlane, CBS Radio Representatives; Peter Moore, Masla Radio; Warner Rush, Major Market Radio; Kelly Seaton, WGN(AM) Chicago; Bonnie Press, Katz Radio Group network; Jerry Schubert, Eastman Radio; Bill Stakelin, RAB.

Solving the Sales/Programming Tug of War: Client Promotions that Promote the Station. Room 105. Moderator: David Martin, Midcontinent Broadcasting Co. Panelists: Matt Farber, WARM-FM Atlanta; Kim Kelly, KFI(AM) Los Angeles; Joe Pogge, KKQB-AM-FM Houston; Steve Rivers, KISS-AM-FM Los Angeles.

Programming Music for Diverse Audiences. Room 202. Moderator: Dwight Ellis, NAB. Panelists: Tim Hodges, KJAZ(FM) San Francisco; Duff Lindsey, WHOT(FM) Miami; Harold Childs, Qwest Records; Daisy Voigt, American Music & Week.

Classical/Fine Arts Format Room. Room 204. Panelists: Kingsley McLaren, KFSD-FM San Diego; Paul Teare, WGMS-AM-FM Washington; Gordon Engler, KKHI(AM) San Francisco.

CHR Format Room. Room 203. Moderator: Dave Anthony, KDWB-FM Minneapolis. Panelists: Alan Burns, Alan Burns & Assoc.; Mark Bolke, KRXY-AM-FM Denver; Bob Case, WZGC(FM) Atlanta; Bill Richards, WNCI(FM) Columbus, Ohio.

How to Make \$100 Million in Broadcasting. Room 101. Milton Maltz, Malrite Communications.

What You Can Do to Overcome a License Challenge, Or: How to Run a Station Defensively. Room 102. Moderator: Henry (Jeff) Baumann, NAB. Panelists: Joel Levy, Cohn & Marks; John Quale, Wiley, Rein & Fielding; Richard Riehl, Haley, Bader & Potts; Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane.

Radio Award Luncheon. 12:15-2:15 p.m. Anaheim Hilton hotel, California Pavilion. Toastmaster: Dick Clark, United Stations Radio Network. Radio Award recipient, keynote speaker: Douglas Edwards, CBS News. NAB will also recognize Radio '87 steering committee chairman Nick Verbitsky and members of committee.

Eight concurrent sessions. 2:45-4:00 p.m. **Life in the Conglomerate Era: Stations Sharing Reps With Their Competitors.** Room 104. Moderator: Martin Greenberg, Duffy Broadcasting. Panelists: Carl Butrum, Eastman Radio; Tony Durpetti, Durpetti & Assoc.; William Fortenbaugh, Christal Radio

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Sales; Jack Masla, Masla Radio; Marvin Roslin, Roslin Radio Sales.

Using AM Synchronous Transmitters. Room 102. Moderator: Wally Johnson, Moffet, Larson & Johnson. Panelists: Al Resnick, Capital Cities/ABC; Ted Nahill, WSSH(FM) Lowell, Mass.; Slim Sulyma, Advanced Broadcast Consultants.

How to Wring Hi-Fi from Ma's Bell. Room 204. Moderator: John Lyons, WRKS-FM New York. Panelists: John Cheney, Comrex; Bill Gillman, Gentner Engineering; Andy Laird, KDAY(AM) Los Angeles.

"I'm Sorry: The Budget Is All Spent." Room 105. Shirley Baker, RAB, Karen Wald-Harper, Market Share.

Personality Panel: Traditional vs. Hot Jocks. Room 101. Gary Berkowitz, WJR(AM)(FM)-WHYT Detroit. Panelists: Gary Owens, KFI(AM) Los Angeles; Carolyn Fox, WHY(FM) Providence, R.I.; Moby, KEGL(FM) Fort Worth, Tex.; Dick Purtin, WCZY(AM) Detroit. Reactor: Chuck Ross, TV/Radio Age.

Big Band Format Room. Room 203. Moderator: Al Ham, Al Ham Productions. Panelists: Paul Berlin, KQUE(FM) Houston; John Holiday, Kalamusic; Ronnie Renfrow, KQUE(FM) Houston; Dean Tyler, WPEN(AM) Philadelphia.

Urban/Ethnic Room. Room 202. Moderator: Barry Mayo, WRKS-FM New York. Panelists: Debbie Parker, WPLZ(FM) Petersburg, Va.; Pam Wells, WHR(FM) Memphis; Lee Michaels, WBMX-AM-FM Chicago; Donna Halper, Donna Halper & Assoc.

B.Y.O.L.-Write Your Congressman. Room 201.

Saturday, Sept. 12

Six concurrent sessions. 9:00-10:15 a.m. **Congressional Update.** Room 105. Moderator: John Summers, NAB. Panelists to be announced.

The Changing National Marketplace. Room 104. Panelists: Peter Moore, Masla Radio; Bill Stakelin, RAB; Don Gorski, CBS Spot Sales.

How to Produce Your Radio Station. Room 202. Tyree Ford, president, T/S/F, Baltimore.

Full Service Format Room. Room 203. Moderator: Ken Kohl, KFI(AM) Los Angeles. Panelists: Dave Bernstein, WTCM-AM-FM Hartford, Conn.; Mike Elliott, WTMJ(AM) Milwaukee, Wis.; Tom Langmyer, WSYR(AM) Syracuse, N.Y.; Cheryl Morton, KDKA(AM) Pittsburgh; Bob Neil, WSB-AM-FM Atlanta.

Making News With Your Station: Better Media Relations. Room 102. Moderator: Susan Kraus, NAB. Panelists: Don West, *Broadcasting* magazine; Michael Zahn, *Milwaukee Journal*; Jeffrey Smulyan, Emmis Broadcasting Corp.; William O'Shaughnessy, WVOX(AM)-WRTN(FM) Westchester, N.Y.; Cary Simpson, WTRN(AM)-WGMR(FM) Tyrone, Pa.; Jodi Goalstone, The Write Idea.

Targeting Radio's Future. Room 101. John Abel, NAB; Rick Ducey, NAB.

Six concurrent sessions. 11:15 a.m.-12:30 p.m. **Spanish Radio Open Forum.** Room 204. Moderator: George Hyde Jr., WQBA-AM-FM Miami. Panelists: Ramsey Elliott, KRCX(AM) Roseville, Calif.; Herb Levin, WSUA(AM) Miami; Richard Tobin, Strategy Research Corp.

Getting Unhooked from the Book—Selling Conceptually to Create a Competitive Edge. Room 104. Moderator: Ed Cohen, NAB. Panelists: Art Schreiber, KROB-AM-FM Albuquerque, N.M.; Dean Sorenson, Sorenson Broadcasting Corp.; Susan Wallace, KFAC-FM Los Angeles; Karen Sanchez, KTWW-FM Los Angeles.

Radio Station Turnaround Strategies That Work. Room 101. Rick Ducey, NAB; Jim Hooker, Jim Hooker & Co.

Programming for Small Markets. Room 105. Moderator: Chris Gable, Harris Communications. Panelists: Christian Cage Caggiano, WERT-AM-FM Van Wert, Ohio; Scott Marcus, KATA(AM)-KFMI(FM) Arcata, Calif.; Bob Zimmerman, WRSC(AM) State College, Pa. Reactor: Bob Doll, *Small Market Radio Newsletter*.

Classic Rock Format Room. Room 203. Moderator: Fred Jacobs, Media Strategies. Panelists: Bob Chrysler, WRFX(FM) Charlotte, N.C.; Doug Gondek, WCXR-FM Washington; Tom Yates, KLSX(AM) Los Angeles; Steven Goldstein, Saga Communications.

Producing Promotional Radio Material. Room 102. Moderator: Dan Valie, EZ Communications. Panelists: Dave Anthony, KILT-AM-FM Houston; Tony Quin, Film House, Nashville; Steve Stockman, Custom Productions.

Six concurrent sessions. 1:00-2:15 p.m. **Emerging Hot New Sales Categories.** Room 104. Moderator: Shirley Baker, RAB. Panelists: Erica Farber, Interep; Val Maki, WLWL(FM) Minneapolis; Maurie Webster, NYMRAD.

AM Quality: Does it Matter? Room 204. Moderator: Randall Bongarten, NBC Radio. Panelists: Gary King, WWDE-FM Richmond, Va.; Hank Nevins, WBEN-AM-FM Buffalo, N.Y.; Gary Peters, WICC(AM) Bridgeport, Conn. Reactor: Tom Shovan, *The Pulse of Broadcasting*.

Effective Major Market Managers. Room 202. Moderator: Jeffrey Smulyan, Emmis Broadcasting Corp. Panelists: John Beck, KSHF(AM) St. Louis; Martin Greenberg, Duffy Broadcasting; Carl Hirsch, Legacy Broadcasting; George Green, KABC(AM) Los Angeles.

What to Do When Your Station is Sold: How to Deal With Your Staff. Room 102. Moderator: Tom Joyner, Joyner Broadcasting. Panelists: Art Camiolo, ARCC; Bob Kaghan, WCXR-FM Alexandria, Va.; Bill Dalton, The Dalton Group.

Buying That Very First Station. Room 105. Moderator: Dean Sorenson, Sorenson Broadcasting Corp. Panelists: Robert Mahlman, The Mahlman Co.; Julian Shepard, Heron, Burchette, Ruckert & Rothwell; Barry Sherman, Barry Sherman & Assoc.; Barry Skidelsky, New York-based attorney, broadcast consultant.

Easy Listening, Beautiful Music Format. Room 203. Moderator: Jim Opsitnik, Bonneville Broadcasting. Panelists: Bob Darling, KJOI(FM) Los Angeles; Dave McKinsey, KABL-FM San Francisco; Donald Nutting, WJIB(FM) Boston; Lee Martin, WEAZ(FM) Philadelphia.

Seven concurrent sessions. 2:30-3:45 p.m. **Writing/Speaking Workshop for Engineers.** Room 204. Michael Rau, NAB; Chris Beck, Wally Clark Co.

Program Director to General Manager. Room 102. Moderator: Kent Burkhardt, Burkhardt/Abrams/Douglas/Elliott & Assoc. Panelists: Jay Meyers, WOJY(FM) High Point, N.C.; Mike O'Shea, KUBE(FM) Seattle; Tom Bender, WCSX(FM) Detroit; Jay Cook, Gannett Broadcasting.

Country Format Room. Room 203. Moderator: Ed Shane, Shane Media Services. Panelists: Mike Hammond, WVKM-AM-FM Knoxville, Tenn.; Larry Daniels, KNIX-FM Phoenix, Ariz.; Russ Schell, WFMS(FM) Indianapolis.

Power Radio: A Successful Mix of Music and Information. Room 101. Presenter: Harvey Gersin, Reymor & Gersin. Moderator: Jim Williams, Associated Press. Panelists: Dick Ferguson, NewCity Broadcasting; Doyle Rose, Emmis Broadcasting Corp.; Diane Sutter, WTKN(AM)-WWSW-FM Pittsburgh; Dan Vallie, EZ Communications; Doug Erickson, Legacy Broadcasting.

Spanish Language Format Room. Room 104. Moderator: Howard Kalmenson, Lotus Communications. Panelists: Miguel Franco, WIND(AM) Chicago; Jimmy Jiminez, WKDM(AM) New York; Raul Alarcon Sr., WCMQ-FM Miami; Albert Vera, KTRO(AM) Oxnard, Calif.

Radio and EBS—Saving Lives Together. Room 105. Moderator: Morris Blum, WANN(AM) Annapolis, Md. Panelists: Karl Brimmer, FCC; Edward Sergeant, FEMA; Rod Becker, National Weather Service; William Salyan, FEMA.

B.Y.O.L.-Write Your Congressman. Room 201.

Six concurrent sessions. 4:00-5:15 p.m. **Research That Matters.** Room 105. Moderator: Rick Ducey, NAB. Panelists: Jhan Hiber, Malrite

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Communications; Jim Riggs, Emmis Research; Rob Balon, Benchmark Media Research.

MegaRate\$: *Those Who Have Them From Main Street To Madison Ave.* Room 104. Moderator: Gary Fisher, WHTZ(FM) Secaucus, N.J. Panelists: Jerry Lee, WEAZ(FM) Philadelphia; Jim Phillips, KHEY-AM-FM El Paso, Tex.; Don Platt, The Regional Group; Jim Carnegie, *Radio Business Report*.

FM New Technology. Room 201. Moderator: John F.X. Browne, John F.X. Browne & Assoc. Panelists: Tom Rucktenwald, Broadcast Technology Partners; Bob German, McMartin International; Lyle Henry KIQQ(FM) Hollywood, Calif.; John Furr, Clear Channel Communications. Reactor: Steve Schwartz, *Broadcast Management/Engineering*.

Maintaining Towers: The Low-down on the High-up Connections. Room 204. Moderator: Robert du Treil, du Treil-Rackley Consulting Engineers. Panelists: Matt Vlissides, Structural Systems Technology; Ray Upsahl, Skilling Ward Rogers Barkshire.

PD's Non-Program Duties. Room 202. Moderator: Sunny Joe White, WXKS-AM-FM Medford, Mass. Panelists: Gregg Swedburg, WLOL(FM) St. Paul, Minn.; Kevin Methany, KTKS(FM) Dallas; John Quick, WCCO(AM) Minneapolis.

Traits of Successful Sales Managers: How They Hire, Fire and Motivate. Room 102. Moderator: Sandy Gamblin, KRBE-AM-FM Houston. Panelists: Joe Archer, WWJ(AM)-WJOL-FM Detroit; Don Peterson, KBEQ(FM) Kansas City, Mo.; Penny Schiavo, KHS-FM Los Angeles.

Farewell Gala Dinner Celebration. 6:30 p.m., Anaheim Hilton hotel, California Pavilion. Entertainment: Alabama. Sponsored by Broadcast Music Inc. and NAB Radio.

Hotel hospitality suite guide

| | |
|-------------------------|---------------------|
| ABC Radio Network | Marriott suite 1654 |
| Arbitron Ratings Co. | 431 |
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| Strategic Radio Research | 420 |
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|--|---------------------|
| American Image Productions | Hilton suite 12-315 |
| Americom | 8-325 |
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| H.B. LaRue, Media Brokers | 5-560 |
| Leibowitz & Spencer | 6-130 |
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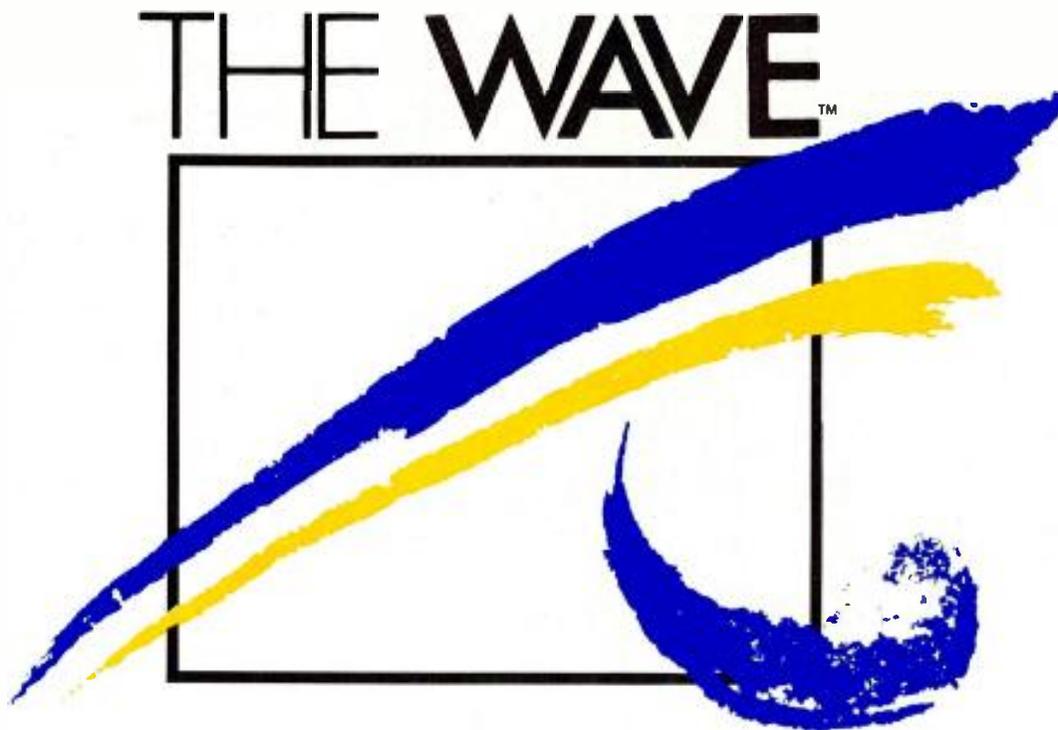
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AdVentures International 814, 816
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 94102

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 Shakeshaft, Bob Scherner, Jason Jen-
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 Digital music library.

Alden Electronics 246
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 Model C2000M color weather radar dis-
 play system. **Staff:** Michael Porreca, Ray
 Durand, Paul Rennick.

All Star Radio 631
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 90068

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 Comedy Drop Ins, Radio Hotline, Steve's

Bank, From Studio B. **Staff:** Merrill Barr,
 Ron Stevens, Joy Grdnic.

American Image Poductions 736, 738
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 Production libraries and station IDs.

American Medical Assoc. 735
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AM Media Consultants 557
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 91367

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Arbitron Ratings Co. 305
 142 W. 57th St., New York 10019

Radio FasTraQ, Arbitrends, Radio Market
 Report, County Coverage study. **Staff:**
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 gethal, Scott Herman, Marvin Korach,
 Dick Sheppard, Steve Elliott, Nan Myers,
 Sherm Brodey, Bonnie Burgess, Pam
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 Know How. **Staff:** Jim Williams, Brad Kalb-
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 Thomas, Pat Hazan, Mary Clunis, Kim
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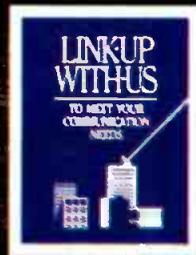
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BPME 708
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Broadcast Electronics 605, 609
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Broadcast Supply West 226
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Cablewave Systems 627
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Century 21 Programing 704
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Music formats on compact disks, music on cart, station ID jingles, music rotation software*, tape formats for automated or live assist stations. **Staff:** Dave Scott, Richie Allen, Bob Lawrence, Stuart McRae, Bill Hooten.

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CMJ 338
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Television campaigns. **Staff:** Robert Benderson, Peter Natalie, Debra Brennan, Roger Bertolini, Bruce Biette.

CNA Insurance
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Staff: Debra Kandaras.

Columbine Systems 515, 614
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Communication Graphics 700
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Bumper stickers, window decals.

CompuSonics Corp. 828, 830
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Staff: David Schwartz, John Stautner.

Concept Productions 838, 840
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Radio formats available on DAT*, computer assisted control systems for live assist or automated stations*, programing, custom local tracks. **Staff:** Dick Wagner, Mary Wagner, Dan Mortimer, Dave Perez, Renee Montero, Nick Solberg, Elvin Ichiyama, Lisa Holverson.

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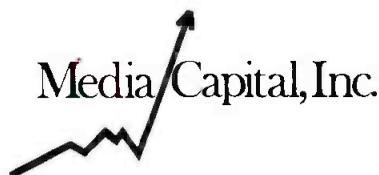
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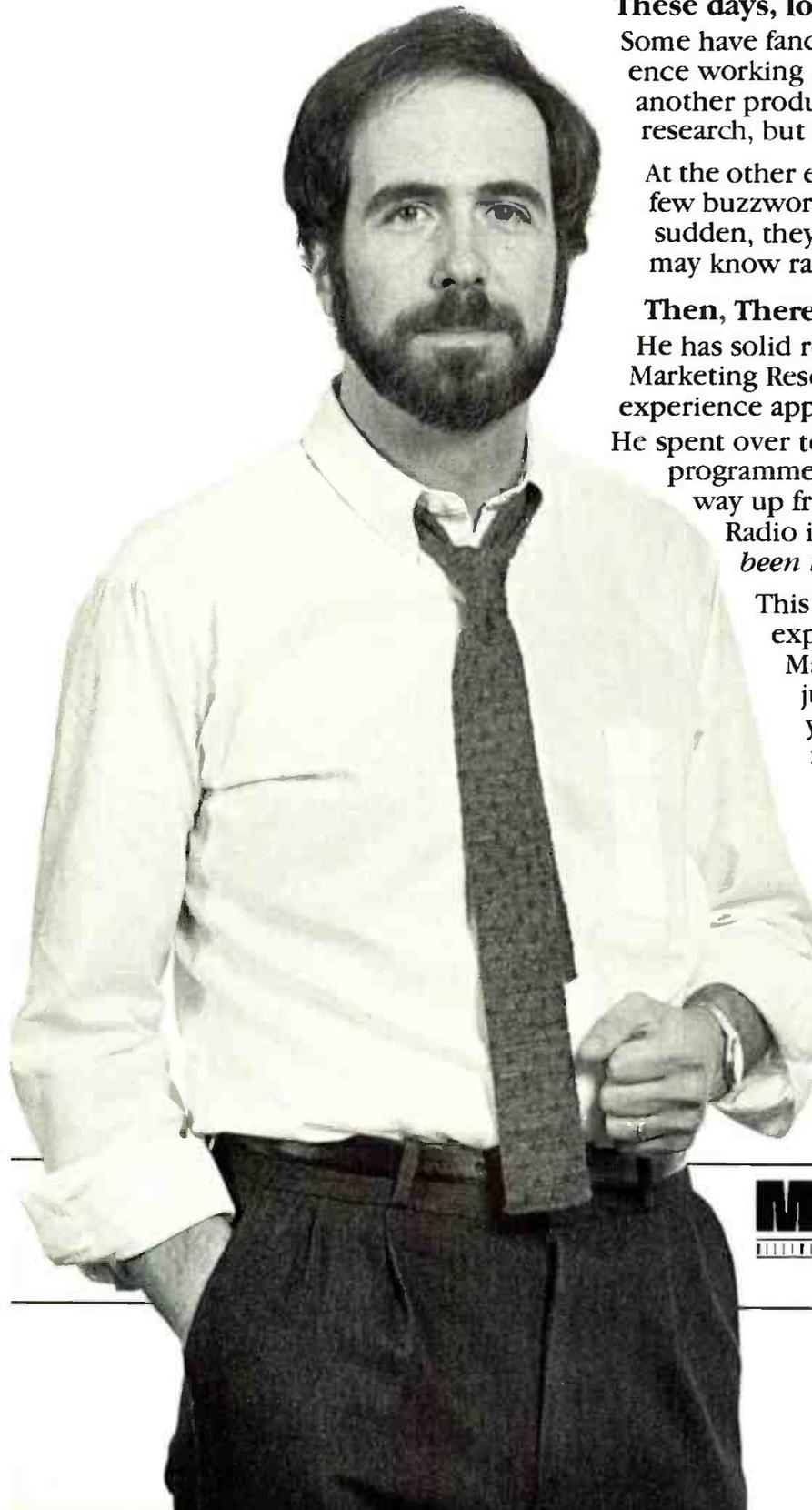
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CP National Construction Corp. 619
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Fabrication, erection, inspection, maintenance, financing of towers. **Staff:** John Hurd, Doyle Groat, Steve Yeffa, Tom Snow, Richard Bell.

CRC Radio Network 719
1425 Greenway Dr., #210, Irving, Tex. 75038

Satellite-transmitted Spanish language music, news, features. **Staff:** Carlos Aguirre, Carlos Delgado, Sal Valdez, Steve Benzer, Carlos Hurd.

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CRN International 205
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Current Technology 800, 801
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Dataworld 727
4827 Rugby Ave., #200, Bethesda, Md. 20814

Broadcast database for AM, FM, TV, LPTV and ITFS services. **Staff:** Jack Neff, Hank Brandenburg, John Neff, Mabel Nelson, Larry Kessel, Carolyn Wallmark.

Decision Data Systems 639
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Broadcast System III. **Staff:** Bill Waller Jr., Bill Keenan, Harlene Hackworth, Gary Koeffler.

Dielectric Communications 347
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FM antennas, filters, multi-station combiners-multiplier, combiner/switcher for parallel transmitters, tower isolation, transmission line and components, coaxial switches and patch panels, RF directional couplers, coaxial terminations, air dryers for transmission line. **Staff:** Stan Thomas, Rick Broadhead, Wally Warren, Bill DeCormier, Max Ellison, Colleen Mitchell.

Discovery Systems 109
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Drake-Chenault 105, 107
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Consulting firm, syndicated radio formats.

Electronic Media Consultants
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Portable, remote broadcast promotion vehicle. **Staff:** B. Eric Rhoads, Stephen Butler, Heidi Swanson, Alohalani Demoss.

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Federal Emergency Management Agency 236
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Fidelipac Corp. 405
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Television commercial production house. **Staff:** Curt Hahn, Laura Frisbie, Tony Quin, Phil Hahn, Ron Routson, Teri Whitehead, Judi Gottier, Wayne Campbell, Mark Schlicher, Joel Natalie, Jeff Green, Philip Cheney, Eric Hahn, Nina Rossman.

Fireworks by Gucci 701
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Staff: Philip Butler, Donna Gucci Butler, Felix Gucci.

FirstCom Broadcast Services 638
13747 Montfort Dr., #220, Dallas 75240

Production library, sound effects*, jingles*, station IDs*, Today's Country ID package*. **Staff:** Jim Long, Cecelia Garr, Fran Sax, Janie Autz, Ken Nelson, Kate Noble.

G&G Designs/Communications 406
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Custom design services, tract sets, daily and weekly news graphics, optical disk news graphic storage*. **Staff:** Gil Jimenez, Gill Davis, Tim Saunders, Rod Swanson, Keith Newby, Kent Krizik.

Gentner Engineering 228, 230
540 W. 3560 South, Salt Lake City 84115

Gentner remote systems*, digital hybrid*, Telemix X* telephone system, remote control. **Staff:** Russell Gentner, Bill Gillman, Gary Crowder, Kelli Maag.

Harris Corp. 505
P.O. Box 4290, Quincy, Ill. 62305

DX-10 AM transmitter*, FM 35K transmitter, TV transmission equipment. **Staff:** E. Edwards, G. Thursby, R. Frillman, W. Rice, C. Kreger, A. Silver, B. Huntsinger, C. Lutz, M. Montgomery, D. Taylor, R. Hallenbeck, D. Knight, S. Martin, S. Hawkins, J. Marwood.

Harrison Systems 805
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Air-790 on-air console*. **Staff:** Martin Burns, Jerry Smith.

Harte-Hanks Broadcast Direct Marketing 714
1329 Arlington St., Cincinnati 45225

Direct mail promotions, list, print, sales and consultation, promotions for radio and TV stations. **Staff:** Mike Eisele, Gary Stephens, Michael Miller, Catherine Jung, Nancy Izor, Katheryn Schumacher.

Hazel's Fantasy Factory 728
1515 N. Portland, Oklahoma City 73107

Design and manufacture of mascot costumes. **Staff:** Diane Beleele.

Holiday Industries 710
14825 Martin Dr., Eden Prairie, Minn. 55344

Measurement systems. **Staff:** Burton Gran.

Howe Technologies Corp. 326, 328
2300 Central Ave., E, Boulder, Colo. 80301

Custom designed audio consoles, phase chasers*. **Staff:** Jeff Michael, Kenneth Marcoux, Terry Sweeney, Doug Sutherland, Kristi Urguldi.

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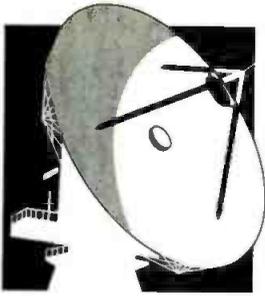
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International Tapetronics/3M 314, 316
2425 S. Main St., P.O. Box 241, Bloomington, Ill. 61702-0241

Audio switcher*, audio cartridge machines. **Staff:** Tom Becker, Mike Bove.

Jefferson-Pilot Data Services 318, 320
501 Archdale Dr., Charlotte, N.C. 28217

Broadcast computer software, sales/traffic and billing systems. **Staff:** John Pearce, Lou Pfeiffer, Wayne Evans, Dee Dee Dorroll, Earnest Harwell, John Semmes.

KABC 131
12400 Wilshire Blvd., 8th floor, Los Angeles 90025

Kalamusic 731
4200 W. Main St., Kalamazoo, Mich. 49007

New Wave fulltime special feature or format enhancer*, special programming, consulting service. **Staff:** Steve Trivers, Bill Wertz, Jeff Mathiau, Ray Lowy, Bob Doll, Jon Holiday.

Kavouras 353
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LPB Inc. 706
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Marketron 455
101 Lincoln Center Dr., #300, Foster City, Calif. 94404

Traffic and accounting systems, in-house sales and research systems*, radio syndication system. **Staff:** Jerry Cronin, Mike Rooney, Andy Popoff, Eric Park, Ken Merrigan, John Cabanauagh, Laura Garcia, Tami Arrington.

Media General Broadcast Services 519

2714 Union Ave., Extended, Memphis 38112
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Media Touch Systems 201
68 Stiles Rd., A, Salem, N.H. 03079

Studio audio control system, software. **Staff:** John Connell, James Oliver, Rod Fritz, Norm Buck.

Metro Traffic Control 250
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Daily traffic reports. **Staff:** David Saperstein, Sylvia Verkerk, Johnathan Fricke, Bill Hill, Dave Habisch, Kim Colebrook.

Michael Fox Auctioneers 355
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Staff: William Fox, Steve Fox, Robert Sczepsanski.

Charles Michelson & Sons 705
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Programming distributors. **Staff:** Charles Michelson, Bob Michelson, John Price.

Miller, Kaplan, Arase & Co. 809, 811
10911 Riverside Dr., N. Hollywood, Calif. 91602

Certified public accounting company. **Staff:** George Nadel Rivin, Jeffrey Stomiak, Doug Waite, Doug Iida, Ron Chandler, Jim Veale, Ron Merritt.

Modulation Sciences 553
115 Myrtle Ave., Brooklyn, N.Y. 11201

StereoMaxx Spatial Image Enlarger*. **Staff:** Richard Schumeyer, Eric Small, Dan Rau.

Motor Racing Network 730
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Radio sports network.

Motorola C-Quam AM Stereo 317
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C-quam AM stereo exciters, modulation monitors. **Staff:** Steve Kravitz, Don Wilson, Ray Schulenburg, Chris Payne, Oscar Kusisto, Greg Buchwald, Frank Hilbert, Norm Parker.

Multi-Ad Services 454 456
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Music Director Programming Services 601

P.O. Box 103, Indian Orchard, Mass. 01151

Saturday Night Oldies Party*, Record Research books*, Record Research 1986 Music Yearbook*, The Legends of Country Music*, The Guide to Country Music Treasures*. **Staff:** Budd Clain, Carl Drake, Brenda Clain.

National Association of Broadcasters legal department 208

1771 N St., N.W., #600, Washington 20036

Staff: Henry (Jeff) Baumann, Barry Umansky.

NAB public service 207, 209

NAB services 219

NAB science & technology 804, 806, 808, 810

National Guard Bureau 101
c/o New Castle Corp., 7 Penn's Way, New Castle, Del. 19720

National Humanities Center 707
P.O. Box 12256, Research Triangle Park, N.C. 27709

Radio series. **Staff:** Wayne Pond, Kim Nielsen.

National Public Radio satellite services 740

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NPR Satellite Services. **Staff:** Bob Gaudian, George Gimourginas, Miriam Stern, Barry Frishman, Ralph Woods, Gregg Monti.

Nautel Maine 200
201 Target Industrial Circle, Bangor, Me. 04401

Solid state, modular ampfet series AM broadcast transmitters. **Staff:** J.B. Jensen.

Omnimusic 718
52 Main St., Port Washington, N.Y. 11050

Production music library, Professional Broadcast Series*. **Staff:** Sam White, Jean Oestreich.

Otari Corp. 115, 117
2 Davis Dr., Belmont, Calif. 94002

Radio Advertising Bureau 716
304 Park Ave. South, New York 10010

RABNET computer system, sales and marketing information. **Staff:** Wayne Cornils, Bill Stakelin, Gail Varricchio, Bob Galen, Shirley Baker, John Dussling.

Radio Computing Services 308
One Chase Rd., #206, Scarsdale, N.Y. 10583

Music scheduling system.

RadioMail 238
512 Front St., B, San Diego 92101

Direct mail producer and mailer. **Staff:** Fred Jermyn, Peter Hobbs, Kevin Fulton.

Reach Electronics Veetronix 709, 711
1600 W. 13th St., Lexington, Neb. 68850-0308

Pagers and paging equipment, Veetronix keyboard and panel mount switches*. **Staff:** Mike Sutton, Roger Teeters, Eddie Howerter, Keith Wycoff.

Register Data Systems 327
P.O. Box 1246, Perry, Ga. 31069

Traffic, accounting, music library systems, Data Scan PGP. **Staff:** Richard Spruill, Thom Mead, Luther Pierson, Jim Wilder.

Remn Communications Corp. 621
2 W. 45th St., #803, New York 10036

Musical programming and special reports. **Staff:** Edward Milarsky, Richard Newman, Sanford Gasman, Neil McIntyre.

**YES SIR, LAST YEAR YOU GOT
BIG TITLES, BIG, BIG, RATINGS, AND...**

MAGIC I

**I WANT
SOMETHING BIGGER!**

Mc Duck

PROGRAM
DIRECTOR

Mr.

SPEAK UP

OH, SPARE

ACI

**OK! OK! OK! WE'LL GIVE YOU A
BIGGEST TOUCHSTONE AND DISNE
AND THAT'S ON TOP OF DISA
14 DISNEY ALL- FA**



**OOO! THAT'S BIG. REALLY BIG.
I'M IMPRESSED. NOW YOU'RE
TALKING PRIME TIME!**

Mc Duck

PROGRAM DIRECTOR

Mr. BIG SPEAK UP

**MAGIC II. THAT'S 25 OF THE
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MY TREASURE I, TOO -
ONLY CLASSICS!**



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Buena Vista Television's dual movie libraries are our strongest ever. So if you thought MAGIC I's performance against the competition was impressive, MAGIC II will really knock your socks off! Add our new DISNEY TREASURE I, and you've got an unbeatable movie position in any top-dollar day-part.

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is the Really Big Show package of 1987. You get this summer's smash release STAKE OUT, plus more Touchstone box office explosions: THE COLOR OF MONEY, RUTHLESS PEOPLE, DOWN AND OUT IN BEVERLY HILLS, and TOUGH GUYS. Add the power of ALICE IN WONDERLAND and other Disney classics, and the prime time muscle of this package is plain to see.

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is a brand-new collection of 14 all-family classics. It's a must-buy for stations trying to build cross-demo all-family and adult audiences. Available in WONDERFUL WORLD OF DISNEY format, DISNEY TREASURE I is a great way to extend WONDERFUL WORLD's rating-period success.



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Barbara Weinhaus.

Sacred Heart Programs 330
3900 Westminster Pl., St. Louis 63108

Radio documentaries and short features.
Staff: Jerry Irvine, Nick Barr, the Rev. Mike Teuth.

Satellite Music Network 329
12655 N. Central Expy, #600, Dallas 75243

Radio programing, The Wave*. **Staff:** John Tyler, David Hubschman, Kristine Sites, Robert Bruton, Carlos Hurd, Robert Hall, Charlie Strickland, Jackie Butler, Marianne Bellinger, Greg Daugherty, Roy Simpson, John Krogstad, Ron Nickell, Bill Cook, Jay Noble.

Scarborough Research 737
989 Sixth Ave., New York 10018

Top 10 market Scarborough reports, baseball and football radio audience reports, special events studies*. **Staff:** Rob Fisher.

Schafer Digital/Schafer International 642
5801 Soledad Mountain Rd., La Jolla, Calif. 92037

Digital storage system. **Staff:** Paul Schafer, Tara Claycomb.

SCS/United Video 635, 637
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Radio network audio and data delivery. **Staff:** Al Stem, Pam Long, Susan Stewart, Greg Burghart, Tim Emmert.

Seeburg Corp. 833
1105 Westwood Ave., Addison, Ill. 60101

Staff: William Guler, Joe Pankus.

Sheraton hotels in Hawaii/American Airlines 248
2255 Kuhio Ave., #1750, Honolulu 96815

Staff: Ron Hee, Jay Luippold, Suzanne Newman.

Shively Labs 615, 617
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ponents, branched and balanced FM combiners, RF patch panels, AM/FM isolators, hybrid power combiners, harmonic filters, directional couplers, pressurization equipment, FCC directional pattern and omnidirectional pattern studies, VSWR monitoring, display and protection systems. **Staff:** Charles Peabody, Robert Surette, Jonathan Clark, George Harris.

Shure Bros. 334, 336
222 Harry Ave., Evanston, Ill. 60202

Microphone and circuitry products.

Spanish Coast to Coast 719
1425 Greenway Dr., #210, Irving, Tex. 75038

Specialized Business Systems 211
2406 E. Ash St., Goldsboro, N.C. 27532-0356

Software to manage broadcast trades, promotion data base, sales management tracking system. **Staff:** Ronald Stone, Donna Davis, Vickie Storm, Kimberly Stone, Rick Davis.

Sports Line USA 654
3145 Geary Blvd., San Francisco 94118

Sports call-in show*. **Staff:** Ron Barr, Charlie Coane, Dave McGahey, Ken Pries, Greg Berman.

Strata Marketing 739, 741
540 N. Lake Shore Dr., Chicago 60611

Radio ratings analysis software for sales and programing. **Staff:** Bruce Johnson, Roger Skolnik, Debbie Novess, Betty Estremera, Andreas Heldman.

Systemation Corp. 231
337 N. Water St., Decatur, Ill. 62523

Complete analog or digital automation, R-DAT Automation*. **Staff:** Steve Bellinger, Maureen Bellinger, David Gerety, David Webb, Monte Throneburg, Fred Moore, Dick Huckaba, Jerry Bassett, Arlene Bassett.

Tapscan 531
3000 Riverchase Galleria, #1111, Birmingham, Ala. 35244

Software development firm, music scheduling and inventory system. **Staff:** Dave Carlisle, Brent Hoffman, Cindy Kimbrough, Gayla Rathbun, Kris Robbins, Brad Regal, Dave Eslava, Joe Knapp.

Ross Langbell, Patty Strong, Charlotte Martin, Karen Travis.

Telacast 452
1103 Arwine Rd., Euless, Tex. 76040

Television Technology Corp. 818, 820
P.O. Box 1385, Broomfield, Colo. 80020-8385

FM transmitter, model X high performance FM exciter. **Staff:** Dirk Freeman, Gordon Allison, Bob German, Jim Billig.

Tennaplex Systems 300
452 Five Farms Lane, Timonium, Md. 21093

FM panel antennas, combiners. **Staff:** Marvin Crouch, Les Lear.

TM Communications 715, 771
1349 Regal Row, Dallas 76247

Training programs, broadcast services, radio station owner.

Transmedia Services 720
3233 N.W. 63rd, #104, Oklahoma City 73116

TV advertising campaign for radio stations. **Staff:** Gary Bilbrey, Leslie Bilbrey, Jon Manning, Michelle Manning, Randy Colton.

2b System Corp. 734
6575 Arrow Dr., Sterling Heights, Mich. 48078

Plastic card promotions. **Staff:** Bruce Mansfield, Matt Mrowczynski.

TTC/Wilkinson Radio 818, 820
2360 Industrial Lane, Broomfield, Colo. 80020

U.S. Advertising Service 240
P.O. Box 8888, Amarillo, Tex. 79114

CASH (Co-op Accrual Search Headquarters), Broadcast sales manager, Insta-mation*, The Research Department*. **Staff:** Bob Manley, Melody Manley, Mark Mulch, Beverly Hays.

U.S. Air Force Recruiting Service 835
Randolph AFB, Texas 78148

Staff: Capt. Brooks.

United States Army Reserve 807
HQDA, DAAR-PA, 1D432 Pentagon, Washington, 20310

Radio PSA discs about the Army reserve. **Staff:** Peter Shugert, Diane Dove.

U.S. Tape & Label 618
1561 Fairview, St. Louis 63132

Specialty printing company. **Staff:** Byron Crecelius, Jim Eiseman, Audrey Moore.

Weather Services Corp. 629
131-A Great Rd., Bedford, Mass. 01730

Weather forecasting services, live and/or taped delayed. **Staff:** George Stamos, Joe Zona.

The Jim West Co./Music of Your Life 218

6211 W. Northwest Hwy, #2606, Dallas 75225

Music of Your Life, McVay Media, Living Mechanical. **Staff:** Jim West, Al Ham, Claire West, Joe Restifo, Owen Leach, Steve West.



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Kozacko-Horton Company president, Richard L. Kozacko, will be attending the N.A.B.'s "Radio '87" from September 9th thru the 12th and will be available for confidential discussions with broadcast station owners and buyer clients. Meetings are by appointment only. Please contact either the Elmira office or the Anaheim Hilton Towers at 714-750-4321.

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WFMT Radio/Beethoven Satellite Network 227
Three Illinois Ctr., 303 E. Wacker Dr., #800,
Chicago 60601

Satellite-delivered classical music format
 service, WFMT Fine Arts Network. **Staff:**
 David Levin, Jon Kavanaugh.

World Space Report 127
131 Dwight St., New Haven, Conn. 06511

WNTR Radio 447
8121 Georgia Ave., #701, Silver Spring, Md.
20910

Zambelli International Fireworks 555
299 NW 52nd Terrace, #118, Boca Raton,
Fla. 33431

Radio's winning stations

Adult contemporary most popular sound, but not first in top 25 markets; CH and AOR next in popularity

By a substantial margin, the broadly-based adult contemporary (AC) format, which includes variations on the "soft" contemporary and rock approaches, remains 1987's most widely programmed sound among the top 10 stations in the top 50 markets.

That's according to BROADCASTING's annual ratings survey based on Arbitron spring 1987 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m. to midnight), which surveyed listeners from April 2 through June 24.

Contemporary hit is the second most popular sound followed by album-oriented rock

(AOR), including the burgeoning "classic rock" category (album-rock hits of the late 1960's and early 1970's); country; easy listening, and urban contemporary.

The AC format is being aired by nearly 100 stations within the top 50 markets. Although it's aired extensively in the major markets, AC did not lead the ratings in any of the top 25 markets. (Contemporary hit, urban and MOR, which includes the "variety" format, led many of the top 25 markets.) The highest-ranked market led by adult contemporary was Milwaukee-Racine (ranked 26th), where WTMJ(AM) landed on top.

Contemporary hit led three of the top 10 markets: WHTZ(FM) New York, KIIIS-AM-FM Los Angeles, and WXKS-FM Boston. In total,

73 top 10 stations are airing the format (excluding markets where stations are duplicated).

AOR, which has experienced a ratings resurgence over the past two years, was first in Philadelphia (at WMMR(FM)) as well as in eight other markets in the top 50 survey. AOR replaced easy listening as the third most popular format, compared to last year's analysis, when it finished fifth.

Country music continues to perform better in markets ranked 26-50 than in the top 25 markets. The format, however, is the one most widely programmed among all commercial stations in 1987, according to the Radio Information Center, New York.

In the top 25 markets, easy listening captured the first position four times and took second place five times. Meanwhile, urban contemporary has emerged as a force to be reckoned with in the top 15 markets, posting five first-place finishes, including WGCI(FM) Chicago, which unseated long-time market leader WGN(AM), and one second place.

The ratings data, which is supplied by Arbitron, is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service. Format listings, which generally reflect the spring rating period, were compiled from various sources.

Following are the top 10 stations in the top 50 markets.

| | | |
|-------------------------|------------------|---------|
| 1. New York | | |
| 1. WHTZ(FM) | contemp. hit | 160,300 |
| 2. WPAT(FM) | easy listening | 131,900 |
| 3. WPLJ(FM) | contemp. hit | 130,800 |
| 4. WBLS(FM) | urban contemp. | 127,200 |
| 5. WINS(AM) | all-news | 123,900 |
| 6. WQHT(FM) | contemp. hit | 121,200 |
| 7. WRKS(FM) | contemp. hit | 121,100 |
| 8. WOR (AM) | talk | 120,400 |
| 9. WLTV(FM) | soft contemp. | 113,300 |
| 10. WCBS-FM | oldies | 102,800 |
| 2. Los Angeles | | |
| 1. KIIIS-AM-FM | contemp. hit | 114,000 |
| 2. KPWR(FM) | urban/contemp. | 107,800 |
| 3. KABC(AM) | talk | 80,500 |
| 4. KJLI(FM) | easy listening | 76,000 |
| 5. KOST(FM) | soft contemp. | 66,600 |
| 6. KROQ(FM) | progressive rock | 63,400 |
| 7. KRTH(FM) | oldies | 59,200 |
| 8. KBIG(FM) | soft contemp. | 57,400 |
| 9. KLSX(FM) | classic rock | 50,300 |
| 10. KTNQ(AM) | Spanish | 47,800 |
| 3. Chicago | | |
| 1. WGCI(FM) | urban contemp. | 105,900 |
| 2. WGN(AM) | MOR/talk | 103,200 |
| 3. WBBM(AM) | all-news | 70,600 |
| 4. WLOO(FM) | easy listening | 65,700 |
| 5. WBMX(FM) | urban contemp. | 54,400 |
| 6. WLAK(FM) | soft contemp. | 51,700 |
| 7. WBBM-FM | contemp. hit | 46,900 |
| 8. WLUP(FM) | AOR | 45,800 |
| 9. WUSN(FM) | country | 41,200 |
| 10. WKQX(FM) | adult contemp. | 39,600 |
| 4. San Francisco | | |
| 1. KGO(AM) | talk | 62,300 |
| 2. KCBS(AM) | news/talk | 41,300 |
| 3. KNBR(AM) | adult contemp. | 38,900 |
| 4. KSOL(FM) | urban contemp. | 38,800 |
| 5. KABL-AM-FM | easy listening | 38,600 |
| 6. KSFO-KYA | oldies | 33,100 |
| 7. KMEL(FM) | AOR | 31,000 |

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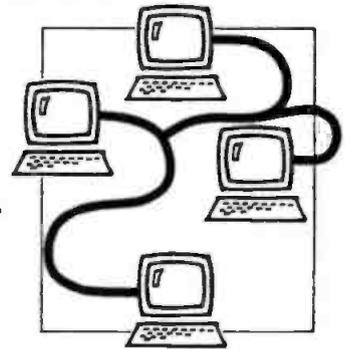


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| | | |
|--------------|----------------|--------|
| 8.KFRC(AM) | nostalgia | 28,600 |
| 9.KOIT-AM-FM | soft contemp. | 27,900 |
| 10.KLOK(FM) | adult contemp. | 23,100 |

5. Philadelphia

| | | |
|-------------|----------------|--------|
| 1.WMMR(FM) | AOR | 70,900 |
| 2.WEAZ(FM) | easy listening | 59,000 |
| 3.WUSL(FM) | urban contemp. | 58,900 |
| 4.KYW (AM) | all-news | 54,500 |
| 5.WKSZ(FM) | soft contemp. | 42,500 |
| 6.WMGK(FM) | soft contemp. | 40,800 |
| 7.WDAS-FM | black contemp. | 39,700 |
| 8.WPEN(AM) | nostalgia | 36,200 |
| 9.WWDB(FM) | talk | 35,100 |
| 10.WSNI(FM) | adult contemp. | 34,900 |

6. Detroit

| | | |
|--------------|----------------|--------|
| 1.WJR (AM) | MOR/talk | 69,700 |
| 2.WJLB(FM) | urban contemp. | 50,100 |
| 3.WJOI(FM) | easy listening | 35,400 |
| 4.WCZY-AM-FM | country | 32,900 |
| 5.WXYT(AM) | news/talk | 30,800 |
| 6.WLLZ(FM) | AOR | 29,400 |
| 7.WRIF(FM) | AOR | 28,900 |
| 8.WWJ(AM) | news | 28,700 |
| 9.WHYT(FM) | contemp. hit | 28,400 |
| 10.WCSX(FM) | classic rock | 27,100 |

7. Boston

| | | |
|-------------|----------------|--------|
| 1.WXKS-FM | contemp. hit | 50,700 |
| 2.WBZ (AM) | adult contemp. | 50,000 |
| 3.WBCN(FM) | AOR | 40,600 |
| 4.WRKO(AM) | talk | 39,800 |
| 5.WHDH(AM) | adult contemp. | 32,700 |
| 6.WJIB(FM) | easy listening | 32,600 |
| 7.WZOU(FM) | contemp. hit | 26,900 |
| 8.WSSH(FM) | soft contemp. | 26,800 |
| 9.WEEI(AM) | all-news | 26,300 |
| 10.WZLX(FM) | classic hits | 26,000 |

8. Houston-Galveston

| | | |
|--------------|----------------|--------|
| 1.KMJQ(FM) | urban contemp. | 49,300 |
| 2.KIKK-FM | country | 43,200 |
| 3.KILT-FM | country | 39,400 |
| 4.KTRH(AM) | all-news | 36,700 |
| 5.KKQB-FM | contemp. hit | 36,300 |
| 5.KRBE-AM-FM | contemp. hit | 36,300 |
| 7.KODA(FM) | easy listening | 29,200 |
| 8.KFMK(FM) | adult contemp. | 28,200 |
| 9.KLOL(FM) | AOR | 23,400 |
| 10.KQUE(FM) | nostalgia | 21,900 |
| 10.KZFX(FM) | classic rock | 21,900 |

9. Washington

| | | |
|-------------|----------------|--------|
| 1.WKYS(FM) | urban contemp. | 37,700 |
| 2.WGAY(FM) | easy listening | 35,500 |
| 3.WMAL(AM) | variety | 31,300 |
| 4.WWDC-FM | AOR | 30,800 |
| 5.WMZQ(FM) | country | 29,500 |
| 6.WAA(FM) | contemp. hit | 28,500 |
| 7.WHUR(FM) | black contemp. | 27,800 |
| 8.WDJY(FM) | black contemp. | 26,700 |
| 9.WRQX(FM) | contemp. hit | 23,800 |
| 10.WTOP(AM) | all-news | 21,400 |

10. Dallas-Ft. Worth

| | | |
|--------------|----------------|--------|
| 1.KKDA(FM) | urban contemp. | 44,100 |
| 2.KPLX(FM) | country | 37,400 |
| 3.KVIL-FM | adult contemp. | 35,900 |
| 4.WBAP(AM) | country | 33,300 |
| 5.KEGL(FM) | contemp. hit | 31,900 |
| 6.KRLD(AM) | all-news | 28,600 |
| 7.KMEZ-AM-FM | easy listening | 24,800 |
| 8.KTXQ(FM) | AOR | 23,400 |
| 9.KSCS(FM) | country | 22,900 |
| 10.KLUV(FM) | oldies | 20,100 |

11. Miami-Ft. Lauderdale-Hollywood

| | | |
|------------|----------------|--------|
| 1.WLYF(FM) | easy listening | 45,600 |
| 2.WINZ(AM) | all-news | 33,500 |

| | | |
|-------------|----------------|--------|
| 3.WPOW(FM) | contemp. hi | 29,000 |
| 4.WQBA(AM) | Spanish | 26,900 |
| 5.WCMQ(FM) | Spanish | 25,800 |
| 6.WHYI(FM) | contemp. hit | 24,100 |
| 7.WJQY(FM) | easy listening | 23,300 |
| 8.WEDR(FM) | urban contemp. | 21,800 |
| 9.WNWS(AM) | news/talk | 20,500 |
| 10.WLVE(FM) | soft contemp. | 19,800 |

12. Nassau-Suffolk, N.Y.

| | | |
|--------------|----------------|--------|
| 1.WBAB(FM) | contemp. hit | 24,200 |
| 2.WHTZ(FM) | contemp. hit | 23,800 |
| 3.WBLI(FM) | classic hits | 20,900 |
| 4.WPLJ(FM) | contemp. hit | 19,100 |
| 5.WALK-AM-FM | adult contemp. | 18,700 |
| 6.WCBS-FM | oldies | 17,000 |
| 7.WCBS(AM) | all-news | 16,800 |
| 8.WLTW(FM) | soft contemp. | 16,500 |
| 9.WOR(AM) | talk | 15,800 |
| 10.WABC(AM) | talk | 14,800 |

13. Atlanta

| | | |
|-------------|-----------------|--------|
| 1.WVEE-FM | urban contemp. | 38,800 |
| 2.WZGC(FM) | contemp. hit | 29,800 |
| 3.WKLS-FM | AOR | 29,100 |
| 4.WYAY(FM) | country | 28,000 |
| 5.WSB(AM) | adult contemp. | 27,100 |
| 6.WPCH(FM) | easy listening | 26,100 |
| 7.WKHX-FM | country | 25,300 |
| 8.WSB(FM) | adult contemp. | 20,500 |
| 9.WQXI-FM | contemp. hit | 17,900 |
| 10.WFOX(FM) | contemp./oldies | 13,800 |

14. Pittsburgh

| | | |
|-------------|-----------------|--------|
| 1.KDKA(AM) | MOR/talk | 56,300 |
| 2.WBZZ(FM) | contemp./oldies | 38,100 |
| 3.WSHH(FM) | easy listening | 31,800 |
| 4.WDVE(FM) | AOR | 31,100 |
| 5.WAMO-FM | urban contemp. | 22,600 |
| 6.WWSW(FM) | adult contemp. | 17,200 |
| 7.WDSY(FM) | country | 17,100 |
| 8.WLTJ(FM) | soft contemp. | 16,700 |
| 9.WMYG(FM) | adult contemp. | 15,000 |
| 10.WJAS(AM) | nostalgia | 14,700 |

15. St. Louis

| | | |
|-------------|----------------|--------|
| 1.KMOX(AM) | variety | 83,600 |
| 2.KSHE(FM) | AOR | 41,700 |
| 3.KMJM(FM) | urban contemp. | 26,300 |
| 4.KEZK(FM) | easy listening | 24,700 |
| 4.KHTR(FM) | contemp. hit | 24,700 |
| 6.KSD-FM | adult contemp. | 15,100 |
| 7.KWK-FM | contemp. hit | 14,700 |
| 8.WIL-FM | country | 12,500 |
| 9.KYKY(FM) | adult contemp. | 11,900 |
| 10.KUSA(AM) | country | 10,000 |

16. Baltimore

| | | |
|-------------|----------------|--------|
| 1.WLIF(FM) | easy listening | 37,400 |
| 2.WBSB(FM) | contemp. hit | 36,900 |
| 3.WBAL(AM) | adult contemp. | 25,300 |
| 4.WPOC(FM) | country | 22,300 |
| 5.WXYV(FM) | urban contemp. | 21,800 |
| 6.WIYY(FM) | AOR | 19,100 |
| 7.WCAQ(AM) | country | 15,600 |
| 8.WBGR(AM) | religious | 15,300 |
| 9.WWMX(FM) | adult contemp. | 12,600 |
| 10.WFBR(AM) | talk | 12,000 |

17. Seattle-Tacoma

| | | |
|--------------|----------------|--------|
| 1.KIRO(AM) | news/talk | 29,300 |
| 2.KOMO(AM) | adult contemp. | 22,900 |
| 3.KBRD(FM) | easy listening | 18,900 |
| 4.KISW(FM) | AOR | 16,700 |
| 5.KUBE(FM) | contemp. hit | 16,200 |
| 6.KMPS-AM-FM | country | 15,500 |
| 7.KZOK(FM) | classic rock | 13,800 |
| 8.KPLZ(FM) | contemp. hit | 12,800 |
| 9.KXRX(FM) | AOR | 11,600 |
| 10.KSEA(FM) | easy listening | 11,100 |

18. Minneapolis-St. Paul

| | | |
|------------|---------|--------|
| 1.WCCO(AM) | variety | 51,800 |
|------------|---------|--------|

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|-------------------------------|------------------|--------|---|----------------|--------|--|------------------|--------|
| 2. WLOL-FM | contemp. hit | 31,600 | 6. WGAR-AM-FM | country | 20,500 | 25. Portland, Ore. | | |
| 3. KSTP-FM | adult contemp. | 27,000 | 7. WLTF(FM) | soft contemp. | 16,600 | 1. KKRZ-FM | contemp. hit | 18,400 |
| 4. KQRS-AM-FM | AOR | 25,500 | 8. WDOK(FM) | easy listening | 15,900 | 2. KXL-FM | easy listening | 15,500 |
| 5. KDWB-FM | contemp. hit | 21,700 | 9. WNCX(FM) | classic hits | 12,500 | 3. KEX(AM) | adult contemp. | 13,700 |
| 6. WAYL-FM | easy listening | 20,600 | 10. WBBG(AM) | nostalgia | 11,400 | 4. KGON(FM) | AOR | 13,300 |
| 7. KJJO-FM | classic hits | 18,800 | | | | 4. KKCW(FM) | soft contemp. | 13,300 |
| 8. KEEY-FM | country | 18,500 | 22. Tampa-St. Petersburg-Clearwater, Fla. | | | 4. KUPL-FM | country | 13,300 |
| 9. KTCZ-FM | AOR | 14,000 | 1. WRBQ-AM-FM | contemp. hit | 55,700 | 7. KXL(AM) | news/talk | 13,100 |
| 10. WLTE(FM) | soft contemp. | 12,100 | 2. WWBA(FM) | easy listening | 28,000 | 8. KINK(FM) | adult contemp. | 12,400 |
| 19. San Diego | | | 3. WQYK-FM | country | 19,000 | 9. KXYQ(FM) | contemp. hit | 9,300 |
| 1. KJQY(FM) | easy listening | 27,600 | 4. WYNF(FM) | AOR | 17,800 | 10. KYTE(AM) | nostalgia | 8,700 |
| 2. KGB-FM | AOR | 22,700 | 5. WNLT(FM) | soft contemp. | 15,000 | | | |
| 3. KFMB-FM | contemp. hit | 22,300 | 6. WUSA(FM) | adult contemp. | 14,900 | 26. Milwaukee-Racine | | |
| 4. KFMB(AM) | adult contemp. | 22,000 | 7. WGUL-AM-FM | nostalgia | 13,400 | 1. WTMJ(AM) | adult contemp. | 37,200 |
| 5. KSDO(AM) | news/talk | 21,300 | 8. WDAE(AM) | nostalgia | 11,400 | 2. WKTI(FM) | contemp. hit | 21,400 |
| 6. XTRA-FM | AOR | 20,100 | 8. WFLA(AM) | news/talk | 11,400 | 3. WKLH(FM) | classic hits | 20,300 |
| 7. KSON-FM | country | 18,300 | 10. WSUN(AM) | country | 10,700 | 4. WEZW(FM) | easy listening | 16,200 |
| 8. XHRM(FM) | urban contemp. | 14,600 | 23. Denver-Boulder | | | 5. WMLL(FM) | country | 15,500 |
| 9. KSDO-FM | contemp. hit | 11,000 | 1. KOSI(FM) | easy listening | 23,400 | 6. WQFM(FM) | AOR | 15,300 |
| 10. KPOP(AM) | nostalgia | 10,600 | 2. KBCO-AM-FM | AOR | 21,400 | 7. WOKY(AM) | MOR | 13,200 |
| 20. Anaheim-Santa Ana, Calif. | | | 3. KRXY-FM | adult contemp. | 21,000 | 8. WLUM(FM) | urban contemp. | 12,900 |
| 1. KIIS-AM-FM | contemp. hit | 26,100 | 4. KMJI(FM) | soft contemp. | 19,400 | 9. WMYX(FM) | contemp. hit | 8,900 |
| 2. KRTH(FM) | oldies | 18,200 | 5. KBPI(FM) | AOR | 17,000 | 10. WLTQ(FM) | soft contemp. | 8,200 |
| 3. KABC(AM) | talk | 17,600 | 6. KYGO(FM) | country | 15,500 | 27. Kansas City, Mo. | | |
| 4. KPROQ(FM) | progressive rock | 17,100 | 7. KAZY(FM) | AOR | 15,400 | 1. WDAF(AM) | country | 30,900 |
| 5. KJOI(FM) | easy listening | 16,400 | 8. KOA(AM) | news/talk | 15,100 | 2. KYYS(FM) | AOR | 22,500 |
| 6. KPWR(FM) | urban/cont. hit | 15,400 | 9. KOAQ(FM) | soft contemp. | 13,200 | 3. KBEQ(FM) | contemp. hit | 20,200 |
| 7. KBIG(FM) | soft contemp. | 15,100 | 10. KHOW(AM) | adult contemp. | 10,400 | 4. KMBR(FM) | easy listening | 15,900 |
| 8. KLSX(FM) | classic rock | 14,200 | 24. Phoenix | | | 5. KMBZ(AM) | news/information | 15,100 |
| 9. KMPC(AM) | nostalgia | 13,400 | 1. KNIX-AM-FM | country | 38,100 | 6. KFKF(FM) | country | 13,600 |
| 10. KNX(AM) | all-news | 11,400 | 2. KZZP-AM-FM | contemp. hit | 35,800 | 7. KCPW(FM) | contemp. hit | 12,800 |
| 21. Cleveland | | | 3. KMEO-AM-FM | easy listening | 34,000 | 8. KCMO(AM) | talk | 10,800 |
| 1. WMMS(FM) | contemp. hit | 39,400 | 4. KTAR(AM) | news/talk | 20,200 | 9. KPRS(FM) | urban contemp. | 9,900 |
| 2. WMJI(FM) | contemp./oldies | 28,500 | 5. KUPD(FM) | contemp. hit | 18,600 | 10. KCFX(FM) | AOR | 9,600 |
| 3. WQAL(FM) | easy listening | 26,000 | 6. KOPA-KSLX | oldies | 13,200 | 28. Providence-Warwick-Pawtucket, R.I. | | |
| 4. WZAK(FM) | urban contemp. | 22,800 | 7. KKLT(FM) | soft contemp. | 11,700 | 1. WPRO-FM | contemp. hit | 28,800 |
| 5. WWWVE(AM) | news/talk | 21,100 | 8. KOOL-FM | oldies | 10,900 | 2. WLKW-FM | easy listening | 23,500 |
| | | | 9. KDKB-FM | AOR | 10,700 | 3. WHJY(FM) | AOR | 20,900 |
| | | | 10. KKFR(FM) | contemp. hit | 9,400 | | | |

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| | | |
|--------------|----------------|--------|
| 4. WHJJ(AM) | news/talk | 12,600 |
| 5. WWLI(FM) | soft contemp. | 12,500 |
| 6. WPRO(AM) | adult contemp. | 11,400 |
| 7. WSNE(FM) | adult contemp. | 7,900 |
| 8. WBRU(FM) | AOR | 7,700 |
| 9. WMYS(FM) | adult contemp. | 6,800 |
| 10. WWAZ(AM) | nostalgia | 6,000 |

29. San Jose, Calif.

| | | |
|--------------|----------------|---------|
| 1. KGO(AM) | talk | 141,000 |
| 2. KSOL(FM) | urban contemp. | 114,00 |
| 3. KOME(FM) | AOR | 9,800 |
| 4. KWSS(FM) | contemp. hit | 8,700 |
| 5. KNBR(AM) | adult contemp. | 8,100 |
| 6. KCBS(AM) | news/talk | 7,300 |
| 7. KBAY(FM) | easy listening | 7,000 |
| 8. KARA(FM) | contemp. hit | 6,900 |
| 8. KYUU(FM) | adult contemp. | 6,900 |
| 10. KLZE(FM) | easy listening | 6,800 |

30. Cincinnati

| | | |
|--------------|------------------|--------|
| 1. WLW(AM) | adult cont./talk | 27,400 |
| 2. WEBN(FM) | AOR | 20,300 |
| 3. WKRQ(FM) | contemp. hit | 18,900 |
| 3. WVEZ(FM) | easy listening | 18,900 |
| 5. WKRC(AM) | adult contemp. | 12,400 |
| 6. WUBE-FM | country | 11,700 |
| 7. WBLZ(FM) | urban contemp. | 9,100 |
| 8. WBVE(FM) | country | 8,600 |
| 9. WCKY(AM) | news/talk | 8,300 |
| 10. WRRM(FM) | soft contemp. | 7,800 |

31. New Orleans

| | | |
|-------------|----------------|--------|
| 1. WQUE(FM) | adult contemp. | 24,600 |
| 2. WYLD-FM | urban contemp. | 22,700 |
| 3. WEZB(FM) | contemp. hit | 17,900 |
| 4. WBYU(FM) | easy listening | 17,600 |
| 5. WBOK(AM) | inspirational | 11,600 |
| 6. WLTS(FM) | urban contemp. | 11,000 |

| | | |
|-------------|-------------------|-------|
| 7. WNOE-FM | country | 9,100 |
| 7. WRNO(FM) | contemp. hit | 9,100 |
| 9. WAJY(FM) | adult contemp. | 9,000 |
| 10. WWL(AM) | news/talk/country | 8,000 |

32. Sacramento, Calif.

| | | |
|--------------|----------------|--------|
| 1. KCTC(FM) | easy listening | 19,000 |
| 2. KFBK(AM) | news/talk | 15,000 |
| 3. KXOA(FM) | nostalgia | 13,700 |
| 4. KWOD(FM) | contemp. hit | 13,500 |
| 5. KROY(FM) | contemp. hit | 12,600 |
| 6. KRAK-FM | country | 12,500 |
| 7. KZAP(FM) | AOR | 11,300 |
| 8. KSFM(FM) | contemp. hit | 10,900 |
| 9. KRAK(AM) | country | 7,300 |
| 10. KRXQ(FM) | AOR | 6,200 |

33. Norfolk-Virginia Beach-Newport News, Va.

| | | |
|---------------|----------------|--------|
| 1. WNOR-AM-FM | AOR | 19,900 |
| 2. WCMS-FM | country | 18,300 |
| 3. WNVZ(FM) | contemp. hit | 16,300 |
| 4. WFOG(FM) | easy listening | 14,400 |
| 5. WOWI(FM) | urban contemp. | 11,000 |
| 6. WMYK(FM) | urban contemp. | 10,100 |
| 6. WWDE-FM | adult contemp. | 10,100 |
| 8. WGH(FM) | contemp. hit | 8,700 |
| 9. WLTY(FM) | adult contemp. | 8,100 |
| 10. WTAR(AM) | oldies | 8,000 |

34. Columbus, Ohio

| | | |
|--------------|------------------|--------|
| 1. WLWQ(FM) | AOR | 18,500 |
| 2. WTVN(AM) | cont. hit/oldies | 16,500 |
| 3. WSNY(FM) | adult contemp. | 15,800 |
| 4. WNCI(FM) | adult contemp. | 15,000 |
| 4. WXGT(FM) | contemp. hit | 15,000 |
| 6. WBNS-FM | easy listening | 14,600 |
| 7. WHOK(AM) | country | 7,200 |
| 8. WMGG(FM) | classic hits | 6,700 |
| 9. WMNI(AM) | country | 5,400 |
| 10. WVKO(AM) | black | 5,000 |

| | | |
|---------------------------------------|----------------|--------|
| 35. Buffalo-Niagra Falls, N.Y. | | |
| 1. WBUF(FM) | adult contemp. | 18,500 |
| 2. WYRK(FM) | country | 16,100 |
| 3. WBEN(AM) | adult contemp. | 14,400 |
| 4. WHTT(FM) | classic hits | 13,600 |
| 5. WJYE(FM) | easy listening | 12,900 |
| 6. WECK(AM) | nostalgia | 10,000 |
| 6. WKSE(FM) | contemp. hit | 10,000 |
| 8. WBLK-FM | urban contemp. | 9,700 |
| 9. WMJQ(FM) | country | 9,500 |
| 10. WGR(AM) | adult contemp. | 9,400 |

36. Salt Lake City-Ogden-Provo

| | | |
|---------------|----------------|--------|
| 1. KRSP(FM) | AOR | 15,700 |
| 2. KISN(FM) | adult contemp. | 14,300 |
| 3. KSFI(FM) | easy listening | 13,400 |
| 4. KSL(AM) | MOR | 11,900 |
| 5. KKAT(FM) | country | 10,900 |
| 6. KCPX-FM | contemp. hit | 10,700 |
| 7. KSOP-AM-FM | country | 8,600 |
| 8. KLCY(FM) | adult contemp. | 6,600 |
| 9. KBER(FM) | AOR | 6,500 |
| 10. KALL(AM) | adult contemp. | 5,700 |

37. Indianapolis

| | | |
|--------------|----------------|--------|
| 1. WFBQ(FM) | AOR | 27,600 |
| 2. WIBC(AM) | adult contemp. | 24,600 |
| 3. WFMS(FM) | country | 18,300 |
| 4. WXTZ(FM) | easy listening | 15,600 |
| 5. WTLC(FM) | urban contemp. | 15,500 |
| 6. WENS(FM) | soft contemp. | 12,600 |
| 7. WZPL(FM) | contemp. hit | 11,600 |
| 8. WEAG(FM) | contemp. hit | 7,000 |
| 9. WTUX(AM) | nostalgia | 6,800 |
| 10. WTPI(FM) | adult contemp. | 5,900 |

38. San Antonio, Tex.

| | | |
|-------------|----------------|--------|
| 1. KTFM(FM) | adult contemp. | 18,300 |
| 2. KISS(FM) | AOR | 16,300 |
| 3. KITY(FM) | country | 14,400 |
| 4. KQXT(FM) | easy listening | 14,200 |
| 5. KAJA(FM) | country | 12,400 |
| 6. KCOR(AM) | Spanish | 9,700 |
| 7. WOAI(AM) | news/talk | 8,400 |
| 8. KSMG(FM) | classic hits | 8,300 |
| 9. KBUC-FM | country | 7,800 |
| 9. KONO(AM) | oldies | 7,800 |

39. Riverside-San Bernardino, Calif.

| | | |
|---------------|----------------|--------|
| 1. KDUO(FM) | easy listening | 12,500 |
| 2. KGGI(FM) | contemp. hit | 12,100 |
| 3. KRTH(FM) | oldies | 11,700 |
| 4. KIIS-AM-FM | contemp. hit | 9,000 |
| 5. KLOS(FM) | AOR | 6,900 |
| 6. KFI(AM) | MOR | 6,100 |
| 7. KOST(FM) | soft contemp. | 5,500 |
| 8. KFXM(AM) | nostalgia | 5,200 |
| 9. KQLH(FM) | soft contemp. | 5,100 |
| 10. KTWV(FM) | new age/jazz | 4,900 |

40. Hartford-New Britain-Middletown, Conn.

| | | |
|---------------|------------------|--------|
| 1. WTIC(AM) | MOR | 30,000 |
| 2. WTIC-FM | contemp. hit | 22,300 |
| 3. WRCH-FM | easy listening | 14,600 |
| 4. WDRC-FM | oldies | 11,500 |
| 5. WKSS(FM) | contemp. hit | 8,700 |
| 6. WCCC-AM-FM | AOR/contemp. hit | 7,900 |
| 7. WIOF(FM) | adult contemp. | 7,400 |
| 8. WHCN(FM) | AOR | 7,300 |
| 9. WPOP(AM) | news/talk | 5,400 |
| 10. WRCQ(AM) | nostal. | 5,100 |

41. Charlotte-Gastonia-Rock Hill, N.C.

| | | |
|-------------|----------------|--------|
| 1. WSOC-FM | country | 18,500 |
| 2. WPEG(FM) | urban contemp. | 18,100 |
| 3. WBT(AM) | adult contemp. | 12,100 |
| 4. WRFX(FM) | AOR | 11,900 |
| 5. WRQO(FM) | contemp. hit | 11,500 |
| 6. WLVK(FM) | country | 10,800 |
| 7. WEZC(FM) | adult contemp. | 9,900 |
| 8. WWMG(FM) | adult contemp. | 8,500 |
| 9. WBCY(FM) | contemp. hit | 7,700 |
| 10. WLIT-FM | soft cont. | 6,900 |

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42. Rochester, N.Y.

| | | |
|---------------|----------------|--------|
| 1. WCMF(FM) | AOR | 20,500 |
| 2. WPXY-AM-FM | contemp. hit | 18,300 |
| 3. WVOR(FM) | adult contemp. | 14,100 |
| 4. WEZO(FM) | easy listening | 10,700 |
| 5. WHAM(AM) | adult contemp. | 10,600 |
| 6. WBEE-FM | country | 10,200 |
| 7. WZSH(FM) | easy listening | 9,700 |
| 8. WDKX(FM) | urban contemp. | 7,800 |
| 9. WKLY(FM) | classic hit | 6,500 |
| 10. WNYR(AM) | country | 3,000 |

43. Oklahoma City

| | | |
|---------------|----------------|--------|
| 1. KATF-FM | AOR | 18,800 |
| 2. KXXY-AM-FM | country | 15,500 |
| 3. KJYO(FM) | contemp. hit | 13,900 |
| 4. KTOK(AM) | talk | 10,700 |
| 5. KZBS(FM) | adult contemp. | 10,600 |
| 6. KKNG(FM) | easy listening | 10,500 |
| 7. KLTE(FM) | soft contemp. | 7,500 |
| 8. KPRW(AM) | urban contemp. | 6,000 |
| 9. KOMA(AM) | easy listening | 5,800 |
| 10. WKY(AM) | country | 5,500 |

44. Monmouth-Ocean counties, N.J.

| | | |
|--------------|------------------|--------|
| 1. WPLJ(FM) | contemp. hit | 11,000 |
| 2. WOR(AM) | talk | 9,500 |
| 3. WNEW-FM | AOR | 9,200 |
| 4. WADB(FM) | easy listening | 9,000 |
| 5. WOBN-FM | adult contemp. | 8,300 |
| 5. WPAT-FM | easy listening | 8,300 |
| 7. WXRK(FM) | AOR | 7,700 |
| 8. WCBS(AM) | all-news | 5,300 |
| 9. WCBS-FM | oldies | 5,200 |
| 10. WHTZ(FM) | cont. hit | 4,700 |
| 10. WMJY(FM) | cont. hit/oldies | 4,700 |

45. Louisville, Ky.

| | | |
|-------------|----------------|--------|
| 1. WHAS(AM) | adult contemp. | 20,200 |
| 2. WAMZ(FM) | country | 19,200 |

| | | |
|--------------|----------------|--------|
| 3. WDJX(FM) | contemp. hit | 11,300 |
| 4. WRKA(FM) | adult contemp. | 10,100 |
| 5. WQMF(FM) | AOR | 9,900 |
| 6. WVEZ(FM) | soft contemp. | 9,300 |
| 7. WLRS(FM) | AOR | 8,100 |
| 8. WJYL(FM) | urban contemp. | 7,100 |
| 9. WAVG(AM) | adult contemp. | 5,600 |
| 10. WLOU(AM) | black | 5,500 |

46. Dayton, Ohio

| | | |
|--------------|------------------|--------|
| 1. WTUE(FM) | AOR | 18,100 |
| 2. WTGZ(FM) | contemp. hit | 16,300 |
| 3. WHIO-FM | easy listening | 15,000 |
| 4. WONE(AM) | country | 9,400 |
| 5. WHIO(AM) | adult cont./talk | 8,500 |
| 6. WWSN(FM) | adult contemp. | 6,800 |
| 7. WYMJ-FM | adult contemp. | 5,700 |
| 8. WBVE(FM) | country | 5,500 |
| 9. WLW(AM) | adult contemp. | 5,300 |
| 10. WBLZ(FM) | urban contemp. | 4,800 |

47. Birmingham, Ala.

| | | |
|---------------|----------------|--------|
| 1. WZZK-AM-FM | country | 21,300 |
| 2. WNJJ(FM) | adult contemp. | 15,300 |
| 3. WAPI-FM | contemp. hit | 15,000 |
| 4. WKXX(FM) | contemp. hit | 14,200 |
| 5. WENN-FM | black | 11,300 |
| 6. WAGG(AM) | gospel | 6,700 |
| 7. WAPI(AM) | nostalgia | 5,300 |
| 7. WERC(AM) | news/talk | 5,300 |
| 9. WLTB(FM) | easy listening | 4,700 |
| 10. WATV(FM) | black contemp. | 4,300 |

48. Nashville

| | | |
|-------------|----------------|--------|
| 1. WKDF(FM) | AOR | 19,400 |
| 2. WSM-FM | country | 14,600 |
| 3. WYHY(FM) | MOR | 11,300 |
| 4. WLAC-FM | adult contemp. | 10,100 |
| 4. WZEZ(FM) | easy listening | 10,100 |
| 6. WQQK(FM) | urban contemp. | 9,300 |

| | | |
|---------------|--------------|-------|
| 7. WSIX-AM-FM | country | 6,900 |
| 8. WWKX(FM) | contemp. hit | 6,800 |
| 9. WSM(AM) | country | 6,600 |
| 10. WLAC(AM) | news/talk | 4,700 |

49. Greensboro-Winston Salem-High Point, N.C.

| | | |
|--------------|----------------|--------|
| 1. WTQR(FM) | country | 22,500 |
| 2. WKRR(FM) | classic rock | 12,200 |
| 3. WKSI(FM) | contemp. hit | 10,300 |
| 4. WKZL(FM) | contemp. hit | 9,300 |
| 5. WOJY(FM) | easy listening | 8,800 |
| 6. WQMG(FM) | urban contemp. | 8,700 |
| 7. WMAG(FM) | adult contemp. | 7,100 |
| 8. WSJS(AM) | adult contemp. | 7,000 |
| 9. WTHP(FM) | oldies | 4,400 |
| 10. WMQX(FM) | AOR | 3,700 |

50. Memphis

| | | |
|--------------|----------------|--------|
| 1. WHRK(FM) | urban contemp. | 20,800 |
| 2. WMC-FM | adult contemp. | 15,300 |
| 3. KRNB(FM) | urban contemp. | 11,600 |
| 4. WGKX(FM) | country | 11,000 |
| 5. WRVR(FM) | adult contemp. | 9,500 |
| 6. WDLA(AM) | black | 9,300 |
| 7. WLOK(AM) | gospel/blues | 9,100 |
| 8. WEZI(FM) | easy listening | 7,400 |
| 9. WHBQ(AM) | news/talk | 5,100 |
| 10. WEGR(FM) | AOR | 5,000 |

Likely candidates for AM stereo

Some stations more likely than others to switch to AM stereo transmission according to NAB survey

The adoption of AM stereo appears to be one issue that remains on the back-burner for many AM radio executives in 1987, even though audience listening levels for the medium's oldest band continues to decline.

Five years after the FCC gave AM stereo the green light, leaving it up to the marketplace to decide upon a standard, only about 11%-12% of the roughly 5,000 commercial AM stations—nearly 500 on Motorola's C-Quam system and about another 100 with Kahn Communications—are transmitting in stereo. Based on research conducted by the National Association of Broadcasters, the reasons often cited by AM broadcasters for not switching from mono to stereo are cost, format suitability, lack of a single standard and lack of AM stereo receivers. But both Motorola and Kahn have projected a continuing flow of conversions in the coming years.

Who are the broadcasters more likely to switch to stereo? According to Rick Ducey, NAB senior vice president for research and planning, which just finished tabulating responses from a recent radio technology telephone survey, station operators who operate co-owned AM/FM stations are twice as likely to switch to AM stereo than those who run a stand-alone AM property. Medium and large market AM stations are four-to-five times more likely to make the move than small market operations, and group-owned AM stations are three times more likely to go to stereo than nongroup outlets.

"AM stereo is still perceived to be important by the industry, but to varying degrees with different segments of AM broadcasters," said Ducey.

Glynn Walden, engineering manager,

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|-------------------|------------------|----------------------|
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| KTAR, Phoenix | WTMJ, Milwaukee | KFXM, San Bernardino |

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Group WAM stations, likened the AM stereo situation of today to FM stereo 20 years ago. "Although there weren't two competing systems, it was still hard to convince broadcasters to put in FM stereo generators in the late 1960's," said Walden.

"FM technology just sat there for 10 years, then FM receivers got better, especially in cars. With AM stereo sitting there, receiver manufacturers will have good reason to eventually build quality receivers," Walden said. "Once there are at least 1,000 stations with AM stereo, receiver manufactur-

ers will have no choice but to build better AM radio receivers, in general." All of Group W's seven AM properties transmit in stereo with the C-Quam system.

There are still some other executives who point to AM's woes as being as much a programming problem as a technical one. "A technical fix is not enough," said Bill O'Shaughnessy, president of WVOX (AM)/WRTN(FM) New Rochelle, N.Y. "AM radio should be 'community' radio.... A platform for the discussion of different ideas," he said. □

Keeping the (Kahn) faith

Odds are against its becoming de facto AM stereo standard, but system's users are believers

AM broadcasters using Kahn Communications' single-sideband AM stereo system are not easily swayed.

A month ago, the National Telecommunications and Information Administration released a report saying the proliferation of multisystem AM radio receivers, the only kind capable of picking up Kahn stereo signals, was unlikely. The NTIA stopped just short of saying that Motorola's incompatible C-Quam system was the nation's de facto AM stereo standard. Yet Kahn stations reached by BROADCASTING seem to be sticking by Kahn.

The faithful say the Kahn system delivers a better stereo signal without degrading mono signals. Despite the NTIA report, they believe that multisystem radios will eventually make their way in large numbers to the marketplace. And, finally, they feel consumer interest in AM stereo generated by the production of millions of radios capable of receiving only the C-Quam stereo signal is not high enough to warrant a switch to C-Quam.

Among AM broadcasters committed to AM stereo, the Kahn proponents are a small minority. While some 500 stations are now broadcasting with C-Quam, fewer than 100 are on the air with Kahn. Still, the stubbornness of the Kahn stations denies Motorola a clear cut victory in the standards battle that is now in its sixth year. Motorola would like nothing better than to persuade the Kahn stations to switch to C-Quam.

Motorola's Chris Payne concedes nothing to those who say C-Quam is inferior to Kahn. Indeed, he said, many of those who do have never tried C-Quam at their stations.

But, Payne said, stations that are sticking with Kahn are overlooking the non-technical reasons to switch to C-Quam, primarily the fact that there are around 10 million radios, mostly in cars, that can receive only C-Quam stereo signals. The penetration of these receivers may not yet be great enough "to force or compel" stations to switch to C-Quam, he said. But as the number of radios grows, he said, it will become a liability for a station to say it is on the air in stereo and not be able to light the stereo light on C-Quam-only radios.

Dragging out the standards battle deserves the AM radio, he said. "There is a winner," he said. "It's time to get on with the

business of improving a AM radio and bringing the industry to life again."

Because no manufacturers make Kahn-only receivers, the future of the Kahn system depends on the proliferation of multisystem sets that are capable of receiving both Kahn and C-Quam signals. The NTIA report, released on Aug. 12, found that although the cost of producing an integrated circuit capable of picking up both AM stereo systems was not significantly higher than the cost of single-system circuits, and although sound quality of multisystem and single-system receivers was nearly equal, "there do appear to be significant obstacles to achieving a successful multisystem AM stereo solution," primarily the unwillingness of manufacturers to produce multisystem sets.

At a press conference held for the report's release, NTIA head Alfred Sikes said: "I don't think there's any doubt that C-Quam is a de facto standard. There might still be some doubt as to whether it is *the* de facto standard. The fact that all radios can receive the C-Quam signal makes it at the very least a de facto standard." On the basis of its findings, NTIA recommended that the FCC protect the pilot tone of the C-Quam system from possible interference.

But belief in the quality of the Kahn system seems to be strong enough for some broadcasters to continue transmitting in stereo with it. "We believe that [Kahn] is the superior system technically. All of our engineers unanimously agree on that," said Gary Edens, president of Edens Broadcasting, Phoenix. All four of Edens's AM stations—KQLQ San Diego; WRBQ St. Petersburg, Fla.; KOY Phoenix, Ariz., and WRVA Richmond, Va.—broadcast in stereo with Kahn equipment. The Kahn equipment at KQLQ were installed in mid-July. "We simply believe that in terms of producing a good stereo quality sound that the Kahn system is superior to the alternatives," Edens said.

It is the position of Bonneville International Corp., Salt Lake City (owner of four stations broadcasting with Kahn stereo: KSL Salt Lake City; KAAM Dallas; KMBZ Kansas City, Mo., and KIRO Seattle), that Kahn is "clearly" the superior system, according to Bill Loveless, vice president of engineering. Bonneville engineers, Loveless said, found a number of deficiencies in Motorola's C-Quam. "It does not allow the depth of modulation that the Kahn system allows," Loveless said. "You can only go to 85% negative modulation on Motorola. It cannot be used on skywave at night for the wide area cover-

age. It's just very difficult to listen to. If there's the slightest amount of co-channel interference, like there is on most smaller stations, then it's just intolerable."

Noble Broadcast Group of San Diego, which also recently installed stereo equipment at one of its stations, WSSH Lowell, Mass., had no qualms about buying the Kahn system after having success with it at its Tijuana, Mexico, station, XTRA. The Mexican station, one of the first to broadcast in Kahn AM stereo, had "no problems producing an effective stereo signal a great distance from the station," said Dennis R. Ciapura, Noble's vice president of technical operations. "We found that the Kahn system imposed no limitations whatsoever on either the mono, most importantly, or the stereo reception distance of the station." Ciapura also said that Noble had experienced few maintenance or construction problems with its Tijuana equipment. "The Kahn was very well built," he said.

Ciapura also found that the Kahn signal on monophonic receivers was superior due to the "power-side," an option on Kahn equipment that boosts the side-band signals to improve the sound on mono radios and is designed to be an advantage for stations that program more talk than music. "The Kahn system, with the power-side option, allows us... to improve performance of the station in the directional antenna and shift the center tuning of the channel away from some of the interference," Ciapura said. Because most AM broadcasters will be more interested in their mono performance than stereo in the near future, Ciapura said the power-side "may be an avenue for Kahn stereo to increase its penetration much more rapidly." Then, he thought, others might find, as Noble has found, that buying Kahn stereo is "a no-risk situation."

Bonneville's Loveless was also impressed by the power-side option. "Even if [AM stereo broadcasting] dies," he said, "then regular mono radios could use it, and it would be a great improvement... We find it very effective."

There was a sense among Kahn stereo broadcasters that C-Quam would not reach the status of de facto standard unless consumer interest in AM stereo grows. While they granted, as the NTIA report said, that only 2%-3% of all AM stereo receivers are capable of picking up the Kahn system, they pointed out that so small a percentage of total radios on the market have AM stereo of any kind that it is too early to call one system a standard. "I don't think there's enough interest in AM stereo yet to justify a switch," Edens said. "You go to a stereo store, and they don't even know what AM stereo is. It's not an issue, and it's not something that is in high demand by listeners. I don't think it will be until AM stereo [sections] are commonplace in all radios."

Ciapura agreed: "I believe the NTIA report found that 98% of the stereo receivers were C-Quam. But that's 98% of what percentage of the universe of receivers? I think the percentage of stereo of any kind is negligible at this point." According to Motorola numbers at the time of the first NTIA report, its AM stereo receivers accounted for only about 2% of the 500 million receivers in the U.S. today. Ciapura said that if the share of

“Starting my new Indie from scratch took seven years, a couple dozen lawyers and more money than I could count.”

— Harry J. Pappas



Why Omaha-Lincoln?

Very simply, I had a dream. To bring independent television to the last of the fifty largest cities in the country that was not being served by an Independent. To Omaha-Lincoln. Smack dab in the middle of America. And the dream was to not only serve these two cities, but also the people in western Iowa, across the wide Missouri, and also Nebraskans in small cities and towns, on the plains, the ranches, feedlots and farms, beyond the metropolitan areas.

It was March of 1979 when Pappas Telecasting filed application for this dream and started the long fight for Channel 42.

The plan was tallest tower, most power. To reach the hundreds of thousands of people who did not have local Independent television, I knew we would need an exceptionally high tower with maximum broadcast power. And a great location.

We found the perfect spot, on a hilltop way out in the country between Omaha and Lincoln. And we put Kline Iron and Steel and Comark to work to start engineering an “ideal” tower and transmitter.

I didn’t know I was also starting a new industry for lawyers called “do everything you can to block Channel 42.”

It seemed the more people we wanted to serve, the more people we had to fight. As with most TV channels, more than one applicant wanted the license. That’s sort of par for the course. But if the dream is strong enough, you take the risks, hire the lawyers, do your studies, build your exhibits, spend your money — and hope you win in a year or two.

I never guessed it would take seven years.

The first battle was over the tower site. Omaha is in Douglas County, Lincoln is in Lancaster and the KPTM tower is right in between in Sarpy County. The perfect location if you are a broadcaster with dreams of building an antenna farm, but the worst site in the world according to some local politicians. After a lengthy court

fight and an historic legal decision, we won and became the only entity in Nebraska that has a special use permit granted by order and decree of the Court.

Not one, but three battles for the license.

Talk about roller-coaster emotions! Three times, Pappas Telecasting was awarded the license. And three times, the decision was appealed. More lawyers, more studies, more exhibits and more money. But three times, we won. Dare I say it? Getting that construction permit became a quest, and more of a crusade than I would have liked.

We bought the new transmitter and started building the tall tower, but we still didn’t know. Kline Iron and Steel was great. They built a tower that’s over 1,500 feet above ground and designed it so we can raise it to over 1,800 feet. And Comark fixed us up with the biggest boomer in the business, a 240kw transmitter that results in five-million watts of effective radiated power, in stereo.

Some friends said I was crazy to act strictly on faith and spend this kind of money when there was no guarantee I’d ever get on the air.

A lot of Syndicators had faith, too. We knew the finest technical facility in the country wouldn’t do us a bit of good unless we also had the finest programming.

The established affiliates knew that *someone* would eventually get the Independent license, so they naturally tried to keep the good stuff away from the potential new competition.

But, thanks largely to our reputation earned by operating two other highly successful Independents (KMPH in Fresno/Visalia and WHNS in Asheville/Greenville/Spartanburg), we were able to acquire top programming and hold on to it for a couple of years — we’d have to pay for it — still with no guarantee we’d ever be able to use this expensive programming.

The license was granted on February 11, 1986, and just 54 days later, KPTM signed on as the second highest ranked new television station in the last 14 years. How did KPTM achieve this “instant” success? ... **Finally, a license!**

THE AGONY-

AM stereo radios were to increase to 25% and "if we saw a clear majority of one type of stereo system... then I would consider switching."

Said Al Resnick, director of radio engineering for Capital Cities/ABC: "When you can put [both] systems on the air, run them for a while and take them off the air and get very little listener reaction or none at all, it indicates one of two things: The public isn't aware that there's a stereo transmission or that there are no receivers out there." Capcities/ABC owns three AM stations using Kahn equipment—WABC New York, KABC Los Angeles and WMAL Washington—and

two using C-Quam and one using Harris's system. Harris has dropped out of the AM stereo battle and no longer promotes its system.

Resnick would not comment on which system was superior, but he said the matter of whether there are enough AM stereo receivers in use to make a difference to the typical AM broadcaster was "a very good question." He could recall only one time when an ABC station—WLS Chicago (the station with Harris equipment)—temporarily discontinued broadcasting in stereo and received phone calls from listeners. "This was two years ago when the AM stereo issue

had a lot more novelty than it does right now." said Resnick. "Whether a person would take the time to telephone the station or whether they would simply tune to another station is a real good question. If they were mind-bent on listening to something on stereo, the choices are not extremely limited any more. It's hard to go through the FM dial without lighting the stereo light," Resnick said.

Loveless expresses the frustration at Bonneville: "We definitely need radios out there to receive stereo. If it [were judged on] truly an engineering basis, which it should be but isn't, Kahn would win, clearly."

Programming

King World walks away with Cassandras

'Wheel,' 'Jeopardy' and 'Oprah' place first, second and third in ratings for syndicated programs

The July Cassandra report released by Nielsen last week showed that King World's *Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show* will end their first calendar year in syndication as a group as the top three shows, according to quarterly sweeps ratings. Those three shows have been tops in syndication since the February 1987 Cassandra report and have already finished first,

second and third in February 1987 and May 1987 sweeps.

But perhaps the most significant news to come out the July 1987 report was the apparent rediscovery of the television set by children 2-11, despite the summer season. Children's animation had experienced a decline in ratings since the November 1986 Cassandra report. In the May 1987 Cassandra report, the top three animated shows were *Jetsons* (7.2 among children 2-11) from Worldvision, *Jem* (6.6) from Claster and *Smurfs* (6.6) from Worldvision. In the July

1987 report the top three were *Jetsons* (8), *Dennis the Menace* (7.9) from DFS and *Smurfs* 7.5. Comparing July ratings to May among the top three, that represents an increase of 14%. Compared to July 1986, ratings of the top three animated shows among children 2-11 were up 6%.

For *Wheel* it was the 15th consecutive first-place finish in a Cassandra report, and the 8th second-place finish for *Jeopardy*. Since its debut in fall 1983, *Wheel* has been first in the quarterly Cassandras beginning with the February 1984 sweep. *Jeopardy*, which debuted in fall 1984, has been second since November 1985. Compared to July 1986, the July 1987 results show a slight decline in the performance of *Wheel*, both on a household and demographic basis. On a household basis, the show was off almost 5%, from a 16.1 last year to a 15.4 this year. Demographically, the show was down more than 8% among women 18-49 (7.8 this year versus 8.5 last year) and almost 9% among men 18-49. Among all women it was down more than 3% from last year and 3% among all men. *Wheel* was ranked first among all syndicated programs in all of those categories last year; this year it was first among only three, finishing fourth among men 18-49. Among all adults, *Wheel* had an 11 this year, compared to an 11.5 last year for a drop of almost 5%.

King World Vice President of Research Moira Dunlevy said that the July numbers "can't be trusted" because viewing levels on stations were very low as a result of the Iran/contras hearings. Although the hearings ran during daytime, and *Wheel* and *Jeopardy* typically air in access, the hearings depressed HUT levels throughout station schedules, Dunlevy said.

Dunlevy also said that the *Wheel* numbers were brought down this year because the show aired six days a week, compared to last year, when it aired only five days a week. (HUTs are 15% lower on the sixth day, Saturday, which depresses ratings.)

Among off-network half-hours, *M*A*S*H*, fifth among all programs, was again first with a 7.4. Compared to last July, when it was third among all programs, the show was off 7.5%. □

We can make
thousands of people
listen to your radio station.

When very little differentiates you from the competition, how you market your station becomes the most critical part of your job.

Our job is to develop strategies that create a distinction between you and the competition. Strategies that get people to listen. And, strategies that produce results.

We put our clients on the cutting edge of what's new and successful in the world of marketing, and we keep you there. Book after book after book.

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"Victory is sweeter if you've had to work your tail off to get it."

— Harry J. Pappas

Our viewers give us a piece of their mind.

We're amazed at the letters we get, and we answer every one. Sure, some are complaints, like "Why did you move M*A*S*H?" But most are unsolicited compliments.

On April 6, 1986 — after seven years of blood, sweat, and tears — KPTM was born.

Omaha/Lincoln television viewing habits would never again be the same. And the area would never again be just one of those "affiliate only" markets.

KPTM is something of a prodigy.

KPTM signed on with record numbers. And although the first books were great, the story keeps getting better with every new rating period —

we're now the fourth-ranked Indie in the country!

We like to keep KPTM's stress level low.

Nothing is quite so stressful as when you're new in town and feel out of place. But KPTM has been feeling right at home since day one. That's because we take our cues from local viewers, rather than taking orders from New York. KPTM programs what local viewers want. We even let viewers vote on what they want to watch.

Of course, a few vitamins here and there can't hurt.

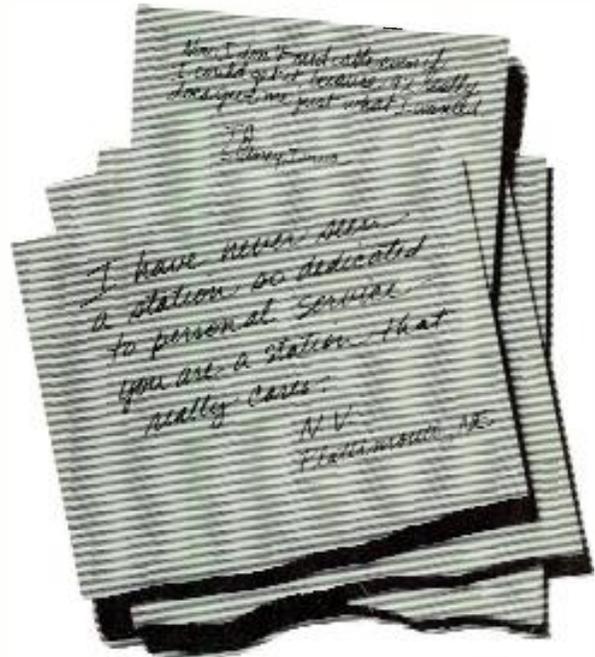
The right promotion diet can do wonders for a start-up operation. Mailing over 500,000 free UHF antennas to viewers in four states added more muscle. That, plus the four "BP's" — Best Power, Best People, Best Programming and Best Promotion — is the operating formula for healthy success and continued growth.

We have a different view of "commercial" success.

When we talk about commercial success, we include success for our advertisers. KPTM runs fewer commercials than the local affiliates. We run every commercial *within* programs, *never between* programs, when audiences have a habit of disappearing. KPTM even promotes advertisers on the air, urging viewers to bring them their business.

| KPTM — Household Shares | | | |
|------------------------------|-----|-----|------------|
| DAYPART | MAY | | % INCREASE |
| | '86 | '87 | |
| 7-9 a.m. (Mon.-Fri.) | 11 | 18 | 64 |
| 9 a.m. — Noon (Mon.-Fri.) | 6 | 11 | 83 |
| Noon — 3 p.m. (Mon.-Fri.) | 3 | 9 | 200 |
| 3-5 p.m. (Mon.-Fri.) | 13 | 15 | 15 |
| 5-7 p.m. (Mon.-Fri.) | 8 | 18 | 125 |
| 7-10 p.m. (Mon.-Fri.) | 8 | 9 | 13 |
| 10-10:30 p.m. (Mon.-Fri.) | 4 | 13 | 225 |
| 10:30 — Midnight (Mon.-Fri.) | 6 | 9 | 50 |
| 7 a.m. — 1 a.m. (Mon.-Sun.) | 9 | 12 | 33 |

Source: Nielsen Station Index, Omaha Market (May, '86 & '87)



KPTM is doing great, but what's in it for you? We know you care, deeply, about success for your clients. So if you want to place their commercials in top-rated programs, and in an environment where those commercials will *really* be seen and listened to, call TeleRep. Tell them Harry sent you.

You can get all the facts from TeleRep.

Thank you,

Harry J. Pappas



THE ECSTASY.

PBS shows its fall colors

Fourteen series and 22 specials are on slate for 1987-88 season

Architecture, business, religion and rock are among the subjects of 14 new series and 22 new specials debuting on the Public Broadcasting Service this fall. The first of the new series premieres today (Sept. 7) and the last Dec. 14. The specials will air throughout the next several months. The new programs are joined by 30 returning series making their season debuts. The following are the new series in order of premiere (all times are NYT).

■ *Only One Earth*—three 60-minute and eight 30-minute environmental films produced by the BBC, airing Mondays at 8 p.m., Sept. 7-21, and Sundays at 10 p.m., Oct. 4-Nov. 22.

■ *Degrassi Junior High*—13 30-minute episodes of a dramatic series designed to explore issues of importance to teen-agers, including dating, drugs, puberty and homosexuality. To air Saturdays at 7 p.m., Sept. 19-Dec. 12. Thirteen additional episodes will begin airing in January 1988.

■ *The Health Century*—four 60-minute profiles of numerous pioneers in the field of health research, marking the 100th anniversary of the National Institutes of Health. To air Mondays at 10 p.m., Sept. 21-Oct. 12.

■ *We the People*—four 60-minute documentaries hosted by ABC's Peter Jennings

examine the Constitution and its impact on the American people. To air Tuesdays at 9 p.m., Sept. 22-Oct. 13.

■ *America by Design*—five 60-minute programs hosted by architectural historian Spiro Kostof from various sections of the United States, exploring such aspects of design as the home, the workplace, monuments and the land. To air Mondays at 8 p.m., Sept. 28-Oct. 26.

■ *Motorweek '88*—52 30-minute magazine programs on the automotive industry, Saturdays at 3 p.m., Oct. 3 through next Sept. 24, 1988.

■ *Heimat*—Eight installments of a German drama chronicling the lives of three families in Germany between 1919 and 1982. The programs are of various lengths and will air Saturdays at 9 p.m., Oct. 3-Nov. 21.

■ *Oil*—Eight 60-minute documentaries about the petroleum industry. To air Mondays at 9 p.m., Oct. 5-Nov. 23.

■ *Trying Times*—six 30-minute episodes of public television's first original comedy anthology series, featuring such stars as Teri Garr, Steven Wright and Rosanna Arquette. To air Mondays at 10 p.m., Oct. 19-Nov. 23.

■ *The Ring of Truth*—six 60-minute episodes exploring the workings of science, with Massachusetts Institute of Technology Professor Philip Morrison as host. To air Tuesdays at 9 p.m., Oct. 20-Nov. 24.

■ *Make Prayers to the Raven*—five 30-

minute documentaries on the beliefs and rituals of Alaska's Athabascan Indians, based on a book by Richard Nelson. To air Sundays at 10:30 p.m., Oct. 25-Nov. 22.

■ *The First Eden*—four 60-minute episodes hosted by Sir David Attenborough and exploring the natural and cultural history of the Mediterranean. To air Mondays at 9 p.m., Nov. 2-23.

■ *Growing a Business*—10 30-minute profiles of entrepreneurs, hosted by author and entrepreneur Paul Hawken. To air Saturdays at 6 p.m., Nov. 7-Jan. 9, 1988.

■ *Frontline: Apartheid Specials*—two two-hour documentaries produced by Granada Television International and a one-hour documentary produced by *Frontline*, all on apartheid in South Africa. To air at 9 p.m. on Monday and Tuesday, Dec. 14 and 15, and at 10 p.m. on Wednesday, Dec. 16.

Selected new specials (in order of airing):

■ *I Would Be Called John: Pope John XXIII*—a 90-minute one-man show, with Charles Durning as the Pope who served from 1958 to 1963. To air Wednesday, Sept. 16, at 9 p.m.

■ *Born Again: Life in a Fundamentalist Baptist Church*—a 90-minute documentary on the issues facing the congregation of a church outside Worcester, Mass. To air Wednesday, Sept. 23, at 9 p.m.

■ *Camp David*—a 60-minute look behind the scenes at the presidential retreat, featur-

Syndication Marketplace

Gaylord Syndicom reports that it has now lined up 98 stations covering 57% of the country to carry the final two hours (9-11 p.m.) of *Farm Aid III*, organized by Willie Nelson and produced by Dick Clark Productions. The first eight hours (1-9 p.m.) of the event will be carried by



The Nashville Network. TNN carried the event in 1985 when it was also syndicated by Gaylord Syndicom. Last year the event was carried on cable by VH-1, and was not syndicated. Among performers scheduled for the Saturday (Sept. 19) event are John Mellencamp, Emmylou Harris, Merle Haggard, The Fabulous Thunderbirds and Neil Young. Proceeds from the concert will go to emergency needs, legal assis-

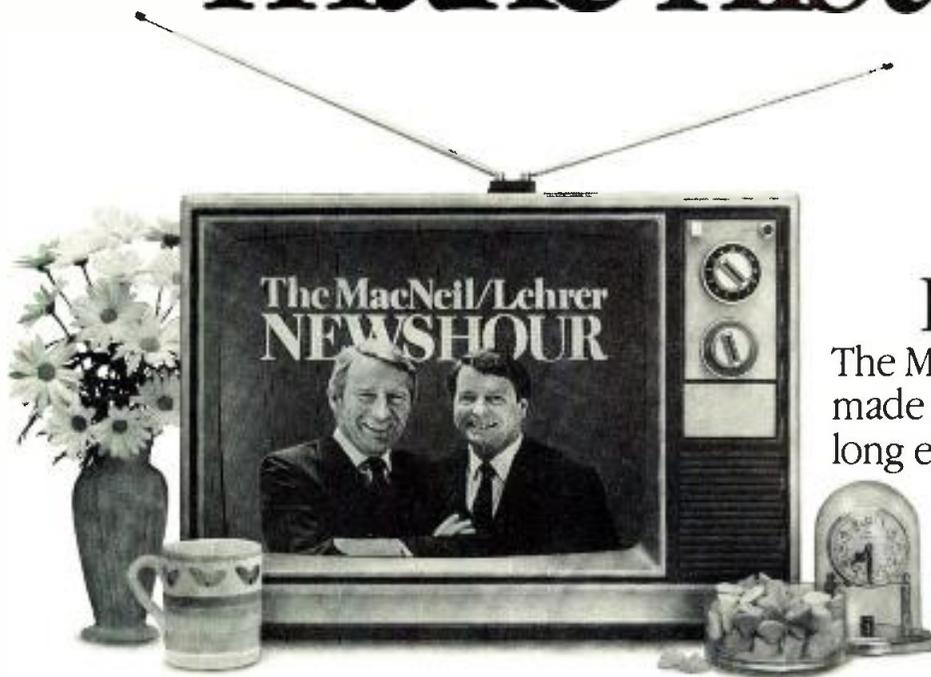
tance, special hotline services and other benefits for the nation's farmers. Barter clearances (14 minutes for stations, 10 minutes for Gaylord) for the syndicated part of the concert include KHJ-TV Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia and KPX(TV) San Francisco.

Western World Television reports clearing *All American High School Reports*, a weekly half-hour magazine that looks at current events and issues in high school sports, on roughly 70 stations covering 63% of the country for a Sept. 12 premiere. Hosting the series will be Olympic gold medalists Bart Connor (gymnastics) and Cheryl Miller (basketball), and former Miss America, Sharlene Wells. There will be 42 original programs and 10 repeats. Barter distribution gives stations three-and-a-half minutes, and Western World three minutes. Clearances include WNBC-TV New York, KHJ-TV Los Angeles, WXYZ-TV Detroit, KDAF-TV Dallas, and WUAB-TV Pittsburgh.

MCA TV International has sold *Murder, She Wrote* to Japan's NHK Network. MCA's series now make up four of the seven American series now sold to Japan. They are *Airwolf*, *Knight Rider*, *Miami Vice* and *The A-Team*.

Program Partners Corp. has cleared *Satellite Bingo* on 12 stations for a September start, and stations covering 25% of the country, for a January start. *Satellite Bingo* is a half-hour interactive show hosted from California by Tom Miller and Susan Styles. Beginning Sept. 26 the show will be fed on Telstar 301 at 4 p.m. for the West Coast and 7 p.m. for the East Coast. Viewers will play the game using cards distributed at local retail outlets. PPC and the producers of *Satellite Bingo* derive income from the show by charging the retailers for the right to distribute the cards. Stations get the show for free. Stations running the show beginning in September include KPOL(TV) Tucson, Ariz.; KDEB-TV Springfield, Mo.; WFX-TV Raleigh, N.C.; WAXA(TV) Anderson, S.C. (Greenville) and WGGT(TV) Greensboro, N.C. January starts include WPHL-TV Philadelphia, WDLZ(TV) Miami and WTRX(TV) Waterbury, Conn. (Hartford).

AT&T brings you a program that continues to make history.



Four years ago,
The MacNeil/Lehrer NewsHour
made history as the first hour-
long evening news program
on national television.

It continues making
history every week-
night on PBS as an ever-
increasing audience

looks to the program as "The Nation's Hour of Evening News."

Consult your local listings and join the millions of dedicated viewers who
count on Robert MacNeil and Jim Lehrer to give them the news of the day in depth.

We at AT&T began supporting the award-winning MacNeil/Lehrer approach
to the news in 1980. We're still doing it today.

We believe it's one more reflection of our commitment to excellence. In the
quality of life. In the quality of our products and services.

If it's outstanding performance you want, AT&T will see that
you get it.

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AT&T

The right choice.

ing interviews with President and Mrs. Reagan and with the children, advisers and aides of past Presidents. To air Friday, Oct. 2, at 10 p.m.

■ *A Job to Be Done*—PBS's second Project Literacy U.S. (PLUS) special, a 60-minute documentary on literacy in the workforce, airing Wednesday, Oct. 21, at 9 p.m.

■ *It Was Twenty Years Ago Today*—a two-hour retrospective on the music and mood in the country at the time the Beatles' album, "Sergeant Pepper's Lonely Hearts Club Band," was released. To air Wednesday, Nov. 11, at 9 p.m.

■ *Buster Keaton: An American Masters Special*—a two-program mini-series profiling the late comedian Buster Keaton, airing Wednesday, Nov. 18, at 9-11 p.m., and Nov. 25, at 9-10 p.m.

■ *The True Gift of Christmas*—a 60-minute Christmas story performed by internationally acclaimed skaters including Robin Cousins, JoJo Starbuck and Kitty and Peter Carruthers. To air Monday, Dec. 7, at 8 p.m.

Returning series (in alphabetical order):

■ *Adam Smith's Money World*, *The Adams Chronicles*, *American Interests*, *The Compleat Gilbert & Sullivan*, *Firing Line*, *The Frugal Gourmet*, *Great Performances*, *The MacNeil/Lehrer NewsHour*, *Madeleine Cooks*, *The Making of a Continent*, *Masterpiece Theatre*, *Mister Rogers' Neighborhood*, *Mystery!*, *Nature*, *Newton's Apple*, *Nova*, *Sesame Street*, *Silk Screen*, *Square One TV*, *The Story of English*, *Survival Specials*, *This Old House*, *3-2-1 Contact*, *Tony*

Brown's Journal, *The Victory Garden*, *Wall Street Week*, *Washington Week in Review*.

Wild America, *The Woodwright's Shop*, *Wonderworks*. □

Howard Cosell returns to TV

Veteran radio, TV commentator to host syndicated version of ABC radio program, with focus on personalities rather than sports stories

Howard Cosell is planning a return to television after a three-year absence through a syndicated version of his half-hour ABC Radio Network show, *Howard Cosell: Speaking of Everything*. Set for a January 1988 start, the show will be produced by Ohl-



meyer Communications (teaming Cosell with former ABC *Monday Night Football* executive producer Don Ohlmeyer), and will be syndicated by Casablanca Four, an entertainment concern established in May.

Cosell, who left *Monday Night Football* in 1983, was last seen on television in 1985 on ABC's *Sportsbeat*. Since then, Cosell said, he has had offers from Dick Clark and Showtime to return to television.

Speaking of Everything will be targeted for clearances at 11:30-12:30 on Sunday nights and will be sold on a barter basis with eight minutes for stations and six minutes for Casablanca Four. There will be 32 first-run episodes of the show (and 18 repeats). Cosell's daughter, Hilary, will be the show's senior producer. The radio version of *Speaking of Everything* that has been on the ABC radio network for the more than 25 years, is heard at different times in the more than 150 markets that carry it, including 11:30 p.m.-

12 midnight in the case of WABC(AM) New York.

According to Dick Gold, president and chief operating officer at Casablanca Four, the move into the unorthodox time period (currently there is no first-run syndicated program targeted for late night on Sunday) is the result of a belief in the strength of Cosell in the time period. "This deal was because of Howard," said Gold, adding that Casablanca would not be going for a show in the time period without Cosell. Gold said that the show will be offered to stations after Labor Day.

The *Speaking of Everything* that now airs on radio will be a rough model for the TV version. The radio show features a Cosell interview with a leading nonfiction author, and occasionally an author of fiction. Cosell said last week that the show's television format will focus on interviews with newsmakers and celebrities, but not on sports.

Casablanca Four's slate of programing currently includes another weekly show and two strips. The weekly, *Crimes of the Century*, is a half-hour look at famous modern crimes and is hosted by Mike Connors, and is set to debut Jan. 11. The strips include *The Hit Squad*, a comedy-reality strip—set for late night beginning Jan. 11—that employs hidden cameras (much like the classic *Candid Camera*) to catch people in funny moments; and *Fast Copy*, a half-hour that brings stories from various magazines to television. Bristol-Meyers has already signed up as the national sponsor of *The Hit Squad*, which will be produced by Bob Booker Productions (*Foul-ups*, *Bleeps and Blunders*). *Fast Copy*, produced by Ohlmeyer, has run on NBC for a year and a half on an occasional basis.

Casablanca is also acquiring television movies for syndication, among them two produced by Ohlmeyer: *Bluffing It*, starring Dennis Weaver, scheduled to air on ABC on Sept. 12; and *Right to Die*, starring Raquel Welch, set to air on NBC in Oct. □

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■ CNN will carry live coverage of the U.S. Senate's confirmation hearings of Judge Robert Bork beginning Tuesday, Sept. 15. Bork, who is President Reagan's third nominee to the Supreme Court, will be the first witness to testify before the Senate Judiciary Committee. There is expected to be strong opposition to his nomination led by Committee chairman, Senator Joe Biden, during the hearings which could last through September. Major news stories will continue to be broadcast through one-line "bullets" of information.

■ Turner Broadcasting System will offer a look inside the Soviet Union with *Portrait of The Soviet Union*, a seven-hour documentary scheduled to air some time in 1988. Conceived by TBS Board Chairman and President Ted Turner, the series, hosted by Roy Scheider ("The French Connection"), will focus on topics including national identity, the Soviet history of war and invasion and the present moves toward modernization and change. Ira Miskin, executive producer of TBS's Peabody Award-winning *Portrait of America*, will serve in the same capacity.

Turner Entertainment Co. has donated one of the original scripts for "The Wizard of Oz" to the Smithsonian Institution's National Museum of American History in Washington. The script, which is an early version, describes Dorothy's magical shoes as silver slippers. A revision later changed the color to ruby red. In addition to the script, the museum has also acquired the scarecrow costume worn by Ray Bolger in the 1939 movie. The Smithsonian plans to put the exhibits on display later this year.

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O N R A D I O

Owens on the weekend

DIR Broadcasting, the New York-based radio program supplier, is planning to unveil a four-hour, weekly, adult contemporary music show to be hosted by veteran radio personality Gary Owens, who is currently hosting morning drive at KFI(AM) Los Angeles. The announcement will be made during this week's Radio '87 convention meeting in Anaheim, Calif. (see page 49)

The program, *Gary Owens Music Weekend*, is described by a DIR spokeswoman as "featuring hits currently on the charts mixed with classic hits from the 1960's and 70's" as well as various features such as artist interviews. The series, which is being produced in Los Angeles by Wally Clark Productions, is designed for weekend airplay, beginning Oct. 16-18.

Gary Owens Music Weekend will bring to six the number of regularly scheduled programs from DIR Broadcasting. The others are: *The King Biscuit Flower Hour*, the company's longest-running weekly broadcast, which is

being made available on compact disks beginning this week; *Scott Muni's Ticket To Ride*, a weekly series on the Beatles; *Rick Dees's Weekly Top 40*, *Live From the Improv*, short comedy bits recorded at the improvisation nightclub in Los Angeles, and *This Date In Baseball*, short flashbacks of memorable baseball plays hosted by Mel Allen.

DIR, which is a division of Lorimar-Telepictures, will also air the second part of its three-part 1987 U2 Event broadcast—the first segment was a 20-minute press announcement on Aug. 14 concerning the British rock group's U.S. fall tour—tomorrow (Sept. 8) at 10 p.m. NYT. The second U2 special will be a 90-minute live call-in show with members of the band, originating from the Nola Studios in New York. It will be co-hosted by Norm Winer, program director of WXRT(FM) Chicago, and Carter Allen, music director of WBCN(FM) Boston. The third U2 element will be a 30-minute, commercial-free, music/talk program that will be made available on a market-exclusive basis to stations in cities on the group's tour itinerary.

Other projects in the works at DIR include two 90-minute David Bowie concert specials (Oct. 17 and 24), a special centering on the soon-to-be-released solo album by Mick Jagger, called "Primitive Cool," and a two-hour Bon Jovi music/talk special set to air in November.

Talking shop

Home shopping seems to have found a new home on AM radio.

On the heels of Public Interest Affiliates and the Hanover Companies' plans for an overnight home shopping program ("Riding Gain," Aug. 31), comes word that a newly formed company, the Radio Retailing Network (RRN), New York, is beginning to offer AM stations a customized, home shopping call-in service with the suggested title of *The Value Line Shopping Show*.

The new service is designed to feature goods and services from local retailers, either at a discount or through an auction system. Additional station sales can be generated by obtaining an advertising schedule from participating retailers, said a spokesman for the company.

Each station member of the Radio Retailing Network tailors its shows to fit its existing format and identity, added Anthony Niskanen, a former computer consultant who heads the company. Station personnel host and produce the show, he said, noting that RRN covers all program elements needed to air the service within five weeks.

Radio school

The Radio Advertising Bureau will hold 27 regional sales seminars, called "How To Close More Radio Sales," beginning in St. Louis on Sept. 22 and concluding in Phoenix on Dec. 11, said NAB Executive Vice President Wayne Cornils.

The daylong sessions, which will be taught by RAB regional director Dave Gif-

July increase

National spot radio expenditures were up slightly in July but continue to be off for the year. According to Radio Expenditure Reports, Mamaroneck, N.Y., which confidentially collects monthly financial data from station representatives, spot sales in July rose 1.4% over July 1986 to \$76,961,600. Year-to-date (January through July), however, national spot billings were down 1.8% compared to the same period last year, to \$499,787,400.

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ford, will focus on "202 actual word-for-word closes for every selling situation." According to Cornils, topics to be covered include: time management, pre-selling, psychology of sales, reading body language, overcoming objections and situational selling. Cost for attending the seminar for member stations is \$99 for the first seat, then \$85 per seat; for nonmembers, \$125 per seat.

Public radio residencies

Six one-month residencies for ethnic minority journalists will be offered by National Public Radio, continuing a program begun in 1986. Journalists and producers working in public radio news departments, as well as independent producers, are eligible. Residents will work in NPR's News and Information department on such programs as *All Things Considered*, *Morning Edition* and *Weekend Edition*. The first residency will begin in October, with others following in succeeding months.

Applicants must have a minimum of three years' experience in broadcast reporting, producing or editing, and must submit an application, an essay, a resume, a cassette containing an example of their reporting or production work, and a letter of recommendation. Residents will receive a stipend and will be furnished with living quarters in Washington for the month that they serve. Applications can be obtained from NPR's Elaine Salazar, (202) 822-2734. The deadline for submission is Oct. 1.

Summer success

Soap Quiz, a special 13-week summer series airing over the ABC Radio Networks ("Riding Gain," Aug. 17), will now be available as an ongoing feature due to station demand, said ABC. The 60-second soap opera trivia program has been cleared by 186 stations in the top 200 ADI markets. The show, which presents stars of ABC-TV daytime dramas, is produced by Jameson Broadcast, Washington.

Sports talk

Adult Contemporary WNBC(AM) New York has signed a new, 10-year agreement with Madison Square Garden Network for the exclusive broadcast rights for New York Knicks basketball and New York Rangers ice hockey, beginning with the 1987-88 season. The station had been airing play-by-play coverage of the two teams for the past two seasons.

Making a record

Satellite Music Network, Dallas, said it signed 93 stations in August, making it a record month in terms of new affiliates. The six year-old network radio company, which offers seven full-time format services, now has a total 888 stations under contract.

Signing on

Mutual Broadcasting is readying a weekly, two-hour, call-in garden and lawn care advice series, *On the Garden Lane with Jerry Baker*, to premiere on Saturday, Sept. 19. The show will originate live from a different

city each Saturday morning at 8-10 a.m. NYT. (Mutual will repeat the first hour of the show on tape at 10-11 a.m.) Baker is the

author of *Plants Are Like People* and some 30 other books on gardening and related subjects.



Ludwig von birthday. The Beethoven Satellite Network (BSN), the satellite-delivered, nighttime program service from classical WFMT(FM) Chicago, marked its first anniversary with the signing of its 70th affiliate, noncommercial KCMW-FM Warrensburg, Mo. (a suburb of Kansas City). Pictured at a reception celebrating the event at the Vista hotel in Kansas City were (l-r): California actor Edgar Weinstock portraying Beethoven; Donald Peterson, director of broadcast services for the station, and David Levin, director of development, BSN. BSN is delivered mostly to noncommercial stations (there are only five commercial affiliates) via Westar IV.

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RTNDA opens convention with FOI debate

Broadcasters told they're partly to blame for limits on own freedoms

"How much freedom," asked ABC News's Tim O'Brien, "do we [the news media] have or should we have?" The question is at least as old as the Constitution, now in its bicentennial year. But the question, posed by O'Brien as moderator of a panel at the Radio-Television News Directors Association annual International Conference, in Orlando, Fla., last week, was no more productive of a definitive answer than it has ever been.

The panel celebrated the freedom of information in America on the 200th anniversary of the Constitution. And if the freedom the media enjoy is not complete—and the panelists generally agreed it was not—some of the blame was laid at the door of the media themselves—particularly broadcast journalists.

Michael Gartner, editor of the *Louisville (Ky.) Courier-Journal* and past president of the American Society of Newspaper Editors, for instance, said broadcasters have not been aggressive in defending their First Amend-



ment rights. He cited the three network news presidents' appearance before Congress several months ago to testify on the effect of the deep cuts management had made in their budgets. Such testimony is a mistake, Gartner feels. He also noted that some broadcasters "favor the fairness doctrine—which I don't understand." And he said he "rarely" sees broadcasters try to open courts to coverage, or to make requests for government documents through the Freedom of Information Act. In part, he said in a subse-

quent interview, the lack of aggressiveness was a function of the fact broadcasting is a licensed medium. But in part, too, he said, it was because "general managers don't like to spend money on lawyers."

Gartner was not challenged on his criticism of broadcasting, although RTNDA and the National Association of Broadcasters are heavily engaged in the campaign to oppose efforts in Congress to codify the fairness doctrine into law, as well as to open the courts, including the Supreme Court, to cameras and microphones. Indeed, Richard Salant, former president of CBS News and former vice chairman of the board of NBC, agreed with Gartner, at least to a degree. Salant recalled that he and his successor as CBS News president, Bill Leonard, had gone on record with a letter to the *New York Times* expressing outrage at the willingness of the network news division presidents to answer questions from members of Congress about the effect of budget cuts on news program content (BROADCASTING, May 4). And when O'Brien broke in to state the news division presidents' rationale—that they thought it necessary to "educate the Congress"—Salant shot back: "It's not our job; it's Congress's job to educate themselves. We shouldn't go down there and grovel."

Nor did Salant limit his criticism to the news division presidents. He saw "an enormous danger to a free press" in the kind of deep cuts CBS management has made in the news division. He said it is now down to 84 correspondents, worldwide. "The new management seems to feel no obligation to give to something for freedom they have been given," Salant said. "Yes," he said, "there has to be economic viability. But management has not addressed the question of how much is enough and how high is high."

Disagreement among the panelists centered largely on the second half of O'Brien's question—how much freedom should the news media enjoy? Gartner said, for instance, "It's impossible to have too much freedom in a democracy." And he cited a number of laws and Supreme Court decisions—among them, the high court's decision upholding a law banning the advertising of casino gambling in Puerto Rico, where it is legal—to explain the skepticism he says he feels when he hears talk of the freedom of speech and press the U.S. enjoys. Salant, for his part, indicated he accepts the restriction on free speech and press imposed by libel laws. And O'Brien noted that the Supreme Court has upheld restrictions imposed on the First Amendment in the name of national security.

Thomas O'Connor, a professor of history at Boston College and a member of the Commission on the Bicentennial of the U.S.



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Constitution, took such comments as a cue for remarking that "what is unsaid" by the panel is that the First Amendment freedom is not absolute—in the real world, there are limitations." But, he said, the question is, Where does the emphasis come, and who precisely sets it. But to Richard Schmidt Jr., general counsel to the ASNE, talk of limitations and who sets them creates "a slippery slope." He noted that the Supreme Court, in the *Tornillo* case in which it overturned a state law requiring newspapers to afford political candidates space in which to respond to editorial attacks, said that "responsibility cannot be legislated." And he noted that in the landmark *Near vs. Minnesota*, the high court upheld the First Amendment rights of a publisher who used his newspaper to reflect his bigotry and anti-Semitism. Schmidt also indicated where his priorities lay in stating that the media should be looking ahead to 1991 as the year of celebration—the 200th anniversary of the adoption of the Bill of Rights which includes the First Amendment.

But if there was opposition to government regulation of the media's content, there were those on the panel who felt the media could save themselves problems. Salant, for instance, noting that the news media "don't have much of a constituency," said the media could take a more accommodating attitude toward critics. Where journalists now are inclined to say, "We stand by our story," he said, they should be willing to "take a second look." "We should develop a more sensible letters to the editor department," he said. *60 Minutes* has such a feature. "But," Salant, "not enough is being done."

And Gartner offered advice to those who would avoid libel suits. "Be courteous and answer your telephone." He said "an overwhelming majority would not have sued" if their complaints "had been dealt with responsibly."

Still, no one was sanguine about the degree of freedom the media would enjoy as the nation enters the 21st century. Schmidt said the media would have to continue fighting to maintain their freedom. And O'Brien, who covers the Supreme Court for ABC News, said the trend in decisions of the court are "to more restrictions, not less." Later, he said, "I fear some day we will look back on these as the good old days." □

Koppel sparks debate on values of journalism school versus broad academic education

ABC News's *Nightline* anchor Ted Koppel may have set back by several years the cause of journalism as a college major. He thinks—and said out loud before an audience of radio and television news directors, that students in college should focus on academic subjects—economics, philosophy, history and the like. "I am bitterly opposed to journalism majors." He does not believe journalism is something that can be learned in college. Besides, he said, when journalism students "come to us, we'll probably unteach" them everything they learned.

Koppel was speaking at the opening of the Radio-Television News Directors Association International Conference in Orlando,

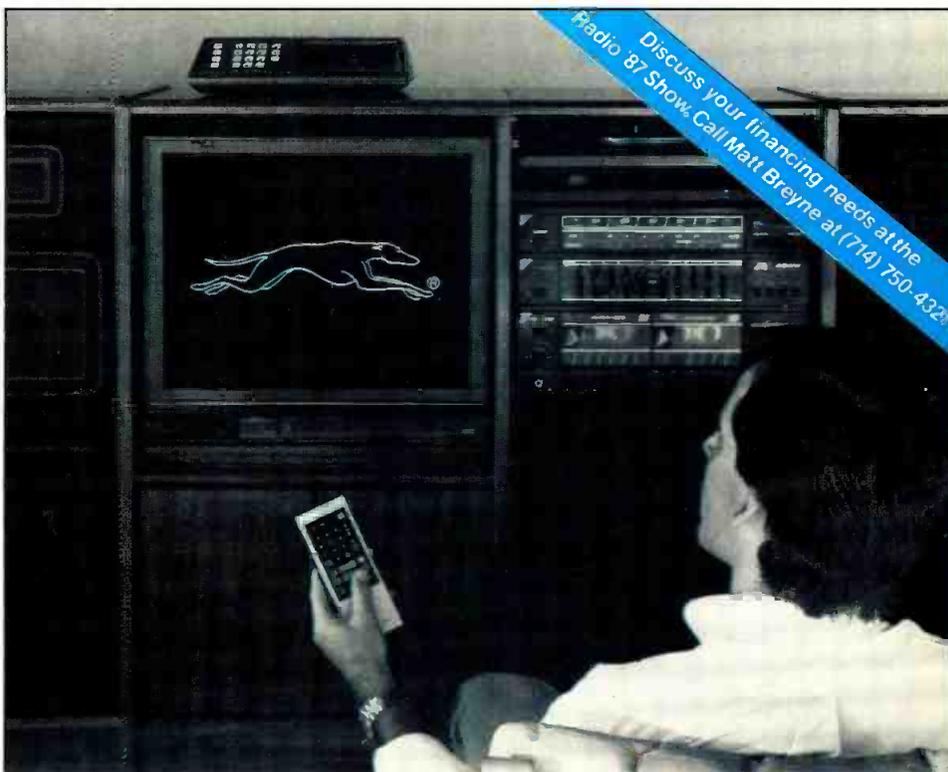
Fla. He had no prepared text. Spencer Kinnard, RTNDA chairman, in introducing him, said Koppel felt he was among colleagues and, therefore, would rather answer questions than deliver a speech. One of the first questions was from a journalism professor who had read of Koppel's negative views on journalism schools that were presented during a meeting of the Society of Professional Journalists, Sigma Delta Chi, and wanted some elaboration. Koppel provided it, and found himself in a mini-debate with journalism school professors and students.

Koppel agreed it would be useful to a would-be journalist to gain some training before seeking a job in the field. But that kind of experience, he said, could be gained

on a college newspaper or radio station, or on a local newspaper or station. He is interested in whether a college graduate can read and write and has an expertise in a field. He said he has seen graduates "of some of the best schools whose writing is ungrammatical and not lucid." He added, "Something is amiss."

Indeed, Koppel even seemed to question the motives of some of those attending journalism schools. "Many of these youngsters want to go into the business not to be journalists," he said, "but to be rich and famous."

Not in his case, said a journalism student at the University of Florida, in Gainesville. "I'm in journalism to be first with a story and to get it right." And a journalism professor at



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journalism students there "are required to take a rigorous liberal arts program." Koppel did not appear to have been moved.

In response to other questions: Koppel expressed the view that the intense interest of the press—in the wake of the Gary Hart-Donna Rice incident—in the private lives of presidential candidates will soon play itself out. "Journalism goes as far as it can," he said. "When the public says, 'Watch it,' journalism pulls back." He predicted the "back-off" this time would occur "within six months."

Koppel also disclosed he had been in touch with Hart about his possible appearance on *Nightline*. Hart would be asked about reports he will change his mind and get back into the contest for the Democratic presidential election. "We may have him on in a few days," Koppel said.

(Staff members at ABC in Washington, where *Nightline* usually originates, said Hart was scheduled for the program on Sept. 8.)

Koppel seemed satisfied with the results of his interview with Jim and Tammy Bakker. Some critics complained he was too "soft" on them. He said he has learned that "going after" someone fearful of being "beaten up" only "drives them into a shell and you get only monosyllabic answers." He let them "ramble," Koppel said, with the result that "the mismanagement of church funds—and I think they're guilty of that—that has come out since."

But Koppel admitted to some frustration. The day after the broadcast, he said, he received a telephone call from Jessica Hahn, the former church aide. It was the revelation of the affair Bakker had had with her that led to his downfall. "She filled me with chapter and verse," Koppel said. "If I had known that [before the broadcast], I would have gone after them harder." He said he had not been able to reach Hahn before the interview with the Bakkers.

Following his appearance at the opening session, at 10:30 p.m. last Tuesday (Sept. 1), Koppel did his *Nightline* broadcast from a theater at Epcot Center, using a remote truck leased from WFTV(TV) Orlando. The show changed subjects near the 11th hour. An hour and a half before his RTNDA appearance—at an event that was co-sponsored by Capital Cities/ABC—he said he had dropped the program he had intended to

Getting equipped. Stan Basara, president of Panasonic Broadcast Systems Inc., has signed a contract with Media General Broadcasting President Ardell Hill to equip that group's three television stations with the full line of Panasonic's MII videotape and camera products. The deal, which calls for Media General to pay \$1.2 million this year, calls for a total of about \$3 million over three years. It will amount, said Hill, to "a total conversion" to MII for Media General stations WXP(TV) Tampa, Fla., WXS(TV) Jacksonville, Fla., WCBO-TV Charleston, S.C., and will include cart machines, field editing systems and CCD cameras. The first shipments are expected "almost immediately," he said. The deal was signed last Wednesday (Sept. 2) on the exhibit floor at the Radio-Television News Directors Association convention in Orlando.

air. "A question was raised. We couldn't answer it. So we began again." He did not elaborate. But it was just another day in the life "of the rich and famous."

Budgeting broadcast news

How to control television news costs in an era of increasing budget cuts was addressed by a panel Wednesday afternoon at a session of the Radio-Television News Directors Association convention in Orlando.

The session began with Al Buch, vice president and general manager of KSNW(TV) Wichita, Kan., who listed a number of specific items in daily use in TV newsrooms, such as wire services and telephone service, that can be excessively expensive if not well managed. He predicted that the way news budgets in the future are approached will change. "The traditional 5, 6, 10, and 11 o'clock newscasts, I believe, are becoming dinosaurs along with the network newscasts," Buch said. "If that is indeed true, we have to change the way we build budgets and the way we expect money to change hands."

Dr. Jack Francis, vice president, corporate communications, Florida Power & Light Co., was invited on to the panel "to give us a perspective from other industries," said session moderator Stephen L. Ruppe, news director at KATC(TV) Lafayette, La. "The power industry is somewhat like broadcasting in that they have to provide a service no matter whether their fuel costs are high or low and whether or not their demand is high or low," Ruppe said.

Francis said that reliability and safety in the power industry must be weighed against the costs. He said that traditionally, when there is a tight budget, items must be divided into wants, needs and necessities. "That

looks like the easy way to cut," Francis said. "But sometimes a lot of your engineering types can't differentiate between needs and wants." After that, he said, the other traditional cost-cutting methods are reducing overtime, automation and layoffs.

But, Francis said, executives at Florida Power decided to explore a new idea in cost management as well. They decided to take ideas for budgeting and what were necessities down to the employee level. He said they found that "employees can actually tell you how to do the job the way you were supposed to be doing it all along" without all of the other complications and study that usually go into budgeting. They borrowed the philosophy of the round table at Camelot to invent a "quality circle." "We as management," Francis said, "go to the employees that are actually doing the work and talk in circles only because we don't want to appoint someone again to be another manager...there is no manager." The circles meet once a week for an hour. Francis admitted that it is difficult to measure whether this method cuts costs, but said that "it allows us to avoid costs." He said that since this method began, the company has not had to lay off any employees.

Bob Selwyn, president, Gillett Broadcast Service Group, Nashville, said that Gillett's budgeting system was "people-based." He said that firing people as a quick way to save money is the company's last resort. Instead he said that equal emphasis is placed on increasing revenues through advertising sales as cutting in the news department.

"In addition we will go through and cull the station for expenses that do not meet with our targets," Selwyn said. But, he said that "the very last step is any reduction in staff." Rather than "cutting off people's heads," Selwyn said that the company prefers to retrain people and replace them where they can serve more efficiently. "That is the Gillett program," he said.

Finally, Selwyn said that management should be prepared to be able to discuss costs and budgeting as well as the company's employee evaluation process with its workers. "In the budgeting process you have to be very fair. Employees, we discover, will comply with fairness even if it is unpleasant information. Employees need to know the budgeting process. They need to know the evaluation process. They need to know how they are measured. They need to know how they are paid...The last thing I ever want to do is look an employee in the face and say: 'You're not getting a raise this year, but I can't give you any good reasons in terms of the industry as to why.' "



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RTNDA finds minority numbers declining in broadcast newsrooms; establishes task force to find cause and reverse it

The Radio-Television News Directors Association president, Ernie Schultz, took a look at figures on minority employment in radio and television newsrooms around the country and decided they indicated a problem. He took his concern to the RTNDA board, meeting in Orlando, Fla., in advance of the RTNDA international conference last week. And the result is that RTNDA has taken the lead in seeking to reverse a trend toward a reduction in the percentage of minorities employed in broadcast newsrooms.

The board decided to establish a task force to find the cause of the decline and, if possible, the means of reversing it. Schultz was put in charge of the project, with a mandate to seek the help of other organizations, including the National Association of Broadcasters, as well as minority groups, researchers and others who could help in seeking causes for the trend—and in developing a plan to reverse it. The figures that prompted Schultz to bring the matter to the board's attention were contained in a report prepared by RTNDA's research committee, headed by Vernon Stone, a professor at the University of Missouri. It shows that the percentage of minorities employed in broadcast newsrooms declined from 15% in 1979 to 14% in 1984 and to 13% in 1986. The figures also showed a migration from local broadcast journalism of 400 black males between 1984 and 1986. And all of this at a time when the number of minorities in the country is on the rise. "You can see the vectors going in the wrong direction," Schultz said.

And while he described the situation as a "problem," not "a crisis," Schultz, in his president's report, said, "To ignore what those figures tell us is not only wrong, it is dangerous. It risks a slide back to the conditions traced with such painful clarity in the Kerner Commission Report filed after the riots of the 60's." Schultz noted that the problem is even worse in the newsrooms of print journalism, where minorities constitute about 4% of employees.

The decision to establish the task force was not the only sign of RTNDA support for minority employment in broadcast journalism. On Wednesday, Mal Goode, who in the early 1950's became the first black member of RTNDA and then in the 1960's became the first black television correspondent hired by ABC News, received the association's Distinguished Service Award. Goode is now a consultant to the National Black Network. And on Thursday, a panel was held on minority problems in journalism. □

RTNDA panel discusses problem of sexual harassment in newsroom

Sex in the newsroom—the unwanted variety, that is—may be ebbing as a problem for women. But in many newsrooms, women still encounter the suggestive remark and the uninvited touch, and if the person doing the remarking or touching is a boss, they find it a difficult situation with which to deal. They

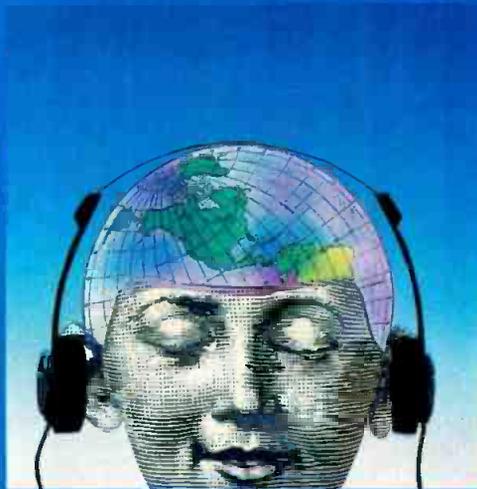
feel their job may be at stake.

A panel dealt with the issue at the Radio-Television News Directors International Conference in Orlando, Fla., last week. George Watson, vice president and chief of the ABC News Washington bureau, indicated the problem may in part be one of perceptions, or of men having trouble adjusting to the changed nature of the workplace. Still, Kathy Bonk, director of the Women's Media Project, National Organization for Women's Legal Defense Fund, saw progress being made.

"In the 70's," she said, "too many women who challenged the industry are no longer in the industry. I hope it's changing." She noted that CBS recently settled a sexual harassment case brought by several women staffers

on the *Nightwatch* program. And although she did not discuss it in detail, she and Watson were on opposite sides of a sexual harassment case brought against another ABC News executive in the Washington bureau, a case that was settled two years ago.

Bonk credited what she saw as a change in society and the industry in part to the fact neither is any longer "white male dominated." She also cited "the dozens of entertainment shows" on television that she said dealt with the sexual harassment issue. "More and more women are being educated," she said. "I'm encouraged. I hope we've seen the worst of it." Further fueling her optimism was the Supreme Court decision two years ago, in *Meritor Savings Bank vs. Vinson*, in which the court, by an 8-0 vote, held that



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sexual harassment is illegal and a form of sex discrimination under Title VII of the Civil Rights Act of 1964.

And Deborah Jordon, assistant general attorney for NBC, the third member of the panel, reminded her audience that employers are obliged to investigate allegations of sexual harassment. "The Supreme Court says when you have evidence of harassment, you have an obligation to do what is necessary to eliminate it," she said. And while the person accused "is entitled to the presumption of innocence," she said, "once the need for disciplinary action is found, it must be taken."

Jordon noted that it is in a company's best interest to guard against sexual harassment among its employees. Defending such a suit, she said is expensive. In addition, there is the time of executives that is lost in preparing for and participating in a trial. And since remedies are pegged to "the nature of the harassment" and are often made under state rather than federal laws, "awards can be in the hundreds of thousands of dollars."

Bonk said the responsibility for guarding a company against such problems rests with top management. "If the tone from on high is set that harassment is OK, it will happen," she said. "If the tone is the other way, it won't happen." She also suggested that a company spell out on paper its policy for guarding against sexual harassment and distribute it to every entry-level employee. "Then the comp[any] should remind employees what the standards are," Bonk said. "That's what we're still looking for."

To Watson, the problem is a delicate and difficult one, at least in part because of how he views the nature of the news business. "The canons of conduct and behavior in the newsroom have been more relaxed than in other activities," he said. As a result, "there are margins for error. Men and women may have different standards of what constitutes harassment. No one wants to sterilize the news room and usher in blue-nose behavior. But we want behavior that is . . . the opposite of hostility. It's a gray area. Fine lines must be drawn." □

The business of broadcast news

Financial news stocks are on the rise as broadcasters target upscale business-minded viewers

Business news, a subject once found hidden mostly in the recesses of weekend public television, has a far higher profile these days. And despite some recent setbacks, like the cancellation of Disney's syndicated *Today's Business* last spring, commercial TV appears increasingly interested in reaching upscale business-oriented audiences, particularly during competitive early morning weekday hours.

Over-the-air network TV now devotes six hours or more a week to business topics, although cable television has probably become the dominant source of business coverage, with both the five-year-old Financial News Network and CNN's regular segments

(BROADCASTING, Aug. 31).

ABC so far has devoted the most time of the commercial networks to regular business news coverage, with the half-hour Sunday morning show, *Business World*, and five-day-a-week, 15-minute business segments on *World News This Morning*. NBC is not far behind, with its new *Before Hours*, a 15-minute business review on early weekday mornings. CBS also has regular business reports as part of its *CBS Morning News* broadcasts.

Public television, meanwhile, has continued to pioneer business news formats, not only boasting the longest-lived business show, the half-hour *Wall Street Week with Louis Rukeyser*, but what is probably also the most watched, *Nightly Business Report*, as well as others, such as the weekly half-hour *Adam Smith's Money World*, and special documentary broadcasts.

The growth in business news programming in the 1980's is a direct result, according to those who make the shows, of expanding public interest in economic issues, including not only news of the surging U.S. stock market and increasingly important international indices, but also of company success stories and failures, of investment strategies and personal finances.

"There's been a renaissance of entrepreneurship," explained Linda O'Bryon, executive editor and co-anchor of the *Nightly Business Report*, a six-year-old public television program originating at WPBT(TV) Miami and distributed to more than 250 public stations around the country. "And business news shows have been a long time coming," she added. "For many years, news directors and network executives felt business was too complex to cover well; reporters have to work harder to make it interesting."

NBR, which in its half-hour evening (6:30 ET) format stresses stock market results and regular commentaries from such economics luminaries as Federal Reserve Chairman Alan Greenspan, has apparently done the job of reaching viewers with some success. The broadcast now counts a daily audience of 1.8 million, with a weekly come of 5.5 million, totals the producers claim exceed those of any other daily business show, whether network, syndicated or cable.

The newer network business broadcasts, while still building audiences, are anxious to fill the same perceived need for better business coverage. ABC's Eleanor Prescott, executive producer of the Sunday *Business World*, said the network observed a "keen public interest [and] a lot of good stories" in the field a year ago when it was readying the program's October 1986 premiere.

"ABC news realized there were business news stories not being explored," she said. "The broad questions of America's economic stability and its economic place in the world have become front agenda items."

The 10 a.m. show, anchored by news veteran Sander Vanocur, emphasizes both the major issues of the week, along with market news and non-Wall Street financial viewpoints from five regular analysts around the country, Prescott explained. The show must reach an audience with a wide range of economic knowledge, she added. "People [viewing the show] are not necessarily terri-

bly sophisticated about economics and investment, but they have an interest," she commented. "We must make even the most complicated subjects accessible, but not diluted."

The network reaches a more hard-core business audience with its 6:15-6:30 a.m. economics reports and several minute-long segments during *World News This Morning* broadcasts each weekday, as well as a brief spot during *Good Morning America*.

While the morning business reports have aired since 1982, they were extended and reformatted concurrent with the *Business World* launch. Stephen Aug, ABC News correspondent who handles the segments said the 15-minute morning segment now includes live international reports from London, with stock indexes from Europe and the Far East, plus weather for traveling businessmen.

NBC, with the first business news program on the air each morning, its *Before Hours* first fed at 5:45-6 a.m. ET, also believes there was a morning business news gap and has taken some similar approaches to filling it since the show launched last March.

According to Executive Producer Gerry Solomon, "At that hour, people want to know, 'What happened while I was sleeping.'" In the Far East and Europe, where trading has come and gone, how did the dollar do, how did the stock exchanges do."

CBS, while its morning business segments are not as clearly delineated as those of its competing networks, believes, according to CBS *Early Morning News* Executive Producer David Corvo, there is a "tremendous interest for business. . . [and that it is] very natural for the morning." Accordingly, CBS business reporter Ken Prewitt reviews consumer-oriented issues twice every morning, while economics reporter Robert Krulwich reports on larger economic issues twice a week.

The performance of these recently launched shows, however, has been uneven. And while the most recent business format failure, that of Disney's syndicated *Today's Business*, may have been due, as some observers believe, to an overextended budget, unrealistic revenue expectations, or soft news content, early morning audiences are still quite small compared to those of most other dayparts and those audiences are increasingly fragmented by other business, news and morning shows.

ABC's Prescott acknowledges, for instance, that while *Business World* does "exceptionally well in the big financial centers. . . [there is a] problem with clearance, unquestionably." The show has 79% coverage, but only 40 to 50 stations carry it live, with the rest shifting it around during the morning hours. Year-to-date ratings are 1.6, with a 5 share.

NBC's *Before Hours*, has also been reaching "modest" audiences, according to Solomon. Year-to-date ratings for the show, the network reports, are 0.5, with a 6 share, based on 98.7% coverage. "We are coming pretty close to advertiser guarantees," Solomon added, however, "with close to 1 million regularly identifiable homes watching this program." □

Eastern Cable: upbeat in Atlanta

Exhibit hall and sessions attract growing numbers to Southern Cable event; panels on overbuilds packed

The Eastern Cable Show, mirroring in some ways the fortunes of the cable industry, continued its comeback last week, drawing some 3,400 attendees and 160 exhibitors to Atlanta. But if most operators were smiling and most exhibitors happy with traffic through their booths, an undercurrent of uncertainty was exemplified by the packed house at two sessions concerning overbuilds and the calls for operators to keep an eye out for competition.

Over all, Southern Cable Television Association officials were calling the convention a success. In the past two years, the association has reduced the price of admission, offered one- and two-day exhibit hall passes, scheduled sessions for the morning only and the afternoons for exhibitors only and offered narrow tracks geared to the general manager, engineers and marketing personnel, respectively. Skip Meadows, president of the SCTA, pronounced conference recovered from its lean times of a few years ago.

The reduced hours, which the exhibitors requested and were granted, he said, add to the perception that there is a lot of activity. He said exhibitors tell him they can see all the people they need to see in a few hours, reducing the need to be on the floor all day.

Traffic in the booths was reported to be brisk, with officials from new programming ventures, including You TV, Festival and Shop TV, reporting interest. Some of the pay-per-view equipment manufacturers, including General Instrument, Scientific-Atlanta, Zenith and Bell South, reported much activity.

There is also more sophistication among operators about advanced equipment, said Chick Eissler, vice president, cable product sales, Zenith, although some of that may be as a result of fewer mom and pop operations and more systems run by MSO's.

The two sessions on overbuilds that opened the show Monday morning played to standing-room-only crowds, in part because of the presence of Harry Cushing, executive vice president, Telesat. Cable has become a

victim of its own success in a sense, said Cushing, whose company is a subsidiary of Florida Power and Light and is engaged in overbuilds in Florida. When areas can be wired for \$600 to \$800 per subscriber (a figure some cable operators in the audience openly questioned), and systems can fetch prices of over \$2,000 per sub, he said, that situation is "too attractive" to pass up. "Competition is going to come," said Cushing, who is already providing that to a number of cable operators in Florida. Telesat has some 33,000 subscribers and its status as a subsidiary to an electrical utility is causing great concern among cable operators.

A number of panelists discussed ways cable operators can defend themselves from overbuilds. Paul Glist, a partner with Cole, Raywid, Braverman, a Washington law firm, said franchise authorities are frustrated that rate regulation was taken away from them by the cable act, and their fear of liability from lawsuits will cause them to grant franchises to other applicants. Glist described "cherrymail," a newcomer building the most lucrative parts of franchises (cherry-picking), sometimes providing poorer ser-

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Heppler, Cushing, Glist, Alexander, Book

vice, and then forcing the existing operator to buy him out. Glist advised cable operators to educate their franchise authorities and demand that all operators operate under the same ground rules, such as providing the same level of service and building the entire area. Glist said the city council should be treated as a partner. "Explain rate increases," he said, "and be prepared to raise your own legal defenses."

His colleague at CRB, Wesley Heppler, ran through a number of defenses available to cable operators. He said the cable act addressed the so-called "redlining issue" and changes in rate structure that are within the power of the franchise authority. The franchising authority, he said, has the power to impose equal requirements on competing companies.

Thomas Alexander, president of Alexander & Associates, said there is no doubt "that competition is coming." He predicted telephone companies will be in the cable business in five years and said other electrical utilities are watching carefully the Telesat situation in Florida. Those companies have deep pockets and look at getting into the business for the long term, 30 to 50 years, Alexander said. And he questioned the intentions of Telesat, quoting from court testimony in which he said Cushing said "our prerogative as a speaker is to extend service where we want."

Dr. Samuel Book, president of Malarkey-Taylor Research, ran through numbers that showed only in rare instances would overbuilds be economically feasible. In three models—a typical rural system, a new build

in the Sunbelt and an Eastern city urban build—only the last promised a feasible; a second operator there could achieve an 8% to 12% margin. MT's research showed that there were 31 overbuilds and 34 pending at the beginning of the year. By the end of June, the numbers had risen to 39 and 37, respectively. He said overbuilds represent half of one percent of subscribers nationwide, or about 200,000 subscribers.

Cushing agreed that the best thing cable operators could do is run a good system, and said penetration can be raised to between 60% and 70%, "if you really apply yourself." He questioned the need for state laws, such as the one passed in Florida, requiring two cable companies operating in the same area to provide equal service, especially since cable worked so hard to get government out of cable regulation. Not surprisingly, he spent much of the question-and-answer portion of the session under cross examination, defending Telesat.

He said the claims that FPL would cross subsidize Telesat were unfounded. As a regulated utility, FPL's profits belong to the shareholders. In response, an operator in the audience pointed out that unlike electricity, "you don't have to have cable." Cushing said the cable industry has reached the point that the only way to get in is to "enrich somebody" or overbuild. With no new players, he said, prices will continue to spiral, and that's not fair to consumers and other potential players.

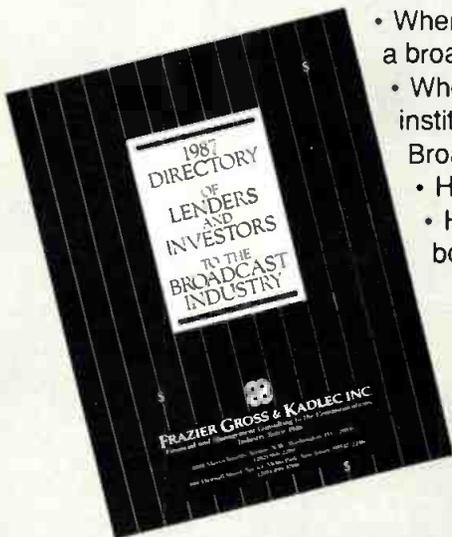
Community Antenna Television Association President Steve Effros asked Cushing how cherry-picking benefits consumers. Cushing said that when another cable operator shows up in town, the existing operator becomes more attentive to service.

Cushing found a number of things "interesting"—that cable operators want the exclusive rights to market to TVRO's but are against syndicated exclusivity, that cable cried for government to get off its back in 1984 and now pushes for government intervention in overbuild situations and that in Palm Beach county, Fla., there was no overbuilding going on despite the 14 cable companies operating there. Cushing said he would not comment on what Telesat believes is a satisfactory rate of return.

Cushing joined Milton Lewis, president of Wometco, and Terry Johnson, president of Masada Corp., in reviewing the corporate landscape in a session the following day. Cushing said that "the days of coaxial cable are drawing to a close" and that cable needs to get involved in fiber optics. And he repeated his jab at the industry by saying cable needs to deal with competition by giving good service, not passing laws. He believed the telephone companies would be allowed entry into the cable business, but said his personal view was that they were interested in the signal delivery business, not what's in those signals. That could be good for the cable industry, he said, because lifting the hardware burden would free capital to provide other services and better programming.

Johnson said competition is inevitable, "because the government wants it and the people want it." The answer is "to do our jobs better, and provide reliable service." One way to do that is to answer the phone

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after normal business hours, he said. Johnson also said cable needs to develop new technologies. "We're not in the cable industry," he said, "we are in the communications industry." Johnson was high on data transmission and cellular communications and said the large MSO's should commit to developing data transmission systems.

Lewis reviewed some situations he found disturbing in the corporate landscape, among them the large-volume programming discounts major MSO's receive. That has contributed to the decline of small cable operators, who do not have that negotiating leverage, he said. The Justice Department, Lewis said, has become "blindfolded to the unfair discount structure." He also blasted cherrypicking and said it was wrong for utility companies, with state-guaranteed profits, to operate cable systems in their utility area. He also talked about pole rates, suggesting cable operators attempt to buy an equal ownership in the poles. "Own as many poles as you can and lease them back," Lewis said.

Lewis also said there are a number of opportunities that cable operators should explore. Specialty service such as video joke boxes, catalogue shopping, stock quotations, even written messages and dates to remember could be offered through cable systems. "I'd pay," he said, "just to never forget my wife's birthday again." And although he thought pay-per-view would be a plus, he was wary of its effect on other pay services and the costs involved in rebuilding systems for it and marketing it correctly, especially for smaller systems.

Cable operators were told that readjusting pay packages, carrying home shopping services and servicing the backyard earth station market would improve their bottom lines. It was a point that Cable Value Network President Peter Barton could not stress enough. "You ought to be maximizing your franchise," he said, and "protecting your flanks."

Wes Hanemyer, director of Turner Direct Broadcast Sales, said that of the 142,000 TVRO subscribers to Turner services, only 21,000 were generated by cable operators. But marketing to those homes can increase a cable operator's local market presence, he said. And if the cable operator doesn't want to do it, there are plenty of parties who will, he said, listing HBO, Showtime, Amway, United Video, Netlink USA, the National Rural Telecommunications Cooperative and Satellite Broadcast Network among those who have expressed interest in marketing to TVRO's. He said 80% to 85% of TVRO homes are outside cable franchises, and that statistics are bearing out that once those homes are marketed, subscribers sign up for service. And as more services become scrambled, the wider that market will become, he said.

Hanemyer also said the evolution in dish technology will bring phased array dish prices down to \$500. Those small dishes can be mounted on roofs like solar panels; Barton said he saw one demonstration where a phased array antenna, hanging in a window, produced a perfect television picture. Hanemyer said there were still some problems with a backlog in descramblers, saying the

number shipped and the number sold to date don't add up. Where they are, he said, is anybody's guess.

Barton urged the operators to take the cash flow they are generating and direct it into marketing and programming. He said CVN was generating "an enormous amount of marketing information and data" from its home shopping service "that is very, very valuable to our affiliates." CVN has the ability to look at a franchise area and map, by zip and streets, valuable information cable operators could use in marketing other services to their subscribers, said Barton. He said CVN is creating a system-by-system analysis for its affiliates based on the data collected from its home shopping service.

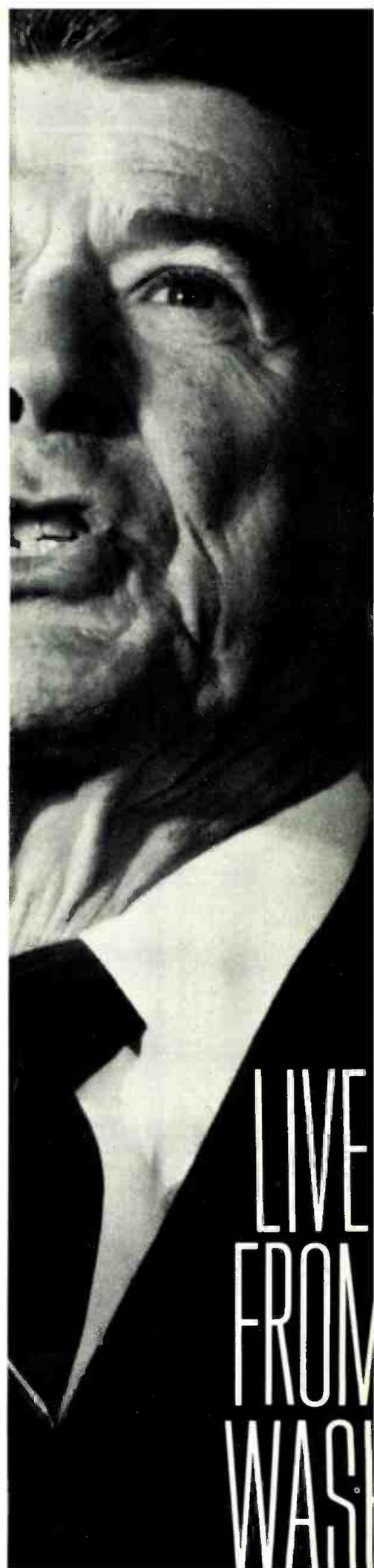
Barton said 5% to 8% of a system's subs participate in home shopping services, but he said that figure should be closer to 15% to 20%, and promotion can help get it there. Promotion at key times during the month is important. Barton said weekends after payday are CVN's heaviest sales days, but promoting in between those weeks does little good. He also said that direct mail was "useless" and a waste of money. He believed promotional pushes in supermarkets and grocery stores were worth the effort, as was a cross-channel promotion. Barton said CVN is testing a system whereby it will issue credit cards to subscribers. He also warned operators to "be careful you don't destroy shopping categories by over-proliferation," reminding operators what happened when the pay business flourished years ago, only to constrict in the mid '80's.

Robert Rusling, director of marketing for ATC Jackson-Monroe, La., listed a number of alternatives to increase pay revenues. His system has found success in providing subscription or rebate offers. In one offering, subscribers are offered a 20% discount for six months. The rebate offer consisted of getting 50% off in the first and seventh months of service, which promotes longevity by rewarding the subscriber who stays with the service. The largest increase in pay revenue, Rusling found, was when he added the Disney Channel to its basic service and charged \$18.40 per month. His 30-channel basic package is \$30. "That really migrated the basic group," he said. Adding HBO costs \$26.40, he said.

Rusling also said all his pay services were "trapped," with the trap box attached to the side of the house. He said the box can trap five pay services and eliminates the need for a converter. Connects and disconnects are much easier, he said, and the gains outweigh the few security problems. As far as pay-per-view, he found it successful for event-oriented programming, such as college football and wrestling but said he "can't do anything with movies," until they are released to cable at the same time they're released in the video store.

Valenti, Effros, air differences on copyright, cable ownerships

Motion Picture Association of America President Jack Valenti, attending his first major cable television convention in two





years, engaged in some good-natured sparring with Community Antenna Television Association President Steve Effros over copyright issues to open the Eastern Cable Show. But there was no mistaking his continued conviction that ownership concentration in the cable industry was of major concern.

There are two issues facing the cable industry, Valenti said. The short-term one is "to reassemble the natural elements," as he put it, including copyright, compulsory license and syndicated exclusivity. The longer-term issue is monopoly power, he said. "This is going to get the attention of the Congress," Valenti said. "We have to redress the balance. Congress won't let it stay the way it is." He also said MPAA won't let the issue die. "We're not going to retreat," he said, "until there is a balance in the marketplace."

Valenti said that curbs on monopoly were prevalent. He said television operators are limited in the number and reach of TV stations, and the networks can produce only a limited amount of programming for themselves. Cable operators have no such restrictions, Valenti said.

Valenti reviewed the compulsory license talks of last year, describing how he and National Cable Television Association President James Mooney came to an agreement on fee schedules but parted ways over cherry picking and the time for sunseting the compulsory license. When asked by Effros where the talks stand, Valenti said: "We're nowhere."

Effros tried, without much success from his perspective, to get Valenti to pinpoint exactly why cable had a monopoly. "If I don't like my cable system, I can't go to another cable system," Valenti said. Effros countered that the viewer can go to other forms for delivery of programming—over-the-air broadcast signals, videotape rentals or movie theaters.

Topics raised from the audience ranged from overbuilds to programming windows to advice for small cable operators. In response to a question from Harry Cushing, executive vice president of Telesat (a subsidiary of a Florida power company engaged in some overbuilding), on that state's new law giving cable operators greater protection in overbuilding situations, Valenti said cable is trying to have it both ways, arguing for First Amendment rights but wanting to maintain exclusive franchises. The bottom line, said Valenti, "is there ought to be competition." And he said that restraints on monopoly power were in the interests of the small cable operators who "are being harmed by the

power factions of the large MSO's" who can negotiate more favorable agreements with program producers.

Cable operators tell ways to raise per-sub dollars

Two cable operators in a morning panel session at the Eastern Cable Show described techniques to drive up per-subscriber revenue. The tips reviewed by Robert Burns, general manager, Summit Cable Services, Atlanta, added nearly \$2 per month per subscriber to his company's revenue.

Topping the list in his system was renting converters, which he said added \$1.33 per sub per month. Other incremental revenue increases came from a home shopping channel (8.8 cents), a real estate channel (targeted at 25 cents), additional cable program guides that sold for \$2 (four cents), a \$2 late charge on payments (4.5 cents), an alphanumeric channel that contains some classified ads in its bulletin board (2.9 cents) and a \$10 charge for returned checks (1.1 cents). Other revenue enhancers for the system: charging a \$5 fee to cover the cost of physically disconnecting service and selling old converters, which Burns said netted his system between \$5,000 and \$6,000 a year. Although his income from marketing program services to backyard earth station owners was small (three-tenths of a cent), Burns urged cable operators to get into that business. He cautioned operators against treating late charges as interest payments, because of the possibility of running afoul of local and state regulations.

Around-the-clock service has made the difference in going from 50%-52% penetration to 63%, said George Paschall, general manager of Jones Intercable's 50,000-subscriber system in Augusta, Ga. He said his company, using interns from local colleges and technical schools, answers the phones 24 hours a day, seven days a week. The service department, he said, is open from 8 a.m. to 11 p.m. seven days a week to handle service problems and installations. Cable, he said, "is a service-oriented business. The marketing people can spend all the money they want to," he said, but it will mean little if customers can't get a good quality picture and good service. The system's goal, he said, is first to generate the subscriber, then cultivate him. He said the evening customer service reps are outselling the daytime reps two to one because viewers are home watching television in the evening and more likely to call for cable service. The peak hours, he said, are between 5:30 and 7 p.m. and also around 9 p.m. His point was seconded by a Viacom operator from Nashville, who said evening was the best sales time in his system as well.

Among the revenues generated by Paschall's system are those from the selling of converters. Last year he said he sold \$100,000 worth of converters and made \$30,000. Paschall said the system has "a very mobile sub base" but has low churn (3%) because subscribers can take the box with them when they move. Jones sells three types of converters, ranging from a plain unit for \$41 to a remote control unit with audio remote for \$98. Last year, he said, his

converter repair costs systemwide were \$336. Paschall said his systems also levied late charges and fees for disconnects and used coupons for billing purposes. He said that although the marketing people did not like the coupon idea, he saves \$90,000 a month in mail costs. In addition to the week-end and shift work, Jones employs off-duty firemen to handle disconnects and installs. They are paid by the number of installs and must supply their own truck, which saves the company some overhead. Even the company installers are more like subcontractors, paid by the unit, he said. His top installer, who works evenings and weekends, makes around \$40,000 annually, he said.

A number of revenue-producing ideas also came from the audience, with two attendees bullish on the prospects of PPV. An operator from Birmingham, Ala., said PPV "has been a good business" but he would like to see more sports programming. An operator from TeleScripps with 19,000 subs expects PPV revenue of \$150,000 in the next 12 months with new Southern Bells' ANI impulse ordering equipment now in place. He said PPV has had "very little impact on the pay services" in his system and anticipates a buy rate of between 80% and 90% with the ANI technology. Among the other suggestions from the audience were charging a "quick install" fee for customers who wanted service the same day. The operator said that for an extra \$25, a truck could roll immediately. □

NBC-NABET talks break off

NBC says they came close to agreement; no settlement in sight

NBC and its striking technical union are again not talking. After eight days of the most intensive talks the two sides have held since before the strike began June 29, the network and union broke off negotiations last Tuesday and the walkout of 2,800 technicians, newswriters, producers and others will enter its 11th week today (Sept. 1), with no resolution in sight.

The network also turned down an offer to debate the strike issues in public, withdrawing from an agreement to send a representative to appear, with union spokesman Thomas Kennedy, on a "Phil Donahue" broadcast scheduled to air live on WNBC-TV New York last Thursday afternoon. The program, which is normally produced in studios at NBC's 30 Rockefeller Plaza headquarters, moved shooting to Connecticut public television facilities in Stamford, Conn., after the strike began to avoid crossing union picket lines.

NBC declined to discuss the substance of the negotiations, in which the two sides met in several day-long sessions and continued talks over the Aug. 29-30 weekend. But in a written statement, NBC said it believed "the two parties came very close to reaching an agreement" and added that it was "very disappointed" the eight days of negotiations

ended without a new contract.

The company blamed negotiators for the National Association of Broadcast Employees and Technicians (NABET) union for the talks' failure, arguing it was "clear that it was not willing to agree to the proposed terms."

But NABET accused the company of causing the breakdown itself on the last night of talks by refusing to reconsider proposals that would have removed NABET jurisdiction over program origination in the field, in network pool originations and in certain computer operations.

A NABET New York local spokesman said the union believes the company's field origination proposal, allowing NBC to hire non-NABET technicians for field productions outside local NABET jurisdictions, could jeopardize some 200 NABET jobs. Under the previous contract, which expired last March 31, NBC was able to hire non-NABET engineers for the remote pickups, usually live sporting events.

According to the union spokesman, the company demanded that NABET agree to the proposal before continuing negotiations and when the union refused, NBC moved to end bargaining.

NBC, which implemented a new contract unilaterally in June, precipitating the strike, had said it would not conduct further negotiations on the pact with the union. It agreed to

re-enter discussions after NBC President Robert Wright met privately with New York Archbishop John Cardinal O'Connor and AFL-CIO Secretary and Treasurer Thomas A. Donahue in New York Aug. 20.

An NBC representative said the talks just ending, however, covered only minor modifications of the network package and did not represent a renegotiation. The representative did not deny that movement during the talks had been made largely by the union.

According to NABET, the final days of talks covered only general sections of the network contract offer and radio issues such as the sale of the radio network but did not broach the contract's extensive engineering agreements.

The union brought further attention to its strike last week with a full-page advertisement in the *New York Times* on Sept. 2, with the bold-faced headline, "We want to come home to NBC." The ad, paid for by NABET's New York local read: "We are the life support systems of NBC... the camerapersons and technicians on the *Cosby Show*... the engineering crews of NBC Sports... the news producers, writers and graphic artists on *Today*... the editorial, production and technical staffs that bring you the day's events on *NBC Nightly News with Tom Brokaw* and *News 4 New York*."

The ad continued: "We have been on strike since June 29, when NBC and its par-

In Sync

Videotape rearranging

With the goal of increasing the sales and service efficiency of its MII videotape equipment, Panasonic Broadcast Systems Co., Secaucus, N.J., has restructured its organization into four divisions. The restructuring will include the hiring of additional sales and engineering personnel. According to Stan Basara, Panasonic Broadcast's president and chief operating officer, the move is being made in part to expand the sales of its products outside broadcasting.

The company also announced that it shipped about 1,000 MII videotape recorders, worth approximately \$35 million, in the first quarter of 1987. About 50% were sold to broadcasters and the rest to industrial and professional production firms, Basara said. It is estimated that over 2,000 will be shipped by the end of the third quarter.

Panasonic's new sales division will be divided into a Western region with offices in Los Angeles and Dallas, and an Eastern region with New York, Atlanta and Chicago offices. Charles Gaydos, sales manager, will take control of the Eastern division. Panasonic's vice president of marketing, Tony Pignoni, will temporarily head the Western region until a new sales chief is hired there.

Panasonic's six regional service centers will be controlled by the new product development, engineering and service division. The other two divisions will handle finance and marketing, planning and administration.

Upgraded center

Telesat Canada, a satellite transmission service, has opened an upgraded Satellite Network Operations Center in Allan Park, Ontario. The cost of the upgrade was \$2.5 million. Technicians at the facility can monitor all signals off the Anik satellites and can monitor and control Telesat's earth station network. New equipment at the center includes an array of 45 television monitors displaying all signals carried over Telesat's four satellites and control consoles and other equipment for remote control of 60 Candian earth stations. There is also an \$800,000 automatic carrier monitor system.

Ground breaking

Construction is expected to begin shortly on Otari Corp.'s new United States headquarters in Foster City, Calif. Otari, which manufactures audio recorders, duplicators and cassette loaders, expects to move into the new facility in January 1988. The two-story building's 34,000 square feet will include double the office space of Otari's present Belmont, Calif., headquarters. It will also have a sound room, a test room for a laser-based thermal magnetic video duplicator and customer training facilities, not available before. Otari will also provide in-house product demos and training. The new address will be 378 Vintage Park Drive, Foster City.



Stock Index

| | Closing Wed Sep 2 | Closing Wed Aug 26 | Net Change | Percent Change | P/E Ratio | Market Capitali- zation (000,000) | | Closing Wed Sep 2 | Closing Wed Aug 26 | Net Change | Percent Change | P/E Ratio | Market Capitali- zation (000,000) |
|--|-------------------------|--------------------------|---------------|-------------------|--------------|--|----------------------------------|-------------------------|--------------------------|---------------|-------------------|--------------|--|
| BROADCASTING | | | | | | | PROGRAMMING | | | | | | |
| N (CCB) Capital Cities/ABC | 417 | 1/2 420 | - 2 1/2 | -00.59 | 29 | 6,749 | O (MOVE) Peregrine Entertain. | 6 | 1/4 6 | 1/4 | 04.16 | -208 | 14 |
| N (CBS) CBS | 196 | 5/8 205 1/2 | - 8 7/8 | -04.31 | 12 | 4,639 | N (PLA) Playboy Ent. | 15 | 5/8 15 1/2 | 1/8 | 00.80 | -10 | 146 |
| O (INFTA) Infinity Broadcasting | 27 | 23 3/4 | 3 1/4 | 13.68 | -207 | 227 | O (QVCN) QVC Network | 10 | 3/8 9 3/8 | 1 | 10.66 | | 67 |
| O (JCOR) Jacor Commun. | 7 | 3/4 7 7/8 | - 1/8 | -01.58 | | 44 | O (RVCC) Reeves Commun. | 13 | 13 3/4 | - 3/4 | -05.45 | 1300 | 163 |
| O (LINB) LIN | 45 | 1/2 47 5/8 | - 2 1/8 | -04.46 | 24 | 2,439 | O (RPICA) Republic Pic. 'A' | 8 | 1/8 8 1/4 | - 1/8 | -01.51 | 90 | 34 |
| O (MALR) Malrite | 11 | 3/4 11 1/4 | 1/2 | 04.44 | -16 | 160 | O (RPICB) Republic Pic. 'B' | 9 | 1/4 9 1/4 | | 00.00 | 66 | 7 |
| O (MALRA) Malrite 'A' | 11 | 1/4 11 | 1/4 | 02.27 | -16 | 153 | A (RHI) Robert Halml | 3 | 1/2 3 1/2 | | 00.00 | 14 | 78 |
| O (OBCCC) Olympic Broadcast | 8 | 8 | | 00.00 | | 20 | O (SMNI) Sat. Music Net. | 4 | 1/2 4 5/8 | - 1/8 | -02.70 | -112 | 40 |
| O (OCOMA) Outlet Commun. | 18 | 1/4 19 1/4 | - 1 | -05.19 | | 119 | O (TRSP) Tri-Star Pictures | 14 | 1/2 10 3/4 | 3 3/4 | 34.88 | 26 | 446 |
| A (PR) Price Commun. | 12 | 5/8 12 3/4 | - 1/8 | -00.98 | -6 | 108 | N (WCI) Warner | 35 | 7/8 36 3/8 | - 1/2 | -01.37 | 21 | 4,487 |
| O (SCRP) Scripps Howard | 85 | 1/2 79 | 6 1/2 | 08.22 | 28 | 883 | O (WWTW) Western World TV | 1 | 3/8 1 3/8 | | 00.00 | 8 | 1 |
| O (SUNN) SunGroup Inc. | 2 | 1 3/4 | 1/4 | 14.28 | -2 | 4 | O (WONE) Westwood One | 30 | 1/4 29 3/4 | 1/2 | 01.68 | 40 | 375 |
| N (TFB) Taft | 153 | 153 1/8 | - 1/8 | -00.08 | -26 | 1,402 | SERVICE | | | | | | |
| O (TVXG) TVX Broadcast | 9 | 1/2 9 5/8 | - 1/8 | -01.29 | -6 | 56 | O (BSIM) Burnup & Sims | 7 | 1/2 6 7/8 | 5/8 | 09.09 | 15 | 119 |
| O (UTVI) United Television | 32 | 1/4 32 1/4 | 00.00 | 00.00 | 53 | 353 | O (CVSI) Compact Video | 3 | 7/8 4 | - 1/8 | -03.12 | -3 | 25 |
| BROADCASTING WITH OTHER MAJOR INTERESTS | | | | | | | CABLE | | | | | | |
| N (BLC) A.H. Belo | 72 | 1/2 73 | - 1/2 | -00.68 | 23 | 780 | A (ATN) Acton Corp. | 21 | 1/4 19 | 2 1/4 | 11.84 | | 25 |
| A (AAR) Adams Russell | 41 | 1/8 41 1/8 | | 00.00 | 685 | 274 | A (ACN) American Cable | 30 | 27 3/8 | 2 5/8 | 09.58 | -58 | 281 |
| A (AFP) Affiliated Pubs | 70 | 3/4 72 | - 1 1/4 | -01.73 | 21 | 2,504 | (ATCMA) Amer. TV & Comm. | 29 | 3/8 29 | 3/8 | 01.29 | 112 | 3,214 |
| O (ASTV) Amer. Comm. & TV | 3/32 | 3/32 | | 00.00 | | 7 | A (CVC) Cablevision Sys. 'A' | 30 | 1/2 30 1/4 | 1/4 | 00.82 | -52 | 641 |
| N (AFL) American Family | 16 | 5/8 18 1/8 | - 1 1/2 | -08.27 | 16 | 1,339 | N (CNTL) Centel Corp. | 72 | 1/2 74 | - 1 1/2 | -02.02 | 19 | 2,093 |
| O (ACCMA) Assoc. Commun. | 37 | 39 | - 2 | -05.12 | | 352 | O (CCCOA) Century Commun. | 20 | 20 1/4 | - 1/4 | -01.23 | 2000 | 578 |
| O (BMAC) Bus. Men's Assur. | 40 | 3/4 42 1/2 | - 1 3/4 | -04.11 | -16 | 426 | O (CMCSA) Comcast | 24 | 5/8 25 3/4 | - 1/8 | -04.36 | -111 | 1,021 |
| N (CCN) Chris-Craft | 26 | 3/4 26 1/2 | 1/4 | 00.94 | 31 | 539 | O (ESSXA) Essex Commun. | 23 | 21 1/2 | 1 1/2 | 06.97 | -52 | 85 |
| N (ONB) Dun & Bradstreet | 65 | 1/2 68 1/4 | - 2 3/4 | -04.02 | 27 | 9,959 | A (FAL) Falcon Cable Systems | 19 | 1/8 18 7/8 | 1/4 | 01.32 | -59 | 122 |
| O (OUOC) Ourham Corp. | 30 | 1/8 30 1/8 | | 00.00 | 17 | 257 | O (JOIN) Jones Intercable | 14 | 1/4 15 | - 3/4 | -05.00 | 44 | 181 |
| N (GCI) Gannett Co. | 51 | 1/4 54 1/8 | - 2 7/8 | -05.31 | 28 | 8,281 | O (MHPQ) Maclean Hunter 'X' | 24 | 5/8 25 3/4 | - 1 1/8 | -04.36 | 34 | 907 |
| N (GY) GenCorp | 108 | 112 1/2 | - 4 1/2 | -04.00 | 18 | 2,412 | O (RCCA) Rogers Cable A. | 19 | 1/4 20 | - 3/4 | -03.75 | | 99 |
| N (GCN) General Cinema | 56 | 59 5/8 | - 3 5/8 | -06.07 | 17 | 2,046 | O (TCAT) TCA Cable TV | 27 | 1/2 28 | - 1/2 | -01.78 | 56 | 297 |
| O (GCOM) Gray Commun. | 199 | 199 | | 00.00 | 34 | 98 | O (TCOMA) Tele-Commun. | 26 | 7/8 29 5/8 | - 2 3/4 | -09.28 | 44 | 3,899 |
| N (JP) Jefferson-Pilot | 37 | 5/8 38 7/8 | - 1 1/4 | -03.21 | 13 | 1,512 | N (TL) Time Inc. | 105 | 7/8 114 5/8 | - 8 3/4 | -07.63 | 16 | 6,285 |
| O (JSON) Josephson Intl. | 15 | 3/8 15 | 3/8 | 02.50 | 4 | 67 | O (UACH) United Art. Commun. | 27 | 3/4 29 1/2 | - 1 3/4 | -05.93 | 231 | 1,139 |
| N (KRI) Knight-Ridder | 57 | 3/4 60 1/4 | - 2 1/2 | -04.14 | 23 | 3,314 | N (UCT) United Cable TV | 24 | 38 1/4 | -14 1/4 | -37.25 | -104 | 604 |
| N (LEE) Lee Enterprises | 28 | 1/4 28 3/8 | - 1/8 | -00.44 | 17 | 703 | N (VIA) Viacom | 24 | 1/2 23 7/8 | 5/8 | 02.61 | | 1,305 |
| N (LC) Liberty | 49 | 1/2 50 | - 1/2 | -01.00 | 17 | 473 | N (WU) Western Union | 4 | 4 1/8 | - 1/8 | -03.03 | | 97 |
| N (MHP) McGraw-Hill | 81 | 1/4 78 3/8 | 2 7/8 | 03.66 | 27 | 4,105 | ELECTRONICS/MANUFACTURING | | | | | | |
| A (MEGA) Media General | 44 | 1/4 46 5/8 | - 2 3/8 | -05.09 | 65 | 1,247 | N (MMM) 3M | 78 | 1/8 82 1/2 | - 4 3/8 | -05.30 | 20 | 17,890 |
| N (MOP) Meredith Corp. | 38 | 5/8 43 1/4 | - 4 5/8 | -10.69 | 20 | 741 | N (ALD) Allied-Signal | 44 | 1/4 46 3/8 | - 2 1/8 | -04.58 | 13 | 7,718 |
| O (MMEOC) Multimedia | 69 | 70 1/2 | - 1 1/2 | -02.12 | 6900 | 759 | O (AMCI) AM Communications | 1 | 1/16 - | -1/16 | -05.88 | -1 | 3 |
| A (NYTA) New York Times | 44 | 1/4 45 5/8 | - 1 3/8 | -03.01 | 24 | 3,624 | N (ARV) Arvin Industries | 35 | 3/4 36 3/4 | - 1 | -02.72 | 13 | 668 |
| O (NWS) News Corp. Ltd. | 34 | 1/4 32 3/8 | 1 7/8 | 05.79 | 21 | 4,340 | O (CCBL) C-Cor Electronics | 9 | 3/4 9 3/4 | | 00.00 | 27 | 19 |
| O (PARC) Park Commun. | 35 | 1/4 33 1/2 | 1 3/4 | 05.22 | 30 | 486 | O (CATV) Cable TV Indus. | 2 | 5/8 2 3/4 | - 1/8 | -04.54 | -17 | 7 |
| O (PLTZ) Pulitzer Publishing | 42 | 3/4 41 3/4 | 1 | 02.39 | 34 | 447 | A (CEC) Cetec | 5 | 7/8 5 7/8 | | 00.00 | 195 | 10 |
| N (REL) Reliance Group Hold. | 10 | 1/4 11 | - 3/4 | -06.81 | 11 | 768 | N (CHY) Chyron | 7 | 3/4 7 5/8 | 1/8 | 01.63 | 29 | 79 |
| O (RTSY) Reuters Ltd. | 85 | 1/2 85 1/4 | 1/4 | 00.29 | 40 | 35,495 | A (CXC) CMX Corp. | 1 | 5/8 1 5/8 | | 00.00 | 23 | 11 |
| T (SKHQ) Selkirk | 23 | 1/2 23 1/2 | | 00.00 | 51 | 190 | A (COH) Cohu | 8 | 1/8 8 1/8 | | 00.00 | 19 | 14 |
| O (STAUF) Stauffer Commun. | 175 | 170 | 5 | 02.94 | 28 | 175 | N (EK) Eastman Kodak | 98 | 1/2 102 | - 3 1/2 | -03.43 | 25 | 22,254 |
| A (TO) Tech/Ops Inc. | 33 | 7/8 34 1/2 | - 5/8 | -01.81 | 13 | 73 | O (ECIN) Elec. Mis. & Comm. | 2 | 1/8 2 1/8 | | 00.00 | | 8 |
| N (TMC) Times Mirror | 96 | 1/2 103 | - 6 1/2 | -06.31 | 19 | 6,224 | N (GRL) Gen. Instrument | 43 | 46 5/8 | - 3 5/8 | -07.77 | -18 | 1,400 |
| O (TMC) TM Communications | 2 | 3/8 2 3/8 | | 00.00 | 11 | 18 | N (GE) General Electric | 60 | 1/2 64 1/8 | - 3 5/8 | -05.65 | 23 | 55,298 |
| O (TPCC) TPC Commun. | 7/8 | 5/8 | 1/4 | 40.00 | | 9 | O (GETE) Geotel Inc. | 1 | 5/8 1 7/8 | - 1/4 | -13.33 | -5 | 6 |
| N (TRB) Tribune | 43 | 1/8 45 1/2 | - 2 3/8 | -05.21 | 16 | 3,398 | N (HRS) Harris Corp. | 37 | 38 3/4 | - 1 3/4 | -04.51 | 20 | 1,085 |
| A (TBSA) Turner Bcstg. 'A' | 12 | 1/4 23 3/4 | - 11 1/2 | -48.42 | | 266 | N (MAI) M/A Com. Inc. | 15 | 15 | | 00.00 | 7 | 484 |
| A (TBSB) Turner Bcstg. 'B' | 12 | | | | | 266 | O (MCDY) Microdyne | 4 | 1/2 4 5/8 | - 1/8 | -02.70 | -3 | 19 |
| A (WPOB) Washington Post | 244 | 255 1/2 | - 11 1/2 | -04.50 | 26 | 3,134 | N (MOT) Motorola | 64 | 1/4 71 3/8 | - 7 1/8 | -09.98 | 35 | 8,260 |
| PROGRAMMING | | | | | | | TELEVISION | | | | | | |
| O (SP) Aaron Spelling Prod. | 9 | 3/4 10 1/4 | - 1/2 | -04.87 | 8 | 180 | N (NPH) N.A. Phillips | 54 | 54 1/2 | - 1/2 | -00.91 | 18 | 1,566 |
| O (ALLT) All American TV | 2 | 3/4 3 | - 1/4 | -08.33 | | 3 | N (OAK) Oak Industries | 1 | 3/4 1 5/8 | 1/8 | 07.69 | 2 | 126 |
| O (BRRS) Barris Indus. | 13 | 7/8 13 3/8 | - 1/2 | -03.73 | 7 | 123 | A (PPI) Pico Products | 8 | 3/8 7 1/2 | 7/8 | 11.66 | -167 | 29 |
| O (CMCO) C.O.M.B. | 18 | 1/2 19 | - 1/2 | -02.63 | -56 | 337 | N (SFA) Sci-Atlanta | 18 | 1/4 18 1/2 | - 1/4 | -01.35 | -202 | 427 |
| N (KO) Coca-Cola | 51 | 3/8 52 | - 5/8 | -01.20 | 19 | 19,419 | N (SNE) Sony Corp. | 32 | 1/2 35 | - 2 1/2 | -07.14 | 53 | 7,515 |
| A (CLR) Color Systems | 8 | 3/4 8 7/8 | - 1/8 | -01.40 | -5 | 44 | N (TEK) Tektronix | 37 | 3/4 39 1/2 | - 1 3/4 | -04.43 | 28 | 1,227 |
| A (OEG) Oe Laurentis Ent. | 4 | 5/8 5 | - 3/8 | -07.50 | -3 | 51 | (TLCR) Telecrafter | 3 | 3/4 4 | - 1/4 | -06.25 | 17 | 5 |
| O (dcpi) dick clark prod. | 4 | 3/8 4 1/2 | - 1/8 | -02.77 | 11 | 36 | N (VAR) Varian Assoc. | 34 | 37 5/8 | - 3 5/8 | -09.63 | 170 | 737 |
| N (OIS) Oisney | 76 | 3/8 81 1/8 | - 4 3/4 | -05.85 | 26 | 10,032 | N (WX) Westinghouse | 69 | 1/4 72 1/4 | - 3 | -04.15 | 14 | 9,897 |
| N (DJ) Dow Jones & Co. | 50 | 3/4 55 | - 4 1/4 | -07.72 | 25 | 4,913 | N (ZE) Zenith | 29 | 7/8 31 | - 1 1/8 | -03.62 | 119 | 759 |
| (EM) Entertainment Mktg. | 8 | 5/8 8 5/8 | | 00.00 | 28 | 106 | Standard & Poor's 400 | 376.33 | 390.91 | - | 14.58 | - | 00.04 |
| O (FNNI) Financial News | 9 | 5/8 10 1/8 | - 1/2 | -04.93 | 60 | 113 | | | | | | | |
| A (FE) Fries Entertain. | 3 | 3/8 3 3/4 | - 3/8 | -10.00 | 14 | 17 | | | | | | | |
| N (GW) Gulf + Western | 87 | 1/8 89 5/8 | - 2 1/2 | -02.78 | 20 | 5,293 | | | | | | | |
| O (HRSI) Hal Roach | 8 | 3/8 7 5/8 | 3/4 | 09.83 | -19 | 58 | | | | | | | |
| A (HHH) Heritage Entertain. | 5 | 5/8 5 1/4 | 3/8 | 07.14 | 5 | 25 | | | | | | | |
| A (HSN) Home Shopping Net. | 15 | 3/8 14 | 1 3/8 | 09.82 | 42 | 1,321 | | | | | | | |
| N (KWP) King World | 29 | 1/4 31 7/8 | - 2 5/8 | -08.23 | 30 | 875 | | | | | | | |
| O (LAUR) Laurel Entertainment | 3 | 5/8 3 5/8 | | 00.00 | 8 | 9 | | | | | | | |
| A (LT) Lorimar-Telepictures | 16 | 1/8 16 3/8 | - 1/4 | -01.52 | -11 | 737 | | | | | | | |
| N (MCA) MCA | 60 | 7/8 61 1/2 | - 5/8 | -01.01 | 28 | 4,625 | | | | | | | |
| N (MGM) MGM/UA Commun. | 10 | 1/4 10 7/8 | - 5/8 | -05.74 | -12 | 512 | | | | | | | |
| (NHI) Nelson Holdings | 1 | 7/8 1 7/8 | | 00.00 | -18 | 50 | | | | | | | |
| A (NWE) New World Enter. | 9 | 7/8 9 5/8 | 1/4 | 02.59 | 7 | 106 | | | | | | | |
| N (OPC) Orion Pictures | 13 | 5/8 14 | - 3/8 | -02.67 | 21 | 234 | | | | | | | |

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: * Reclassification.

ent company GE imposed a contract against our will—a contract filled with loopholes which threatens our job security. You, the audience, have rewarded our many years of dedication to quality programming on NBC by

making it the most successful network in recent seasons. We want to continue that tradition. We want to come home—with a fair and equitable contract. How about it, NBC.” □

Home dish business looking for answers

Makers and marketers of backyard earth stations hope programming packages and descramblers will pull them out of sales slump

The 8,000-9,000 manufacturers and sellers of backyard earth stations who are expected to gather at the Opryland hotel in Nashville this week (Sept. 7-9) for the fall Satellite Broadcasting and Communications Association/STTI convention will be searching for signs that their troubled business is on the

verge of a turnaround.

By SBCA's own accounting, the home satellite industry it represents is in a sorry state. Instead of picking up, as SBCA had hoped last spring, dish sales have continued to fall off over the past several months. And, as a consequence, the number of industry players—companies making, distributing and retailing dishes—has fallen off as well.

So, at this week's convention, the manufacturers and sellers will be looking for what they believe is needed to get people to start buying dishes in big numbers again: multiple

Intermedia

NAB filing. National Association of Broadcasters asked FCC for declaratory ruling clarifying commission's "Greater Indianapolis" decision concerning broadcasts of lottery information. Under that decision, agency permits dissemination of information of contests in which no "consideration flows from the participants to the promoter." NAB wants clarification as to whether decision "allows broadcasters to air information regarding lottery-type contests conducted by an entity for the benefit of a third-party nonprofit or charitable organization whereby the entity itself collects and distributes the proceeds of the contest to the third-party organization or recovers its expenses from the proceeds of the lottery." NAB's filing also noted that pending House legislation, which would lift restrictions on broadcasting information on lotteries, makes their request "moot," but that "in interim, NAB seeks commission guidance in this matter." □

Concerned about carriage. Member survey conducted by National Association of Public Television Stations found 80% of respondents are concerned about cable carriage of public TV. Issue has risen to level of "equal concern" with issue of finding new funding sources, said NAB's director of research, Bernadette McGuire. Local and national programming, staffing and equipment replacement followed as issues of major concern identified by 126 managers responding to survey, which was conducted late last spring.

Disadvantage, Jane Doe. "[N]ot one woman in the TV entertainment business in Hollywood has real power," according to "industry insiders" surveyed by the Washington-based National Commission on Working Women of Wider Opportunities for Women, which last month released a study titled "Prime Time Power: Women Producers, Writers and Directors in TV." In its first report on the employment of women in decision-making jobs in television (previous reports focused on the portrayal of women on TV), NCWW found that increasing numbers of women are at work in television, but men continue to hold the top jobs.

In preparing the report, NCWW interviewed two dozen television producers, writers, directors and studio and network executives and studied 10 episodes of each of the top 20 1986-87 season TV shows, as ranked by Nielsen.

According to "Prime Time Power":

■ Only four of the 20 programs studied employed a female executive producer, and only one of those four—CBS's *My Sister Sam*—gave that woman sole responsibility. (A woman shared the position with a man on *The Cosby Show*, with two men on *Falcon Crest* and with three men on *Dynasty*.)

■ Eleven of the 20 shows had no women in the positions of supervising producer, producer and co-producer. On the other nine programs, men and women share the jobs.

■ Three of the 20 shows—CBS's *Falcon Crest* and *Murder, She Wrote* and NBC's *Amen*—had no women writers in the episodes monitored. *My Sister Sam* and *Who's the Boss?* were the only two programs for which more than half the writers were women.

■ Fourteen of the 20 programs had no female directors for the episodes monitored.

■ *Murder, She Wrote* had no women in any of the positions in the episodes monitored.

According to the people surveyed by NCWW, women currently working in the industry have more influence over what is kept off the air than what is put on. NCWW said that "until women gain real power in the studios and at the networks, they will be able to supply a product but not be able to decide what that product should be."

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SELECTED SUMMER SALES

| | | |
|------------------------------------|---|--------------|
| KKNG (FM) Oklahoma City, OK | } | \$20,000,000 |
| KRMG (AM) Tulsa, OK | | |
| KKYX/KLSS (FM) San Antonio, TX | | |
| *WFLN (FM) Philadelphia, PA | | \$15,000,000 |
| WMMA/WHTQ (FM) Orlando, FL | | \$13,500,000 |
| KISS (FM) San Antonio, TX | | \$11,000,000 |
| KBRQ (FM) Denver, CO | | \$9,000,000 |
| WJOL/WLLI (FM) Joliet, IL | } | \$4,400,000 |
| KTOP/KDVV (FM) Topeka, KS | | |
| WMRE (AM) Boston, MA | | \$3,700,000 |
| *KOCM (FM) Newport Beach, CA | | \$3,250,000 |
| WACO/KHOO (FM) Waco, TX | | \$3,125,000 |
| *WKEE (AM/FM) Huntington, WV | | \$3,100,000 |
| WKDW/WGSM (FM) Staunton, VA | | \$2,330,000 |
| *KRZQ (FM) Tahoe City/Reno, NV | | \$1,900,000 |
| *WDVH/WYKS (FM) Gainesville, FL | | \$1,800,000 |
| *WJYL (FM) Louisville, KY | | \$1,700,000 |
| KBLQ (AM/FM) Logan, UT | | \$1,130,000 |
| Channel 50 Tampa, FL | | undisclosed |

*pending FCC approval

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low-priced packages of the cable programming that has been scrambled and low-priced and readily available Videocipher II decoders to receive the packages.

And it may be a skeptical lot. At the SBCA/STTI spring convention in Las Vegas, many were optimistic that the rebirth of the industry was at hand, primarily because of Turner Broadcasting System. The cable programmer (CNN and CNN Headline News) announced that it was putting together a package of nearly a dozen channels to sell to dish owners for \$100 a year—just what the marketplace had ordered.

But within a few months, for reasons that are still not fully understood, TBS had dumped most of its home satellite programming ambitions. TBS blamed it on concerns about copyright liability in connection with retransmitting broadcast signals to the home and the inability to bring a major pay service or ESPN into the package. But many in the home satellite industry blamed it on pressure from TBS's new minority owners, Tele-Communications Inc. and American Television & Communications, the nation's number-one and number-two cable MSO's. Many in the industry are convinced that the MSO's have been using their leverage with the programmers to crush the dish industry in its infancy.

SBCA President Chuck Hewitt said: "The demise of the Turner package had a negative psychological impact on the industry. . . . The industry went from feeling it was over the hump to a feeling that the hump was much bigger than anyone had imagined."

The loss of the TBS package and its impact on the industry was magnified by the shortage of Videocipher II descramblers that made it impossible for retailers to offer descramblers and the opportunity to subscribe to programming packages with their dishes.

General Instrument, the holder of the Videocipher II patents and, to date, the only major manufacturer of the Videocipher II modules (the hearts of the Videocipher II descramblers), promised last spring to spend millions of dollars to increase production to meet demand by this fall.

The convention was officially slated to begin today (Sept. 7), although many of the industry leaders were expected to be in

Information sharing. Cabledata is developing a "Pay Churn Report" for its subscribers that will correlate with data in the Cable Television Administration and Marketing Society's national database. The report will monitor subscriber movement by activity, migration between services, connects and disconnects. Cabledata is taking the existing information it gathers for its 850 member clients and placing it in the same format as CTAM's statistics, giving cable operators an "apples-to-apples" comparison of what's happening in their system versus what's happening nationwide.

The reports will be available next year, Cabledata said. The cost for a typical 10,000-subscriber system would be approximately \$50 per month.

Nashville a day earlier for the SBCA executive committee and board meetings.

On the program are panels on program packaging, distribution of broadcast signals (superstations) to dish owners, the potential for reaching the home with Ku-band fre-

quencies (instead of, or in addition to, C band) and marketing tips for dish distributors and retailers.

Representative Mike Synar (D-Okla.) will deliver the keynote address at the Tuesday dinner. A member of the House Copyright

Subcommittee, Synar is co-sponsor of a bill that would establish a copyright compulsory license by which common carriers could distribute broadcast signals to dish owners and compensate the copyright holders. SBCA strongly supports the bill. □

Changing Hands

PROPOSED

WJQY(FM) Fort Lauderdale, Fla. □ Sold by The Tremont Group to TAK Communications for \$34 million. **Seller** is owned by Joseph C. Amatore, former owner of Fort Lauderdale-based group that sold most of its stations to Keymarket Communications in 1986. Amatore has no other broadcast interests. **Buyer** is subsidiary of STX Communications, Vienna, Va.-based group of one FM and four TV's principally owned by Sharad K. Tak. It purchased three Hawaii TV stations from Shamrock Broadcasting for \$50 million ("Changing Hands," Dec. 1, 1986) and WUSL(FM) Philadelphia for \$32 million ("Changing Hands," Dec. 22, 1986). WJQY is on 106.7 mhz with 100 kw and antenna 900 feet above average terrain. **Broker:** Edwin Tornberg & Co.

KFYE(FM) Fresno, Calif. □ Sold by EZ Communications Inc. to Ralph Guild for \$6 million. **Seller** is Fairfax, Va.-based group of four AM's and 11 FM's principally owned by Arthur Kellar, chairman. It recently sold WEZS(FM) Richmond, Va. for \$16 million ("Changing Hands," Aug. 24). **Buyer** is owned by Ralph Guild, chairman of Interep, New York-based holding company of station representative firms. Guild owns KFRE-AM-FM and will spin off FM. He recently bought WCSC(AM)-WXTG(FM) Charleston, S.C. ("Changing Hands," July 29). KFYE is on 93.7 mhz with 68 kw and antenna 1,912 feet above average terrain.

WKYG(AM)-WXXK(FM) Parkersburg, W.Va. □ Sold by Jacor Broadcasting to Fritz Communications Inc. for \$1 million. **Seller** is publicly owned, Cincinnati-based group of five AM's and seven FM's headed by Terry Jacobs, chairman. It recently purchased KOA(AM)-KOAQ(FM) Denver ("Changing Hands," April 20) and WBBG(AM) Cleveland ("Changing Hands," Aug. 3). **Buyer** is owned by Jack W. Fritz, former president of John Blair & Co.; his wife, Marilyn, and son, Jack W. Fritz II. Elder Fritz also has interest in WXYT(AM)-WNTM(FM) Detroit, where younger Fritz is general manager. WKYG is on 1230 khz full time with 1 kw. WXXK is on 103.1 mhz with 3 kw and antenna 556 feet above average terrain.

KBLF(AM)-KALF(FM) Red Bluff, Calif. □ Sold by Wireless Associates to McNulty Broadcasting Corp. for \$860,000. **Seller** is headed by Gary Katz, and has no other broadcast interests. **Buyer** is owned by Burton Wilkinson; his wife, Mary, their daughter, Laura Herron and her husband, Gary. Herrons were, respectively, music director and program director at KCBQ-AM-FM San Diego. Wilkinson owns Los Angeles-based executive placement firm. KBLF is on 1490 khz full time with 1 kw. KALF is on 95.7 mhz with 7 kw and antenna 1,265 feet above

average terrain. **Broker:** Chapman Associates.

WKEI(AM)-WJRE(FM) Kewanee, Ill. □ Sold by Kewanee Radio Corp. to Miller Broadcasting Inc. for \$720,000. **Seller** is Webster City, Iowa-based group of four AM's and four FM's owned by Glenn Olsen. **Buyer** is owned by Howard A. Miller, former owner of WMBB(AM)-WYRL(FM) Melbourne, Fla., and WITS(FM)-WCAC(FM) Sebring, Fla. ("Changing Hands," Nov. 3, 1986.). WKEI is daytimer on 1450 khz with 500 w. WJRE is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WWBD(AM)-WWLT(FM) Bamberg, S.C. □ Sold by Viking Broadcasting Corp. to Morgan Broadcasting Corp. for \$655,000. **Seller** is headed by Stewart Freeman and Robert Simpkins, who also own WPRF-AM-FM Terre Haute, Ind., and recently purchased WPGO(FM) Charlotte, N.C. ("Changing Hands," Aug. 10). **Buyer** is principally owned by Wesley R. Morgan and family. Morgan is Decatur, Ga.-based media consultant and former general manager of WXLL(AM) Atlanta. WWBD is daytimer on

790 khz with 1 kw. WWLT is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** The Holt Corp.

WCBG(AM) Chambersburg, Pa. □ Sold by Four States Broadcasting Station Inc. to Valley Marketing Systems Inc. for \$550,000. **Seller** is owned by Norman E. Messner and his wife, Molly. It has no other broadcast interests. **Buyer** is owned by Ronald Smith and his wife, Lois. Smith is salesman at WHAG-TV Hagerstown, Md. WCBG is daytimer on 1590 khz with 5 kw.

KYNG-AM-FM Coos Bay, Ore. □ Sold by Sequoia Broadcasting Inc. to Calegon Broadcasting Inc. for \$275,000. **Seller** is headed by Richard Behrendt. It has no other broadcast interests. **Buyer** is owned by James R. Baker and his wife, Carleen, and Scott Shapiro and his wife, Amy. Baker is former owner of KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. Shapiro is Yucca Valley, Calif.-based retailer with no other broadcast interests. KYNG is daytimer on 1420 khz with 1 kw. KYNG-FM is on 105.5 mhz with 3 kw and antenna 400 feet above average terrain.

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Broadcasters face legislative hurdles

Advertising bills, spectrum auctions license transfer fees, cost of regulation increases could be on Hill agenda

The broadcast industry's legislative challenges don't end with its endeavor to keep the fairness doctrine from becoming law. Other congressional initiatives in which broadcasters have much at stake are pending. If Congress enacts a proposal to limit the deductibility of advertising expenses in business taxes, broadcasters could lose up to \$1.3 billion a year in advertising revenue. As Congress looks to raise \$19.3 billion to cope with the federal deficit, it is exploring a number of revenue-raising proposals including the suggestion that businesses be allowed to deduct only 80% of advertising costs a year, with the remaining 20% deferred over the next four years. Disallowing advertising deductions for alcohol and tobacco products altogether is under consideration too.

The matter has been before the House Ways and Means Committee, which will reopen its discussion on the issue when Congress reconvenes Sept. 9. The National Association of Broadcasters and the advertising

industry have been working to defeat the tax deductibility proposals, concentrating on members of the Ways and Means and Senate Finance Committees. The House is said to be more likely to act.

If Congress endorses the concept, it will become part of a budget reconciliation package. That package may incorporate other elements that could affect the industry. The Senate Commerce Committee, instructed to find an additional \$600 million in savings for fiscal 1988-89, is eyeing several revenue-raising options. Said to be under review: permitting the FCC to auction non-broadcast spectrum, imposing a license transfer fee and an across-the-board increase in the FCC's cost-of-regulation fee.

Originally, NAB opposed the auction concept because of the precedent it would set. But in light of the other alternatives (mainly boosting the fee schedule and a transfer fee), NAB revised its position and said it would accept the auction proposal as long as it doesn't apply to broadcast spectrum (BROADCASTING, Aug. 3). "We'll fight like hell," if they increase the fee schedule, said John Summers, NAB's senior executive vice president for government relations.

There are no indications as to what the committee will finally do. It's slated to act on the budget reconciliation package Sept. 22, but that could change, speculated one NAB lobbyist. In the House, the Commerce Committee recommendations did not include any of the cost-cutting measures.

On another front, NAB is seeking passage of a lottery advertising bill. A House bill, H.R. 1568, which would legalize the advertising of legal lotteries, passed a Judiciary Subcommittee in July and NAB believes its chances of adoption by the parent Judiciary Committee are equally good. Still, broadcasters anticipate some opposition from religious groups. □

FM directionals: wide swing in viewpoints

NAB says move would lead to deterioration of FM service; some FM commenters disagreed

The National Association of Broadcasters told the FCC last week that it should not permit commercial FM stations to use directional antennas, claiming it would lead to the "AM-ization of FM radio."

"Any pursuit, whatsoever, of the directional antenna concept would lead uncontrollably to their use as an allocations tool and to an accompanying deterioration of service quality and signal reliability in FM radio broadcasting," the NAB said in comments in an FCC inquiry into the use of directional antennas by commercial FM stations.

Contrary to NAB, several FM broadcasters commenting in the proceeding favored the use of directional antennas, arguing that they would give broadcasters greater flexibility in locating their antennas, allow them to increase power without moving their antennas and permit them to modify their signals to reach "gaps" in their coverage.

The Association of Federal Communications Consulting Engineers, a group of 90 broadcast engineers, also endorsed FM directional antennas. "Directional antennas can be successfully employed to provide service to a desired area while not adversely affecting other operations," it said. "The use of short-spaced transmitter locations will result in substantial improvements without a material impact on other operations."

Today, FM stations are separated from other stations on the same channel and a handful of adjacent channels by minimum distances specified in the FCC rules. These so-called mileage separations guarantee that the stations' signals will not interfere with one another. According to their proponents,

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directional antennas would permit "short spacing" without increasing interference.

Over the years, the NAB said, ever more AM stations have been squeezed into the AM band through a variety of means, including directional antennas. "As a result of this continual 'shoehorning-in' of AM stations, the band is now oversaturated and, in many cases, unreliable in terms of listeners' reception of high-quality signals," it said. "It would seem beyond question that the FCC's current AM allocations system should not be used as a model for revising the allocations standards in the FM service. Incredibly, however, that is precisely the course the commission has charted in its directional antenna... inquiry."

The NAB acknowledged that some FM broadcasters would like the FCC to allow them to use directional antennas. But, it said, it believes the "broadcast community as a whole shares our concern" over the use of directional antennas in FM. "Thus, while some broadcasters may be required to make personal sacrifices by foregoing directional antenna use, the long-term benefits to these broadcasters, other stations and the listening public should be viewed as paramount.

Malrite Radio and Television Inc., licensee of KZLA-FM Los Angeles, was the most bullish proponent of FM directional antennas: "A change in the station allotment and assignment methodology from a distance separation system to one based upon interference and specified overlap criteria together with the sanctioning of directional antennas, would somewhat alleviate the unmet demand for additional stations and, more importantly, allow existing stations to tailor their signal coverage to extend service to the expanded areas of their communities, which have changed over time."

The Massachusetts Class A Broadcasters Association, a group of nine FM stations, advocated directional antennas for "providing service to areas nearby the station's assigned community which may be outside its protected coverage contour... Allowing stations to squeeze closer together is only the converse of allowing them to reach out to serve the gaps in the areas between them."

Most of the other broadcasters wanted directional antennas to facilitate upgrades and use existing towers. Permitting the use of directional antennas, said WAJK(FM) LaSalle, Ill., would spare broadcasters "the trouble and expense of locating their transmitters at a site selected, not because of its signal coverage benefits, but in order to be fully spaced with other stations typically not even present in the market."

Directional antennas, said WZBQ(FM) Jasper, Ala., would "permit stations to co-locate their transmitting facilities on existing towers that would otherwise be short-spaced and, thus, minimize the environmental and aeronautical impact of new tower construction."

At least one of the broadcasters in favor of directional antennas shared NAB's concerns such as antennas leading to an overcrowding of the FM band. KZST(FM) Santa Rose, Calif., which believes a directional antenna would facilitate its upgrade from Class A to Class B1, said, "In order to provide a 'birth control' device for overpopulation of sig-

nals, we recommend that any new allocations be required to meet Class A protection ratios assuming an omni-directional antenna."

National Public Radio, representing the nation's noncommercial FM, which have been allowed to use directional antennas, cautioned the FCC to be careful in setting up its directional antenna interference standards. In addition, it said, it should "make

provisions to prevent the erosion of the non-commercial radio spectrum throughout the U.S. bordering the commercial radio band. If the commission fails to do so, small communities that want full service [noncommercial] FM stations in the future will probably find that the upper band [noncommercial] channels are no longer available due to commercial channel expansion on [the lower band] commercial channels..." □

Washington Watch

Taking sides. Eight former FCC commissioners led by Glen O. Robinson sent a letter to Congress last week expressing their support for the FCC's repeal of the fairness doctrine last month. The eight—Robinson, Mark Fowler, E. William Henry, Lee Loevinger, Stephen Sharp, Robert Wells, Margita White and Richard Wiley—said the doctrine has had "serious adverse—chilling—effects of the editorial discretion" of broadcasters. The "scarce resources environment" that justified the doctrine in the past "no longer exists," they said. First Amendment protections "should apply equally to the print, broadcast and cable media," they said. They tried to discourage Congress from trying to resurrect the doctrine in law. Congress "cannot resolve the constitutional question," they said. "Whatever action is taken by Congress... the fate of the fairness doctrine is now in the hands of the courts—ultimately the Supreme Court." The letter went to two of the leaders of the effort to bring back the doctrine in law—House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.)—as well as to every member of the Senate.

Robinson's letter, which was instigated by the National Association of Broadcasters, was, in part, a reaction to a letter signed by nine former commissioners led by FCC Commissioner Abbott Washburn sent to Dingell last month condemning the FCC's repeal of the doctrine. Since sending the letter, has found three others willing to sign on: Benjamin Hooks (1972-1977), Charlotte Reid (1971-1976) and Irvin Stewart (1934-37). Stewart, 88, who had his hand in the writing of the Communications Act of 1934 and who was one of the original members of the FCC, is Washburn's latest recruit. In a letter to Washburn, Stewart said: "I think in the 80's, as in the 30's, we Americans place great value on our ability to hear arguments on all sides of public questions. The fairness doctrine is an important tool in assuring continuance of a balanced flow of public information. [The doctrine] is certainly consistent with the objectives of the framers of the Act of 1934." A BROADCASTING survey of former FCC commissioners found three more who favor the doctrine (Robert T. Bartley [1952-1972], H. Rex Lee [1968-1973] and Thomas J. Houser [1971]) (BROADCASTING, Aug. 24). In all, 15 former commissioners—out of 30 known or believed to be living—are now on record supporting the doctrine. Of the remainder, eight oppose the doctrine and seven either have no comment or could not be reached for comment. □

NAB retreat. The National Association of Broadcasters executive committee is considering holding an executive committee retreat devoted to examining the impact of new technologies on broadcasting. "We feel it's very important for NAB to take more of a leadership role [in this area] and chart the future for over-the-air broadcasting," said Wallace Jorgenson, NAB's joint board chairman and president of Jefferson-Pilot Communications, Charlotte, N.C. Jorgenson said the directors would bring "experts in to let us know what's ahead." The committee said it was thinking of holding the retreat in February but had not selected a location.

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Coke adds Tri-Star to entertainment mix

Coca-Cola expands film and video division through exchange of assets for shares in Tri-Star Pictures

Coca-Cola Co., already a leading television producer through its Coca-Cola Television subsidiaries, now plans to create a \$3 billion film and video colossus by combining its entertainment business sector with Tri-Star Pictures.

Coca-Cola said last week it will exchange \$2.3 billion in assets of its entertainment business sector for approximately 74 million shares of newly issued Tri-Star common stock, increasing its ownership in Tri-Star outstanding shares from 36.9% to approximately 80%.

At the completion of the deal, expected by the end of the year, Coca-Cola will reduce its interests in Tri-Star to approximately 49% by distributing Tri-Star stock to Coca-Cola shareholders in the form of a taxable, one-time dividend. The remaining 51% would be held by existing shareholders of Tri-Star and Coca-Cola.

The new company, to be named Columbia Pictures Entertainment, will be headed by



Kaufman

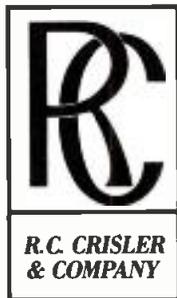
Victor Kaufman, Tri-Star chairman and chief executive officer. A former Columbia Pictures executive, Kaufman sold Coca-Cola executives on the idea of forming Tri-Star as a way to expand its movie distribution capacity shortly after the soft drink manufacturer entered the entertainment business in 1982. Kaufman was selected to head the company, and took it public three years later. Coca-Cola President Donald R. Keough will be chairman of the board of the new company. After the transition is completed, Francis T. Vincent, Jr., Coca-Cola's entertainment business sector executive vice president, will take responsibility for Coca-Cola's U.S. and overseas bottling properties.

Coca-Cola did not immediately reveal whether its television businesses, which include Columbia/Embassy Television (network and off-network syndication), Coca-Cola Telecommunications (first-run syndication) and Merv Griffin Enterprises (first-run), would be combined with the television side of Tri-Star. The smaller of the two companies, Tri-Star has three prime time series slated for the fall and has one-third interest in TeleVentures, a distribution firm it jointly owns with Witt/Thomas/Harris Productions and Stephen J. Cannell Productions.

But a source familiar with Kaufman said the creative units would probably be kept separate "for a while. What you would tend to bring together is the back office, the distribution, the kind of stuff where you can get some real economies of scale," he said. That would follow the same pattern Coca-Cola took when it combined Embassy Communications with Columbia Pictures Television and Merv Griffin Enterprises last November. It kept the production units separate but put distribution together under the Columbia/Embassy Television banner.

Paul Witt of Witt/Thomas/Harris expressed reservations last week about the new arrangement. "Being a small independent, we are most comfortable outside of the standard corporate structure," he said. "So we've always been somewhat paranoid about size and about our individual interests being sacrificed for the greater good of the whole.... That may be unaltered and in fact we may be a small company holding a big stick, which would be wonderful." Tri-Star currently handles administrative functions for TeleVentures, permitting the producers to concentrate on the creative side of the business, Witt added.

Between TriStar and the two independent production companies, Televentures has syndication rights to eight fall series — six on the networks and two on Fox Broadcasting. In addition, it will distribute a package of movies under the title of TV1 and has two first-run syndication strips in development.



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Stock and bonds. Paragon Communications said it reached \$430-million nonrecourse revolving credit and letter of credit facility with Chemical Bank and Toronto-Dominion Bank of Canada. Initial \$348 million borrowed under facility will be used to repay interim loans used in acquisition of certain Group W Cable systems by Paragon, Denver-based joint venture of Houston Industries and American Television & Communications. ■ Telemundo Group said it completed debt and stock offering, raising roughly \$130 million. Two million shares of common stock were priced at \$10.50, below initially contemplated offering price of \$11-to-\$13 per share. Zero coupon issues of \$105 million, due 1992, and \$115 million, due 1993, were priced to give effective yield of 12½% and 12¾%, respectively. ■ Sage Broadcasting completed initial public offering of 450,000 shares at \$5.50. Stock of Stamford, Conn.-based group owner is traded on NASDAQ under symbol, SAGB. ■ Centel said it would make open market purchases of up to 110,000 of its shares, to be used for corporate purposes.

Merger monitor. Midwest Communications said it acquired Burst Communications, Rocky mountain region broadcast systems dealer with annual sales "in the \$3 million range." ■ General Instrument said it sold lamp division for roughly \$10 million, and two plant facilities in Tucson, Ariz., and Post Falls, Idaho, for \$4.4 million. ■ Park Communications said it had agreement in principle to purchase *South Idaho Press*, Burley, Idaho, and co-located controlled circulation publication, *The Reminder*, from Cowles Media Co. ■ Washington Post Co. said it reached agreement to sell Florida cellular telephone properties to McCaw Communications for undisclosed price which would give Post after-tax gain "in the range of \$110 million." ■ Unitel Video said it purchased assets of Clearwater Teleproductions, primarily two mobile teleproduction units, and opened office in Dallas.

Closed door policy. Rogers Communications said that company would no longer register transfer of Class B nonvoting shares to non-Canadians. Board of Toronto-based MSO and group owner also said it requested management study "a proposal whereby RCI would make an issuer bid to repurchase from non-Canadian holders up to eight million outstanding Class B nonvoting shares on a pro rata basis at a price not to exceed \$24.08 (Canadian) per share." Last Tuesday B shares closed at 24¼ (Canadian). Rogers explained actions as necessary to preserve ownership restrictions under which it is allowed to hold broadcast and cable TV licenses in Canada.

Profit prescription. C.O.M.B. said it signed an investment and business development agreement with Medi-Rx, New York-based "mail-order provider of maintenance prescription drugs and other health care products to participants in corporate, union, and other health plans." Medi-Rx and C.O.M.B., half-owner of tele-shopping service, Cable Value Network, said they would "jointly pursue the development of a variety of marketing programs involving their respective customer bases and product lines." Subject to Medi-Rx shareholders, approval for increase in company's authorized shares, C.O.M.B. would purchase \$2.5 million in convertible notes and warrants which, if exercised would raise C.O.M.B.'s total investment in Medi-Rx to \$11 million for 38% of company.

Metamorphosis. Three senior executives of RVP Productions Inc., formerly RCA Video Productions, purchased company from Bertlesmann A.G. for undisclosed sum. Company will have new name, Lightyear Entertainment, and will open "West coast office in the fall, 1987," to facilitate expansion into television movies.

August, 1987

This Announcement Appears as a Matter of Record Only

The Somerset Group, Inc.
has acquired 80% of the assets of
Composite Communications, Inc.
to form
Somerset Broadcasting, Inc.

to acquire radio stations:
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WLTP-AM, Parkersburg, West Virginia
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Columbia/Embassy, has 12 series and one television movie appearing on the networks and Fox in various dayparts this fall, plus 15 sitcoms and nine dramas in syndication. CoCa-Cola Telecommunications, first-run product includes three sitcoms, three animated series and several two-hour pilots, including *The Return of Ben Casey*, *The Gunfighter* and *Dennis the Menace*, which it hopes to sell as series. The subsidiary will also release a home shopping show soon, a spokesman said. And Merv Griffin Enterprises continues to ride on the strength of *Wheel of Fortune* and *Jeopardy*.

On the theatrical side, Kaufman said it is the companies' "intention to operate the Tri-Star and Columbia Pictures motion picture business separately, with their own production, distribution and marketing executives." The proposed parallel structure for the film companies was praised by several analysts. The new entity would have \$3.1 billion in assets, putting it into the major leagues alongside MCA (\$2.7 billion) and Warner Communications (\$3.2 billion).

Wall Street responded positively to the move, with Tri-Star stock up \$3.50 to \$14.50 on heavy trading in the two days following announcement last Tuesday (Sept. 2). Coca-Cola was up 85 cents to \$51.38 over the same two-day period, in a period in which stock prices generally were down.

First Boston Vice President Jeff Epstein said the transaction "looks like a tremendous deal. Coca-Cola retains control of its distribution system with a minimum amount of capital and maximum control on return on

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investment and reported earnings per share."

Coca-Cola's entertainment business sector has a book value of approximately \$735 million as of July 31 (\$2.3 billion in assets, with approximately \$1.6 billion in liabilities, including \$403 million in interest-bearing debt). Revenues for the year ending Dec.

31, 1986, were \$1.4 billion, with operating income of \$225 million.

Tri-Star, with total assets of approximately \$810 million and liabilities of approximately \$545 million (including \$225 million of interest-bearing debt) has a net book value of approximately \$265 million, Coca-Cola

added. The company had operating income of \$21 million on \$254 million in revenues for the year ending Dec. 31.

The agreement, with negotiations still to be completed, is subject to approval by the boards of directors and shareholders of both companies, as well as regulatory agencies. □

DKM radio group goes public

Company, which owns AM-FM combinations in eight cities, will use money to pay off debt, dividends; Sage follows suit

Radio group owner DKM Broadcasting is planning an initial public offering of two million shares, raising as much as \$23.7 million to pay off debt and accumulated dividends. The common stock offering, to be priced between \$11 and \$13 per share, will represent 30% of the company's outstanding shares. The offering is being underwritten by Morgan Stanley & Co.

A second radio group, Sage Broadcasting, also has made a \$2.5-million initial public offering, with 450,000 shares to be sold at \$5.50.

DKM, a three-year-old, highly leveraged broadcaster that owns AM-FM combinations in eight cities including Dallas, Atlanta and Baltimore, said it will use the proceeds to pay \$5 million in accumulated dividends on the company's outstanding preferred stock, and to repay \$600,000 in principal and accrued interest on a \$15-million subordinated promissory note, as well as to repay a portion of an outstanding \$80-million revolving bank credit agreement.

The company's stations are: KMEZ-AM-FM Dallas; WVEE(FM)-WAOK(AM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; KLZ(AM)-KAZY(FM) Denver; WONE(AM)-WTUE(FM) Dayton, Ohio; WAKR(AM)-WONE(FM) Akron, Ohio; KWTO-AM-FM Springfield, Mo., and KFOR(AM)-KFRZ(FM) Lincoln, Neb. The FM's in Atlanta, Springfield and Dayton rank first in audience share in those markets, according to the company.

The station group reported a net loss of \$1.8 million for the first six months of 1987, on net broadcast revenues of \$19.4 million. Interest expenses for the period were \$4.7 million. Year-end results for 1986, on a pro forma basis, showed net loss of \$4.6 million on \$38.8 million in net broadcast revenues, with \$9.5 million in interest expenses.

According to DKM, however, net broadcast revenues from stations owned and operated for full six months in both 1987 and 1986 (Atlanta, Baltimore, Lincoln and Springfield) increased 8.1%, with increased local advertising revenues in all four cities and increased national ad revenues in Atlanta and Baltimore.

DKM was first formed in 1984 with the financial support of private investment company Dyson-Kissner-Moran (DKM) for the \$60-million acquisition of nine stations from radio broadcaster Shering-Plough Corp. Two of the stations were later resold by DKM for \$3.5 million and the group also later sold WPLO(AM) to Capital Cities Communications for \$6.9 million and it pur-

chased its present Atlanta station for \$4 million.

In late 1985, DKM bought the eight-station Stuart Broadcasting radio group for \$20.5 million, later selling a Clearwater, Fla., FM for \$10 million. Eight Group One Stations were then purchased for \$62.7 million in fall, 1986, with DKM reselling two Cincinnati stations for \$9.8 million to avoid overlap with its Dayton stations. Four more

stations were sold earlier this year for \$5.8 million.

Robert R. Dyson, chairman of the board, is principal shareholder in the company, owning, with other family members, 49.7% of outstanding shares. Dyson also is sole owner of WPDH(AM) and WEOK(FM), Poughkeepsie, N.Y. The company's president and chief executive officer, James W. Wesley Jr., who receives annual cash compensation of

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BottomLine

Sporting stake. Cablevision systems has completed buyout CBS, Inc. and Washington Post Co. interests in four regional sports services currently managed by Cablevision's Rainbow Program Enterprises, cable company said. Sports services reach over three million subscribers in New York, Chicago, Philadelphia and New England states.

Dupe deal. Satellite service company Robert Wold Co. Inc. has purchased New York videotape duplication facilities of Reeves Teletape. Chairman and President Robert N. Wold declined to state purchase price, but said value of acquisition was "several million dollars." Facilities, acquired from Reeves Communications Corp., are located in Astoria, New York, with 14,000 square feet of space.

Merging minds. Public relations companies Haft Group and Dennis Davidson Associates, have formed joint venture to provide financial PR services to U.S. entertainment industry. Company, called DDA Haft Entertainment/Financial, will be run by Haft and DDA vice-chairman Morton Segal. ■ Saatchi & Saatchi-owned advertising agencies McCaffrey and McCall, Inc. and Fairfax, Inc. have merged into single company, with paper transfer of Fairfax assets to McCaffrey and McCall, which will serve as division of new company. Fairfax, based in Indianapolis and Irvine, Calif., has annual billings of almost \$40 million, while New York-based McCaffrey and McCall has billings of \$300 million.

Debt offerings. MCA Inc. has made international public offering of \$300 million of 5.5% convertible subordinated debentures due 2002. Debenture offering, made by group of underwriters led by Morgan Stanley, Lazard Bros. and Salomon Bros., are convertible into MCA common stock at conversion price of \$69.63 per share. MCA was trading at around \$63 early last week. Proceeds, according to company, will be used for general corporate purposes, possibly including refinancing of existing debt. ■ Infinity Broadcasting has completed \$46 million issuance of 7.25% convertible subordinated debentures, due 2012. Debentures are convertible into shares of company stock at \$28.50 per share. Stock is currently trading at around \$24. Proceeds will be used to reduce bank borrowings, including those raised to purchase FM-AM combination KVIL Dallas for \$82 million last month.

\$249,000, also holds 6.7% of DKM stock, and James M. Strawn, executive vice president, finance, with \$134,000 in annual compensation, holds 1.7% in common stock. Both Wesley and Strawn are formerly of Cox Communications. Wesley was Cox's former executive vice president of radio, while Strawn was assistant controller of the broadcast division.

Sage Broadcasting Corp. expected to net approximately \$2.1 million from its offering (assuming an 8% brokerage commission). According to the two-year-old company, which owns 13 AM and FM stations and has agreements to purchase two more, approximately \$1.4 million from the offering, together with \$2.2 million in additional bank debt, will be used to pay \$500,000 incurred in its most recent purchase of WKHT(AM) Hartford, Conn.

The remaining proceeds of approximately \$700,000 will be used for general corporate purposes, including working capital and the payment of principal and interest on loans of \$180,000 made earlier this year.

The company owns WZFM-FM White Plains, N.Y.; WKHT(AM)-WL VH-FM, both Hartford, Conn.; WKOL(AM)-WMVQ-FM, Amsterdam-Albany, N.Y.; WBSM(AM) New Bedford, Mass.; WNAQ(AM) Waterbury, Conn.; WTAX(AM)-WDBR-FM Springfield, Ill.; WJJK(AM)-WBIZ-FM, both Eau Claire, Wis.; KMNS(AM)-KSEZ-FM, Sioux City, Iowa, and WXYQ(AM)-WSPF-FM, Stevens Point, Wis. Sage also has agreements to purchase WACO-AM-KHOO-FM, Waco, Tex., by sometime this week.

The company bought 12 of the stations in 1986 for \$16.4 million, including the eight-station Sentry Broadcasting group for approximately \$9.4 million, three stations from Metter Broadcasting for \$2.5 million, and WL VH-FM Hartford for \$4.5 million. The purchases were financed with \$11.3 million in borrowings from Chemical Bank and the sale of equity, including convertible debentures, the sale and leaseback of real property and other debt financing.

The company reported an \$863,000 net loss on \$2.2 million in revenue for the first quarter of 1987. Year-end 1986 results, on a pro forma basis, show that Sage recorded \$2.6 million in net losses on \$10.1 million broadcast revenues, with a broadcast cash flow (before depreciation, amortization, interest, corporate overhead and income taxes) of \$1.4 million.

Sage also reported it has incurred net losses of \$2.2 million from its inception through the end of first quarter, 1987, and expects to report net losses for the remainder of the year and possibly beyond 1987. The company has an estimated debt service of \$2.3 million and to meet it will require a minimum annual broadcast cash flow of \$1.9 million, it said. Pro forma cash flow for the first quarter of 1987 was \$222,000, with a 1986 cash flow of \$684,000.

Principal stockholders in the company are Edward A. Kerbs, with 17.5%; Leonard Fassler, chairman of the board, with 11.8% and Kenny Karen, with 10.4%. President and chief executive officer is Gerald A. Poch, and executive vice president and chief operating officer is Gerald M. LeBow. □

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TELEVISION

Famous Footwear □ Retail chain of family shoe stores will launch campaign in early October in 16 markets for six to eight weeks. Commercials will be slotted in early and late fringe, daytime and prime. Target: women, 18-49. Agency: Heibing Group, Madison, Wis.

Good Foods Magazine □ Campaign positioning magazine as helping viewers prepare excellent meals broke last week in 17 markets, including New York, Chicago and Los Angeles. Magazine will spend about \$1 million in advertising in fall. Commercials will appear in all dayparts. Target: adults, 25-54. Agency: Bozell Jacobs Kenyon & Eckhardt, New York.

DHL Worldwide □ Campaign began last week to showcase DHL's international air express experience on network television sports and spot TV in New York, San Francisco, Los Angeles, Miami and Chicago. Commercials will be prepared for prime time and sports segments. Target: men, 25-54. Agency: Ketchum Advertising, San Francisco.

Aaron Sells □ Retail furniture chain will inaugurate fourth-quarter campaign in about 20 markets, starting in late September. Market list will include Denver, Miami and Washington. Commercials will be carried in daytime and fringe periods. Target: women, 18-34. Agency: Paces East Advertising, Atlanta.

RADIO

Black Entertainment Television □ BET is launching its first advertising campaign in its seven-year history in mid-September, investing in 20 major markets throughout country to promote its cable services. Commercials are designed to advertise cable service's fall schedule and to increase number of subscribers. Commercials will run in all dayparts. Target: adults, 18-49. Agency: direct.

S.B. Thomas □ Sahara pita bread will be highlighted in two-week flight scheduled to begin in October in four markets including Boston and New York. Commercials will be placed in all time periods. Target: women, 18-49. Agency: Responsive Marketing, Des Plaines, Ill.

King Arthur Flour □ Flight of about four

weeks in length will be conducted in four or five Northeast markets starting in November. Commercials will be carried in various time periods. Target: women, 25-54. Agency: Rizzo, Simons, Cohn Inc., Boston.

RADIO & TV

Fuji Photo Films U.S.A. Company's Magnetic Products Division continues to be sole audio and videotape marketer

to use national television and radio, breaking new campaign in October and continuing through Christmas season. Package will run in television sports programs, in CBS and NBC prime time movies, and in radio spots on CBS Radio broadcasts of baseball playoffs and World Series. Comedian George Carlin will be featured in campaign. Target: adults, 25-54. Agency: Lord, Geller, Federico, Einstein, New York.

AdVantage

Back in the fold. Gillette's Soft & Dri antiperspirant returns to television advertising in mid-September after a one-year hiatus. The campaign will use daytime network TV, syndicated television and cable (primarily MTV). Commercials will appear in programs targeted to women, 12-34. The ad agency is BBDO New York.

Tough talk. Wxyz-TV Detroit has been selected by Media-Advertising Partnership for Drug-Free America to test hard-hitting public service announcement that warns of dangers of using cocaine and shows business executive/cocaine addict preparing to commit suicide. Commercial, which is titled "White Gun," will be carried on wxyz-TV during month of September. To stimulate public awareness, station will discuss commercial on its entertainment and news and public affairs programs. Reaction from viewers will be monitored for 30 days and report sent to Media-Advertising Partnership. "White Gun" is one in series of anti-drug announcements produced by Media Advertising Partnership.

Largest gainers. Advertising by automotive, travel, proprietary medicine and restaurant/drive-in firms showed sharpest gains in commercial television during first half of 1987, according to Television Bureau of Advertising. Total automotive advertising on television grew by 20% to \$1.25 billion, while travel, including hotels and resorts, climbed by 11% to \$263.4 million. Gaining 9% each were restaurants and drive-ins (up to \$617.9 million) and proprietary medicines (up to \$531.7 million). Leading category on commercial television in first half of year was food and food products, up 5% to \$1.35 billion. Top advertiser for first six months was Procter & Gamble Co., down 15% to \$285.9 million. Figures were compiled by TVB from analysis by Broadcast Advertisers Reports.

Sales study. Radio Advertising Bureau, *New York Times*, Taft Broadcasting. Price Communications and Meredith Corp. are co-sponsoring advertising sales research study being conducted by Professor Laurant Scarfo from University of Kentucky's School of Communications. Study, which is surveying some 1,000 media (radio, television, newspaper) salespeople and media buyers, is attempting to define elements for success in salesmanship.

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Heavenly numbers

In some of the earliest and most detailed audience surveys on viewing of satellite channels in Europe, both European satellite television in general and Rupert Murdoch's Sky Channel in particular have turned up winners.

The viewer survey, conducted by AGB on behalf of several state-owned and independent commercial satellite channels, including Sky, showed an estimated satellite TV universe of eight million households representing some 21 million people 4 years old and older.

According to the study, satellite stations now represent 16% of all TV viewing in Europe over the four-week average period used in the study. In West Germany, viewing of satellite channels is greatest, totalling 30%

of the 18.2 hours per week viewers in cable homes spend watching. In Scandinavia, satellite viewing represents 27% of all weekly viewing, 8% of viewing in the Netherlands and 7% in Switzerland.

The study also found four of the top 10 stations in cable homes surveyed are satellite originated: Sky, Super Channel, German-language Sat1 and RTL Plus.

Sky outperforms most other satellite channels in the findings, with the largest reach of all the satellite channels, penetrating 92% of cable homes in the 12 countries surveyed and the highest share of viewing, 6%, three times that of its English-language pan-European rival, Superchannel.

The commercial channel is also the third largest TV station in cable homes after German channels ARD1 and ZDF and has a 44% reach in cable homes over a four-week peri-

od, the study showed. Sky had particularly high reaches in Scandinavia, with 80% of cable homes over four weeks, and the Netherlands, with 58%.

The study (PETAR for pan-European television audience research) was conducted March 16-April 12 using quarter-hour diaries continuously for four weeks in all households able to receive one or more commercial satellite stations for at least three months (2,651 individuals in the weighted sample).

The countries surveyed were the United Kingdom, France, West Germany, Sweden, Luxembourg, Denmark, the Netherlands, Belgium, Switzerland, Austria, Finland and Norway.

Survey sponsors included Italian state channel RAI, RTL Plus of Luxembourg, Sat1 of West Germany, and, from the U.K., Sky, Super Channel, Screensport/Lifestyle and the Independent Broadcasting Authority. McDonald's System of Europe also participated and advisers to the PETAR committee included the European Association of Advertising Agencies and the World Federation of Advertisers. Survey results are available on computer disk from AGB.

World watch

CNN World Report, a new Sunday night telecast consisting of news and information submitted from television companies around the world, will launch at midnight on Oct. 25. TV organizations in some 45 countries, including the USSR, People's Republic of China, Japan, Sweden, and nations of Latin America, Eastern Europe, the Mediterranean and Pacific basin, have already agreed to participate, according to executive producer Stuart Loory. The submissions are to be aired unedited, with cuts only for violations of U.S. libel laws and to insure "good taste," Loory said.

Shopping list

Telaction Corp., the cable television shopping subsidiary of J.C. Penney, has added Sears, Roebuck, Neiman-Marcus and Zales Jewelers to the list of companies that has signed on for its electronic shopping mall service being field tested in Chicago. Sears joins Penney, Marshall Field and Spiegel as anchors in the shopping mall concept that encompasses approximately 35 other stores, including a grocery store, record store and travel agencies. The service is "customer-controlled," with viewers using a keypad and a touch-tone telephone to call up on their screen still-frame video of products and order merchandise.

Telaction plans to roll out the service in Chicago—it's being field tested in 75 homes now—and hopes to have 125,000 initial homes in the Windy City. Cable operators will receive the service free and do not get a percentage of sales. Telaction and Scientific-Atlanta handle installing the frame store units on the feeder cables that allows view-

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ers to call up pictures of the merchandise on the screen. Approximately 15 subscribers can be assigned to one unit. Customers could call up certain products and find someone else viewing the frame at that moment, in which case the service automatically calls back the subscriber when the frame is free. Telaction said studies have found subscribers can access the service 97% of the time during off-peak hours and about 84% of the time during peak hours, defined as 8 to 10 p.m.

Telaction's target audience is the "time-constrained person" who may be too busy to do some shopping, especially for groceries. Subscribers can order groceries and specify time and day when they can be delivered, for a \$3.50 fee. Telaction spokesman Mary Dale Walters said Telaction will "bring a broader demographic" to the cable operator. The two-income couple, or families with young children that find going to stores to shop a difficult task, are prime targets for the service, Telaction said.

Soviet sequel

The Discovery Channel announced last week it will provide a two-hour encore of the 66 hours of Russian programming it presented last February, including a taped discussion with Soviet spokesman Vladimir Pozner. *Russia—Live from the Inside: An Encore* will run on Oct. 25 at 8 p.m. and include segments from Soviet news and entertainment programming, similar to the February broadcasts. Pozner will be interviewed by Ellen

Mickiewicz, an Emory University professor and specialist in Russian television. Discovery said part of the reason for the encore was the response it received from the February series. A phone survey showed 94% of respondents wanting to see more Soviet news programming, for instance.

Ad package

Electronic Publishers Inc. has renamed its CableShow 2000 classified advertising production system, exhibiting it under the name The AdMaker at last week's Eastern Cable Show. The digital photography-based system allows for the production of still-frame video advertisements for cable channels. EPI said the system's attributes include the ability to make quick editing changes, move text anywhere on the screen and link ad creations with the bookkeeping department. EPI is making the units in three configurations, priced below \$15,000, \$30,000 and \$45,000.

TV for You

You TV, a basic cable service concentrating on health, fitness and well-being and scheduled for launch in February 1988, announced last week it had assembled a program advisory board of health experts to guide it in originating programming. You TV also announced the purchase of Digital Post, a Los Angeles post-production facility, to produce You TV's programming.

You TV plans to run news, talk and enter-

tainment programming on health and medical topics, diet, exercise and life-style topics to both broad and specific interest audiences. The service hopes to have 70% of its programming original production that will probably be scheduled in eight-to-12-hour grids. And it plans to turn over one to three hours per week to local cable operators to program their own health and fitness programming and preempt You TV's programming, if the local material is approved by You TV. The service hopes to have five to 10 million subscribers lined up for launch and is pursuing various financing operations. You TV's parent, Health TV Corp., is being funded primarily by its president and chief executive officer, Jerry Lehman, a former pharmaceutical executive. The company probably will make a public offering, which could be in the form of cable operator equity in the service or a general public stock offering, the company said.

Change in Tempo

Tempo Television, which is redirecting its program service to target the over-45 market, expects to have most of its programming changes in place by the end of the year.

In a press conference at the Eastern Cable Show, Kip Farmer, vice president, affiliate sales, Western region, described the changeover to an advertising-supported network. Until now, Tempo has derived its principal revenue from fees charged to program suppliers which sold their own advertising. Tempo will retain most of its popular segments, its travel and international shows, sports/outdoor fare and how-to and classic movie programming, while focusing on the 45-plus demographic when programming those segments. Farmer says Tempo, which now has 12.5 million subscribers, hopes to reach 17 million by the end of 1988, making it easier to sell advertising when full Nielsen ratings kick in.

He said some form of equity would probably be offered to cable operators, although the maximum the company would sell would be 40%. He also hinted that Tempo, as part of its increased promotional efforts, would join with other networks in a campaign that would target the same demographic. He said a promotional slogan is being created, but that there are no plans to change the name of the service.

Farmer said some Tempo-produced programming, including a talk show, would appear on the schedule. Changing from 75% to 80% program-supported, to 75% to 80% ad-supported, would take five years.

On impulse

Scientific Atlanta at the Eastern Show unveiled a new set-top terminal that contains a built-in impulse pay-per-view system. The model 8585 addressable converter already has the impulse PPV built into the converter, a feature upgraded from the 8580 model.

The chief attribute of the 8585 is that there is no add-on box for PPV, reducing the hardware on the TV set. The module can program purchases, tune to barker channels, record buying activity and report purchases to a central computer. The device is scheduled for introduction in December.

Local bent. Rainbow Programming Enterprises's 24-hour local cable news service, which debuted last December on Long Island, appears to be a hit. Rainbow is actively looking at setting up similar operations in other New York suburbs—Fairfield county, Conn.; Westchester county, N.Y., and New Jersey.

"Things are better than expected," said News 12 President Al Littleton, and the growth "is way ahead of projections." The service reaches some 500,000 subscribers and will add another 36,000 Oct. 1 when a Times Mirror system goes aboard. The company projected revenues of \$2.7 million in 1987, which has already been adjusted upward to \$3.5 million and may be adjusted again, an official said.

News 12 fills its programming day with news about Long Island, filling a niche in coverage that New York market stations can't provide. The most popular portions, according to Littleton, have been its morning weather and local traffic reports. The traffic segments are "surprisingly popular," said Littleton, and an area that News 12 may build upon next year.

The News 12 day is broken into four editions: morning (6-9 a.m.), daytime (9 a.m.-5 p.m.), evening (5-10 p.m.) and nighttime (10 p.m.-6 a.m.). Weekend programming includes more feature reporting and coverage of local sports. News 12 serves a market that would be a large stand-alone ADI (800,000 homes) if it would be separated out, and it has the equipment of a major-market TV news operation, including 10 mobile newsgathering units, an SNV and an ENG vehicle, plus "state of the art" studio and production facilities. News 12 is also a Conus and Worldwide Television Network affiliate.

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For the Record

As compiled by BROADCASTING, Aug. 26 - Sept. 2, 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

■ **KBCO-AM-FM Boulder, Colo.** (AM: 1190 khz; 5 kw-D; FM: 97.3 mhz; 100 kw; HAAT: 1,541 ft.)—Seeks assignment of license from Centennial Wireless Inc. to Noble Broadcast Group for \$27,250,000. Seller is owned by Robert D. Greenlee and his wife, Diane, who have no other broadcast interests. Buyer is San Diego-based group of five AM's and six FM's headed by John Lynch. It recently has purchased KBEQ-FM Kansas City, Mo. for \$9,250,000 and WMRE(AM) Boston for 3.7 million ("Changing Hands," July 20). Filed Aug. 25.

■ **KBCR(AM)-KSBT(FM) Steamboat Springs, Colo.** (AM: 1230 khz; 1 kw-U; FM: 96.7 mhz; 870 w; HAAT: 510 ft.)—Seeks assignment of license from KBCR Inc. to American Broadcasting Systems for \$900,000. Seller is owned by John Gayre and has no other broadcast interests. Buyer is owned by Rick Shaffer. It also owns KCIW-AM-FM Wickenburg, Ariz. KBCR is on 1230 khz full time with 1 kw. Filed Aug. 26.

■ **WEBE(FM) Westport, Conn.** (107.9 mhz; 50 kw; HAAT: 245 ft.)—Seeks assignment of license from 108 Radio Co. Ltd. Partnership to WEBE Associates for \$12 million. Seller is principally owned by Franz Allina and others. It has no other broadcast interests. Buyer is owned by M.L. Media Partners, headed by Martin Pompadur. It owns two TV's and also has interest in Television Station Partners, New York-based group of four TV's. It recently bought KHAK-AM-FM Cedar Rapids and KSO(AM)-KGGO(FM) Des Moines, both Iowa; WAMX(FM) Ashland, Ky.; WBYU(FM) New Orleans; WBNF(AM)-WHWK(FM) Binghamton, WYRK(FM) Buffalo and WCMF(FM) Rochester, all New York; WDAO(AM)-WWSN(FM) Dayton, Ohio; WIMZ-AM-FM Knoxville, Tenn., and WGNT(AM) Huntington, W.Va. for \$52.7 million from Stoner Broadcasting System ("Changing Hands," Aug. 10). Filed Aug. 21.

■ **WIMV(FM) Madison, Fla.** (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Madison Communications Corp. to Ed Winton for \$220,000. Seller has no other broadcast interests. Buyer is the sole proprietor of WMLO-FM, Havana, Fla. Filed Aug. 24.

■ **WKEI(AM)-WJRE(FM) Kewanee, Ill.** (1450 khz; 500 w-D; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Kewanee Radio Corp. to Miller Broadcasting Inc. for \$720,000. Seller is Webster City, Iowa-based group of four AM's and four FM's owned by Glenn Olsen. Buyer is owned by Howard A. Miller, former owner of WMBB(AM)-WYRL(FM) Melbourne, Fla. and WITS(FM)-WCAC(FM) Sebring, Fla. ("Changing Hands," Nov. 3, 1986.). Filed Aug. 12.

■ **KOAM-TV Pittsburg, Kans.** (ch. 7; ERP vis. 316 kw, aur. 63.1 kw; HAAT: 1,090 ft.)—Seeks assignment of license from Draper Communications to KOAM-TV Acquisition Limited Partnership for \$15 million. Seller is Salisbury, Md.-based group of three TV's principally owned by Tom Draper. Buyer is company formed by David Croll, principal in TA Associates, Boston-based investment banking firm. Filed Aug. 26.

■ **WQBC(AM) Vicksburg, Miss.** (1420 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from V-C Enterprises

Inc. to Sharing Inc. for \$200,000. Seller is headed by Richard A. Vork. It has no other broadcast interests. Buyer is owned by Tommy F. Johnson, who has no other broadcast interests. Filed Aug. 21.

■ **WKLZ-FM Port Henry, N.Y.** (92.1 mhz; 818 w; HAAT: minus 77 ft.)—Seeks assignment of license from Russell P. Kinsley and his wife, Susan, to Edward G. Pickett for \$155,000. Seller has no other broadcast interests. Buyer also owns WHWB(AM) Rutland, Vt. and WLKN-AM-FM Lincoln, Me. Filed Aug. 27.

■ **WOFM(FM) Moyock, N.C.** (92.1 mhz; 1.7 kw; HAAT: 420 ft.)—Seeks assignment of license from Southland Communications Inc. to American Eagle Communications of Virginia Inc. for \$1,538,461. Seller is owned by Klaus Rabb and James Hunt. It has no other broadcast interests. Buyer is owned by Joseph Kennedy, Mike Kromirs and Jim Rees. Hunt will retain minority ownership of station. Filed Aug. 25.

■ **WJYW-FM Southport, N.C.** (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Atlantic Broadcasting Company of Southport Inc. to N. Eric Jorgensen for \$1.3 million. Seller is Florence, S.C.-based group of one AM and two FM's owned by Fred C. Avent and family. It recently sold WMXQ(FM) Moncks Corner, S.C. ("Changing Hands," June 29). Buyer is former owner of WISE(AM)-WKSFF(FM) Asheville, N.C. and KZSS(AM)-KZRR(FM) Albuquerque, N.M. It has no other broadcast interests. Filed Aug. 24.

■ **WLEC(AM)-WCPZ(FM) Sandusky, Ohio and WADC(AM)-WMGP(FM) Parkersburg, W.Va.** (WLEC: 1450 khz; 1 kw-D; 250 w-N; WCPZ: 102.7 mhz; 10 kw; HAAT: 120 ft.; WADC: 1050 khz; 5 kw-D; WMGP: 99.3 mhz; 3 kw; HAAT: 210 ft.)—Seeks assignment of license from Erie Broadcasting Corp. to Signal One Communications Inc. for \$6 million. Seller is owned by James T. Embrescia, Kenneth and Martin Elrad, Alan Krause and Dr. Martin Markowitz. It

has no other broadcast interests. Buyer is owned by Kim E. Colebrook, former head of Cleveland-based GCC Communications, and Mills Hall Walborn & Associates, Cleveland-based advertising agency, headed by Michael A. Mooney. Filed Aug. 24.

■ **KYNG-AM-FM Coos Bay, Ore.** (AM: 1420 khz; 1 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Sequoia Broadcasting Inc. to Calegon Broadcasting Inc. for \$275,000. Seller is headed by Richard Behrendt. It has no other broadcast interests. Buyer is owned by James R. Baker and his wife, Carleen, and Scott Shapiro and his wife, Amy. Filed Aug. 24.

■ **KEOR(AM) Atoka, Okla.** (1100 khz; 5 kw-D)—Seeks assignment of license from Ballard Broadcasting of Oklahoma Inc. to Newton-Adair Inc. for \$243,170. Seller is owned by Drew Ballard, who has no other broadcast interests. Buyer is owned by James C. Newton and S.L. Adair, who have no other broadcast interests. Filed Aug. 25.

■ **WCBG(AM) Chambersburg, Pa.** (1590 khz; 5 kw-D)—Seeks assignment of license from Four States Broadcasting Station Inc. to Valley Marketing Systems Inc. for \$550,000. Seller is owned by Norman E. Messner and his wife, Molly. It has no other broadcast interests. Buyer is owned by Ronald Smith and his wife, Lois. Smith is salesman at WHAG-TV Hagerstown, Md. Filed Aug. 20.

■ **WWWA(AM) Burnetown, S.C.** (1510 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Midland Valley Investment Co. to Robert S. Cannella. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 21.

■ **WPFDA(AM) Fairview, Tenn.** (850 khz; 500 w-D)—Seeks assignment of license from Paul F. Durham to John E. Bozeman for \$225,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 20.

■ **KODK(FM) Kingsville, Tex.** (92.1 mhz; 3 kw; HAAT:

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210 ft.)—Seeks assignment of license from KODK Inc. to Riviera Broadcasting Co. for \$503,000. Seller is owned by Edwin T. Lovelace, who has no other broadcast interests. Buyer is owned by Brian A. King, Robert W. Walker and James S. Bumpous. Walker owns Colorado River Broadcasters, Inc., licensee of KSSR(FM) Balstrup, Tex. Filed Aug. 26.

■ **WBD(AM)-WWLT(FM)** Bamberg, S.C. (AM: 790 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Viking Broadcasting Corp. to Morgan Broadcasting Corp. for \$655,000. Seller is headed by Stewart Freeman and Robert Simpkins, who also own WPFR-AM-FM Terre Haute, Ind. and recently purchased WPGO(FM) Shallotte, N.C. Buyer is owned by Betty Morgan (55%), Wesley R. Morgan (25%) and Cleveland Morgan (20%). Filed Aug. 24.

■ **WKYG(AM)-WXKX(FM)** Parkersburg, W.Va. (AM: 1230 khz; 1 kw-U; FM: 103.1 mhz; 3 kw; HAAT: 556 ft.)—Seeks assignment of license from Jacor Broadcasting to Fritz Communications Inc. for \$1 million. Seller is publicly owned Cincinnati-based group of five AM's and seven FM's headed by Terry Jacobs, chairman. It recently purchased KOA(AM)-KOAQ(FM) Denver ("Changing Hands," April 20) and WBBG(AM) Cleveland ("Changing Hands," Aug. 3). Buyer is owned by Jack W. Fritz, his wife, Marylin, and son Jack W. Fritz II. Elder Fritz also has interest in WXYT-(AM)-WNTM(FM) Detroit, where younger Fritz is general manager. Filed Aug. 20.

■ **WKEE-AM-FM** Huntington, W.Va. (800 khz; 5 kw-D; FM: 100.5 mhz; 53 kw; HAAT: 560 ft.)—Seeks assignment of license from Capitol Broadcasting Co. to Adventure II Inc. for \$3.1 million. Seller is Raleigh, N.C.-based group of two AM's, five FM's and one TV principally owned by James F. Goodman. Buyer is owned by Michael Shott, who also owns WHIS(AM)-WHAJ(FM) Bluefield, W.Va. Filed Aug. 20.

Actions

■ **WAYE(AM)** Birmingham, Ala. (1220 khz; 1 kw-D)—Granted assignment of license from Woods Communications Group Inc. to Birmingham Christian Radio Inc. for \$225,000. Seller is owned by Dothan, Ala.-based group of one AM, three FM's and four TV's owned by Charles Woods. Buyer is Norfolk, Va.-based group of 12 AM's and three FM's, owned by Levi Willis. Action Aug. 20.

■ **KOCM(FM)** Newport Beach, Calif. (103.1 mhz; 2 kw; HAAT: 300 ft.)—Granted assignment of license from Donrey Media Group to Electra Financial Corp. for \$3.25 million. Seller is Fort Smith, Ark.-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. Station was sold and approved last year for \$2,950,000 ("Changing Hands," Dec. 15, 1986) but that deal fell through. Donrey also recently sold KOLO(AM) Reno ("Changing Hands," June 15). Buyer is principally owned by Steven F. Udvar-Hazy, who also has interest in KSRF(FM) Santa Monica, Calif. Action Aug. 20.

■ **KPPL(AM)** Denver (1390 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Linda L. Siderius, trustee for Golden Bear Communications Inc., to Huttner Broadcasting Corp. for \$265,000. Seller owns WBTV-FM Homer-ville, Ga. Buyer is owned by Donald Huttner. It has no other broadcast interests. Action Aug. 20.

■ **KCRT-AM-FM** Trinidad, Colo. (AM: 1240 khz; 250 w-D; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Colorado Broadcasting Corp. to Essex III Broadcasting Inc. for \$550,000. Seller is owned by Tony A. Cranford, who also owns KKBB(AM) Aurora, Neb. Buyer is owned by T. Charles Smith, announcer at WIMS(AM) Michigan City, Ind. Action Aug. 20.

■ **WLIS(AM)** Old Saybrook, Conn. (1420 khz; 5 kw-D; 500 w-N)—Granted assignment of license from Vanguard Communications Inc. to Del Raycey for \$900,000. Seller is Geneva, N.Y.-based group of three AM's and two FM's owned by Leonard Ackerman and Leonard A. Marcus. Buyer has interest in WDAS-AM-FM Philadelphia. Action Aug. 20.

■ **WLQY(AM)** Hollywood, Fla. (1320 khz; 5 kw-U)—Seeks assignment of license from Global Broadcasting Inc. to Rafael Diaz-Gutierrez and Victor Lanz for \$2 million. Sellers have no other broadcast interests. Buyer, Gutierrez, is former president and general manager with interest in WSKQ(AM) New York and vice president with interest in KSKQ(AM) Las Vegas. Lanz is new director at WAMA-(AM) Tampa. Action Aug. 20.

■ **WKRS(AM)-WXLC(FM)** Waukegan, Ill. (AM: 1220 khz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 322 ft.)—Granted assignment of license from WKRS/WXLC Inc. to H&D Radio Ltd. Partnership for \$5.5 million. Seller is

owned by Roger E. Kaplan. It has no other broadcast interests. Buyer is Hartford, Conn.-based group of four AM's and four FM's owned by Joel Hartstone and Barry Dickstein. Action Aug. 21.

■ **KXXL(AM)** Bozeman, and **KWYS(AM)** West Yellowstone, both Montana (KXXL: 1450 khz; 1 kw-D; KWYS: 920 khz; 1 kw-D)—Granted assignment of license from Serendipity Broadcasting Inc. to GNP Inc. for assumption of liabilities. Seller is principally owned by John Bronken and family, who have no other broadcast interests. Buyer is owned by Gary N. Petersen and Corrine Zickovich, who have no other broadcast interests. Action Aug. 20.

■ **KKIN(AM)-KEZZ(FM)** Aitkin, Minn. (AM: 930 khz; 1.5 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 328 ft.)—Granted transfer of control of Upper Minnesota Broadcasting Corp. from Ralph J. Coursolle and his wife, Marie, to Michael P. Patterson and his wife, Judith, for assumption of liabilities. Sellers have no other broadcast interests. Buyers own remainder of stock and have no other broadcast interests. Action Aug. 20.

■ **WDUR(AM)-WFXC(FM)** Durham, N.C. (AM: 1490 khz; 1 kw-U; 107.1 mhz; 1.19 kw; HAAT: 505 ft.)—Granted assignment of license from Great American Media Ltd. I to Pinnacle Broadcasting for \$6.5 million. Seller is principally owned by Donald W. Curtis. It also owns WTAB(AM)-WYNA(FM) Tabor City, N.C. Curtis, individually, owns WMBL(AM)-WRHT(FM) Morehead City, N.C. Buyer is owned by Phillip A. Marella, former owner of WMGC(TV) Binghamton, N.Y. Action Aug. 20.

■ **KQSR(AM)** Williston, N.D. (660 khz; 5 kw-D)—Granted assignment of license from Basin Broadcasters Inc. to Charles L. Scofield for \$71,918. Seller is headed by Duane Simpson and also owns co-located KDSR(FM). Buyer owns KEYZ(AM)-KYYZ(FM) Williston, and KLPZ(AM) Parker, Ariz. Action Aug. 24.

■ **WHYZ(AM)** Greenville, S.C. (1070 khz; 50 kw-D)—Granted assignment of license from Hooper Communications Corp. to Twenty First Century Communications Ltd. for \$730,000. Seller is owned by Thomas H. Hooper. It has no other broadcast interests. Buyer is principally owned by Martin A. McLung and eight others. McLung is Midland, Tex.-based investor with no other broadcast interests. Action Aug. 21.

■ **KIT(AM)-KATS(FM)** Yakima, Wash. (AM: 1280 khz; 5 kw-D; 1 kw-N; FM: 94.5 mhz; 100 kw; HAAT: 850 ft.)—Granted assignment of license from Goetz Enterprises Inc. to Ingstad Washington Broadcasting Inc. for \$1,550,000. Seller is owned by Jack H. and Margaret A. Goetz, who have no other broadcast interests. Buyer is subsidiary of Tom Ingstad Broadcasting Group, Grand Forks, N.D.-based group of three AM's and four FM's owned by Thomas E. Ingstad. Action Aug. 20.

PINNACLE BROADCASTING COMPANY

(Philip D. Marella, President)

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serving Nashville, TN

from
PHOENIX BROADCASTING
(Samuel H. Howard, President)

The undersigned, assisted by James Gammon
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In Contest

Applications

■ **Apple Valley, San Jacinto and Yucaipa, Calif.**—Designated for hearing applications of John A. McAulay for new AM station on 1550 kHz at Apple Valley and San Jacinto Radio for same frequency at San Jacinto, together with application of Delbert L. Van Voorhis for new AM on 1530 khz at Yucaipa. (MM Docket 87-344 by Order [DA 87-1174] adopted August 19 by Chief, Audio Services Division, Mass Media Bureau).

■ **Salinas, Calif.**—Designated for hearing following mutually exclusive applications for new FM on Channel 250A (97.9 Mhz), at Salinas: San Jacinto Broadcasting; Salinas Broadcasting LP; Artichoke Broadcasting Corp.; Gary T. Rodriguez; B.F.J. Timm; FM Salinas Limited Partnership; P&R Communications Partnership; Franklin D. Graham; Rose T. Casalan; Lisa Ann Wayne; Southern California Broadcasting Company; Crystal Communications, Inc.; Innovative Broadcasting, Inc.; Villamil FM Radio; and California Community Television Network. (MM Docket 87-338 by Order [DA 871140] adopted August 17 by Chief, Audio Services Division, Mass Media Bureau).

■ **Hammond, La.**—Designated for hearing applications of Mack D. Blair, Pontchartrain Broadcasting Company, Inc., Airwave Media, Ltd., Hammon Broadcasting Limited Partnership, and Florida Parishes Television Ltd. for new commercial TV station on Channel 62 at Hammond. (MM Docket 87-342 by Order [DA 87-1178] adopted August 20 by Chief, Video Services Division, Mass Media Bureau).

■ **Reno**—Granted application of Nevada Television Corporation for new television station on Channel 11 at Reno, and denied competing applications of Washoe Shoshone Broadcasting, Reno-Eleven Telecaster, Reno Mi nority Broadcast-

ing corporation, Page Enterprises, Inc. (KAME-TV), and Nevada Television Corporation. (MM Docket 85-293 by ID [FCC 87D30] issued August 17 by ALJ Joseph Chackin).

■ Bloomfield, N.M.—Designated for hearing applications of Mehl D. Tafoya. The Taber Broadcasting Company of New Mexico and Jose C. Olivarez for new FM on Channel 283C (104.5 Mhz), at Bloomfield. (MM Docket 87-340 by Order [DA 87-1190] adopted August 20 by Chief, Audio Services Division).

■ Grifton, N.C.—Designated for hearing applications of William S. Page, Jan B. Greene, Campbell Radio, Columbia Women's Radio, Inc. and Grifton Communications for new FM on Channel 257A (99.3 Mhz), at Grifton. (MM Docket 87-346 by Order [DA 87-1202] adopted August 21 by Chief, Audio Service Division, Mass Media Bureau).

■ Karns, Tenn.—Designated for hearing applications of John Strelitz, Piedmont Partnership, Karns Broadcasters, Ltd., Beaver Ridge Communications, Ltd., Jacob Broadcasting Company, Inc., and George S. Flinn, Jr. for FM on Channel 226A (93.1 Mhz), at Karns. (Docket No. omitted] by Order [DA 87-1191] adopted August 20 by Chief, Audio Services Division, Mass Media Bureau).

Allocations

■ Millbrook, Ala.—At request of Mac Carter, proposed amending FM Table by allotting Channel 246A (97.1 Mhz) to Millbrook as its first local broadcast service. Comments are due October 19, replies November 3. (MM Docket 87-333 by NPRM [DA 87-1179] adopted August 5 by Chief, Allocations Branch, Mass Media Bureau.)

■ Madera, Calif.—At request of KQMD-FM, proposed amending FM Table by substituting Channel 221B1 (92.1 Mhz) for Channel 221A and modifying KQMD-FM's license to specify operation on higher powered channel. Comments are due October 19, replies November 3. (MM Docket 87-334 by NPRM [DA 87-1161] adopted August 3 by Chief, Allocations Branch.)

■ Oidale, Calif.—At request of Buckley Broadcasting Corp., proposed amending FM Table by substituting 237B1 (95.3 Mhz) for Channel 237A and modifying license of KLLY(FM) to specify operating on higher powered station. Comments are due October 19, replies November 3. (MM Docket 87-332 by NPRM [DA 87-1180] adopted August 5 by Chief, Allocations Branch.)

■ Fort Walton Beach, Fla.—Substituting Channel 258C2 (99.5 Mhz) for Channel 257A (99.3 Mhz) at Fort Walton Beach and modifying license of WFTW-FM to specify new channel. (MM Docket 86505 [DA 87-1150] adopted August 4.)

■ Augusta, Ga.—At request of Sunny Communications, Inc., proposed amending FM Table by substituting Class C Channel 289 (105.7 Mhz) for Channel 289C1 and modifying license of WZNY(FM) to specify operation on higher powered channel. Comments are due October 19, replies November 3 (MM Docket 87-337 by NPRM [DA 87-1164] adopted August 5 by Chief, Allocations Branch.)

■ Pittsfield, Ill., and Palmyra, Mo.—Substituting Channel 250C2 (97.9 Mhz) for Channel 252A (98.2 Mhz) at Palmyra, and Channel 248B1 (97.5 Mhz) for Channel 249A (97.7 Mhz) at Pittsfield; and modifying license of KIDS, Palmyra, to specify Channel 248B1. (MM Docket 86-146 [DA 87-1151] adopted August 5.)

■ North Windham, Me.—At request of Kollen Dodge, proposed amending FM Table by allotting Channel 294A (106.7 Mhz) to North Windham as its first local FM service. Comments are due October 19, replies November 3. (MM Docket 87-336 by NPRM [DA 87-1165] adopted August 5 by Chief, Allocations Branch.)

■ Webster, Mass.—Allotting Channel 255A (98.9 Mhz) to Webster as its first FM service. The window period for filing applications opens October 14 and closes November 13. (MM Docket 86-145 [DA 87-1163] adopted August 4.)

■ L'Anse, Mich.—At request of Aaron J. Coffey, proposed amending FM Table by allotting Channel 291C2 (106.1 Mhz) to L'Anse as its first FM broadcast service. Comments are due October 19, replies November 3. (MM Docket 87-331 by NPRM [DA 87-1181] adopted August 5 by Chief, Allocations Branch.)

■ Newsberry and Munising, Mich.—Effective October 13, amended FM Table by allotting Channel 250C2 (97.9 Mhz) to Newsberry as its second FM service and substituting Channel Channel 252C2 (98.3 Mhz) for Channel 252A at Munising and modifying license of WQXO-FM to specify operation on Channel 252C2. The window period for filing applications for Channel 250C2 at Newsberry will open October 14 and close November 13. (MM Docket 86-447 by R&O [DA 87-1182] adopted August 6 by Chief, Allocations Branch.)

■ Winona, Minn.—Allotting Channel 268A (101.5 Mhz) to Winona as its second FM service. The window dates will be announced at future date. (MM Docket 86-372 [DA 87-1152] adopted August 5.)

■ Steelville, Mo. At request of Randal Wachter, proposed amending FM Table by substituting Channel 227C2 (93.3 Mhz) for 244A (96.7 Mhz) at Steelville and modifying license of KNSX-FM to specify operation on new channel. Comments are due October 19, replies November 3. (MM Docket 87-335 by NPRM [DA 87-1166] adopted August 5 by Chief, Allocations Branch.)

■ Warsaw, Mo.—Effective October 18, amended FM Table by allotting Channel 256A (99.1 Mhz) to Warsaw as its second FM service. The window filing period will open October 14 and close November 13. (MM Docket 86-437 by R&O [DA 87-1183] adopted July 30 by Chief, Allocations Branch.)

■ Grants, N.M.—Allotting Class C Channels 279 (103.7 Mhz) and 288 (105.5 Mhz) and deleting Channel 237A (95.3 Mhz) at Grants and modifying license of KLLT(FM) to specify operation on Channel 279 in lieu of Channel 237A at Grants. The window will open October 14, and close November 13. (MM Docket 87-105 [DA 87-1154] adopted August 5.)

■ Lisbon, N.D.—Substituting Channel 291C2 (106.1 Mhz) for Channel 292A (106.3 Mhz) at Lisbon and modifying license of KQLX-FM to specify operation on higher powered channel. (MM Docket 87-31 [DA 87-1153] adopted August 5.)

■ Aguada, P.R.—Allotting UHF TV Channel 50 to Aguada as its first local TV service. (MM Docket 87-32 [DA 87-1155] adopted August 5.)

■ Caldwell, Tex.—Allotting Channel 236A (95.1 Mhz) as its first FM service. The window will open October 14 and close November 13. (MM Docket 87-20 [DA 87-1162] adopted August 5.)

■ Wichita Falls, Tex.—At request of Wichita Falls Communications, proposed amending FM Table by substituting Class C2 Channel 292 (106.3 Mhz) for Channel 292A at Wichita Falls and modifying license of KTLT(FM) to specify operation on higher class channel. Comments are due October 19, replies November 3. (MM Docket 87-341 by NPRM [DA 87-1184] adopted August 3 by Chief, Allocations Branch.)

Summary of broadcasting as of June 30, 1987

| Service | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM | 4,887 | 170 | 5,057 |
| Commercial FM | 3,969 | 418 | 4,387 |
| Educational FM | 1,272 | 173 | 1,445 |
| Total Radio | 10,128 | 761 | 10,889 |
| FM translators | 1,115 | 766 | 1,881 |
| Commercial VHF TV | 542 | 23 | 565 |
| Commercial UHF TV | 461 | 222 | 683 |
| Educational VHF TV | 114 | 3 | 117 |
| Educational UHF TV | 198 | 25 | 223 |
| Total TV | 1,315 | 273 | 1,588 |
| VHF LPTV | 247 | 74 | 321 |
| UHF LPTV | 162 | 136 | 298 |
| Total LPTV | 409 | 210 | 619 |
| VHF translators | 2,981 | 145 | 3,126 |
| UHF translators | 1,998 | 293 | 2,291 |
| 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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Call Letters

Applications

Call Sought by

New FM's

KHOX Dennis H. Mitchell, Hoxie, Ark.
 WGIN Franklin Broadcasting, Calhoun City, MS

New TV

WBHS Silver King Broadcasting of Tampa, Inc., Tampa, FL

Existing FM

WSFM WJYW N. Eric Jorgensen, Southport, NC

Grants

Call Sought by

New AM's

WMXA CID Broadcasting, Inc., Chicago
 WLGW Peter S. Morton, Lancaster, N.H.
 WCIS Beacon Broadcasting, Morgantown, N.C.

New FM's

KADV Modesto Adventist Academy, Modesto, Calif.
 WAEM-FM Thomas Moffit, Sr., Marseilles, Ill.
 KKRP Delhi Broadcasting Ltd Partnership, Delhi, La.
 WWDR Jessup Broadcasting Ltd Partnership, Hardeeville, S.C.

New TV

KFBT 4-A Communications, Las Vegas, Nev.

Existing AM's

KCLQ KNGS Liggett Broadcast, Inc., Hanford, Ca.
 KWYD KPIK Patrick Communications II, Colorado Springs, Colo.
 WCFS WMMM Minuteman Broadcasting, Inc., Westport, Conn.
 WSEA WJWL Great Scott Broadcasting, Georgetown, Del.
 WWLW WMHI Michael A. Rutberg, Coleman, Fla.
 WGIG WBGA Nelson Broadcasting Corp., Brunswick, Ga.
 WYCP WHOO Radio Radcliff, Radcliff, Ky.
 KMYQ KVOB Hagan Broadcasting, Inc., Bastrop, La.

WSKW WQMR Mountain Wireless, Skowhegan, Me.
 WZJY WIXR Mount Pleasant Communications, Inc., Mount Pleasant, S.C.

Existing FM's

KCLQ-FM KCLQ Liggett Broadcast, Inc., Hanford, Calif.
 WSEA-FM WSEA Great Scott Broadcasting, Georgetown, Del.
 WIMC WLFO C.V.L. Broadcasting, Inc., Crawfordsville, Ind.
 KMYQ-FM KJBS Hagan Broadcasting, Inc., Bastrop, La.
 KKWK KRLQ All American Broadcasting, Inc., Muskegoe, Mich.
 WXYL WHCU-FM Eagle Broadcasting Co., Ithaca, N.Y.
 WFXZ WFXI James E. Hodges, Washington, N.C.
 WDOG-FM WYXZ Good-Radio Broadcasting, Inc., Alledale, S.C.
 WVMA WOAY-FM Thomas Radio Co., Oak Hill, W.Va.

Existing TV

KGUN KGUN-TV KGUN, Inc., Tucson, Ariz

"Open Mike" continues from page 28.

science of newsgathering. ABC's *Jennings/Koppel Report* on the Persian Gulf, aired earlier this month, was the most creative use of civilian remote-sensing satellite technology by the media to date. I had the feeling that I was in an aircraft flying around and above the Iranian military installations near the mouth of the Gulf, but without the obvious risk. In fact, no persons were taking any risk. A dedicated mediasat would be far better, obviously, if it had better resolution than Landsat and SPOT and was able to provide more timely data. There are impediments, as BROADCASTING's July 20 article pointed out, but the media leadership shows no interest in taking them on. Perhaps this is not too surprising, considering that both the Wright brothers and Dr. Robert Goddard were ridiculed in newspaper editorials about the activities we venerate them for today.

Returning to the sage, Clarke, for guidance, we may take note of another of his principles. This is his three steps of the process of acceptance of new technology, again, by the very persons who would benefit most. At first, many critics will say that the technology will not work. When it is shown to work, the critics will then say that the technology will not be practical, or, as is often the case, economical. When the usefulness or economics has been proved, the critics jump on the proverbial bandwagon and deny that they ever were critics. Mediasat (the concept) is in the second phase. Although Landsat images of military and other facilities have been used by the media since at least 1975, when *Aviation Week & Space Technology* published a Landsat (then called the Earth Resources Technology Satellite, or ERTS) image of the Soviet launch complex at Tyuratam, it was the combination of the new French SPOT satellite and the disaster at Chernobyl which gave impetus to the notion that mediasat was worth arguing about, or, to use the government's perspective, worth regulating (if I may somewhat alter the words of St. Augustine: It takes a great idea to make a heresy).

Time and events, I believe, will change

the picture (no pun intended). Western Europe and Japan will, in the near future, develop civilian remote-sensing satellites with resolution better than 10 meters, and the United States Department of Commerce will have no jurisdiction over the matter. Regarding the Departments of Defense and State, they accepted the fact that Soviet reconnaissance satellites would regularly observe and record events and facilities in the United States in the early 1960's. As many knowledgeable people have said, this reciprocal reconnaissance has added a healthy degree of stability to world affairs. It is not at all clear that a mediasat would harm United States security, although there are legitimate concerns of the Departments of Defense and State that will have to be worked out. (Access to space imagery by terrorists may be such a concern, but since, as the book by Netanyahu, et al., "Terrorism—How the West Can Win," points out, international terrorist networks are state-supported, with the Soviet Union being one of the main supporters; perhaps mediasat will allow us a good look inside some of the many terrorist training camps around the world.)—George Paul Sloup, attorney at law, Belmont, Calif.

Little problem

EDITOR: AM stereo is killing the small stations.

For many years our monaural AM daytime station has served this community with a presunrise authority of 500 watts. This power has always been adequate and still is on mono AM receivers. But on AM stereo receivers, the distant skywave signals render our local signal useless. I discovered this last year when we purchased a GM car with [a Motorola C-Quam] AM stereo radio. Even in very strong signal areas (25 millivolts per meter) the distant skywave co-channel signals intermittently turn on and off the AM stereo circuits in the radio, causing unbearable interference.

It's my understanding that the "beating together" of the skywave co-channel signals with the local signal produces a resultant

third signal that turns on the stereo circuit. The radio will have a perfectly good mono signal and the stereo will come on and seem to lock in on a distant signal that proceeds to move slowly from one speaker to the other. There is a constant jumping from signal to signal.

To determine whether this was only on our station, I drove to within three miles of a station operating on local channel 1450 with 1 kw. The same result. Later I drove to a nearby city with a station on local channel 1340 operating with 1 kw: ditto. I have heard the same situation on any number of local and regional stations as I travel at night.

I have never seen a report on this, so I called the FCC. The gentleman I talked to had not heard of this problem but promised to check with the Motorola people. He called back and reported that the Motorola people were aware of the situation and were working on it.

I'm sure that AM stereo has much to offer ailing AM. But surely there has to be a way to do it without killing the small community stations.—Glenn Mace, president, WGAS(AM) South Gastonia, N.C.

'Stand' hand

EDITOR: My partner, Dan Wachs, and I have been fans of your magazine dating back to our early college years.

We are pleased with some of the latest changes in your magazine, i.e. the reintroduction of "Where Things Stand" as a weekly feature.—Bob Dodenhoff, general partner, WKLY(FM) Rochester, N.Y.

Vive la France

EDITOR: Congratulations on the Aug. 24 French TV article. I'm glad you worked in reference to Tevespace, but would have liked also to see something of its role in the DTG vs. TDF battle. But I realize that space is limited. In any event, your article will be required reading for my next comparative broadcasting class.—Sydney W. Head, School of Communication, University of Miami.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

WNOE AM and FM, New Orleans' only country station and an EEO employer, seeks an experienced local sales manager. Resumes only: 529 Rue Bienville, New Orleans, LA 70130.

GSM: WRCN/WRHD Long Island. Experienced, disciplined, successful manager who can train, motivate and develop a local sales team. Build local/retail sales. Will also handle some key accounts on national-regional level. Compensation open. Call Dick Adrian, Pres., 516-727-1570 EOE.

Sales oriented general manager for medium market Indiana AM/FM. Ability to hire, train, and manage sales staff. Personal sales a must. Top facility in college town. Send resume and salary requirements to Box X-119. EOE.

Joyner Broadcasting continues to expand. We're looking for solid management level managers, sales managers and program directors. Send resume and tape to Tom Joyner, Joyner Communications, Inc., P.O. Box 1125, Cary, NC 27512-1125. No calls please.

General sales manager, Fort Pierce/West Palm Beach dominating Class C FM. Looking for highly motivated energetic GSM with proven management track record. Excellent compensation and benefit package. Send resume to John F.X. Davis, Southwind Broadcasting, P.O. Box 3032, Fort Pierce, FL 34948.

General manager. We seek experienced GM or GSM seeking to advance to build full potential of FM serving Michigan's thriving Cherry Capitol. First station of future group. Compensation commensurate with experience. EOE. Resumes only to P.O. 639, Minot, ND 58702-0639.

Top career opportunity for which very few readers of this ad will qualify. General manager for AM/FM top 15 market in Midwest, also to coordinate two AM/FM stations in top 25 markets. The right individual has solid and successful radio operating experience in top 25 markets, knows sales and programming, and is a serious bottom-line manager. The right individual has strong business and financial skills and a history of stable long-term employment. If you meet these criteria, write us a letter giving full and complete career and salary history plus current references. Responses will be kept strictly confidential. Write to Box X-133.

Prettyman Broadcasting Company is looking for a small-market general manager for a future acquisition. Very strong compensation tied to profit. To make it work, you must hit the street yourself every day, plus write copy, know marketing and promoting a radio station from A to Z, handle the P.D. and an engineer, know FCC rules, train and run the local sales folks, know how to talk to regional and national agencies and the national rep. If you max out at forty hours a week, this is not for you! High energy and ambition is what we're looking for. If you do the numbers, you'll love your income. Sell me! Bill Prettyman, P.O. Box 909, Salisbury, MD 21801 EEO.

General manager, Northeast Florida small market fulltime AM. Exceptionally attractive college town in fast growing area. Successful applicant must lead sales effort and enjoy community involvement. Compensation plan includes equity and ownership potential. EOE. Send resume to Box Y-24.

General sales manager, Sunbelt coastal medium market combo with strong ratings history is looking for a winner. Generous compensation package for the right person. Resume, earnings history and other pertinent info in first response to Box Y-9. EOE, M/F.

GM needed ASAP for gospel WUST (AM) in Washington, D.C. Unique opportunity requires strong administrative/financial management skills. Send resume and salary requirement to Barry Skidelsky, Esq., 132 East 45th Street, New York, NY 10017; or contact directly at Anaheim Hilton during NAB's Radio '87. EEO.

Wanted: Do it all husband and wife team to operate small 40 year old West TX AM, 18k yearly plus 10k in equity yearly plus 20% of the profit. Signal reaches Amarillo to Wichita Falls. The Little Giant has been good to Jumpin' George for over 30 years but at 63, it's about time to give someone else an opportunity to get rich. I still sign it on and broadcast sports all over the state. I'll stick around a few years and get you going. Think couple best, but will consider all. I'd marry any woman no matter how old, mean, or ugly, who can bill 10k monthly, survivor gets it all. I'm serious. Must stand close professional and personal check. George Morey, Box 297, Childress, TX 79201. 817-937-2563...talk only to George.

Sales manager needed at two different Florida country FM's. Must have proven sales ability. Be great teacher, motivator, leader. Growing broadcast group offers tremendous opportunity. Call Ron Kight 904-785-9549. EOE/MF

HELP WANTED SALES

Northern California, 100,000 watt, number one rated FM station 40 plus shares now expanding sales department. Seeks top aggressive, self motivated, experienced sales people with management potential. Media knowledge in agency and direct selling a must. Send resume including track record - salary history to James C. Nelly, KXGO, P.O. Box 1131, Arcata, CA 95521. No phone calls please. EOE M/F.

Account executive needed, AM/FM combo. Top 50 market. Prior experience a plus. Replies confidential. Box X-125.

Sales professional. We're looking for an experienced, aggressive sales professional to take substantial account list at one of Connecticut's most successful and respected radio stations. Salary, commission, bonus and incentives. Send resume and references to: Al Tacca, Sales Manager, 940 WINE, P.O. Box 95, Danbury, CT 06813. EOE.

Sales help wanted for Southern Appalachian small market. Earn up to 50% commission. Proven ability required. Only those with radio experience need apply. EOE. Box Y-23.

Immediate opening, established FM. List in need of growth 1-2 years experience. Midwest medium competitive college market. Top ratings and revenues, paying top dollar for success. Resume, track record in strictest confidence. reference will not be contacted without your knowledge. EOE. Box Y-15.

Move up to Midwest competitive college market FM station with top revenues and ratings. 1-2 years experience, motivated and enthusiastic. Immediate opening with established list, paying top commissions. Resume, track record in strictest confidence, references will not be contacted without your knowledge. EOE. Box Y-16.

Fine arts radio for Cape Cod is growing fast! We need to expand our sales force again. If you have a proven record in direct selling, a capacity to take genuine pride in a quality product, and an energetic desire to make money, then send your resume, achievement history and typed cover letter to Jim Van Law, GSM, WFCC-FM, Box 1308 W. Chatham, MA 02669. List available. EOE.

Sales manager: Northern California 100,000 watt, #1 rated all important demographics FM station with 40 plus share, seeks a no nonsense, take charge, aggressive sales manager to organize, rule and demand the highest potential out of the already well trained sales team. Must have complete grid card knowledge, at least 10 years radio broadcast sales experience. Your only job is to double the station's sales. Must be fair but tough and ready to work long hard hours. Current sales manager retiring. For more information and rates, look at the full page KXGO ad in the beginning section of the San Francisco September 1987 issue of SRDS. Resume to, James C. Nelly, KXGO, P.O. Box 1131, Arcata, CA 95521. EOE/MF. No calls please.

Wanted: salesperson for North Carolina station, Western Piedmont. Must have small market experience. Excellent commission against draw. Possible ownership opportunity to proven salesperson. Resume Box Y-21. EOE.

Akron's hot FM, has opening for aggressive account executive. Rated #1 and #2 in the key demos, with a great product to make you big bucks. Call Bill Klaus 216-673-2323. EOE.

Sales manager: Need aggressive, profit-minded sales leader for solid sales team eager for experienced direction. Growing, profitable #1 medium in Northeast Texas small market. Negotiable base and performance bonus for candidate with proven successful record. Brenmac Properties, 16803 Dallas Parkway, Dallas, TX 75248, or call Joe McHugh, 214-931-3000.

California KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Number one list available. Draw against commission. Outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744. EOE M/F.

HELP WANTED ANNOUNCERS

Exciting morning personality for urban contemporary in resort city. Send resume and tape to Program Director, 60 Markfield Drive, Suite 4, Charleston, SC 29407.

Maryland medium market AM/FM needs heads up morning jock. Good salary, excellent working conditions, excellent chance to move into management. Three years experience minimum. References, first letter, your credit and previous employers recommendations are most important. Box X-108.

Atlanta's news station seeks incredibly talented sports-caster/talk host. Must have command of the facts, be provocative and controversial. This is a station with a national news and sports reputation. Can you fit in? Send tapes to WGST Newsradio 92, 550 Pharr Road, Atlanta, GA 30363. Attention Eric Seidel, Station manager. No phone calls please.

National-quality voiceover pros needed for phonepatch sessions. Demo and rates to, Voiceworks, P.O. 17115, Greenville, SC 29606.

Morning person for 2-3 hour air shift. Sell balance of day. Salary-commission. Carolina small but growing market. Resume/references to Box Y-22. EOE.

WSSP-FM, Orlando's easy listening station, has a current on-air opening for evenings T & R to Allen Wilkerson, 140 North Orlando Avenue, Winter Park, FL 32789. EOE M/F.

Announcer for AC full service AM/FM in New York's Catskills. Production and copy writing required. Tape and resume with references to WVOS, P.O. Box 150, Liberty, NY 12754. EOE - M/F.

Experienced writer/announcer. Produce daily ski/summer travel reports aired on major Northeastern stations. Knowledge and love of skiing a plus! No calls. Tape and resume to Anne Bridges, New England Ski Areas Council, 10 Cox Road, Woodstock, VT 05091.

HELP WANTED TECHNICAL

Chief engineer wanted for Mid-West. Directional, high power FM and automation experience a must. Box X-69.

Chief engineer needed for Florida AM FM. Require energetic self starting quality oriented person with general license and experience in all phases of radio engineering. Salary range 20K. EOE. Resume to Box X-120.

NY area directional AM/class A FM chief engineer. Experienced all phases studio, transmitter, New air production facilities, automation, network. Must be responsible, management oriented individual to maintain and expand sophisticated facilities. Major group ownership, excellent salary/benefits. Immediate need but will wait for right individual. EOE. Reply in confidence to Box X-128.

HELP WANTED NEWS

Reporter for community minded small market Georgia AM-FM. Experience preferred. Good attitude and serious news commitment required. 804-744-2847. EOE.

Award-winning newsroom needs experienced morning anchor. Good writing skills, conversational delivery, willingness to work hard a must. Good pay/benefits. Tape, resume to ND Jim Beasley, Box 11202, Chattanooga, TN 37401.

100kw market leader seeking news anchor/reporter. Strong news delivery and sound skills a must. Send tape and resume to Dan Robison, News Director, WCOS FM/AM Box 748, Columbia, SC 29202. EOE.

Market news leader w/strong commitment needs 2 hard working reporter/anchors. AM/FM combo nestled between Hartford, Providence, New York, Boston. T & R to Dean Charles, ND, WICH, Norwich, CT 06360.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top 10 classical market looking for experienced program director and full-time announcers. Send letter and resume to Box X-75.

Production director for major market contemporary news station. Responsible for commercial and promotional production. Strong writer with the ability to utilize research information. Must have strong voice and delivery with a variety of styles. Must be very organized with attention to detail; flexible. Copy and tape samples, salary, resume to KTRH NewsRadio, Attn. Programming, P.O. Box 1520, Houston, TX 77251. EOE.

Operations manager: for WWFN public radio. This corporation for public broadcasting member station with classical/jazz format seeks individual with radio production management skills. Must be familiar with computer audio tape editing and have excellent English, verbal, writing and announcing skills. Requires relevant radio experience and a bachelor's degree. WWFN is a service of Mercer County Community College and is located on the West Windsor campus. Salary high teens. Excellent benefits. Forward cover letter, resume and cassette tape to: Mercer Co. Community College, Personnel Services, Dept. WWFN, P.O. Box B, Trenton, NJ 08690. An EEO/AA employer.

SITUATIONS WANTED MANAGEMENT

General sales manager: Ten year professional large and medium market, start ups, turnarounds, programing and marketing experience. Motivated, aggressive team builder and leader looking for a new future. Box X-110.

Manager with 18 yrs. broadcasting experience seeking full charge radio management in Northwestern U. S., prefer small to medium market FM. or combo. Call Jack 214-723-2605.

General manager with 15 years of experience in all aspects of broadcasting is seeking relocation to the Nebraska area. CRMC with a strong background in sales management. Box Y-3.

Florida GSM seeks GM position. Strong sales and program background. RAB concept/idea manager. Box Y-6.

Former successful business owner, seeking career change to the world of broadcasting. Experience includes 15 years, all phases of successful business operation. Creative thinker with psychology degree, traditional work ethic, yielding a full appreciation of 'bottom line' performance essentials. Just completed two months orientation/management consulting in small market c/w station. Participated in all phases. Strong interest and ability in talk radio field. Looking for progressive opportunity to demonstrate skills and expand experience. Joint venture possible. Doug 305-225-6470. 2051 N.E. Ocean Blvd., B-12, Stuart, FL 33494.

Available now, broadcaster with 20 years in management, sales, programing. GM GSM position desired. All locations considered 308-384-8621.

SITUATIONS WANTED ANNOUNCERS

Mature Englishman, recent C.S.B. grad., seeks production/announcing position where versatile vocal talents can be utilized. Call David Hammond 713-729-9183.

Talented sportscaster seeks PBP position. Available immediately. Solid background all phases of radio. Mike 602-293-8453.

National on-air meteorologist, 17 years exp., national and local radar. Low monthly cost. Call 619-282-1032.

Versatile disc jockey with 4 years experience. Experience in news and production. Travel anywhere. Dave 303-278-0106.

SITUATIONS WANTED TECHNICAL

Chief engineer. Over 9 years extensive experience in all phases of FM and AM directional. seeks challenging opportunity with stable company. Box Y-7.

SITUATIONS WANTED NEWS

Hard-working sports director, with 8 years experience behind the mike is looking to relocate immediately..Call Mike @ 618-654-4449.

Experienced sports director with eleven years of radio looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob 812-866-5515 after 5:30 EST.

Stylish 27-year news veteran available. Great mornings. Authoritative, human, believable, distinctive. James Banzer 1-405-840-2710.

ND, award-winning anchor: 512-447-9731.

Hard to find a complete news director isn't it? Someone understanding target audiences, as well as journalism. Encouraging staffers with a cheer, as well as constructive criticism. Who enjoys developing new talent. Not too hard to find. He's at 901-794-4695. All formats, market sizes. Supportive management, nice place to settle, station commitment to excellence, mandatory.

Hard working recent college grad looking for entry level position in broadcast media. Willing to relocate. Jeff- 516-938-5129.

TELEVISION

HELP WANTED MANAGEMENT

Station manager with proven sales and administrative ability for station in growing Texas city. EOE. Box X-83.

Aggressive, energetic sales manager with ability to recruit and train staff for south Texas VHF market. EOE. Box X-81.

Program/operations manager. Fast growing television division of a well known New England company is seeking a manager to oversee program and operations responsibilities. Production and indy background a big plus. Great opportunity to grow with an exciting new TV company in a great New England market. Send resumes to: Program and Operations Manager, WNHT-TV 21, P.O. Box 2100, Concord, NH 03301. EOE.

TV station traffic manager. Traffic manager wanted to manage four person department. Must have at least 2 years experience with computerized traffic system in television. Salary commensurate with experience. Send resumes to: GSM, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. EOE.

General manager. Cable Advertising Interconnect. Cable ad turnkey serving major Northeastern market seeking people oriented general manager. The successful candidate will have cable and advertising experience and possess excellent people skills for interacting with staff and affiliated cable systems. Previous management, sales and profit and loss experience required. Excellent compensation plan. Send resume to: Vice President/Marketing, High Cablevision, 1905 Old Philadelphia Pike, P.O. Box 1526, Lancaster, PA 17603. EOE.

Promotion manager: Maryland public TV network. Six-station network in competitive Baltimore-Washington, DC, market seeks aggressive regional promotion manager to obtain press coverage for its productions, on-air schedule and corporate activities. Must be at ease in dealing with the press, creative in promotional approaches, able to manage small staff and write in volume on deadline. College degree required plus minimum two years experience in promotion/publicity management for TV station, government agency or media organization. Knowledge of Baltimore--DC press corps useful. Ability to manage projects on timetable mandatory. Salary base \$26,763. Send resume, application letter to VP Creative Services, Maryland Public TV, Owings Mills, MD 21117 by September 21.

General manager: For Texas border town. Excellent opportunity to join a growing, aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary and incentive plan. State present salary. Send resume to Box Y-17.

Promotion manager: Top 50 market independent looking for aggressive promotion professional. Minimum two years experience in broadcast promotion required. Applicant must be a self-starter and possess organizational skills for this key position. Equal opportunity employer. Please send resume and references to Box Y-12.

Television station business manager: KFSN-TV, the number-one television station in Fresno, needs bright, hard-working, computer friendly individual with solid financial education and background to manage all financial and personnel functions. Person selected will lead a competent staff, supervise all financial reporting, manage station expense budget, oversee personnel policy and make recommendations to the general manager on all related matters. CPA or MBA degree desirable but not required; broadcasting experience helpful. Send resume to: Marc Edwards, General Manager, KFSN-TV, 1777 G St., Fresno, CA 93706. KFSN-TV is owned by Capital Cities/ABC, Inc. and is an EOE with minorities and women encouraged to apply.

Development director: Experience required in all aspects of PTV fundraising. Seek creative and independent-minded person with strong management ability. KBDI is a rapidly growing alternative PTV VHF station serving the Denver metro market. Send resume to: General Manager, KBDI-TV, P.O. Box 427, Broomfield, CO 80020. Women and minorities are encouraged to apply. AA/EOE.

HELP WANTED SALES

Local sales manager. NBC affiliate in Kansas seeks an energetic, highly-motivated individual to lead a young but professional sales team. Send resume to Herb Brown, KSNT-TV, P.O. Box 2700, Topeka, KS 66601. EOE.

Research director: WPRI-TV, the Knight Ridder Broadcasting station in Providence, Rhode Island, is seeking an individual to develop and present to client, research sales tools, and direct news, program and marketing research. Formal training, a thorough knowledge of research and PC experience required. Send resumes to: David Sallinger, Director on Marketing, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. An equal opportunity employer.

TV account executive: Number one, CBS affiliate has excellent opportunity - established account list in top growth market. Minimum two years TV sales experience required. Send resume, career goals and salary history to Vice President Sales, WTVR-TV, 3301 Broad St., Richmond, VA 23230. EOE. No phone calls, please.

Local sales manager wanted for major market independent TV station. Must have between 4-5 years TV sales experience. Management experience preferred; sports oriented and knowledge of independent television a must. If you're a proven leader who can motivate and direct a solid sales team in a highly competitive market, and are familiar with all phases of research such as product target AID, BMP and other marketing tools, send resume to: General Sales Manager, KITT-TV, 7325 Aspen Lane N., Minneapolis, MN 55428. No phone calls, please.

General sales manager WUSF (FM) and TV: We are now accepting proposals from individuals or firms for the establishing and management, on a commission basis, of a broadcast sales department to acquire business underwriting support and to sell on-air announcements and sponsorships to non-profit entities. All interested should request Invitation to Bid N. 7-497-1 from: Division of Purchasing, University of South Florida, ADM 185, 4202 Fowler Ave., Tampa, FL 33620. Call 813-974-2481 and ask for the bid typist. Bids must be received for opening by 3:00 PM EDT, 9/24/87, as specified in the above referenced Invitation to Bid. For information, call John Young, Station Manager, WUSF (FM), 813-974-2215. The University of South Florida is an EO/AA employer.

Would you like to live in one of America's loveliest areas forty-five miles north of San Francisco? Market of 150,000 with fifty percent market share! Write George Carl, KVON/KVYN, 1124 Foster Rd., Napa, CA 94558.

Sales manager: For Texas border town. Excellent opportunity to join a growing, aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary and incentive plan. State present salary. Send resume to Box Y-18.

General sales manager for Northeast network affiliated V in growth market. Minimum three years sales management experience. Box Y-8. EOE, M/F.

Sales pro. Minimum 2-3 years successful experience. Management opportunity. Show you can sell, move into management. Network affiliate, small, 3-station western market. Box Y-28.

HELP WANTED ANNOUNCER

Immediate opening: fulltime announcer for major market TV station. Ability to write promotional copy, familiarity with broadcast operations and commercial announcing experience desirable. At least 3 years live announcing experience for radio or TV a must! Send resume, salary requirements and air check with IDs, promo's and examples of your ability to write and voice a variety of styles to P.O. Box 25277, Alexandria, VA 22313.

HELP WANTED TECHNICAL

Chief engineer needed for small market UHF station. Must have knowledge of RCA TTU55 and studio maintenance. Opportunity to grow! Call 901-664-1600. Need immediately!

Maintenance engineer: Major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Must have strong maintenance and moderate design skills. Beautiful facility and friendly atmosphere. Contact Bruce Graham, Chief Engineer, 305-920-0800.

TV operations engineer: The National Technical Institute for the Deaf (NTID), the largest technological college for deaf students at Rochester Institute of Technology (RIT) seeks an operations engineer with an AAS/equivalent plus 2 years experience with one-inch VTRs, Chyron RGU, Sony BetaCam, Grass Valley switcher, and other broadcast quality equipment to operate equipment, identify and correct minor equipment failures, assist in equipment installation and in remote/studio production support. Excellent interpersonal skills. Willing to learn sign language. Send resume by Sept. 11 to: Personnel Office, Position #0312B, Rochester Institute of Technology, PO Box 9887, Rochester, NY 14623-0887. RIT is an equal opportunity employer.

Senior TV engineer: The National Technical Institute for the Deaf (NTID), the largest technological college for deaf students at Rochester Institute of Technology (RIT), has an immediate opening for an engineer with a BS plus 2 years, or an AAS plus 4 years experience with one-inch VTRs, Chyron RGU, Sony BetaCams, Grass Valley switcher, and other broadcast quality equipment to diagnose and correct major equipment failures, install and/or supervise equipment installation, provide engineering support for studio/remote productions, and assist the chief engineer. Excellent interpersonal skills. Willing to learn sign language. Send resume by Sept. 11 to: Personnel Office, Position #0254B, Rochester Institute of Technology, PO Box 9887, Rochester, NY 14623-0887. RIT is an equal opportunity employer.

Assistant chief engineer, WFXT-TV. Fox Television has an immediate opening for an assistant chief engineer. Applicant must have a minimum of 6 years television broadcast experience, with at least 3 years in a supervisory or management capacity. Experience with UHF transmitters a plus. FCC license or SBE Certification required. Send resume with references to: WFXT-TV, 100 Second Ave., Needham Heights, MA 02194. Attention: Bob Badaeux, Chief Engineer. EOE.

Master control operator for public television station near Los Angeles with signal coverage throughout southern California. Seeking people with two years fulltime experience in the installation, operation, maintenance and repair of radio and/or television equipment at a broadcast station or equivalent. Salary \$18.6K plus excellent family benefits package. Send letter and resume postmarked by 9/25/87 to Dr. Will Roberts, Acting Personnel Officer, KVCN-TV/FM, San Bernardino Community College District, 633 N.E. E St., San Bernardino, CA 92410-3080. EOE.

Experienced maintenance engineers needed for major, state-of-the-art Sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box Y-5.

Maintenance engineer: Qualifications include experience in studio ENG - EFP, 3/4 inch, 1/2 inch Beta-cam. We need people who can fix our equipment. No beginners, please. Resume and salary history to Box Y-2.

Chief engineer wanted: Southwest affiliate needs experienced engineer ready to be chief. If you're number 2, with good maintenance skills we want to hear from you. Must have "hands-on" experience and good organizational skill, plus a strong technical background. Resume and salary history to Box Y-1.

Immediate opening: Tape maintenance technician to work in major market television station/production house. Must have experience with 1" and 2" format machines and RCA schooling on TCR100 cart machines. Only qualified persons need apply. Send resume to Box Y-10. EOE.

WPHL-TV is looking for an experienced broadcast equipment engineer familiar with one and two inch format machines. Must have at least three years experience. Send resume to 5001 Wynnefield Ave., Philadelphia, PA 19131. EOE.

HELP WANTED NEWS

News director needed for top rated NBC affiliate. Five years reporting plus two years management experience required. Send resume and tapes to Al Bramstedt Jr., KTUU TV, 630 W. 4th, Anchorage, AK 99501. No phone calls. EOE.

Reporter. We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billy Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE. M/F.

Executive producer: Competitive affiliate looking for individual with leadership qualities, strong writing and organizational skills, and able to interact with other station personnel. Responsible for producing daily early hour and critiquing other news programs. At least three years producing experience. News philosophy and resume to: Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

Consumer reporter. Only the best need apply, two years experience required. Must be able to dig, package, do live air work. Our current consumer reporter is on her way to a top ten market, so the visibility is high. Tapes and resume to: Kirk Winkler, News Director, KETV, 27th & Douglas, Omaha, NE 68131. No phone calls.

America's #1 UHF independent television station is seeking an additional reporter to be available beginning early 1988. Qualified candidates must have a college degree or equivalent and no less than three years television news reporting experience. Send resume and 3/4" audition tape to Greg Neubacher, News Director, WKBD-TV, Box 50, Southfield, MI 48034. No phone calls. An EEO. M/F employer.

ABC affiliate seeks news director with management skills to lead and motivate a good young news staff. Send resume to General Manager, KSFY-TV, 300 North Dakota Ave., Sioux Falls, SD 57102. EOE.

Assistant news director/managing editor. Supervise newsroom staff and coordinate daily newsgathering at WUFT-TV (PBS) with daily half-hour news plus updates. Requires: Master's degree in broadcast journalism or related field and one year broadcast news experience or bachelor's degree and two years of professional experience. Minimum salary: \$19,440. Send resume for position #959320 by September 12 to Steve Wing, CEC, 446 Stadium West, University of Florida, Gainesville, FL 32611. It is University policy to conduct all searches in the open, subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

Leading Washington news and production company seeks photographer/editor. Talent, energy, creative editing under deadline pressure and ability to think on your feet. Non-returnable T&R to: Don Brownlee, Operations Director, Potomac Communications, 400 North Capitol St., NW, Washington, DC 20001. No phone calls, please.

News director. Market leader is looking for the best. Successful candidate will be a superb manager with ability to guide and motivate this major market newsroom. We already have the best people and equipment. If you're the person we're looking for then rush resume and philosophy outline to A.R. Sandubrae, Station Manager, KWTW, P.O. Box 14159, OKC, OK 73113. All replies will be handled confidentially. EOE, M/F.

Producer: we need someone who likes to work behind the camera to put together a great newscast. New station & equipment in a growing aggressive market. New York Times station. Resume to Frank Verdel, News Director, WHNT, P.O. Box 19, Huntsville, AL 35804. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Co-host for local magazine format show airing weeknights in prime access. Must have on-air experience and strong skills in writing and producing creative feature stories. Excellent organizational skills needed along with leadership qualities to manage talent and photographers in the field. Please submit resume tape to: Local Productions Manager, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605.

Needed: Sharp, creative videographer/editor for PM Magazine. Two years experience magazine, producing and writing skills helpful. Send resume and tape to D. Limbaugh, WCPX-TV, P.O. Box 606000, Orlando, FL 32860. Deadline September 15. EOE.

Promotion manager for top ABC affiliate in country and top station in market. One-person department, heavy emphasis in on-air. Salary DOE. No tapes; resumes and salary requirements only to Art Cabot, WJBF-TV, Box 1404, Augusta, GA 30903.

Vice president/programming for community-licensed Orlando television and radio station - WMFE/Channel 24 (27th market) and WMFE/FM 90.7 (51st market). Executive responsibility for the selection, production, promotion, and scheduling of stations' programs together with proper management of related staff, expenses and other resources. Overall expense responsibility for a combined programing budget of \$1.2 million. Directly supervises TV, radio, and promotion directors. Requirements include four to six years' experience in a middle-to-senior management position responsible for public broadcasting programing; literate in the areas of programing and production, law and public policy, promotion and public relations. Ability to manage/utilize program scheduling and audience measuring documents, data processing and system management duties of a multi-faceted division essential. Must have proven budget management skills with previous success with supervision, motivation and leadership of programing professionals. Confidential letter of interest and a current resume to: Stephen M. Steck, President, WMFE-TV/FM, 11510 East Colonial Drive, Orlando, FL 32817-4699. Equal opportunity employer.

Promotion director. #1 independent in 35th ADI seeks hands on manager for on-air and station promotion. Must be able to create, write, produce and edit. Send a tape of your work along with resume and salary history to Linda Cochran, VP/GM, WFLA 1205 Front St., Raleigh, NC 27609. EOE.

Senior TV director/videographer/editor: The National Technical Institute for the Deaf (NTID), the largest technological college for deaf students at Rochester Institute of Technology (RIT) has an immediate opening for a director/videographer/editor. BA plus 5 years or MA plus 2 years experience with BetaCam, CMX editing, studio/remote lighting, and audio. Excellent interpersonal skills. Willing to learn sign language. Send resume by Sept. 11 to: Personnel Office, Position #0331B, Rochester Institute of Technology, P.O. Box 9887, Rochester, NY 14623-0887. Only finalists will be asked to send sample tape. RIT is an equal opportunity employer.

Television & radio producer wanted by Catholic Diocese of Providence. Must have related degree and strong faith commitment to serve as producer, talent & crew for weekly TV & radio programing. Some experience, good writing and strong people skills required. Competitive salary, excellent benefits and superb working environment. Cover letter, resume and salary requirement to: Mr. W.G. Halpin, Director of Communications, Diocese of Providence, One Cathedral Sq., Providence, RI 02903.

TV news graphic designer. WPRI-TV, Providence is seeking an artist to develop graphics systems and resources while designing and producing Dubner Paintbox generated graphics in a pressure environment on a daily basis. BFA required. One-two years in graphic design and a strong illustrative background (television) preferred. Resumes only to: Steve Johnston, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. An equal opportunity employer.

Graphics director. CBS affiliate with excellent benefits seeks experienced graphics designer. Must have strong background in commercial art and design, with abilities in video production and electronic design equipment, preferably DVE, Ampex ESS and Thompson Graphics V. Send resume and 3/4" demo reel to: Director-Creative Services, WISC-TV3, 7025 Raymond Rd., Madison, WI 53711.

Professional small market Rocky Mountain network affiliate looking for master control directors and production assistants. Salary commensurate with experience. Resume to Box Y-25.

Director of programing & planning: ABC affiliate is searching for a unique individual with the following skills: (1) minimum three years experience in program acquisition or program research, (2) highly developed analytical skills, (3) fluent in computer technology. More than a program director's job. Send letter, resume, and references to Linda Brook, President & General Manager, WTLV-TV, P.O. Box TV12, Jacksonville, FL 32231.

Production manager/creative services director: Seeking highly dedicated individual with extensive background. Hands-on position emphasizes creating, writing and producing for local advertisers and in-house demands. Supervisory skills a must. Send resume and tape, complete with salary history to Nelson Pugh, Director of Operations, P.O. Box TV12, Jacksonville, FL 32231.

Newscast director needed in a competitive Texas market for fast-paced weeknight newscasts. Prefer 2-3 years news directing experience. Please send resume to Box Y-27. EOE.

On-air promotion manager for large PBS system in no. 1 and no. 4 markets. Charge of planning, writing and producing on-air spots. Supervises an assistant manager and announcer. Excellent opportunity for person with strong writing skills and a creative and fresh approach. Must have two or more years of recent experience managing on-air promotion at television station. Send resume, examples of broadcast writing and videotape of spots to: Personnel Office, N.J.N., 1573 Parkside Ave., Cn 777, Trenton, NJ 08625. EOE, M/F.

Writer/producer. Promotion writer/producer. Must possess skills in writing, editing and post production. Responsible for production of movie and program promos. Send resume to Personnel Manager, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE. M/F/H.

Producer/director: Versatile, aggressive, creative. News, programing, commercials. No calls. resumes only! To: Production Manager, P.O. Box 85347, San Diego, CA 92138.

SITUATIONS WANTED SALES

Successful sales pro with six years experience in local direct and regional/national spot. Will relocate, available immediately. 614-598-4334.

SITUATIONS WANTED ANNOUNCERS

Broadcast team: Husband/wife team with humor and style seeking spot with emphasis on travel and entertainment. Currently producing own projects. Call 201-288-6687.

Meteorologist with Monday-Friday experience and AMS seal aiming for larger television market. Box Y-11.

SITUATIONS WANTED TECHNICAL

Studio/operations first class engineer: 7 years of experience in master control, studio cameras and lighting, ENG, and video tape. Box Y-4.

SITUATIONS WANTED NEWS

Experienced newscaster in New York City suburb area radio seeks on-air position in TV news. Tape available, willing to relocate. Call Adam 212-874-6700.

Small market, full or part-time weathercasting position desired by 10-year print journalist seeking career change. Five years management experience, some college and work background in meteorology, related fields. Joe, 405-226-0275, or Box 5185, Ardmore, OK 73403.

Meteorologist seeks on-air position, 3 years on-air experience on radio and cable TV. Available early September. Replies to Box X-77.

Top rated news anchor with an 11 year proven track record seeks move up with TV newsroom on the move. Call Steve 606-439-2598.

From Tokyo traffic jams to Midwest forest fires... experienced, major market reporter/anchor is tired of traveling! Seeking stable, long-term position in great outdoors-type market. Box Y-20.

News producer--if you are a top 30 market searching for a good producer, here is one looking for a new opportunity. Call Ken at 513-734-2502.

Very attractive female seeks entry-level on-air position, broadcast degree, internship as reporter/anchor for live program, excellent editing and writing skills, wants a challenge. Any market. Tape. Mary 404-352-8295.

Female news anchor: Beautiful, charming, charismatic, dynamic ratings. Currently SE CBS affiliate. Interested? Let's talk 318-387-4726.

Seeking assistant news director position. Over ten years experience in news, public affairs and management. Would love to handle budget, paperwork and personnel hassles. Excellent references. Box Y-26

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Researcher: Master's candidate seeks research position with station. Strong computer, methodology, math and communication skills. Eager to help station compete. Willing to relocate. Call Tom 713-466-0012.

PROGRAMING

Attention: News directors. MediaSource Overseas News Service, now covering Central America, Middle East. News packages, feeds, B-roll, your correspondent or ours. Call 916-447-8477 or Telex 176259 HQ CSAC.

INSTRUCTIONAL SERVICES

FCC General Radiotelephone license preparation seminars. October schedule includes Boston, Philadelphia, Detroit. Our twentieth year. Bob Johnson Telecommunications. 213-379-4461.

MISCELLANEOUS

Primo People: The news director's best friend. We can deliver the best in screened and available talent, and we can do it immediately. Call Steve Porricelli 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

Feature stories wanted, outrageous or funny for pilot episode of "News-Lite". Current or dated stories okay. Send 3/4" tapes and SASE to P.O. Box 3070, South Pasadena, CA 91030. Payment upon acceptance.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Department head: Agricultural communications. Experienced communicator with demonstrated management skills to head information department for the agricultural research and extension programs of the Texas A & M University system. An advanced degree in communications-related field highly desirable. Application deadline October 15. Send resume, transcripts, and 3 letters of recommendation to: Personnel Officer, Texas Agricultural Extension Service, College Station, TX 77843. An equal opportunity, affirmative action employer.

HELP WANTED INSTRUCTION

The Penn State journalism program seeks three faculty members to teach print and broadcast news writing/reporting and/or photojournalism; applicant should also have an interest in ethics, history and/or law. The openings, which are contingent on funding, are expected to be available in August 1988, although one could be available as early as January 1, 1988. Send vita and three names of references by November 1, 1987, to Dean, School of Communications, Penn State University, Box J3/87-88, 208 Carnegie Building, University Park, PA 16802. Equal opportunity/affirmative action employer.

HELP WANTED TECHNICAL

Videotape editor. Full service post-production company seeks full time post editor for CMX 3600, ADO, A-62, VPR-3, on-line and off-line. Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Avenue South, Nashville, TN 37203, Attn: Joe Askins. 615-385-2820.

Broadcast engineer and production assistant. Fort Wayne, IN university seeks person to repair and maintain campus video and audio equipment and assist with all aspects of television production. Call 219-481-6519. AA/EEO employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Typesetter. Typesetter needed on a regular, full-time basis to typeset weekly magazine in Tyson's Corner, VA. Must have CCI or Magna System experience. Paste-up experience a plus. Top salary and benefits. Paid relocation. Send resume with salary requirements to: CommTek, Inc., 8300 Boone Blvd., Suite 200, Vienna, VA 22180, Attn: Pam Waite or call 1-703-827-0515. Ask for Pam. EOE M/F.

Financial analyst: High visibility, challenging position with broadcasting financial consulting firm. In-depth knowledge of accounting, finance, computers. MBA and broadcast experience preferred. Send resume and salary history to: Box Y-29.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs \$16,040 - 59,230/yr. Now hiring. Call 805-687-6000 ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP)

MISCELLANEOUS

Cars sell for \$155 (average)! Also jeeps, trucks, etc. Now available. 805-687-6000 Ext. S-7833 for details.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

25/20KW FM *Harris FM 25K (1986), Harris FM 25K (1983), *CSI 25000E (1979), *AEL 25KG (1977) **20 KW FM-CCA 20000DS (1972) * Transcom Corp. 215-884-0888, Telex 910-240-3856.

1KWAM **Harris MW1A (1983) *Continental 814-R1 (1983) both in mint condition **Bauer 701 (1983) *Gates BC-1G, 1T, 1J and BC500* Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KWAM **Gates BC-50C (1966) on air w/many spares, in STEREO.* Transcom Corp. 215-884-0888, Telex 910-240-3856.

10KW AM **Harris BC-10H (1980) Mint condition, spares also *RCA BTA-10H 100% spares just taken off air.* Transcom Corp. 215-884-0888, Telex 910-240-3856.

FM transmitters **Harris FM-10H (1974) w/MS-15 RCA BTF-10D (1969) **RCA BTF-5B also 3B **Sparta 602A 2.5 FM *Gates FM-1C 1KW* Transcom Corp. 215-884-0888, Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

Excellent equipment! UHF-VHF transmitters: 110KW, 55KW, 30KW—used; 1 KW AM, 5 yrs old—perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas-TX line; much more! Call Ray LaRue 813-685-2938.

Over 100 AM-FM trans. in stock All powers, all complete, all manufacturers, all spares, all inst. books. AM 1kw thru 50kw. FM 1kw thru 40kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. New # 214-276-9725.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000.

10KW FM transmitter; McMartin BF-10M 7KW to 15KW complete with exciter, tube set, manual, and some spares. Excellent condition. Call 806-372-4518.

KU earth stations: Includes 5.5 meter antenna with motor drive and deice, environmentally controlled equipment shelter, redundant uplink/downlink system. \$75,000. Call 505-275-3832.

RCA TTU-110C UHF transmitter. Only 5 years old. Currently on air. Tuned in mid band. Complete with dual SS exciters, Pulsar, good klystrons. Avail. approx. November '87. Can be inspected. \$190,000.00. Maze Broadcast, Inc. 205-956-2227.

Microwave system. RCATVM-6 one watt 7 Ghz solid state. Includes transmitter/receiver ends, plus 3 channels audio. Single system \$6500.00. Dual system \$12,000.00. Maze Broadcast 205-956-2227.

Sony BVU-800 3/4" VTR system. Clean and in good condition. Still removed from service. \$8750.00 Maze Broadcast. 205-956-2227.

Keith Monks record cleaning machines and parts 317-962-1471.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices, UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

Microwave repeaters 6 GHz. Receive and transmit, two polarizations with hot standby, approximately 10 watts per channel, large quantity available. Technichrome 702-386-2844

Satellite Earth Stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Technichrome 702-386-2844

Sony type 5 editing system, 3 RCA TCR-100s, Grass Valley 1600-7K with Emem and DVE, VPR-80, VPR-5, VPR-2Bs, TR-600, Ikegami 302s, HL-79s, Grass Valley 1600-3G, Harris Epic, BVH-1100s, Ampex VPR sio-mo controllers, VPR-2s, BVU-200 editing system, Fortell CY10, Tektronix 1474, Quanta Q-7B, and Select 7. Call Lynwood or Marvin for more information. 919-977-3600.

980' Zone A tower with GUY's, on ground, 12 bay antenna 93.1 MHz KQID/Alexandria, LA. 318-445-1234.

5" face solid core steel Atlas 980 ft. tower capable of carrying multiple antennas. Call 919-376-6016.

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WHERE ARE YOU?????

I am the right age, I have the right experience, I have an excellent track record, I am a settled down family man, I even have the right looks, but I still can't find you... do you even exist????... I am looking for a radio station that needs a GM and an owner or company that understands what it takes to be number one at the bank and in the "book". I am currently working at the corporate level of a group operation. Call 205-362-9047 to leave a message, so I can send you more info and arrange to talk with you at "Radio 87" in Anaheim....you'll be talking with my MOTHER-IN-LAW so be nice.

RESULTS ORIENTED SALES MANAGER

17 year, top 10 market, major company career broadcaster seeks GM, GSM opportunity. Regional, general, national radio sales management experience. Proven budget overachiever and sales trainer. Can relocate immediately. Excellent references. 513-489-7163.

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Top rated AM drive in 1,000,000+ market. Adults 25-49/25-54. Extensive programming background including major market. Need company who understands my A.A. commitment. Honesty essential! Call Bill "W" 513-439-5745.

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Polk City, FL 33868
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TELEVISION

Help Wanted Management

KSBW-TV BROADCAST CONTROLLER

The GILLET GROUP, owner of KSBW-TV in Salinas, California, is seeking an aggressive self starter as broadcast controller. Candidate should have 3 to 5 years of public accounting experience and possess good analytical skills, have data processing knowledge, and be experienced with Lotus 123.

Interested candidates should send resume and salary history/requirements to: Larry Haugen, GILLET GROUP MANAGEMENT, P.O. Box 4, Nashville, TN 37202.

Help Wanted Programing, Production, Others



MANAGER OF PROGRAMMING

Tichenor Spanish Radio Group seeks an experienced programming specialist to be responsible for maintaining and enhancing the company's dominant position in the markets we serve. Qualified applicants must be bilingual, have a minimum of 5 years Spanish programming work experience and a total knowledge of all varieties of music that appeals to the people of Mexican origin living in the United States. This key position will serve as Program Director for a major station in San Antonio, and be responsible for working with TSR program directors, music testing in specific markets, coordinating the station's research and executing strategies in conjunction with the program consultant. Company offers excellent benefit package and salary to be commensurate with experience and performance. Some travel will be required.

Send resume and cover letter to
Personnel Director
Tichenor Media System, Inc.
P.O. Box 711
Harlingen, Texas 78551
 Affirmative Action, Equal Opportunity Employer

Help Wanted Technical

CHIEF ENGINEER

to maintain 5KW Directional AM and 3KW FM. Oversee move of FM facilities to AM site and retuning of AM nights from 1KW to 5KW. Assistant provided. Experience with Harris transmitters helpful. Northern New Jersey Area, 35 miles from NYC. Apply to Peter Arnow, WDHA-FM; WMTR-AM, Box 1250, Morristown, NJ 201-538-1250.

Miscellaneous

NEWS HORIZONS Radio News Consultants

Professional news
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Fred Walters 818-506-5793

Help Wanted Programing, Production, Others

PROGRAM MANAGER

Aggressive, Top 10 Market Independent is seeking a Program Manager. Qualifications include: minimum of two years experience independent programming, computer skills applicable to programming, knowledge of traffic and film operations, budget preparation and programming administration for a major group-owned independent.

Send resume in confidence to:

BOX X-106

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Sought for a very lucrative (\$75K + minimum) L.A.- or N.Y.C.-based freelance position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to:

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Help Wanted News

KCRA-TV NEWS Sacramento/Stockton, CA

Seeking qualified applicants:

1. 11:00PM Producer.
2. Weekend co-anchor to work with female currently on staff.
3. General assignment reporter.

All applicants should send resume/salary requirement, and non-returnable tapes to:

Bob Jordan
News Director, KCRA-TV
3 Television Circle
Sacramento, CA 95814-0794.

Experienced only. No calls, please. EOE M/F.

Help Wanted Sales

LOCAL SALES MANAGER

Network Affiliate in nation's fastest growing population centers (Naples #1, Ft. Myers #3) seeking a goal-oriented Local Sales Manager. Ideal candidate will offer broad local experience and possess a thorough understanding of ratings, cop, vendor, production and sales marketing. Candidate must have ideas, be a proven leader and an excellent communicator.

This job will be long hours and hard work, but it offers great financial reward, solid professional growth and personal satisfaction.

You may have sales management experience or you may be seeking your first shot. We're open.

Send me a resume and a letter. If we feel you qualify, you'll hear from us soon. No calls please.

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Help Wanted Management



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

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

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

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Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media



Dzodin

Harvey Cary Dzodin, director, commercial clearance, broadcast standards and practices, East Coast, Capital Cities/ABC, New York, named VP, commercial clearance, broadcast standards and practices, East Coast.

Appointments at American Cablesystems: **R. Bruce Jones**, VP, marketing and programming, Beverly, Mass., headquarters, to senior VP, marketing and programming there; **David M. Thaler**, regional manager, New York, to VP and regional manager there.

James T. Morley, senior VP, NewCity Communications and general manager, WEZN(FM), both Bridgeport, Conn., named executive VP, NewCity, owner of six AM's and nine FM's, as well as American Comedy Network, syndicator of original comedy programming for radio.

Appointments at New York Times Broadcasting, owner of one AM, one FM and five TV's, New York: **Olin F. Morris**, general manager, KFSM-TV Fort Smith, Ark., to president and general manager, WREG-TV Memphis; **Robert Eoff**, VP, station operations, WREG-TV, to general manager, KFSM-TV.

Michael D. Osterhout, executive VP and general manager, Edens Broadcasting's WRBQ(AM) St. Petersburg, Fla., and WRBQ-FM Tampa, Fla., named president, Edens Broadcasting, Tampa-based owner of four AM's and four FM's. **Luis Albertini**, general sales manager, WRBQ-AM-FM, named VP and general manager.

Leslie Jacobson, executive VP and general counsel, Tri-Star Pictures, joint partnership of HBO, Columbia Pictures and CBS Inc., New York, joins HBO there as senior VP, business affairs and administration, program operation, human resources and facilities departments.

Dana L. Kehr, station manager, KOUS-TV Hardin, Mont., named VP and general manager.

Appointments at Daniels & Associates, multiple cable system operator, Denver: **George Barnard**, national sales manager, to VP, sales; **Larry Hoffer**, marketing manager, to director, marketing.

Appointments at Irvine, Calif.-based Times Mirror Cable Television: **Mike Palkovic**, manager, financial analysis, to director, financial planning and analysis; **Bob Rubery**, manager, operating procedure development, to group director, operations; **Steve Fowler**, director, management analysis, to general manager, Palos Verdes, Calif., Peninsula system; **Michel Champagne**, operations manager, TCI,

Chicago, to same capacity, north San Diego county system; **Lois Smith**, customer operations training manager, to director, customer operations, Irvine.

Shirley Timonere, director, television broadcasting, noncommercial WGTE-TV Toledo, Ohio, named station manager.

Don Kemper, general sales manager, WHIO-TV Dayton, Ohio, named station manager.

Richard Stead, controller, Sterling Oil Co., Greenville, Ala., joins WKAB-TV Montgomery, Ala., in same capacity.

Appointments at WRAL-TV Raleigh, N.C.: **Paul D. Quinn**, general sales manager, to assistant to general manager; **Paul R. Rope Jr.**, manager, station operations, adds responsibilities as weekend station manager.

Marketing

Appointments at Young & Rubicam, New York: **Barbara Badyna**, VP and director, casting, to senior VP; **Roseanne F. Horn**, senior producer, to VP.

Susan Babbit Brenner, VP, senior associate research director, FCB/Leber Katz Partners, New York, named senior VP, research.

Gloria Appel, VP and management supervisor, Waring & La Rosa, New York-based advertising agency, joins Bozell, Jacobs, Kenyon & Eckhardt as senior VP and management representative there.

Appointments at BBDO Worldwide: **Charles L. (Chuck) Sheldon**, executive producer, Foote, Cone & Belding, Chicago and San Francisco, to VP and executive producer, Chicago; **William (Buz) Sawyer**, VP, account supervisor, BBDO Worldwide New York, to VP, management representative there.

Scott Springer, account executive, CBS Radio Representatives, Los Angeles, named sales manager.



Klionsky

Marilyn Klionsky, local sales manager, WABC(AM) New York, named general sales manager.

Eric Mortensen, sales representative, Harp Press, Dallas, joins Keller-Crescent Co., advertising agency, Evansville, Ind., as account executive.

Ivy Collins, account executive, Selkirk Communications, Fort Lauderdale, Fla., joins National Cable Advertising, New York, in same capacity.

Appointments at Katz Communications: **Debbie Chicosky**, assistant to director, management accounting systems, New York, to assistant manager there; **Rosetta Glover**, account supervisor, management accounting

systems, New York, to billing manager there; **Tom Cahill**, local sales executive, KCNC-TV Denver, to sales executive, Katz Television there.

Joseph P. McNamara, national sales manager, WBNG-TV Binghamton, N.Y., named general sales manager.

Appointments at WSOM(AM)-WQXX(FM) Salem, Ohio: **Kathryn Velez**, local sales manager, WMGZ(AM) Farrell, Pa., and WMGZ-FM Sharpsville, Pa., to regional sales manager; **Jeffery Pierce**, account executive, to Canton, Ohio, sales manager.

Michael Conway, general sales manager, WPMT(TV) York, Pa., joins WTAF-TV Philadelphia in same capacity.

Ben Reed, local sales manager, WZZK-AM-FM Birmingham, Ala., joins KKYX(AM)-KLLS-FM San Antonio, Tex., as general sales manager.

David B. Plowden, general manager and general sales manager, KSRN(AM) Reno, joins WAVH(FM) Mobile, Ala., as general sales manager.

Thomas F. Dooley, director, strategic research, CBS/Broadcast Group, New York, joins CBS-owned WBBM-TV Chicago, as director, research.

Don Poole, marketing consultant, KGIL(AM)

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The Performance Company



San Fernando, Calif., and **Bernie Cade**, account executive, Questor Media, Los Angeles, join KABC(AM) Los Angeles as account executives.

Edward Munson Jr., account executive, WHAS-TV Louisville, Ky., joins WAVE-TV there as local sales manager.

Appointments at KGW(AM) Portland, Ore.: **Margaret Jennings**, account executive, to retail sales manager; **Suzanne Gordon**, account coordinator, to account associate.

Appointments at KSDK(FM) St. Louis: **Rose Weitz**, account executive, Katz Television St. Louis, and **Karen Lingreen**, account executive, WTTO(TV) Birmingham, Ala., to same capacities.

Programing



Jacobi

Ronald N. Jacobi, senior VP and general counsel, Columbia Pictures Industries and CPT Holdings, and deputy general counsel, entertainment business sector, The Coca-Cola Co., New York, named senior VP and general counsel and secretary, entertainment business sector, and senior VP and general counsel, Columbia Pictures Industries, Columbia/Embassy Television, Coca-Cola Telecommunications and Merv Griffin Enterprises.

Appointments at Columbia/Embassy Television, Columbia, Burbank, Calif.: **Tim Flack**, VP, talent and casting, to senior VP, talent and casting; **Lauri Maerov**, director, development, Motown Productions, Los Angeles, to program executive, current programs.

Ellen Glick, literary agent, International Creative Management, Los Angeles, joins Taft Entertainment Television, Los Angeles, as VP, development.

George Honchar, president, Miss Universe Inc., Los Angeles, joins Madison Square Garden Television Productions, New York, in same capacity.

Peter Locke, regional VP, Florida and Alabama, Comcast Cable Communications, Bala Cynwyd, Pa., named director, marketing operations.

Appointments at TeleVentures, Los Angeles: **Drew Hallmann**, associate director, research, Buena Vista Television, Los Angeles, to director, research; **Ed Youngmark**, VP, sales, Lorimar-Telepictures there, to Western sales manager; **Kathy Zeisel**, Western regional sales manager, Harmony Gold there, to Southwestern sales manager.

Virginia Kassel, director, development and production, East Coast, Primetime Entertainment, New York-based TV production company, named VP, program development and production, East Coast, there.

Heather Cleaver, sales/traffic assistant, Group W Productions, New York, joins All American Television there as research manager.

Maria Shriver, former co-anchor, *CBS Morn-*

ing News, CBS TV, New York, joins NBC TV there as anchor, teen magazine program *Main Street*.

Appointments at Dow Jones and Co.'s syndicated program, *The Wall Street Journal Report*, New York: **Chris Graves**, producer, Buena Vista Television's *Today's Business*, Los Angeles, to senior producer; **Hewitt (Hugh) West**, Midwest sales manager, Republic Pictures Corp., Los Angeles, to director, marketing and sales.

Mike Sullivan, public affairs director, WCCO-TV Minneapolis, joins PBS's *Frontline*, Boston, as senior producer.

Mark Thompson and **Brian Phelps**, morning drive show personalities, WAPI(FM) Birmingham, Ala., join KLOS(FM) Los Angeles in same capacity.

New commentators at National Public Radio's *All Things Considered*, Washington: **Harry Shearer**, former cast member, NBC's *Saturday Night Live*, and host, *Le Show*, noncommercial KCRW(FM) Santa Monica, Calif.; **Peter Steiner**, cartoonist, *The New Yorker*; **Daniel Pinkwater**, children's book author; **Richard Sales**, musical-audio humorist/commentator; **Eugene Ehrlich**, professor, English and comparative literature, Columbia University, New York, and editor, "Oxford American Dictionary."

Margaret Drain, producer/director, CBS News, New York, joins PBS as senior producer, *American Experience* series, produced by WGBH-TV Boston, WNET(TV) Newark, N.J., and KCET(TV) Los Angeles consortium.

Appointments at Telaction Corp., TV home shopping and information service, Schaumburg, Ill.: **Gayle Rogers-Nex**, manager, marketing research, United Cable Television Corp., Denver, to cable affiliate director; **Robert G. Mechaley Jr.**, former regional marketing and sales manager, Group W Cable, Chicago, to cable marketing manager.

Douglas Jackson, co-producer, and **Tommy Thompson**, unit production manager and first assistant director, *Designing Women* comedy series, Bloodworth/Thomason Mozark Productions in association with Columbia/Embassy Television, Los Angeles, named producers.

Michael Tobias, PBS producer and science and current affairs producer, noncommercial KQED(TV) San Francisco, and **Leo Eaton**, PBS producer, join noncommercial WMPT(TV) Annapolis, Md., as national producers.

Buzz Barton, on-air talent, KXXY-FM Oklahoma City, joins KEBC(FM) there in same capacity.

Appointments at WWOR-TV Secaucus, N.J., *People Are Talking* live, daily talk show: **Richard Bey**, host, daily morning program, KYW-TV Philadelphia, to same capacity; **Rose Mary Henri**, producer, KYW-TV, to senior producer; **Renee Hambley**, producer and substitute host, *AM San Francisco*, KGO-TV San Francisco, to producer and field correspondent; **Mary Duffy**, former associate producer, public affairs, to producer.

Laurence Kahn, producer, *Gene Burns Program*, WRKO(AM) Boston, joins WOR(AM) New York as producer, *Joan Hamburg Program* and *Luncheon at Sardi's*.

News and Public Affairs



Harris

Michael Harris, sports director, morning news anchor and reporter, WIL-AM-FM St. Louis, joins ABC Radio Networks, New York, as weekend sports anchor.

Kristin Gazlay, assistant chief of bureau, Dallas, Associated Press, named chief of bureau, Little Rock,

Ark.

Cory Warren, reporter and weekend anchor, KXLY-TV Spokane, Wash., joins KSBY-TV San Luis Obispo, Calif., as 5 p.m. anchor.

Appointments at WAKA(TV) Selma, Ala.: **Peggy Roberts**, general assignment editor, *Montgomery Advertiser* and business editor, *Alabama Journal*, to assignment editor; **Mary Schaper**, reporter and photographer, WSET-TV Lynchburg, Va., to reporter and weekend news producer; **Sonja Abraham**, editor and producer, WDHN(TV) Dothan, Ala., to reporter and photographer; **Darryl Player**, intern, WSAF(TV) Montgomery, Ala., to photographer; **Stacy Yospe**, reporter, WTVT(TV) Tampa, Fla., to reporter and morning anchor, WAKA(TV)'s Selma news bureau.

Chuck Gaidica, weathercaster, WJBK-TV Detroit, joins WDIV(TV) there in same capacity.

Ryan Cambridge, news and public affairs director, KPNW-AM-FM Eugene, Ore., joins KMTR-TV there as assignment editor.

Appointments at WNCG(AM) Newburyport, Mass.: **Bob Fitta**, news director, WDME(AM) Dover-Foxcroft, Me., to same capacity; **Rick Duarte**, producer, WBZ(AM) Boston, to sports director and assistant program director.

Sterlin Benson, MA, journalism, Northwestern University, Evanston, Ill., joins WIFR-TV Freeport, Ill., as general assignment reporter.

Appointments at KAKE-TV Wichita, Kan.: **Andrea Austin**, general assignment reporter, WSAV-TV Savannah, Ga., and **Bill Comfort**, general assignment reporter and anchor, WIBW-TV Topeka, Kan., to general assignment reporters; **Joseph DiMattia**, freelance artist, Wichita, Kan., to digital design artist, news department.

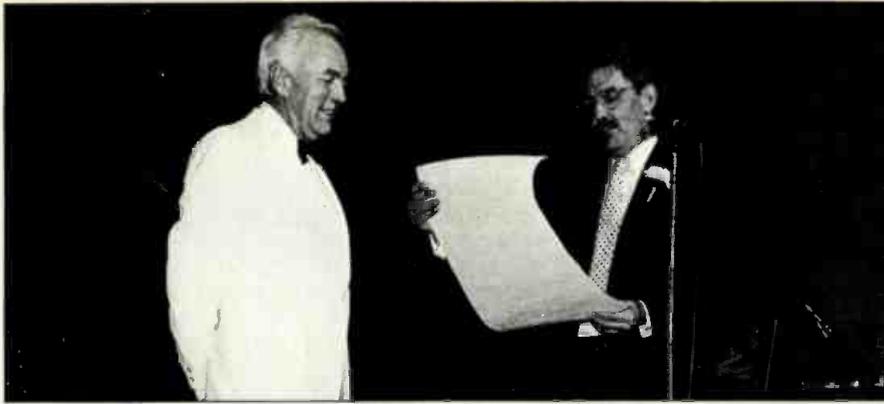
Ellen McVay, morning anchor and general assignment reporter, KPLC-TV Lake Charles, La., joins WPTF-TV Durham, N.C., as general assignment reporter.

Mary Kujawa, freelance publicity writer, CBS Records, Nashville, joins WEYI-TV Saginaw, Mich., as reporter.

Mark Strassman, general assignment reporter, WTVN-TV Columbus, Ohio, joins WXFL(TV) Tampa, Fla., in same capacity.

Mary Connelly, public service director, WITI-TV Milwaukee, named director, community relations.

Michael Wong, morning news producer, KPNX-TV Mesa, Ariz., joins noncommercial KAET(TV) Phoenix as manager, news and public affairs.



Jonathan Klein (r), vice president and general manager, Group W's wjz-TV Baltimore, announced the establishment of a broadcast scholarship fund in honor of wjz-TV news anchor, Jerry Turner (l), during an Aug. 29 celebration of Turner's 25th anniversary with the station. During the celebration, Group W Television Stations president, Thomas Goodgame, presented \$10,000 to the fund on behalf of Group W Television. The first wjz-TV/Jerry Turner Broadcast Scholarship will be awarded to a Baltimore-area resident to study broadcast journalism beginning in the fall of 1988.

Randy Paige, general assignment reporter, KGUN-TV Tucson, Ariz., joins WMAR-TV Baltimore in same capacity.

Dan Fiorucci, general assignment reporter, WNEP-TV Scranton, Pa., joins WTAF-TV Philadelphia in same capacity.

Jason Smith, associate producer, KDRV(TV) Medford, Ore., joins WLUK-TV Green Bay, Wis., as weekend news producer.

Thomas M. Pohns, news director and anchor, KGWC-TV Casper, Wyo., joins WAND(TV) Decatur, Ill., news staff.

Paul Smentek, mid-American region manager, Dialight Corp., Melville, N.Y.-based equipment manufacturer, named marketing manager.

Rick DePaoli, network technician, Nassau Community College, Long Island, N.Y., joins Katz Media Data, New York, as junior network control technician.

Sean Naughton, apprentice special effects editor, Western Images, division of Western Video Tape Productions, San Francisco, named special effects editor.

Promotion and PR



Hammer

Richard Elliot Hammer, director, creative services, The Entertainment Network, Los Angeles, joins Coca-Cola Telecommunications there in same capacity.

Joseph P. Chillemi, manager, affiliate advertising and promotion, CBS-TV, New York, joins NBC-TV

there as director, affiliate advertising and promotion, East Coast. **Cathy Lehrfield**, administrator, corporate media relations, NBC-TV, New York, named manager, corporate media relations.

Officers and members elected to PBS Advertising and Promotion Advisory Committee, Washington: **Carolyn Bailey Lewis**, director, public information, WNPB-TV Morgantown, W.Va., chairman, 1987-1988; **Pamela Golden**, director, public relations and advertising, WQED(TV) Pittsburgh, vice chairman, 1987-1988; **Georgia Gould**, manager, advertising, promotion and information, KTCA-TV St. Paul, Minn., and **Gregory Petersen**, public information manager, KRWG-TV Las Cruces, N.M., three-year terms. Board meets four times a year in Washington.

James G. O'Connell, manager, station relations, Paramount Domestic Television, Los Angeles, joins The Entertainment Network there as director, marketing and creative ser-

Technology

Doug Rother, VP, marketing, Data Communications Corp., Memphis-based equipment manufacturer, joins Jefferson-Pilot Data Services, Charlotte, N.C., as VP and general manager, Charlotte office.

Appointments at Quanta Corp., Salt Lake City-based equipment manufacturer: **Ronald Ward**, VP, engineering, to senior VP, engineering; **Peter C. Lowten**, director, product operations, to VP, engineering.

Richard N. Clevenger, VP, engineering, Cox Cable Communications, Atlanta, joins Paragon Communications, Denver, in same capacity.

John Candela, purchasing contracts administrator, ABC corporate purchasing, New York, joins BUYGROUP, technical buying company there, as VP purchasing.

Mark Bowers, director, engineering, Centel Cable Television, Oak Brook, Ill., named director, technical planning.

Ted Cutshaw, field representative, Chaparral Communications, San Jose, Calif.-based satellite television equipment manufacturer, named Southeast account manager.

Frank Foti, chief engineer, WHTZ(FM) Newark, N.J., joins parent company, Malrite Communications Group, Cleveland-based owner of five AM's, eight FM's and six TV's, as field supervisor, corporate engineering.

Broadcasting

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Paul Cimino, general sales manager, KLEX(AM)-KCAC(FM) Lexington, Ky., joins TM Communications, Dallas-based broadcast services firm providing jingles, ID packages and music libraries to radio stations, as regional manager, library/concept division.

Susan H. Moore, former owner. Moore Marketing Services, Escondido, Calif., joins Silent Network, Beverly Hills, Calif., as director, special promotion.

Rob Battles, assistant director, creative services, WABC-TV New York, named director, creative services.

Philip Pikelnny, director, marketing, Scioto Downs, harness racetrack, Columbus, Ohio, joins WBNS-TV there as director, marketing, promotion and publicity.

Helen Cavanaugh, publicity director, Media Home Entertainment, Los Angeles, joins The Lippin Group, public relations agency there, as account executive.

Ron Crowe, creative services director, KPIX(TV) San Francisco, joins WFAA-TV Dallas as promotion manager.

Karen Davis, secretary, creative department, J. Walter Thompson, New York, joins WRKO(AM) Boston as promotion assistant.

Michele Raupp, technical assistant, production, noncommercial WILL-TV Urbana, Ill., joins WAND(TV) Decatur, Ill., assistant promotion director.

Allied Fields

Glenn Serafin, director, Radio Broadcast Services division, Communications Equity Associates, Tampa, Fla.-based brokerage, named VP.

Gerald R. Proctor, president, Highland Communications Inc., Houston, joins Clifton Gardiner & Associates, Denver brokerage, as broadcast associate.

Appointments at Broadcast Investment Analysts Inc. consultancy, Washington: **Greg Welsh**, president, The Oasis Group, management consultancy, Fairfax, Va., to VP, corporate information; **Frank Higney**, financial analyst, to manager, bank presentations; **Peter Bowman**, producer, CNN, Atlanta, to financial analyst; **Devin Jones**, financial analyst, Martin Marietta Corp., Bethesda, Md., to same capacity; **MacKenzie Kearney**, assistant engineer, Frazier, Gross and Kadlec, Washington-based broker, to broadcast engineer; **Marty Wilkerson**, maintenance engineer, WCXR(FM) Woodbridge, Va., to assistant broadcast engineer.

Mickie Mulvey, national sales manager, KGW(AM)-KINK(FM) Portland, Ore., selected to nine-member Major Market radio advisory board.

Appointments at Nielsen Media Research: **Sandra M. Krause**, client service executive, Nielsen Television Index, Los Angeles, named account executive.

Appointments at radio advertiser-agency sales, Arbitron Ratings: **William Fritz**, account executive, Northeast region, New York, to



Fond farewell. Bert Carp (l), the former National Cable Television Association executive vice president who has become Turner Broadcasting System's vice president for government affairs (BROADCASTING, May 25), was honored last week by his former colleagues at a City Club of Washington reception. Pictured with him here: Lynn McReynolds, NCTA's director of public affairs, and President Jim Mooney. The last named praised Carp for his contributions to the cable industry, and particularly for his assistance in securing passage of the Cable Communications Policy Act of 1984. (Mooney credited that legislation for much of cable's present prosperity, although he was careful to qualify his optimism by saying that things were going well "this week"—alluding to the possibility that they could turn sour at any moment. Carp in turn applauded Mooney and the NCTA staff for their professional approach to public policy making in Washington.

account executive, San Francisco; **Gregory Dean Hampton**, research coordinator, Select Radio, Los Angeles, to client service representative there; **William J. Rose**, national sales manager, KSMJ(AM) Woodland, Calif., to Eastern division manager, New York; **Helen Ruffin**, eastern division manager, New York, to national accounts manager there.

Appointments at Catholic Telecommunications Network of America, New York: **Thomas A. Manning**, principal, TAM Consultants, Yardley, Pa., and former senior VP, Russell Harris Linder Agency, New York, to director, marketing; **Estelle Scully**, associate director, department of communications, Catholic diocese, Little Rock, Ark., named affiliate relations manager; **Daniel Felton**, priest, diocese of Green Bay, Wis., named Rome representative.

Deaths

Lee Marvin, 63, film and television actor, died Aug. 29 of heart attack at Tucson Medical Center, Tucson, Ariz. Making his dramatic television debut in 1952 episode, "The Mine," of ABC dramatic anthology series, *Rebound*, he appeared in "People Need People" 1961 episode of ABC's *Alcoa Theater* and also starred in and owned 50% interest in half-hour NBC crime series, *M Squad*, from 1957 through 1960. He is survived by wife, Pamela, and four children.

Archie Campbell, 72, part of original cast and artistic consultant in creation of Gaylord Productions' syndicated television program, *Hee Haw*, died Aug. 29 at University of Tennessee Medical Center, Knoxville, Tenn., of compli-

cations, including kidney failure, following heart attack suffered June 15. Fixture as Grand Ole Opry comic performer since 1960, he began career as on-air talent with WNOX(AM) Knoxville in 1930's, when he co-created *Tennessee Barn Dance* syndicated radio show (boosting careers of musical performers Chet Atkins, Kitty Wells and Flatt & Scruggs). While pursuing career as RCA recording artist, he joined *Hee Haw* in 1969, remaining regular cast member and writer through this season. He is survived by wife, Mary, two sons and two grandchildren.

Thomas J. Westmeyer, 39, vice president, Robert W. Rounsaville & Associates, Atlanta-based brokerage firm, died Aug. 18 at Central Florida Regional Medical Center, Orlando, of liver failure. Following career as air personality and programmer at KREI(AM) Farmington, Mo., WHB(AM) Kansas City, Mo., KOMA(AM) Oklahoma City, WQAM(AM) Miami and WBJW-FM Orlando, Fla., he became VP, programming, Rounsaville Group Stations, until its dissolution in 1982, when he followed its founder into Rounsaville brokerage. He is survived by his mother, Dorothy, and brother.

Karl Bruck, 81, television and film actor, died of cancer Aug. 21 at his Los Angeles home. Known as maestro Ernesto Faustsch to viewers of CBS-TV's daytime series *The Young and the Restless*, his television acting career also included appearances in ABC's *The Fugitive*, *It Takes a Thief* and *Love Boat*, NBC's *Star Trek*, and CBS's *Mission Impossible*.

Alec Campbell Jr., 79, founder and president of Prime TV Films, New York, died Aug. 24 of cancer at St. Vincent's Hospital there. He formed international television film distributor in 1960. He is survived by wife, Elsa Jane, and daughter.

TVX's answer man

Tim McDonald, president and chief executive officer of TVX Broadcast Group, relates an interview he once had with a major television group operator: "He was asking me a thousand and one questions about television, and I was answering them all. At one point he said, 'Tim, there is nothing wrong with saying: "I don't know," ' " to which I replied, 'You don't understand. I do this for a living. I am supposed to have an opinion about television. When you find something about television to which I don't have an answer, I'll say so... You just ain't hit it yet.' "

McDonald, 44, usually has a lot to say about television. Delivered none too shyly and with a riverfront style that originated with him in St. Louis, McDonald's opinions flow from a past that includes a short stint as a rodeo cowboy and an acquaintance with professional gambling. At moments, in fact, the bearded and anecdotal McDonald calls to mind Kenny Rogers as "The Gambler."

Alongside the outspoken maverick, however, there is a hard-working, ambitious man with two weeks of college and years of practical education. "When there is work to be done, I can go on a work binge for six months and work 18 hours a day," says McDonald, an observation seconded by TVX's investment banker, Nancy Peretsman.

McDonald's work ethic may have come from his mother, who raised him and three siblings in St. Louis on proceeds from writing copy for radio and TV. Although the family was never well off, a brother and sister both earned master's degrees.

The need to earn money was what brought McDonald to his first paying job, as a vacation fill-in copywriter at KYTV(TV) Springfield, Mo. Although only 15, McDonald got his foot in the station door because his mother had once been a copywriter at the station. McDonald got his first full-time job the next year, at KGBX(AM) St. Louis. From there he went to an FM station, which at the time was no treat, he said, since many people needed converters to get the signal. In addition to being a program and traffic manager, the then-17 year old also helped out in the sales department.

McDonald learned that he preferred the variety of creative work over the "repetitiveness" of sales and shortly thereafter went to Neds & Wardlow, a Springfield, Mo., advertising agency.

Several years later, McDonald wanted to try his luck in what he felt might be a less parochial setting, so he threw his television in an MG convertible and drove to the West Coast. He settled on San Francisco, where he had just enough money to pay rent and was able to eat because he had two weeks of dairy delivery service before being billed.

McDonald interviewed at a television station Metromedia then owned, KNEW(TV),



TIMOTHY SHAYNE McDONALD—President and chief executive officer, TVX Broadcast Group, Virginia Beach, Va.; b. Feb. 18, 1943, St. Louis; copywriter KGBX(AM) Springfield, Mo., 1959; copywriter, program and traffic director, KTXR(FM) Springfield, 1960; continuity director, KOTV(TV) Tulsa, Okla., 1962; creative director, Neds & Wardlow, Springfield, Mo., 1964; promotion manager, KNEW-TV San Francisco (now noncommercial KQEC(TV)), 1969; promotion manager, WNEW(TV) New York, 1970; promotion manager, WCBV-TV Boston, 1972; promotion manager and assistant program manager, WTTG(TV) Washington, 1974; program manager, WDCA-TV Washington, 1975; program manager, WTOP-TV Washington, 1977; vice president and director of broadcasting, WTTG, 1979; president and general manager, WTVZ-TV Norfolk, Va., 1979; TVX president since January 1982; children (from previous marriage)—Shawn, 22; Darrin, 20.

where the general sales manager was Ralph Becker, now a principal with Television Station Partners. Says Becker: "This fellow wandered into the TV station with no appointment, basically looking like a guy who got off the bus from Springfield., Mo. But with that strong power of persuasion, he convinced Graham [Moore, the general manager] to hire him."

McDonald's work as promotion manager for the station, during a period when four independents signed on the air, helped convince Metromedia to keep him even after it gave up on the market, donating the UHF station, now KQEC(TV), to the Bay Area Educational TV Association in 1970.

Although he stayed in promotion for nine years, McDonald's assessment of that aspect of the television business is less than glowing: "Most promotion is a waste and, more often than not, is involved with spending money rather than making excitement."

The overrating of money is a recurring theme with McDonald. "If money were the most important thing," he says, "I wouldn't be anywhere." One of his proudest accomplishments was at WNEW(TV) New York, where, along with a few other people, he created a promotional spot for a "creature feature" movie series using a seven-dollar Frankenstein doll and small-scale scenery made in one afternoon at the station's studio. The promo won a Clio award.

McDonald moved to Washington, where he continued to do promotion for Metromedia's WTTG(TV) but also began the next phase of his television career, in programming. That involvement became full time when he was hired by Milt Grant to be program director for a competing independent, WDCA(TV).

He was soon hired away by the Washington CBS affiliate, WTOP-TV. It was not his creative ability that was his programming strength, says McDonald. Jim Lynagh, then VP and general manager of WTOP-TV, who now heads Multimedia's station group, said McDonald made up for it in other ways: "Tim's strength was his pragmatic study of ratings research and his ability to look at syndicated programming."

McDonald recalls: "I was doing OK there but I remember when Jim Lynagh called me up and said I had to do 100% of the job. That meant, for instance, returning phone calls, which I had a tendency not to do if I didn't want to talk with them or was not ready to deal with them."

It was by eventually returning a phone call that McDonald became connected with TVX. Joel Cooper, then general counsel to the investors who had bought WTVZ(TV) Norfolk, Va., had tried to reach him. "I called several times," says Cooper, "and every time he was busy or otherwise preoccupied. Finally I just left a tantalizing message that it might be worth his while to call."

McDonald agreed to run the Norfolk station, TVX's first. He says that many of the departments he had run earlier in his career were larger than the station.

Within several years, however, the company was growing so much that McDonald gave up the general manager's post. This spring, TVX purchased five major-market independent TV stations from Taft. With a full complement of stations, he and executive vice president, John Trinder, and chief financial officer, Gray Kiger, keep busy reviewing budgets and program schedules.

Another generation has once again gotten its foot in the front door of a TV station, relates the TVX president. "My son just graduated from college with a degree in finance. He went to WDCA-TV (which TVX now owns), and the general manager said he would be given a chance but was going to be on straight commission because the station wasn't going to add to its overhead. Hearing that he got a job with my company may be the most exciting day of my life." ❏

Jacor Communications, publicly held radio group operator based in Cincinnati, signed letter of intent last week to acquire **Eastman Radio**, national radio representation firm, in stock transaction worth roughly \$8 million. Eastman stockholders will receive convertible preferred shares of Jacor stock. After deal is completed, Jerry Schubert and Bill Burton, Eastman Radio's president and chairman, respectively, will remain in consulting capacity to Eastman for at least one year. Carl Butrum, Eastman Radio's executive vice president for sales, will become president of firm, reporting directly to Jacor President and Chief Operating Officer Frank Wood. Eastman, headquartered in New York, currently represents some 170 stations in 110 markets including four Jacor-owned properties. Eastman's staff will stay intact, said Butrum. Earlier this year, Katz Communications was negotiating purchase of Eastman, but talks fell through ("In Brief," June 22).

Fox Broadcasting Co. officials maintained last week that despite reports to contrary, **Down and Out in Beverly Hills** and **Karen's Song** were not canceled, and that more original episodes could crop up occasionally during fall season to fill holes in schedule. Production teams for both shows have been disbanded, however, and no new scripts have been ordered "for the time being," Fox spokesman said. Through period ended Aug. 30, *Karen's Song* had seven-week average of 2.9/6, while *Down and Out* had five-week average of 2.9/7. Replacing programs on fall schedule will be *Women in Prison* from Ron Leavitt and Michael Moye (*Married... With Children*). New program debuts 8:30 p.m. Sunday, Oct. 11, in place of *Duet*, which moves to 9:30 p.m. Saturday slot. Fox will add *Second Chance* from David Duclon (*Silver Spoons*, *Punky Brewster*) at 9 p.m. Saturdays, beginning Sept. 26. FBC's fall season will debut weekend of Sept. 26-27, one week after Prime Time Emmy Awards telecast. Other Sunday changes includes shifting time periods of *The Tracey Ullman Show* and *Mr. President*, with *Ullman* returning to 9 p.m. and *Mr. President* to 9:30 p.m.

Turner Cable Network Sales announced appointment of **33 authorizing agents to sell CNN, Headline News and CBN Network to backyard earth station owners**. They are Anixter Brothers, Skokie, Ill.; Apollo, Fort Wayne, Ind.; Best Reception Systems, Knoxville, Tenn.; Bluefield Distributing, Bluefield, W. Va.; Cain & Bultman, Jacksonville, Fla.; Carmichael Electronics, Dothan, Ala.; Consumer Satellite Systems, Noblesville, Ind.; Country Cable TV, Ocilla, Ga.; D&H Distributing, Harrisburg, Pa.; DSI Distributing, Des Moines, Iowa; Earth Terminal TV, Manchester, N.H.; Echosphere Corp., Denver; High Frontier, Tempe, Ariz.; Interstate Distribut-

Blair bonus. *There was good news for Blair Television, rep division of John Blair & Co., on two fronts last week. WWOR-TV Secaucus, N.J., and Blair reached an agreement on a new one-year deal, beginning next year. Blair and the station will continue their present arrangement through the end of 1987. Also, Blair acquired representation of Gannett's WUSA(TV) Washington. That station was formerly represented by MMT Sales Inc. With national spot billings of between \$35 million and \$40 million, WUSA(TV) will become Blair Television's largest client. Gannett and Blair also agreed to continue their present rep relationship, with representation of six of its other stations under Blair. Gannett's KVUE-TV Austin, Tex., will now be represented by Petry. That station was formerly represented by MMT. Blair also acquired representation of WXTV-TV Syracuse, N.Y., from Katz last week, and opened its 19th sales office in Tampa, Fla.*

Decision by WWOR-TV owner MCA was pending since the station asked a variety of reps to make presentations following the official transfer of control to MCA. The Gannett decision follows a request by Gannett corporate officials for review of the present rep situation (BROADCASTING, Aug. 24). Decisions leave all but one question answered about the present rep configuration nationally—representation of KHJ-TV Los Angeles. That station is expected to invite various reps in for presentations if the transfer of ownership from RKO to Walt Disney is completed.

ing, Shreveport, La.; Mid-Central Electronics, Swanville, Minn.; New World Satellite, Richland Center, Wis.; North American Satellite Distributors, Fort Pierce, Fla.; O'Rourke Brothers, Moline, Ill.; Recreational Sports & Imports, Idaho Falls; Satellite Receivers, Green Bay, Wis.; Satellite Source, Denver; Satellite Video Services, Catskill, N.Y.; Saturn Distributing, Jackson, Ky.; Souza Satellite, Fresno, Calif.; Starcom, Big Springs, Tex.; Startech, Salem, Va.; Sun Satellite, Bogalusa, La., and Warren Supply, Sioux Falls, S.D. In Canada, Turner has authorized Jetcom, Ontario; National Electronics, Saskatchewan; Platinum Corp., British Columbia; Satellite Supply, Ontario, and Tee-Com Electronics, Quebec. CNN/Headline News combination costs \$25 a year; three-service deal is \$34.95. Dealers who meet quota of 50 subscriptions per year receive discount.

Television Operators Caucus last week adopted policy supporting FCC's elimination of **fairness doctrine**. Statement released by TOC said policy represented consensus of caucus board: "TOC recently reaffirmed its support for the requirement that broadcasters act in the public interest, and our support remains steadfast. But we oppose enforcing the public interest standard by means of issue-by-issue second-guessing of program decisions."

GTE Spacenet announced last Wednesday at Radio-Television News Directors Association convention in Orlando, Fla., that it is forming consortium with **Taft Television and Radio Co., Cincinnati**, and Professional Video Services, Washington, to provide satellite broadcast service at next year's **Democratic and Republican national conventions**. Consortium, called **CNG '88 (Convention News Gathering)**, is being designed mainly for TV and radio stations that would like to send reporters to conventions but do not have satellite newsgathering capability. Uplink service using both C- and Ku-band uplinks will be available.

Group W's Newsfeed Network announced Wednesday during Radio-Television News Directors Association convention in Orlando Fla., that it will set up "**Ku Co-op**" program for broadcasters wishing to share transmissions over Ku satellite band. To be sold on cash or barter basis, co-op users will be charged \$7.50 per minute for feeds, which are sent in 15-minute increments. Users will receive rebates for their video contributions to co-op. Service will be available in January 1988.

Contract negotiations began Monday, Aug. 31, in Phoenix between **CBS Inc. and International Brotherhood of Electronics Workers**, technicians union. Approximately 1,500 union members are covered by current contract, which runs out on Sept. 30. Most IBEW members affected by negotiations work at CBS-owned facilities in New York, Los Angeles, Washington, Boston, Chicago, St. Louis and San Francisco.

House Telecommunications Subcommittee is facing full agenda when Congress reconvenes this week (Sept. 9). Several hearings are planned including one Sept. 15 on **children's television**, Sept. 25 on **minority broadcasting** issues and Oct. 8 on development of **high-definition television**.

First Nielsen peoplemeter numbers for Sept. 3 (first day cable ratings were recorded under new system) for cable services **WTBS-TV and CNN** on 24-hour basis show program service with 1.5 rating and 4.0 for colorized "Destination Tokyo" that ran in prime time. Rating is comparable to typical WTBS rating. CNN was down however, with 0.5, compared to usual 0.7 or 0.8, for reasons unclear. Headline News received 0.4.

NCTA board, meeting in Washington this week, is expected to **approve plan to expand number of seats for programmers** on board from two to six and endow them with all rights of 34 cable operators on board, including right to sit on executive committee. Current programmers on board are Michael Fuchs, chairman and CEO

HBO, and William Grimes, president and CEO, ESPN. Because plan involves changes in by-laws, it requires final approval by membership in mailed ballot. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is scheduled to speak at board luncheon on Thursday. Other topics on agenda: syndex, telco-cable crossownership, high-definition television, effective competition and rate deregulation and music licensing.

□

Broadcasters at Friday (Sept. 4) afternoon session of **Radio-Television News Directors Association** convention in Orlando, Fla., had chance to react to survey recently released which shows that listeners of music-formatted radio stations want to hear more news on those stations. Survey, titled "**Radio Power**," was conducted on behalf of **Associated Press Broadcast Services** by research firm of Reymer & Gershin (BROADCASTING, Aug. 31). After survey results were summarized by Harvey Gershin of Reymer & Gershin, panel of news directors commented. Steve Vogel of WJBC(AM)-VBAQ(FM) Bloomington, Ill., called survey "a valuable resource that none of us should pass up." He said that instead of "plopping this on the desk" of general managers and program directors, that news directors should go back to their stations with survey and discuss its results with them to "convince or reassure people at your station that news is a benefit to your programming." Stacia Kelly of WFOX(FM) Atlanta said she felt fortunate to have as many as three people on her news staff. She said she intended to take survey and "Share, share share," not only with her general manager and program director, but with "the jocks who I have to count as newspeople... because I can't staff my news department 24 hours a day, seven days a week." WCBS(AM) New York's Harvey Nagler agreed survey was great ammunition for news directors in their talks with station management, but cautioned them not to be naive. "It is not going to change things over night. Automatically we will not have a lot more news on the radio," Nagler said. He said challenge to news directors is to get word out to industry that news on radio is necessary and that they must especially convince consultants who "have staked their credibility on saying that radio is a 'tune out'." One of ways AP will try to get that word out was revealed by session moderator Brad Kalbfeld, deputy director and managing editor, AP Broadcast Services. He said AP and RTNDA will work together to present survey findings both at National Association of Broadcasters' Radio '87 convention in Anaheim this week and at 66th annual NAB convention in Las Vegas in April 1988. Kalbfeld said he would be on panel at Radio '87. Another way to spread survey's results was suggested by Bob Priddy, newly elected RTNDA chairman elect. Commenting from audience following panel's statements, Priddy suggested that seminar on radio news promotion RTNDA unveiled during its 1986 convention in Salt Lake City and has been presenting around country since be joined with AP survey presentation in future. He said seminar and study were "two tremendous tools" and that if news directors didn't use them aggressively to change attitudes about radio news, "we deserve what we get."

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More with less. While devoting less air time to fund-raising, noncommercial television stations brought in more money in August compared to a year ago, according to preliminary figures released by the Public Broadcasting Service last week. A comparison of the figures for the 50 stations that held on-air drives in August 1986 and August 1987 shows support increasing 5.5%, the number of membership pledges increasing by 2.2% and on-air fund-raising time decreasing by 9.1%, PBS said.

Mike Soper, PBS's senior vice president of development, said noncommercial stations will always have some need for traditional on-air pledge drives to sign up new members. But "we're making these breaks shorter, snappier and smoother" to accommodate viewers, he said.

Sixty-one stations conducted on-air drives last month, said PBS, raising \$8,207,048 from 151,154 viewers. (Most drives were held between Aug. 15 and 22.) In addition, 41 other stations held unconventional drives, experimenting, for example, with the complete or progressive cancellation of on-air drives, and placing more emphasis on telemarketing, spot announcements and direct mail.

Several stations reported record-breaking response to their August campaigns, among them WETA-TV Washington, which raised 90% more than last year with a drive shortened from 14 to seven days. KOED(TV) San Francisco canceled its on-air breaks on the 12th day of its planned 16-day drive, upon reaching its 20,000-member goal. And KCET(TV) Los Angeles increased its August pledge total by 27% over last year, using a nine-day on-air campaign, the same length as the previous year's.

In **Miami Vice-A-Thon** on **WWOR-TV New York**, special run of four repeats from series, Tuesday (Sept. 1), show placed second in Nielsen and third in Arbitron, at 9-10 p.m.; first in both services at 10-11 p.m. In half-hour special at 8:30-9 p.m., show was fourth in Nielsen and sixth in Arbitron. On Wednesday, Sept. 2, show was second in both services at 8-9 p.m., and first at 9-10 p.m.

□

New Jersey Class A FM Broadcasters Association last week filed petition for rulemaking asking FCC to allow **Class A FM stations** to increase power from 3 kw to 6 kw or to height-power combination that would provide equivalent coverage. Petition claims Class A FM's are "at a severe competitive disadvantage" due to urban growth and FCC policies favoring higher-power Class B and C stations. Association claimed "modest" relief it requests would not cause "any material increase in interference to other classes of FM stations."

□

Adult contemporary **WREN(AM) Topeka, Kan.**, established in 1926 and owned by former Kansas Governor **Aif Landon** between 1952 and 1982, went dark last Wednesday (Sept. 2), with owners citing lack of funds to pay bills. **Station will be sold rather than placed in bankruptcy**, they said. Pat Paton and Ted Cramer, both employed by station, bought WREN in 1985.

□

Cable Television Administration and Marketing Society Executive Director Victor Parra resigned last week. Parra described strides organization has made and said that "coming off very successful conference" it was "time for me to move on." He said he would explore options in association management and cable fields, but will remain with CTAM to aid in transition. Under Parra's leadership, CTAM has grown from 1,200 to 1,800 and expanded its activities and services to industry, with annual compensation survey, quarterly database numbers on pay and basic growth and addition of several regional chapters. It is expected that Charles Townsend, president of Colony Communications, would head search committee. He said it was too early to tell whether CTAM would look within cable industry or to association field for successor.

Editorials

The AM conundrum

On the agenda and in the suites at the National Association of Broadcasters Radio '87 convention this week, AM broadcasters, with enthusiastic encouragement of equipment manufacturers, will be talking of ways to improve their technical performance. There will be talk of AM stereo, of the audio processing standards adopted by the National Radio Systems Committee, of the FCC's comprehensive look at ways to improve AM service. Unless circumstances change, there will be more talk than action.

Stereo has been in the marketplace for more than five years. No more than 12% of the 5,000 or so commercial AM's on the air are yet equipped for it. The NRSC standards, heavily promoted by the National Association of Broadcasters this year, have been adopted by no more than 300 AM's at last count. Are AM broadcasters missing real opportunities to narrow the advantage of FM in signal quality?

Maybe, but for reasons. Stereo, of course, is still subject to debate over the two surviving, and intensely rival, systems, Motorola's C-Quam and Kahn's. True, 500 stations have installed Motorola gear to 100 opting for Kahn, but the incompatibility is a disincentive to stereo conversion by broadcasters and stereo introduction by receiver manufacturers. Would conversion have been hastened if the FCC had picked one system instead of leaving the choice to the marketplace? Perhaps, but court challenges to its choice could still be going on. Is the FCC apt to listen now to the National Telecommunications and Information Administration, which has suggested that the FCC protect the pilot tone of the C-Quam system from interference as a nod in that system's direction? The FCC shows no sign of retreating from its commitment to the marketplace.

Cost is another disincentive for AM broadcasters to rush to stereo in a market still containing too few stereo receivers to be counted in a rating report. Not only must transmission facilities be replaced or retrofitted to pass stereo sound but studio equipment must also be appropriately modernized. For plants built to accommodate monaural sound, that can add up to money.

If incompatibility of rival systems, the unavailability of audience and cost of equipment are deterring a rush to stereo conversion, what's keeping NRSC audio processing from becoming the AM standard coast to coast? Good question. According to the NAB, the cost of adapting most existing processors to the NRSC standards runs less than \$700 each. Are broadcasters waiting to spend the 700 bucks until the necessarily upgraded radio receivers reach meaningful circulation? Do they expect manufacturers to retool and upgrade if only 300 of 5,000 stations are on the air with brighter sound?

As to the FCC's ambitious interest in undoing its questionable engineering of the past 40 years in an effort to improve AM quality, it is just that—ambitious—and cannot be brought off overnight. Meanwhile, there's stereo and NRSC, both of which require investments at transmitting and receiving ends. But broadcasters cannot expect set manufacturers to enter the game until the broadcasters' chips are on the table.

Good job

Broadcasters have reason to be proud of their coverage of the sudden and alarming incidence of AIDS, a disease with social intricacies that can test journalistic judgments. They have also met the test of candor in discussing what is known about the transmission of the disease and ways to reduce the risk of infec-

tion. If some have discomfited a few members of their audience with frank talk, and some advertising, of products and practices that until now were rarely mentioned on the air, they have earned appreciation on a significantly larger scale.

At a panel session on broadcast news treatment of the AIDS crisis, held at the Radio-Television News Directors Association convention in Florida last week, just how delicate and difficult a subject it is was brought home, sometimes poignantly: "Is there too much coverage of AIDS?" asked a former Miami area journalist who answered by relating how his reporting on the disease led him to recognize the symptoms in himself. Another reporter said that he had felt it important to appear in a room with an AIDS patient to show that there was no danger in casual contact. Fighting their own fears—all three networks, said one panelist, have had technicians refuse to participate in AIDS stories—as well as the public's, broadcast journalists are devoting more and more time—90% of one reporter's output—to a story that won't go away, a story that they feel, as one put it, "an obligation to get right."

That they are doing so was indicated by comments from some in a better-than-average position to assess that contribution. Dr. John Ziegler, professor of medicine at the University of California at San Francisco and director of the AIDS Clinical Research Center there, expressed "enormous admiration for the way the media have effectively responded to the AIDS story." And Dr. Walter Dowdle, deputy director of AIDS at the Centers for Disease Control, said the media have done "a fantastic job.... Overall, we love you." That's nice to hear.

Epiphany postponed. *They turned on the peplemeters for real last week, and, guess what, the republic stands. In some quarters it had been feared that idols would crumble and towers fall when the first new numbers were in. A look around an emptying Manhattan last Friday afternoon confirmed the traditional exodus for the last summer weekend. Bill Cosby lives. That said, it must be added that the true test of peplemeters will come only with time. There are human elements involved. The kiddies aren't pushing buttons when masters of the univers whiz by. No one really knows how long adults will play along with true dependability. But then have diary keepers been universally meticulous? Did interviewers always make those calls or make some up? Buying and using rating services have always entailed some suspension of disbelief. It can probably be said that peplemeters are here to stay. They sure beat Hooperatings.*



Drawn for BROADCASTING by Jack Schmidt
"He's from the rating company. They ran out of peplemeters so they sent him instead."

TEN SOUND REASONS FOR ONE UNITED COMMITMENT.

WYST-FM
Baltimore
Adult Contemporary

WYST
Baltimore
Rock Hits

WDJY-FM
Washington, DC
Urban Contemporary

WINX
Rockville, MD
Adult Contemporary

UNITED CABLE of New Hampshire
Manchester, NH
CATV

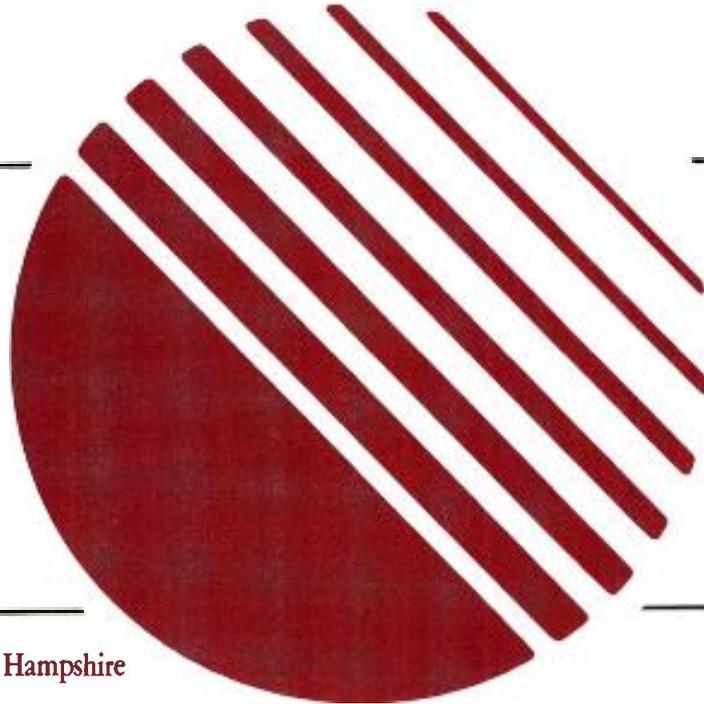
WJMO
Cleveland
Urban Contemporary

WRQC-FM
Cleveland
CHR

WKDM
New York
Spanish Contemporary

KALI
Los Angeles
Spanish Contemporary

KSOL-FM
San Francisco
Urban Contemporary



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