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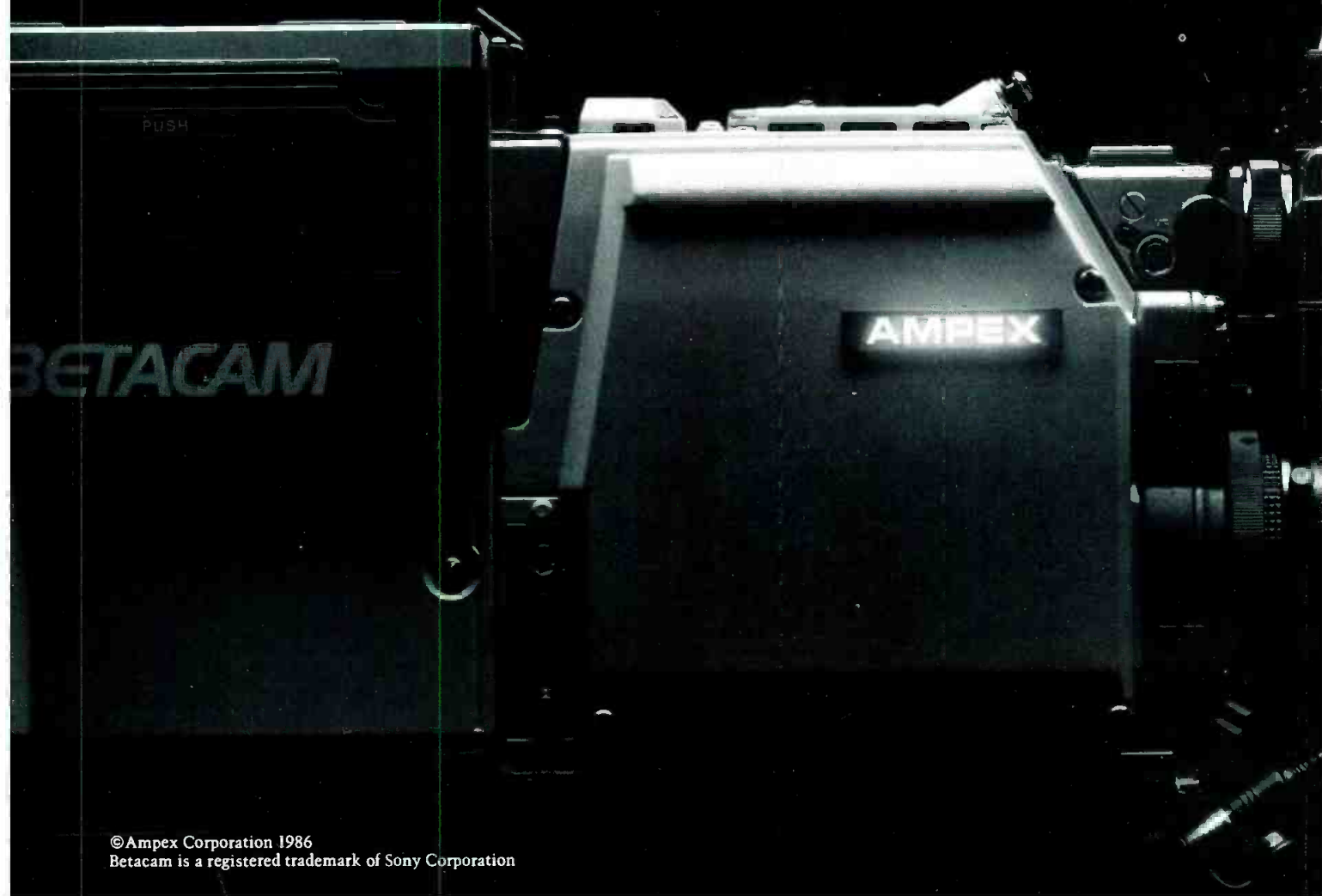
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Tax changes expected to spur station transactions Viacom management undertakes LBO The world of TV programming

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Checkbooks at ready

Potential "white knights" have already indicated their interest in buying out competitors for RKO General Inc. stations under arrangements provided by FCC (BROADCASTING, Sept. 15). Word had it that several parties let James McKinney, FCC Mass Media Bureau chief, know of their interest last week but that McKinney declined to pursue discussions since he has not yet been elected mediator for settlement negotiations. Election is scheduled for Thursday (Sept. 25).

Hands off

Major network organizations aren't only broadcast groups concerned about sexual harassment (ABC and CBS both have been hit on that front). National Association of Broadcasters feels it's vulnerable too and has sent memorandum not only to staff but to board as well. Communication says: "Since we are advised that a significant share of sexual harassment claims involve alleged actions of senior executives and board and committee members, I thought you would appreciate an alert that sexual harassment is a topic of some concern." Memo also notes that NAB senior executives have "received special sensitivity training on this subject by a law firm specializing in these types of legal actions."

Adding up

Since late July when Fox Broadcasting Co. announced first 79 affiliates, company has added 18 more stations to lineup, mostly in smaller markets. One exception is Boston market, where Fox closed on its purchase of WXNE-TV, enabling it to add that station to list. With affiliate agreement with WUTV(TV) Buffalo, N.Y., market 35, FBC now has top-50 markets covered. In terms of coverage of U.S. households, 18 new stations add only few points, from 80% coverage with 79 stations, to about 82-83% with 97.

If at first

Ted Turner, considered instrumental in change of life at CBS that climaxed most recently with assumption of power by Laurence Tisch, hadn't given up hope of acquiring at least piece of Black Rock—until last Wednesday, that is, when he telephoned Tisch to see if they could cut

deal. It took only minute to determine they could not.

Undaunted media/communications entrepreneur still believes CBS would have been better off if he were in charge, primarily on grounds of news independence, which he considers superior in his company.

Ed Koch show

Group W's all-news WINS(AM) New York will announce this week that it plans to present weekly 10-minute taped appearance by New York Mayor Edward Koch each Saturday at 9:10 a.m. Format will closely resemble President Reagan's weekly radio address, with WINS airing opposing viewpoint two hours later. Koch's radio remarks, which begin Sept. 27, will be made available to other New York area stations after designated Saturday morning air time.

Next to go

Next victim of CBS cutbacks may well be company's participation in videotex joint venture, TRINTEX, begun in early 1984 with IBM and Sears, Roebuck. One source suggested company is already negotiating with partners to determine best way to extricate itself from commitment to invest up to \$84 million. At end of 1985, CBS had already contributed \$19 million. Pulling out of venture would affect James K. Parker, senior vice president, corporate development planning and law, who has been responsible for overseeing CBS's interests in TRINTEX.

Blue sky

U.S. believes that inclusion of six Ku-band transponders in service that Pan American Satellite Corp. hopes to provide would stimulate so much business that Intelsat would gain more traffic than it otherwise would. U.S. is understood to have made that point in presenting estimates of economic impact that proposed PanAmSat satellite service would have on Intelsat (see page 41). U.S. also provides estimates of impact based on type of steady-state growth Intelsat projects. If that growth were at rate of 10% annually, U.S. estimates PanAmSat's six Ku-band transponders would reduce it by 1.08%. But U.S. officials call that "absolutely worst case scenario." Some officials also say that scenario is even worse than "worst case" because it deals with traffic, does not reflect revenue

growth, which is outstripping Intelsat projections.

Whatever PanAmSat's effect on Intelsat, feeling among some State Department officials with contacts abroad appears to jibe with fears of Intelsat officials. There would, one official said, be "rush to be second." He noted that France plans to launch Videosat III satellite that would link it with possessions in western hemisphere—but would also put footprint over eastern U.S. He and others think France, United Kingdom, Ireland, Belgium and Netherlands—not to mention five other U.S. systems already approved by FCC—will be part of second wave. Question certain to be raised is at what point enough would become enough in terms of adverse impact on Intelsat.

Bigger U.S. presence

Long-standing quota limiting percentage of American TV programs on air in United Kingdom to 14% of program day may be relaxed for new direct broadcast satellite service in planning for 1990's ("In Brief," Sept. 8). In London last week, director general of UK's Independent Broadcasting Authority, which holds franchise on three DBS channels in question, told BROADCASTING he was "never a great believer" in program quotas and suggested more flexible, "pragmatic approach" would be considered with new DBS medium. But, according to IBA head John Whitney, such policy changes should not be considered "open sesame" for American shows.

Search party

As Senate heads for debate on scrambling bill (see "In Brief"), National Cable Television Association is canvassing members, seeking support for its effort to defeat measure. Last week NCTA President Jim Mooney called on Senate Commerce Committee Chairman John Danforth (R-Mo.). Danforth would be most logical choice to lead charge against bill, which falls under his committee's jurisdiction. There is possibility that Danforth will object to process of attaching scrambling bill as rider to appropriation's package, thus bypassing Commerce Committee altogether. Nevertheless, chairman is reportedly undecided as to what role he'll play. NCTA is also said to be seeking support of Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz).

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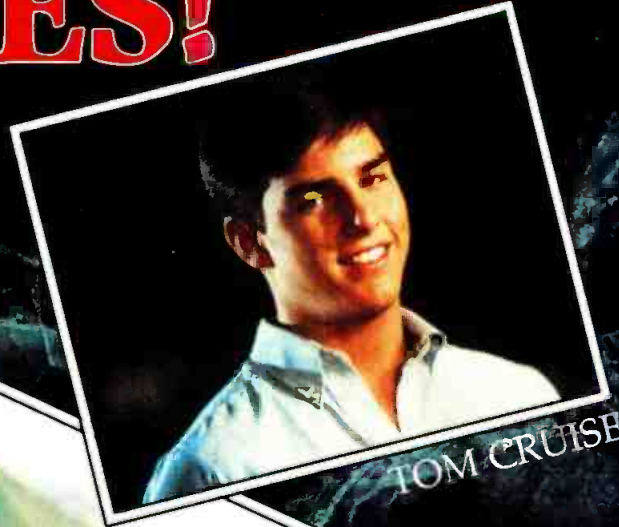


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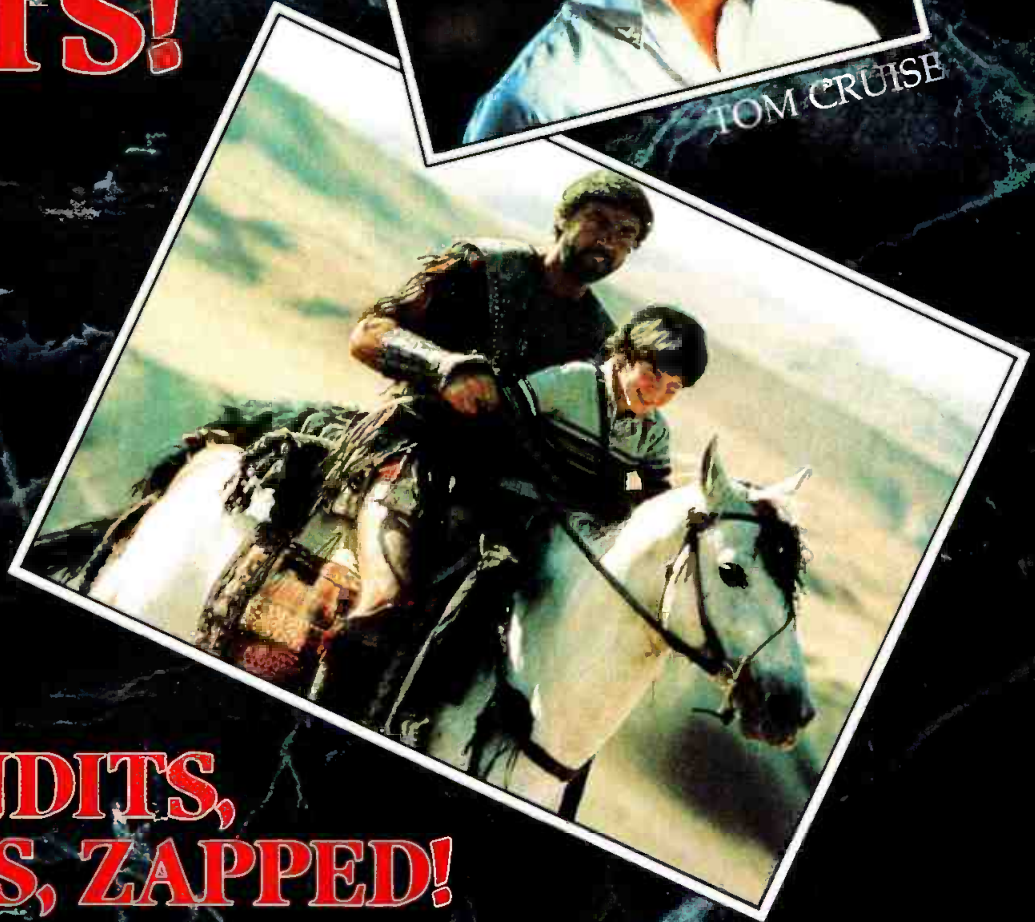
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Cable's niche

Cable pioneer Bill Daniels was frustrated because he couldn't back up with facts and figures what he knew intuitively: that the cable industry makes a significant impact on the national economy. So he hired Browne, Bortz & Coddington Inc., a Denver-based research firm, to produce those facts and figures.

The results of Daniels's initiative and BB&C research were contained in a 27-page report released last Thursday to members of the National Cable Television Association board meeting in Washington and, later, to members of the Washington press.

The bottom line: Cable television contributes \$25 billion a year to the gross national product and directly or indirectly can be credited with employing 441,000 people.

At the press conference, Bill Daniels, who is chairman of Daniels & Associates, a medium-sized MSO and cable system brokerage, said the report can be used by the industry as a lobbying tool or to demonstrate how far cable has come since its inception in the early 1950's. To get to this point, he added, cable had to overcome "a pretty rough group of people," including network and local broadcasters, the motion picture industry, theater owners, Congress, the FCC, local government officials and "99.9%" of all the lawyers and lobbyists in Washington.

According to the report, which Daniels said cost him more than \$25,000, cable operators employ 77,000 people, paying them \$1.82 billion in 1986, and the operators' various hardware and software suppliers and service providers employ 57,000 people, paying them \$1.5 billion. In addition, the report said, operators' "expenditures on personnel and goods and services indirectly result in an additional 307,000 jobs as these dollars work their way through the national economy."

The report identifies more than 30 groups of cable "suppliers" to which billions of cable dollars flow each year. Of them, the cable programming services are the largest single



Meeting of the media. Cable, broadcasting and advertising executives gathered before a National Academy of Cable Programming luncheon in New York last week to discuss, among other things, the growing number of outlets for television programming and whether there is enough advertising money to support. On hand to offer their views on existing networks and the potential of success for new ones were (l-r): Ralph Baruch, chairman of Viacom International and chairman of the NACP; John Malone, president and chief executive officer of Tele-Communications Inc.; Marvin Kaslow, senior vice president of marketing services, Bristol-Myers; Thomas Burchill, president and chief executive officer of Lifetime Cable; Fred Pierce, former ABC president, now board member of Capital Cities/ABC, and Terry Elkes, president, Viacom International.

Pierce said in making a successful network—whether cable, broadcast, local or national—"the ultimate aim is to maximize the desire for a higher quality product and more importantly, to achieve that delivery," which Pierce said was "compounded" by a company's need to run a profitable organization. As for whether the advertising money will be available for new networks, Kaslow said that his company looks for projects "that are sound concepts, backed by sound financing, that are being implemented by skilled professionals." There will "always be enough advertising dollars" for such projects, he said, adding that as market conditions change, "we are now coming back to a more balanced marketplace," he said.

recipient. Altogether, the programmers take in \$2.4 billion a year, employ 8,200 people and pay them \$250 million a year. The manufacturers, which include publishers of cable guides and trades, are the second largest recipient, garnering \$1.2 billion. They employ 12,200 people and pay them \$480 million a year.

Antismoking drive

Tempo Television, the Tulsa, Okla.-based cable network, will host a reception on Capitol Hill on Sept. 30 to show federal legislators that it is doing its bit to get Americans to stop smoking. Starting Oct. 4, Tempo will transmit an eight-part series designed to

persuade viewers to give up the habit. Segments of *When the Smoke Clears* will be shown at the reception.

According to Tempo spokeswoman Sarina Klaver, the series ties in with the legislative effort of Representative Mike Synar (D-Okla.) to ban tobacco companies from advertising in the print media and from sponsoring sports. Synar represents Tulsa.

All together now

Cable operators serving the large cities have to work together in marketing their services if they are to attain the same relatively high levels of penetration operators outside the cities have been able to achieve, according to Fred Vierra, president of United Cable Television.

Cable penetration in cities like Chicago and Los Angeles has fallen far short of the national average because of stiff competition from over-the-air broadcasters, Vierra told a Washington Metropolitan Cable Club luncheon last week. There are as many as 18 broadcast stations in large markets, and their effect is compounded by the "ubiquitous" home video stores renting tapes to the growing number of VCR owners.

To boost penetration, Vierra said, the various cable operators in a big city should band together so they can market to the city as a whole through the local mass media. Marketing individual franchises, he said, is "inefficient."

Cooperation among the operators in a community would also result in less cable advertising "clutter," he said. There is so much clutter today, he said, that there is "no

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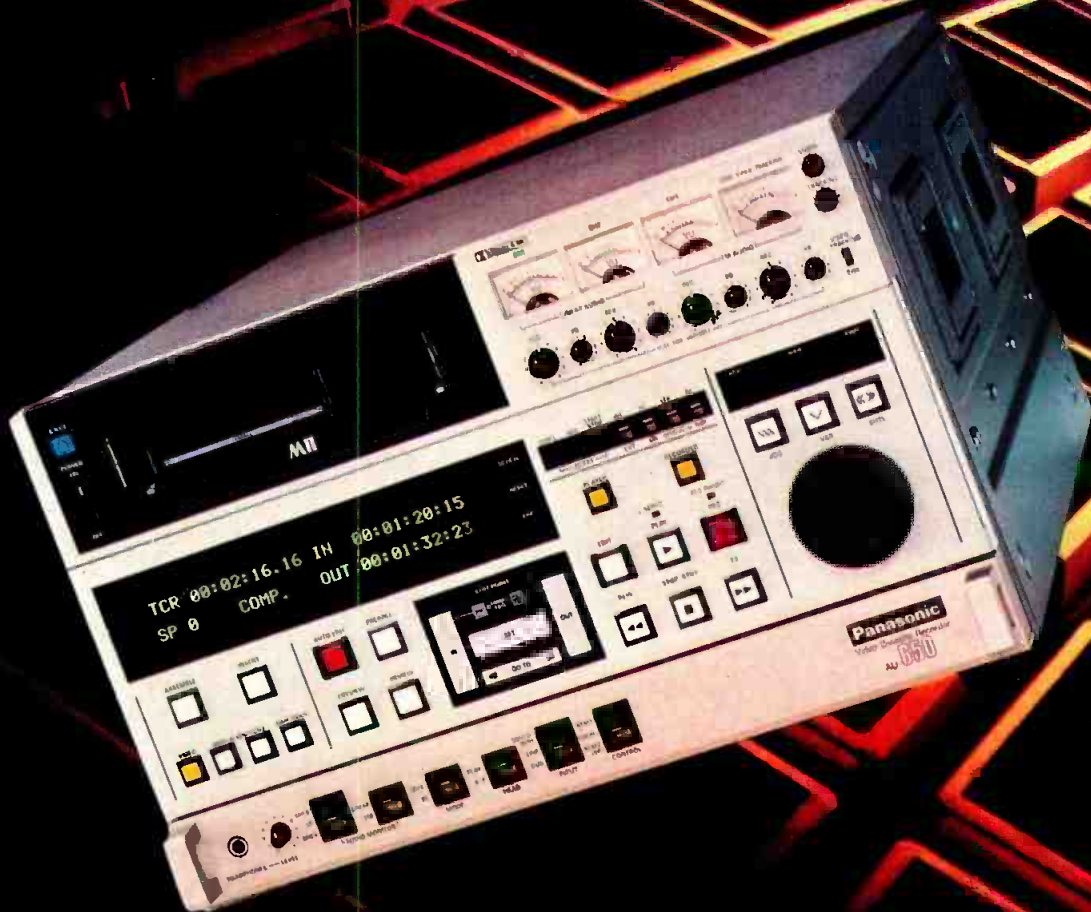
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AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/EFP users, while providing picture quality comparable to 1"—all on either a 90- or 20-minute cassette. This small, ruggedly designed unit is equipped with confidence field color playback, automatic backspace editing, TBC/DOC connection, search function and warning indicators that alert the operator should recording problems arise and the AU-500 accommodates NTSC composite or various component input signals.

The AU-400 Camera Recorder. This lightweight, compact camera recorder provides ENG users with more than 20 minutes of recording, and a picture quality that rivals that of 1" VTRs. The AU-400 also features B/W video confidence playback through the camera's viewfinder, a chroma confidence indicator and audio confidence output through a speaker.

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Like broadcasters, Vierra said, cable operators should hit consumers with both institutional or so-called "warm and fuzzy" advertising and tune-in advertising. The former is designed to make the consumer feel good about cable or one of the cable networks, he said, while the latter is designed to tell consumers about a particular program on a particular network and urge him or her to tune in.

Tune-in advertising would be facilitated if cable operators in the same market put the same cable service on the same channel, he said. Speaking with reporters after the speech, Vierra acknowledged that marketwide channel alignment is complicated by the fact that cable systems have varying numbers of channels.

Vierra also said he was bullish about pay-per-view services and home shopping services. Movies are available via PPV at the same time as they are in the home video stores, he said. But with PPV, consumers don't have to wait in line for a movie and they don't have to return it to a store.

Vierra said all of United's experiments with PPV have been positive and that by the end of 1987 all of its systems' headends will be addressable, allowing the systems to install PPV converters in the homes of subscribers interested in the service. United will be using Jerrold impulse PPV converters because of research that shows impulse ordering can triple PPV buys, he said.

United's experience with home shopping has been equally positive, Vierra said. America's Shopping Channel, a local home shopping service on its Tulsa, Okla., sys-

tem, which pays United a 5% commission, is now generating sales of around \$600,000 a month, he said. United plans to test two other shopping services: Cable Value Network, in which it has an equity interest, and QVC, the joint venture of Comcast and Franklin Mint, he said.

Noting the Tulsa service requires buyers to pick up their merchandise at a distribution center, Vierra said that the attraction of home shopping is not convenience. "They're like game shows, except that everybody wins," he said.

During his speech, Vierra said that another key to cable's future success is programming exclusive to cable. Afterwards, with reporters, he said that United has told ESPN it is willing to go along with the cable network's plan to acquire a package of NFL football games for the 1987-88 season and to pay for it by charging affiliates an extra 42 cents per subscriber per month.

School sports

ESPN has begun airing a new weekly program on high school athletics, *Scholastic Sports America*, with about 220 ESPN affiliates agreeing to contribute footage for it. Produced by the cable sports network, the show debuted Sept. 6 and will air every Saturday at 6:30 p.m., with repeat telecasts on Sunday at 10 a.m. and Tuesday at 5:30 p.m. *Scholastic* will feature footage from cable affiliates on local high school athletes. ESPN said that "as a token of appreciation for their assistance in the program," ESPN will reimburse systems \$100 for film used. Advertisers for the program are Kentucky Fried

Chicken and the United States Marine Corps, with "three or four more" expected to sign "very shortly," ESPN said.

On trial

On Nov. 21-22 Showtime will air *On Trial: Lee Harvey Oswald*, a two-part, four-hour special in which attorneys Vincent Bugliosi (prosecuting) and Gerry Spence (defending) will examine the facts of John F. Kennedy's assassination before a jury selected from "the rolls of the Dallas courts" and Judge Lucious Bunton, a U.S. district judge from Texas. (Bugliosi, the author of "Helter Skelter," was the prosecuting attorney in the case against Charles Manson, and Spence won a multimillion-dollar verdict in the Karen Silkwood case, according to Showtime.) The program will also include commentary from veteran journalist Edwin Newman, who will "illustrate evidence that is entered into the trial" and "interpret legal proceedings," Showtime said. Additionally, *On Trial* will include "actual eyewitnesses to the events surrounding the assassination, as well as experts in forensics, pathology, anatomy and ballistics" who will be cross-examined by Bugliosi and Spence, Showtime said.

Comic relief

A check for \$77,000 was presented to the Venice (Los Angeles) health care facility by comedians Robin Williams, Whoopi Goldberg and Billy Crystal. The presentation was the fourth of 18 planned to distribute the more than \$4 million raised for the homeless by the *Comic Relief* HBO telethon. The show, featuring Williams, Goldberg and Crystal, aired last March.

Parlez-vous francais?

TVOntario, the Canadian educational television network, formed in 1970 to "provide learning opportunities through broadcast and nonbroadcast service, in English and French," throughout Ontario, has applied to the Canadian Radio-Television and Telecommunications Commission (CRTC) for a license for a new French-language service to be launched Jan. 1, 1987. It will initially be distributed via satellite (Anik C-III) to cable headends, with plans to expand it to broadcast distribution in the future. The application for the new service accompanied one for the third five-year renewal of TVOntario's existing service.

The new service would be an extension of TVO's French-language programming (currently, TVO's schedule is 83% English and 17% French) into a full service designed to give viewers the option of learning in French. TVO, which receives its base funding from the Ontario government, would finance the offering with a \$30-million, five-year grant given jointly by the provincial government and the Canadian government. The new service would provide approximately 3,700 hours of French programming yearly, plus English programming each Sunday, to an estimated potential audience of one million. TVO would continue to broadcast French programming so as not to "penalize those viewers of French programming who do not subscribe to cable."



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On a typical shopping day club members buy fashions, jewelry, tools, collectibles, housewares and electronics - all at discount prices and without leaving their homes.

In addition to the bargains and fun, HSN viewers compete for thousands of chances to win valuable prizes.

Our show hosts display each bargain one at a time and give detailed descriptions. Club members then

call in on one of 600 toll-free lines. Callers can chat with the show's host and offer testimonials, ask questions about an item or place an order by issuing a personal check or using any major credit card.

Every purchase is entered into our computer which transmits the information to our distribution centers. Shipment of orders occurs within 48 hours via U.P.S.® and delivery is completed within 4 to 7 working days.

AFFILIATE COMPENSATION

The Home Shopping Network provides an ongoing compensation plan, paying you, THE BROADCASTER. Full time Affiliates will find the compensation plan very viable.

Every item of merchandise is computer tracked and a percentage of all sales attributed to your station is paid directly to you, monthly.

MARKETING SUPPORT

The Home Shopping Network's co-ordinated marketing programs generate maximum viewer participation and purchases, thus insuring greater revenues for your station.

Our campaigns include direct mailings personalized with your own logo and channel number. Home Shopping Network also provides a series of 30 & 60 second promo commercials, and a co-op Newspaper Advertising Program.

Affiliation agreements with compensation are available in areas where HSN has no cable affiliate.

Contact: Chuck Bohart, V.P. Corp. Development
Executive Offices: The Home Shopping Network, Inc.
1529 U.S. 19 South, Clearwater, Florida 33546-2792
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455

TV ONLY

Ocean Spray Cranberries □ Company is planning campaign in late October for eight to 10 weeks covering one-third of country. Commercials will be carried in daytime, fringe and prime periods. Target: women, 25-54. Agency: Bozell Jacobs, Kenyon & Eckhardt.

Italian Tourism Bureau □ Estimated \$3-million fall campaign in television and print begins in October in 10 major markets. Commercials will appear in all dayparts. Target: adults, 25-54. Agency: Calet, Hirsch & Spector, New York.

Winchester Group □ Manufacturer of sporting ammunition makes its first use of national advertising with schedule that began last week on ESPN, USA Network and superstation WTBS(TV) Atlanta and on spot television in 27 key markets. Campaign will continue until end of year. Commercials will be placed in various sports programs. Target: men, 18-49. Agency: D'Arcy Masius Benton & Bowles, New York.

Georgia Pacific □ William (Refrigerator)

New Class A Winner



Continental's Type 814B 4.3 kW FM Transmitter uses the Type 802A Exciter to deliver a crisp, clean signal.

With an output of 4,300 watts, it has plenty of power reserve for Class A operation on a 2-bay antenna system. It's solid-state except for one 4CX3500A Tetrode in the final amplifier. A built-in harmonic filter is just one of many outstanding operating benefits. For a brochure, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment. ©1986 Continental Electronics/6213



Rep Report

WXIN(TV) Indianapolis: To Katz Independent Television from Seltel.

□

WDHN(TV) Dothan, Ala.: To Katz Continental Television from Adam Young.

□

WJMO(AM)-WRQC(FM) Cleveland: To Major Market Radio from Masla.

□

WBBE(AM)-WMGR(FM) Georgetown, Ky.: To Republic Radio (no previous rep).

□

Detroit digs. New address in Detroit for Christal Radio is suite 110, 3310 West Big Beaver Road, 48084. Telephone: (313) 649-3230.



Perry and actor Al Molinaro team up as spokespersons for advertiser's Mr. Big

brand of bath tissue in commercials that began running last week in markets representing more than 50% of country. Commercials will run on daytime, prime and sports programs. Target: men and women, 21-54. Agency: Altschiller Reitzfeld, New York.

RADIO ONLY

Stroh's Brewery □ Two-week effort will kick off in mid-October in approximately 15 markets. Commercials will be scheduled in morning and evening drive times. Target: men, 18-34. Agency: Burrell Advertising, Chicago.

On-Core Frozen Foods □ Nine-week flight is set to kick off in late September in large number of markets including Philadelphia, Miami, Boston, Milwaukee and Cleveland. Commercials will be presented in all dayparts. Target: women, 35 and older. Agency: Jack Levy & Associates, Chicago.

Design House □ European furniture will be featured in one-week flight breaking in late October in four Southern markets. Commercials will be slotted in morning and evening drive times. Target: women, 25-54. Agency: Evans Morris Paller, Atlanta.

Washington State Apple Commission □ Four-week flight is set to kick off in late September in 24 markets. Commercials

Advantage

Real growth forecast. Board of directors of Television Bureau of Advertising forecast last week that combined local, national and regional spot and network television advertising will grow by 7% this year and by another 7% in 1987. TVB stressed because inflation will run only expected 2.2% in 1986 and 3.7% in 1987, "real growth" will be achieved. Bureau estimates that television advertising volume will reach \$21.97 billion in 1986 and \$23.5 billion 1987. For 1986, TVB projects that local TV advertising will gain by 9% to 11%, national and regional spot TV by 6% to 8% and network TV by 3% to 5%. In separate report, TVB says that TV advertising by automotive manufacturers, dealers associations and dealers increased by 18% in first half of 1986 to \$969.2 million. Top manufacturer in TV advertising for first half of year was Ford Motor Co., up 18% to \$127.1 million, followed by General Motors, up 12% to \$117 million; Chrysler Corp., up 12% to \$57.3 million, and Toyota Motor Sales, down 16% to \$57.3 million.

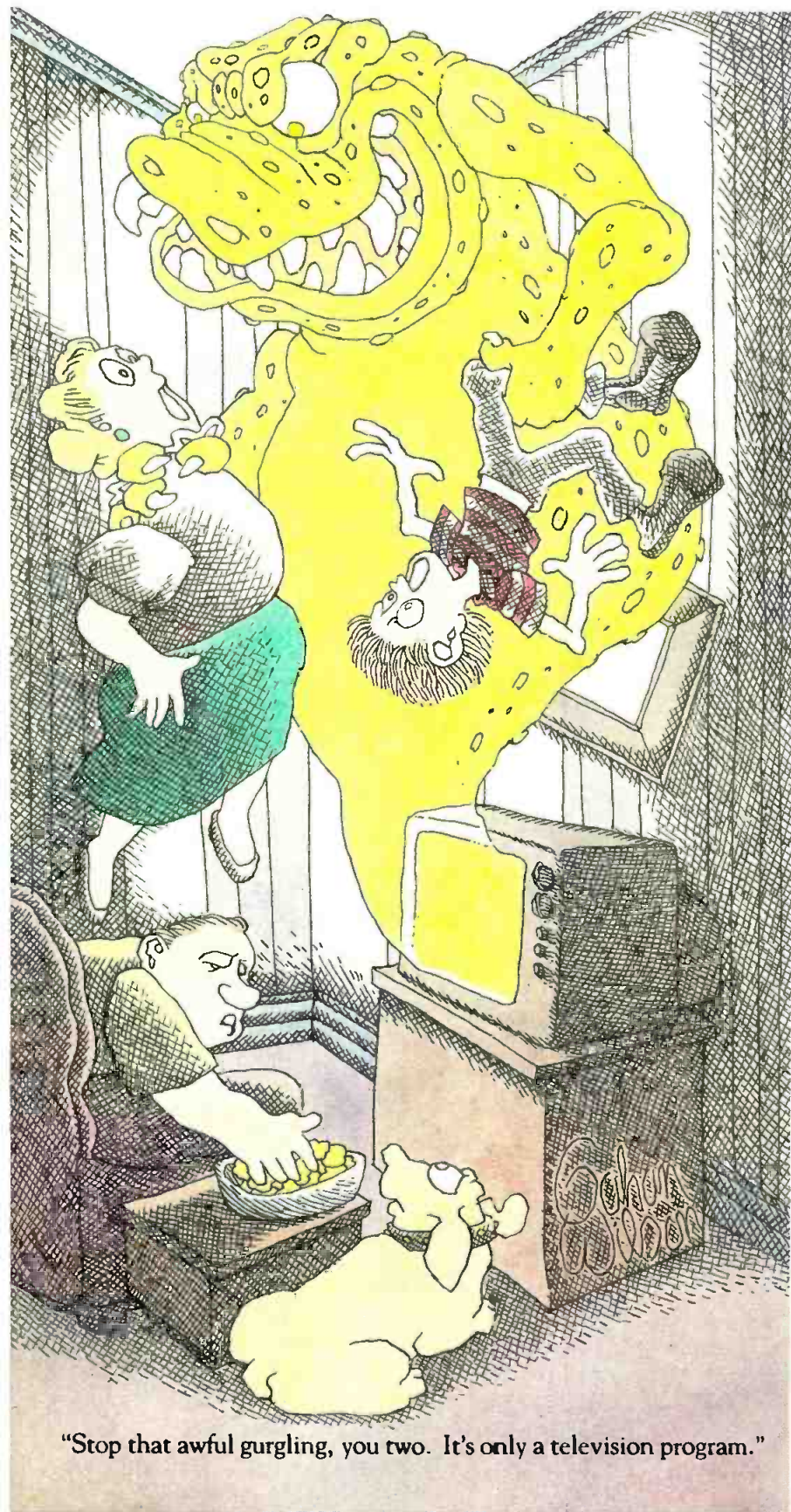
□

12-minute TV spot. N W Ayer has created mammoth 12-minute commercial for General Motors that was scheduled to be unveiled last night (Sept. 21) on GM-sponsored four-hour mini-series, *George Washington, The Forging of a Nation*, on CBS-TV. Commercial consists of six, two-minute segments that supply continuing story of TV reporter who is doing documentary on today's GM. Each segment can be edited down to 60-second commercial for separate use in future. Program was to run last night from 8 to 10 p.m. and tonight from 9-11 p.m. Agency is N W Ayer.

□

Help wanted. Members of National Association of Black Owned Broadcasters has issued report on its recent meeting with FCC, American Association of Advertising Agencies and Association of National Advertisers on subject of lack of national advertising on black-owned or black-formatted radio stations. According to NABOB, FCC Chairman Mark Fowler and executives of AAAA, ANA and NABOB have agreed to establish committee to discuss ways to address problems discussed at informal meeting.

MONSTROUS POWER LURES THRILL-SEEKERS TO THEIR TV SETS!



"Stop that awful gurgling, you two. It's only a television program."

There are legions of them out there.

Fearless young adults and teens who prowl the TV channels looking for thrills.

Here's the voodoo that you do to lure them right to your station:

Program these breathless supernatural shockers spotlighting major guest stars.

Jason Robards and Stella Stevens in "The Dead We Leave Behind."

Jodie Foster, Mildred Dunnock and Melvyn Douglas in "House Of Evil."

Patricia Neal and Alice Ghostley in "Time Of Terror."

Tyne Daly in "Earth, Air, Fire And Water."

Hal Linden and Mike Farrell in "Elegy For A Vampire."

And many more.

They're delicious nightmare tales guaranteed to captivate the living daylights out of the young adults and teens in your market.

GHOST / CIRCLE STORY / OF FEAR

22 HOUR-LONG EPISODES

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9220 Sunset Blvd., Suite 101-A,
Los Angeles, CA 90069 (213) 859-1055
625 N. Michigan Ave., Suite 1200,
Chicago, IL 60611 (312) 943-0707

will be carried in morning and evening drive times. Target: adults, 18-44. Agency: Cole & Weber, Seattle.

RADIO&TV

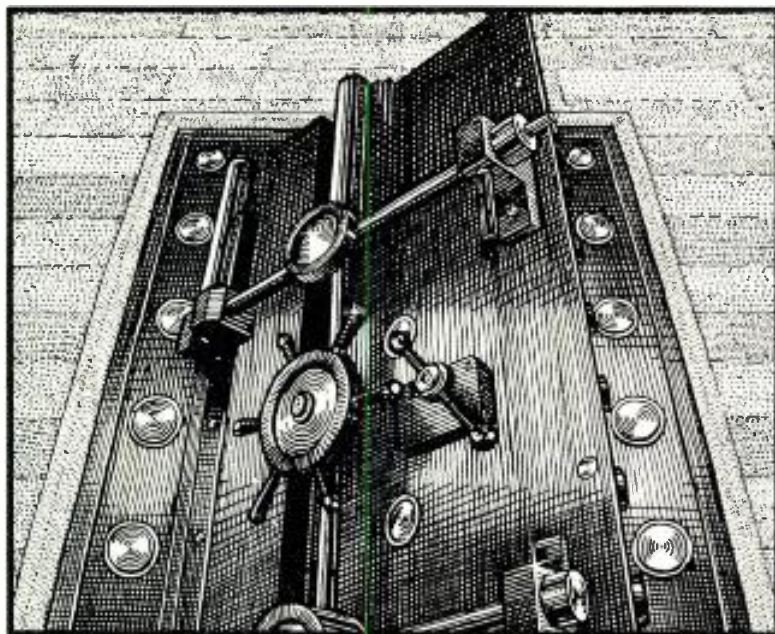
American Dairy Association □ Fluid milk will be stressed in campaign running on television and radio in more than 200 markets, starting this week, and continuing in flights until end of year. Commercials will be carried in all dayparts. Target: young adults, 18-35. Agency: D'Arcy Masius/Benton & Bowles, Chicago.

Bakers Square □ Restaurant chain is poised to begin three-week flight on

radio in Cleveland and Detroit and on television in Chicago, Minneapolis and Des Moines, Iowa, this week. Commercials on radio will be in morning and evening drive times and on television in all dayparts. Target: adults, 25-49. Agency: Martin Williams Advertising, Minneapolis.

Chick-Fil-A □ Promotion is being planned for fast-food chain to begin in November in large number of markets for three to four weeks. Radio and TV will be used in some markets and either radio or TV will be used in others. Commercials will be scheduled in all dayparts. Target: adults, 18-49. Agency: Cargill, Wilson & Acree, Atlanta.

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Phone: 213-463-3148

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Wherever your satellite news gathering truck goes to get the news, you have to communicate with your crew. And get the story on the air. COMSAT General's SkyBridge is the quickest way to do both.

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SAT's SkyBridge service, you while it's still exploding.

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COMSAT GENERAL CORPORATION

SkyBridgeSM

950 L'Enfant Plaza, S.W. Washington, D.C. 20024

A cable television advertising commentary from Harlan Rosenzweig, executive VP Group W Television, New York

Eight reasons to advertise on cable

Television advertising isn't what it used to be. The broadcast networks were once the only game in town, and advertising agencies chased big numbers and broad reach. Cable was a minor player—a new programing medium that delivered an undefined, unmeasured audience. This newcomer was a mystery to both agencies and advertisers who didn't quite understand cable's potential.

Times have changed, and with cable penetration approaching 50% of U.S. television households, the value of cable as an advertising tool is coming of age. Evidence of this is that cable revenues have virtually doubled over the past five years and are projected to pass \$3 billion in 1990.

Further advertiser appreciation of the value of cable can be seen in the increasing number of advertising campaigns that are created specifically to take advantage of cable's cost efficiency, targeted reach, unique programing environment and flexibility in commercial length. As chairman of a Cable-television Advertising Bureau committee that recently designed the first award program for outstanding achievement in cable advertising, I was able to see this firsthand.

In judging more than 100 entries the CAB received, creativity in production values was not the key criteria, although the entries clearly matched the creative and technical prowess of commercials made for broadcast use. Instead, we looked for campaigns designed especially for cable television in their creative media approaches, media strategies, promotional and merchandising concepts.

Here are some key points advertisers demonstrated:

- Cable allows the advertiser to get maximum national presence from a budget that would be small by broadcast standards. Advertising to Women, the winner of the CAB's \$25,000 award for "Outstanding Achievement in Cable Advertising," demonstrated this well. The client, The American Sewing Association, needed to reach upscale "trend-setting" young women who no longer sew out of economic necessity or for a school home economics assignment. With only \$1 million to spend, a meager sum for broadcast television, Advertising to Women positioned home sewing as a "one of a kind" fashion statement in a long-form, 90-second music video commercial for MTV. Thus, the campaign not only took advantage of cable's low cost but also its flexibility in commercial length, and its ability to target a specific audience and program format—music video—that would not have been possible without cable.

- Cable allows the advertiser to create an emotional bond between a brand and the au-



Harlan Rosenzweig is executive vice president, Group W Television. He joined Westinghouse in 1974 and was involved in a variety of acquisitions and joint ventures. In 1979-83 he was Group W's vice president and general counsel. In 1983 he was named executive vice president of Group W Satellite Communications and later that year was named president. He was named to his current position on July 15. He is a member of the board of directors of the Cabletelevision Advertising Bureau.

dience with merchandising and promotional tie-ins. This concept led Chevy Trucks and its agency, Campbell-Ewald Co., to produce its "Lean on Me" commercials to run during The Nashville Network's FarmAid telecast. The commercial featured real people in real situations communicating the message that "over the years, more farmers have leaned on Chevy trucks than any other make." Beyond the saturation campaign of 22 spots during the 12-hour concert, Chevy merchandised its association with FarmAid with a variety of techniques, including FarmAid T-shirts distributed to concert attendees and the donation of two Chevy Trucks.

- Cable allows the advertiser to create a special program series—and greatly enhanced commercials—for a highly targeted demographic. Dancer Fitzgerald created for Procter & Gamble's Luv's diapers television's only daily series on child development, *What Every Baby Knows*, on the Lifetime cable network. Dancer also produced a series of 90-second "Milestone Moments" to bring the Luv's message to the highly targeted demographic that would view *What Every Baby Knows*. Only on cable could an advertiser afford to create a daily series and thus its own perfect environment to target a message with added impact and little waste.

- Cable allows the advertising message to be integrated within the program. Remember when a TV program host created a programing sea within which a commercial island sat? Well, Dr Pepper remembered and

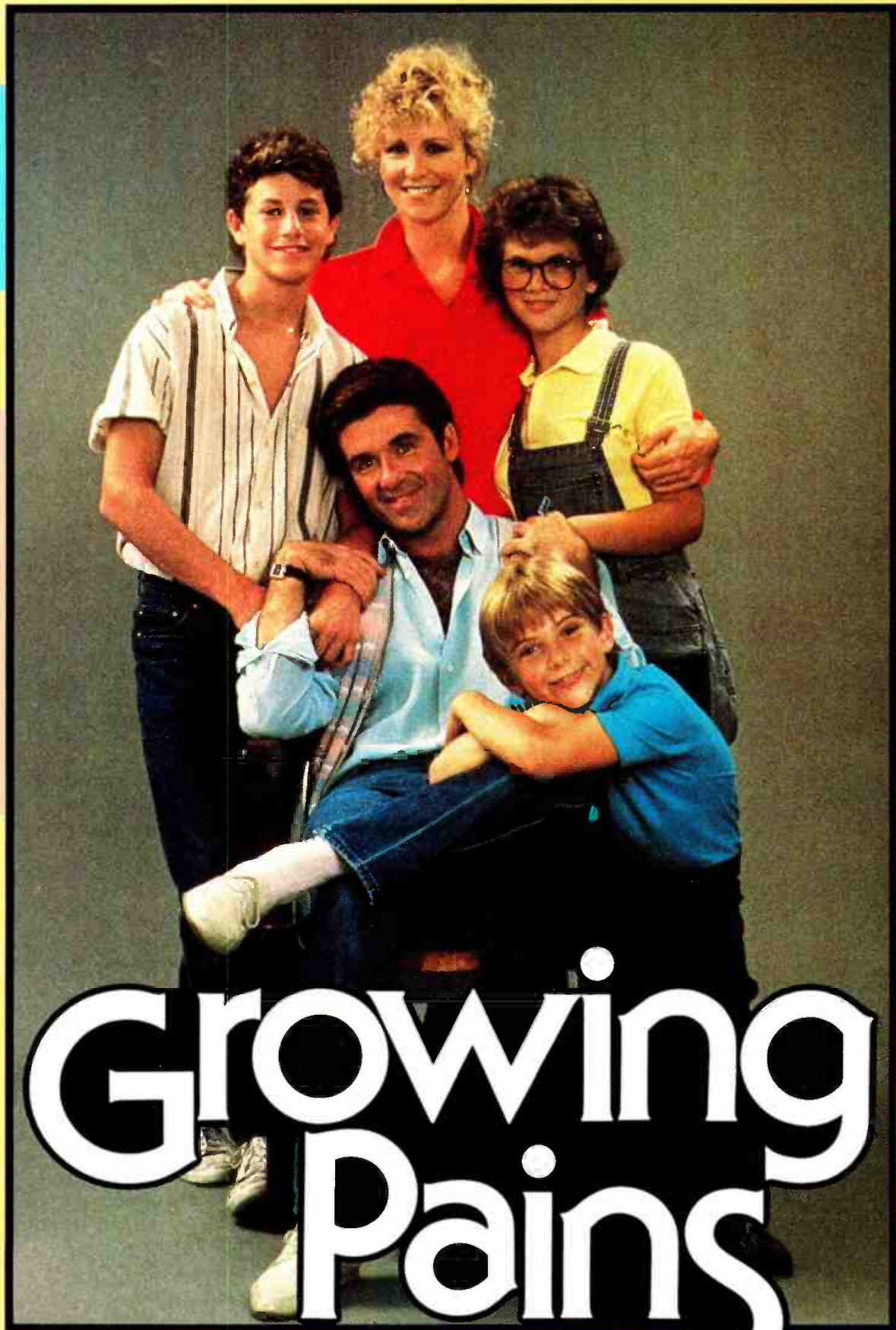
used a rock music trivia contest with an MTV veejay asking the question, breaking for the spot and then returning with the answer. The Dr Pepper spots, featuring Space Cowboy and Godzilla, created for Dr Pepper an "out-of-the-ordinary" presence in the highly competitive cola market. In its David-versus-Goliath marketing situation, where direct competitors outspend Dr Pepper, cable is credited with generating record Dr Pepper sales.

- Cable takes a progressive stance toward certain advertising not deemed "consistent with broadcast standards." While program content on sensitive themes is prominent on the three broadcast networks, responsible advertiser messages on the same subjects are taboo. So cable was the medium J. Walter Thompson used for Warner-Lambert's Lifestyle condoms spots, which featured Dr. Ruth Westheimer, host of Lifetime's *Good Sex* program. The spots sensitively discussed the responsibility of sex and promoted—on three cable networks, Lifetime, ESPN and USA—a product heretofore banned from the television screen.

- Cable in a media mix provides efficiency in reaching a targeted audience and supplements broadcast television's mass delivery. In 1985 Pepsi set aside the largest share ever of its media budget for cable. In an effort to target teen-agers and young adults, Pepsi purchased music, weather and sports programing on nine cable networks. Pepsi also took advantage of cable's tie-in promotions, including The MTV Awards, a Weather Channel "Beat the Heat" contest, and WTBS(TV) Atlanta's "Hot Shots" basketball contest. BBDO, Pepsi's agency, concluded that heavy spending in cable was key to the brand achieving its 1985 goals.

- Cable offers a low-cost media schedule with strong merchandising potential. Adding visual impact to a radio-like message via cable was a low-budget way for Hartford Insurance to increase market share when ad budgets were severely limited due to adverse industry conditions. Only cable offered six networks with strong penetration of upper-income households, creative flexibility, affordability, efficient delivery of a target audience and a wealth of merchandising opportunities.

Surveying some of these creative strategies advertisers are using makes it clear that cable's unique attributes are, indeed, being recognized and exploited by smart advertisers. Cable is not "just TV," not radio or print. It combines the best characteristics of all media. That's why cable ad revenues are growing at double-digit rates. The industry's continued emphasis on developing original cable programing and directing resources to the promotion of that programing bodes well for the continuation of this upward trend in ad sales.



Growing Pains

WARNER BROS. TELEVISION DISTRIBUTION

A Warner Communications Company



This week

Sept. 21—38th annual prime time Emmy Awards, telecast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 21-24—Sixth annual conference of *National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities. Speakers include Cathy Reynolds, National League of Cities; Brian Lamb, C-SPAN; Irving Kahn, Broadband Communications, and Gene Webb, Management Information Systems. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 22-23—*Public Telecommunications Financial Management Association* Workshop I, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management. Dupont Plaza hotel, Washington.

Sept. 22-24—*Magnavox* mobile training seminar. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

■ **Sept. 22-24**—*Advertising Club of Greater Boston* 26th annual Hatch awards celebration. Opera House of Boston and Park Plaza Castle, Boston. Information: (617)262-1100.

Sept. 22-25—Seventh annual Nebraska Videodisk Symposium, "Making It Work," sponsored by *Nebraska Videodisk Design/Production Group, University of Nebraska-Lincoln*. UN, Lincoln, Neb. Information: (402) 472-3611.

Sept. 23—*International Radio and Television Society* newsmaker luncheon, featuring Frederick Joseph, chief executive officer, Drexel Burnham Lambert. Waldorf-Astoria, New York.

■ Indicates new entry

Sept. 23—*Wisconsin Broadcasters Association* sales seminar. Civic Center, Eau Claire, Wis.

Sept. 23—*Cable Television Administration and Marketing Society* general managers seminar. Hyatt Regency, Columbus, Ohio. Information: Judith Williams, (202) 371-0800.

Sept. 23—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Columbus Marriott East. Columbus, Ohio. Information: (212) 751-7770.

Sept. 23—*Caucus for Producers, Writers and Directors and Museum of Broadcasting* luncheon. Fries Entertainment, Los Angeles. Information: (213) 652-0222.

Sept. 23-25—Great Lakes Cable Expo, "Cable at Your Service," sponsored by *cable TV associations of Illinois, Indiana, Michigan and Ohio*. Keynote speaker: Jim Mooney, president, National Cable Television Association. Hyatt Regency and Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

Sept. 23-28—*Women in Communications* national professional conference. Sheraton Center, New York.

Sept. 24—*Ohio Association of Broadcasters* small market meeting. Holiday Inn, Wapakoneta.

Sept. 24—*Wisconsin Broadcasters Association* sales seminar. Radisson hotel, Oshkosh, Wis.

Sept. 24—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring George Kaufman, chairman of the board, and Michael Bannum, president, Kaufman Astoria Studios, New York. Copacabana, New York.

Sept. 24—*Ohio Association of Broadcasters* small-market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 24—*National Association of Broadcasters* task force on radio allocations. NAB headquarters, Washington.

Sept. 24—*International Television Association, St. Louis chapter*, meeting, "Budgeting for a Video Production." Lutheran Church-Missouri Synod, St. Louis. Information: Jean Griffith, (314) 595-4106.

Sept. 24-25—*National Association of Broadcasters* radio membership blitz for Mississippi and Alabama. NAB headquarters, Washington.

Sept. 25—*Wisconsin Broadcasters Association* sales seminar. Sheraton hotel, Madison.

Sept. 25—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Marriott Airport hotel, Kansas City, Mo. Information: (212) 751-7770.

Sept. 25-26—*Public Telecommunications Financial Management Association* Workshop II, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management. San Francisco Airport Hilton, San Francisco.

Sept. 25-27—*American Women in Radio and Television* Northeast area conference. Marriott Thruway, Rochester, N.Y. Information: (202) 429-5102.

Sept. 25-27—*National Religious Broadcasters* South central regional convention. Bellevue Baptist Church, Memphis. Information: (901) 725-9512.

Sept. 25-28—*Georgia Association of Broadcasters* second sales university. Athens, Ga.

Sept. 26-27—*North Dakota Broadcasters Association* convention. Doublewood Inn, Fargo, N.D.

■ **Sept. 26-27**—*Radio-Television News Directors Association* regional eight conference, with *Ohio AP*, "Toxic Leaks: Is Technology the Solution?" Ohio University, Athens, Ohio.

Sept. 27-30—*Minnesota Broadcasters Association* fall convention. Speaker: Eddie Fritts, president, National Association of Broadcasters. Cragun's conference

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

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

Oct. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

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

Oct. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

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

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

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

Jan. 7-11, 1987—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—*NATPE International* 24th annual convention. New Orleans Convention Center,

Major Meetings

New Orleans. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

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

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

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

Feb. 19-21, 1987—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

March 25-28, 1987—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 28-April 1, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

March 29-31, 1987—*Cabletelevision Advertising Bureau* sixth annual conference. New York.

April 1-5, 1987—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 21-27, 1987—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Fes-

tivals, Cannes, France.

April 26-29, 1987—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

April 29-May 3, 1987—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

May 17-20, 1987—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

May 17-20, 1987—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 31-June 2, 1987—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9, 1987—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

June 9-11, 1987—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13, 1987—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14, 1987—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

Aug. 16-19, 1987—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

Sept. 1-4, 1987—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

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PHILADELPHIA
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Also in September

Sept. 28-30—*New Jersey Broadcasters Association* 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

Sept. 28-30—*Nebraska Broadcasters Association* annual convention. Cornhusker hotel, Lincoln, Neb.

Sept. 29—*Federal Communications Bar Association* luncheon. Speaker: Howard Cosell. ABC. Washington.

Sept. 29-Oct. 3—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29-Oct. 4—*Canadian International Animation Festival*. Hamilton Place Theater and Hamilton Art Gallery, Hamilton, Ontario. Information: (416) 367-0088.

Sept. 30—Deadline for applications to Ohio State Awards program competition, sponsored by noncommercial *WOSU-AM-FM-TV Columbus, Ohio*. Information: (614) 422-0185.

Sept. 30—*Louisiana Association of Broadcasters* sales seminar. Ramada Inn, Baton Rouge.

Sept. 30—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Hyatt Regency-Peachtree Center, Atlanta. Information: (212) 751-7770.

Sept. 30-Oct. 2—*Mid-America Cable TV Association* 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Sept. 30-Oct. 2—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

October

Oct. 1—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring John F. Gault, president, Manhattan Cable TV, and executive VP, ATC. Copacabana, New York.

Oct. 1—*Academy of Television Arts and Sciences* panel/demonstration on programming and technologies of global/satellite television, "The Sky's the Limit." Included on panel: Julius Barnathan, CapCities/ABC; Robert Wussler, Turner Broadcasting System; Stanley Hubbard, Hubbard Broadcasting; Tony Verna and John Eger, Global Media; Joseph Pelton, Intelsat; Al Snyder, USA, and Robert Wold, Wold Communications. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

Oct. 1—*Louisiana Association of Broadcasters* sales seminar. Alexandria Hilton, Alexandria, La.

Oct. 1-2—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

Oct. 1-3—*National Association of Black Owned Broadcasters* 10th annual fall broadcast management conference. Sheraton Grand hotel, Washington. Information: (202) 463-8970.

Oct. 1-3—*Oregon Association of Broadcasters* annual conference. Rippling River resort, Welches, Ore.

Oct. 1-4—*Kansas Association of Broadcasters* convention. Ramada Inn, Topeka, Kan.

Oct. 1-4—Seventh annual *Midwest Radio Theater* workshop. Tiger hotel, Columbia, Mo. Information: MRTW, 915 East Broadway, Columbia, Mo., 65201; Jim Gleeson, (314) 874-1139.

Oct. 2—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant, San Leandro, Calif.

Oct. 2—*Louisiana Association of Broadcasters* sales seminar. Holiday Inn, Financial Plaza, Shreveport, La.

Oct. 2—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Orlando Airport Marriott, Orlando, Fla. Information: (212) 751-7770.

Oct. 3-4—20th annual South Dakota Broadcasters Day, sponsored by *South Dakota State University*. SDSU campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4171.

Oct. 3-5—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

Oct. 3-5—*Journalism ethics conference*, co-sponsored by *Foundation for American Communications, Knight Foundation* and *Detroit Free Press*. Hotel Pontchartrain, Detroit. Information: (213) 851-7372.

Oct. 3-5—*Radio-Television News Directors Association* region seven conference, with *Illinois News Broadcasters Association*. Ramada Inn, Danville, Ill.

Oct. 5-7—*Pennsylvania Association of Broadcasters* 54th annual convention. Speakers include FCC Commissioner Jim Quello and ABC's John Sias. Hershey Lodge, Hershey, Pa.

Oct. 5-8—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System. Ritz-Carlton Buckhead, Atlanta. Information: (404) 434-6800.

Oct. 6—*Northern California Broadcasters Association* annual wingding. Crow Canyon country club, San Ramon, Calif. Information: (415) 362-2606.

Oct. 6-7—*Pratt Center for Computer Graphics in Design* seminar. Hyatt on Union Square, San Francisco.

Oct. 6-10—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation. New Delhi. Information: Dr. Indu Singh, (202) 783-5030.

Oct. 7—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 7—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Arlington Park Hilton, Arlington Heights (Chicago), Ill. Information: (212) 751-7770.

Oct. 8—Conference for journalists, "The Oil Glut—Our Energy Future," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Frank J. Biondi Jr. executive VP, Business Sector Inc., Coca-Cola Co. Copacabana, New York.

Oct. 8—*American Women in Radio and Television, Washington chapter*, meeting, "Alternative Programming: Going Up Against the Big Three." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

Oct. 8-10—*National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill. Information: (402) 845-6595.

Oct. 8-12—*National Broadcast Association for Community Affairs* 12th annual convention. Sheraton-Washington hotel, Washington. Information: Mal Johnson, Cox Communications, (202) 737-0277.

Oct. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Amfac hotel, West Tower, Dallas. Information: (212) 751-7770.

Oct. 9-10—*Society of Broadcast Engineers, Pittsburgh chapter*, 13th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 10—*Broadcast Pioneers, Washington area chapter*, reception honoring FCC Commissioner Patricia Diaz Dennis. Washington. Information: Joe Ryan, (202) 783-5100.

Oct. 10-11—*Radio-Television News Directors Association* region seven conference, with *Indiana AP*. Walden Inn, Greencastle, Ind.

Oct. 12-14—*Illinois Broadcasters Association* convention. Galena, Ill.

Oct. 12-14—*Iowa Cable Television Association's* fall convention. Airport Hilton, Des Moines.

Oct. 14—*International Radio and Television Society* "Second Tuesday" seminar, "Yesterday, Today and Tomorrow: The TV Critics Take a Look." Viacom Conference Center, New York. Information: (212) 867-6650.

Oct. 14—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Newton Marriott, Boston. Information: (212) 751-7770.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis A.J. Cervantes Convention Center, St. Louis. Information: Sam Caputa, (314) 727-2160.

Oct. 14-16—*Community Broadcasters Association*



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first low power television conference (held in conjunction with Society of Broadcast Engineers convention, see above). St. Louis A.J. Cervantes Convention Center. St. Louis. Information: (703) 893-8844.

Oct. 15-16—"The Future of Television in Europe," conference sponsored by *Club de Bruxelles*. Palais des Congres, Brussels.

Oct. 15-17—*Indiana Broadcasters Association* fall conference. Holiday Inn Union Station, Indianapolis.

Oct. 15-17—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 16—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Governors Inn-Research Triangle Park, Raleigh, N.C. Information: (212) 751-7770.

■ **Oct. 16**—"Interconnecting with Your Cable Franchise," workshop sponsored by *Wayne County (Mich.) Intermediate School District's department of technology*. Education Annex 2 & 3, Wayne, Mich. Information: (313) 467-1300.

Oct. 16-17—*Broadcast Financial Management Association* board of directors meeting. Westin Crown Center, Kansas City, Mo.

Oct. 16-17—*American Women in Radio and Television* Southeast area conference. Wyndham hotel, Orlando, Fla. Information: (202) 429-5102.

■ **Oct. 16-20**—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

Oct. 17—*Radio-Television News Directors Association* region 12 meeting with *Sigma Delta Chi*. Topics: the making of ABC's *20/20*, sexual harassment and news coverage of drug crisis. Remarks by CBS's Charles Osgood. Sheraton Center, New York.

Oct. 17-21—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France.

Oct. 17—*Ohio Association of Broadcasters* small-market radio exchange. Westbrook country club, Mans-

field, Ohio.

Oct. 17-19—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Gates Foundation* and *Denver Post*. Keystone resort and conference center, Keystone, Colo. Information: (213) 851-7372.

■ **Oct. 18-19**—*Northern California Women in Film & Television* workshop, "The Corporate Connection: Making It Work for You." Positive Video, San Carlos, Calif. Information: Nancy Stevens, (415) 548-5308.

Oct. 19-22—Intelevent '86, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton; Peat, Marwick, Mitchell & Co., and International Chamber of Commerce. Information: (202) 857-4612.

Oct. 20-22—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidome, Dallas-Fort Worth. Information: Sharon Barela, (918) 664-7991.

Oct. 20-22—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Oct. 21**—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research, New York Hilton, New York. Information: (212) 867-6650.

Oct. 21-22—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

Oct. 21-23—Annual convention of *Microwave Communications Association*. Theme: "MMDS/ITFS/OFS/DEMS Emerging Microwave Technologies." Ramada Renaissance hotel, Washington. Information: (202) 659-4417.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

Oct. 22-24—*American Women in Radio and Televi-*

sion North Central area conference. Hilton on the Circle, Indianapolis. Information: (202) 429-5102.

Oct. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 22-26—*Association of Music Personnel in Public Radio*. Hyatt Regency New Orleans. Information: (504) 286-7000.

Oct. 23-25—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia. Information: Sue Bahner, (716) 461-9212.

Oct. 24—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Oct. 24—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Airport Marriott, San Francisco.

Oct. 24-25—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

Oct. 25—*Museum of Broadcast Communications* "You Can Come Home Again" gala, "homecoming reunion saluting broadcast stars born in Illinois or whose careers were nurtured in Chicago." MBC, Chicago. Information: (312) 565-1950.

■ **Oct. 25**—*American Women in Radio and Television's* 32d annual Genii awards luncheon, honoring actress Sharon Gless and writer-producer Fay Kanin. Beverly Wilshire, Los Angeles. Information: (818) 509-0819.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

Oct. 26-28—*National Association of Broadcasters* "Hundred Plus Exchange." Chicago O'Hare Airport Hilton, Chicago.

Oct. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 27—*Cable Television Network of New York* third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360.

Oct. 28—Conference for journalists, "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **Oct. 28**—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research, New York Hilton, New York. Information: (212) 867-6650.

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

Oct. 29—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Robert E. Mulholland, director, Television Information Office, Copacabana, New York.

Oct. 29-30—Conference for journalists, "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **Oct. 30**—Dinner sponsored by *Entertainment Industries Council*, honoring Grant Tinker, outgoing chairman of NBC. Sheraton Premiere hotel, Los Angeles. Information: (818) 840-3842.

■ **Oct. 30-31**—"Success in Radio and Television Sales and Promotion," sponsored by *California Broadcasters Association and Broadcast Promotion and Marketing Executives*. Hyatt Los Angeles Airport.

Oct. 31—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: First Lady Nancy Reagan, on drug abuse. Los Angeles. Information: (818) 953-7575.

November

Nov. 1—*Academy of Television Arts and Sciences* all-

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■ **Nov. 1**—*Caucus for Producers, Writers and Directors* final general membership meeting of 1986. Chasen's restaurant, Los Angeles.

Nov. 3-5—Electronic Imaging '86, conference and exhibit, featuring computer graphics, fiber optics and high-definition TV. Sponsored by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (617) 267-9425.

Nov. 3-7—London Market for TV, film, home video, cable and satellite. Gloucester hotel, London. Information: (212) 593-2258.

■ **Nov. 4**—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research, New York Hilton, New York. Information: (212) 867-6650.

Nov. 5—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring David D. Connell, VP-executive producer, Children's Television Workshop, Copacabana, New York.

Nov. 6—*Women in Cable, San Francisco chapter*, meeting. Topic: employe relations. EEO. Blue Dolphin restaurant, San Leandro, Calif.

Nov. 7—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*, Henry VIII Inn Airport, St. Louis. Information: (202) 429-5420.

Nov. 7-9—Conference for journalists on "civil justice/litigious society," sponsored by *Foundation for American Communications and Gannett Foundation*, Vista International hotel, Washington. Information: (213) 851-7372.

■ **Nov. 8**—*Radio-Television News Directors Association* region six workshop on cameras and microphones in the courtroom, Columbia, Mo.

■ **Nov. 9-13**—*Nebraska Videodisk Workshop*, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln, Videodisk Design/Production Group*, UN, Lincoln. Information: (402) 472-3611

Nov. 10—29th annual *International Film & TV Festival of New York*, awards for film, video, slide and audio-visual productions. Town Hall, New York. Information: (914) 238-4481

Nov. 12—*Ohio Association of Broadcasters* financial managers meeting, Embassy Suites, Columbus, Ohio.

■ **Nov. 12**—*American Women in Radio and Television, Washington chapter*, meeting, "Sexism in Broadcasting: Fact or Fallacy." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

Nov. 12-14—*Magnarox* mobile training seminar for cable, Orlando Marriott, Orlando, Fla. Information: (800) 448-5171, extension 389.

Nov. 12-15—*International Women's Media Conference*, National Press Club, Washington. Information: (202) 223-0030.

Nov. 12-16—*Audio Engineering Society* convention, Los Angeles Convention Center. Information: (212) 661-8528.

Nov. 13—*Association of National Advertisers* promotion management workshop, New York Hilton, New York.

Nov. 13—12th annual *Chicago Communications* luncheon, "for the advancement of communications to benefit the Albert P. Weisman Memorial Scholarship Fund at Columbia College." Keynote speech: CBS White House correspondent Lesley Stahl, Westin hotel, Chicago. Information: (312) 663-1600; extension 421.

■ **Nov. 13**—*Southern California Cable Association* dinner. Speaker: Trygve Myhren, chairman-CEO, American Television & Communications, Pacifica hotel, Los Angeles. Information: (213) 684-7024.

Nov. 13-15—Broadcast sales training seminar, "The National Sales Manager Program," sponsored by *Television Bureau of Advertising*, Century Plaza, Los Angeles.

Nov. 13-15—17th annual *Loyola Radio Conference*, Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 13-16—*National Association of Farm Broadcasters* fall meeting, Kansas City, Mo.

Nov. 14—29th *International Film & TV Festival of*

New York, awards for TV programs, promos and music video, Sheraton Center, New York. Information: (914) 238-4481.

Nov. 14-16—Second annual *Women in Film Festival*, co-sponsored by *Women in Film and California First Bank*, Directors Guild of America, Los Angeles.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting, Century Plaza, Los Angeles.

Nov. 17-21—*Southern Educational Communications Association* annual conference, Hyatt Regency, Tampa, Fla.

Nov. 18—*Association of National Advertisers* research workshop, Plaza hotel, New York.

Nov. 20-22—*Arizona Broadcasters Association* fall convention and annual meeting, Westward Look Resort, Tucson, Ariz.

Nov. 21—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*, Marriott Marquis, New York. Information: (202) 429-5420.

Nov. 21—*Broadcast Pioneers, Washington area chapter*, annual awards dinner, Kenwood country club, Bethesda, Md. Information: Joe Ryan, (202) 783-5100.

Nov. 21-23—*Foundation for American Communications and Gannett Foundation* conference for journalists on science/environment, Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

Nov. 25—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York.

December

Dec. 1-5—Video Expo Orlando '86, sponsored by *Knowledge Industry Publications*, Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 3—*Ohio Association of Broadcasters* sales workshop, Park University hotel, Columbus, Ohio.

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

Dec. 4-7—Sixth annual *National Video Festival*, sponsored by *Sony Corp. of America* and presented by *American Film Institute*. Themes: TV and video sound—regional styles, Los Angeles campus, AFI. Information: (213) 856-7787.

Dec. 5—Deadline for entries in 27th annual *International Broadcasting Awards*, honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*, Information: HRTS, (818) 769-4313.

Dec. 7-8—*NBC-TV* midseason promotion executives conference, Contemporary hotel, Orlando, Fla.

Dec. 9-10—*NBC-TV* local news promotion workshop, Contemporary hotel, Orlando, Fla.

Dec. 18—*International Radio and Television Society* Christmas benefit, Waldorf-Astoria, New York.

January, 1987

Jan. 7-11—*Association of Independent Television Stations* annual convention, Century Plaza, Los Angeles.

■ **Jan. 13-15**—*Georgia Radio-Television Institute*, sponsored by *Georgia Association of Broadcasters*, Georgia Center for Continuing Education, University of Georgia, Athens, Ga.

■ **Jan. 14**—*American Women in Radio and Television, Washington chapter*, meeting, "An Evening with FCC Commissioner Patricia Diaz Dennis," National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

Jan. 15—Deadline for entries in Charles E. Scripps Award, for "newspaper or broadcast station which best promotes literacy in its community," sponsored by *Scripps Howard Foundation*. No network may compete. Award is part of Scripps Howard Foundation National Journalism Awards. Information: Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 20—Presentation of eighth annual *network ACE Awards*, sponsored by *National Academy of Cable-Programming*. Ceremony to be aired live by WTBS-TV Atlanta, Los Angeles. Information: (213) 278-3940.

Jan. 21-25—*NATPE International* 24th annual con-

vention, New Orleans Convention Center, New Orleans. Information: (212) 949-9890.

■ **Jan. 27-29**—*South Carolina Broadcasters Association* winter convention, Radisson hotel, Columbia, S.C.

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention, Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201) 428-5400.

February, 1987

Feb. 1-4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

Feb. 2-6—*National Association of Broadcasters* winter board meeting, Ritz-Carlton, Laguna Niguel, Calif.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference, St. Francis hotel, San Francisco.

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

Feb. 15-17—*Louisiana Association of Broadcasters* annual convention, Westin Canal Place hotel, New Orleans.

Feb. 16-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*, Calgary, Alberta. Information: (403) 220-7575.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention, Concourse hotel, Madison.

Feb. 19-20—*Broadcast Financial Management Association* board meeting, Loews Anatole hotel, Dallas.

Feb. 19-21—*Country Radio Seminar*, sponsored by *Country Radio Broadcasters*, Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 19-21—*Howard University's School of Communications* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

March, 1987

■ **March 2-4**—*SPACE/STTI* convention, sponsored by *Satellite Television Industry Association*, Bally's, Las Vegas. Information: (703) 549-6990.

March 6—*Television and ethics* conference sponsored by *Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter*, Marriott hotel, Copley Place, Boston. (617) 578-8615.

March 10-13—*Audio Engineering Society* convention, Queen Elizabeth II conference center, London. Information: (212) 661-8528.

March 17—Presentation of 27th annual *International Broadcasting Awards* honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*, Century Plaza hotel, Los Angeles.

March 20-22—*Intercollegiate Broadcasting System* national convention, New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 25-28—*American Association of Advertising Agencies* annual convention, Boca Raton hotel and beach club, Boca Raton, Fla.

March 27—*National Association of Black Owned Broadcasters* third annual communications awards dinner, Hyatt Regency hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference, New York.

April, 1987

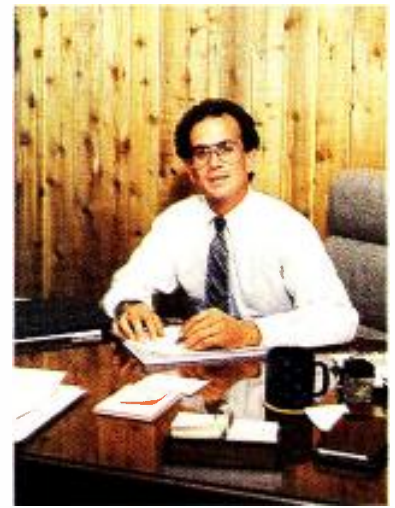
April 1-5—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention, Clarion hotel, St. Louis.

■ **April 15**—*Ohio State Awards* ceremony, National Press Club, Washington. Information: (614) 422-0185.

April 21-27—23d annual *MIP-TV, Marches des Inter-*

1.7 SHARE 1985 9.8 SHARE 1986 WE HAD A DRAMATIC CHANGE!

—Mike Seminary, Sales Manager
KLXX, Bismarck, ND



Mike Seminary, Sales Manager

After a Spring Arbitron share of 1.7, the management of KLXX, Bismarck, North Dakota, conducted extensive research in June 1985. The research indicated a market need for more country music.

Writes Mike Seminary, Sales Manager, "We made the decision to use the country format available through Satellite Music Network. That decision proved to be of great value.

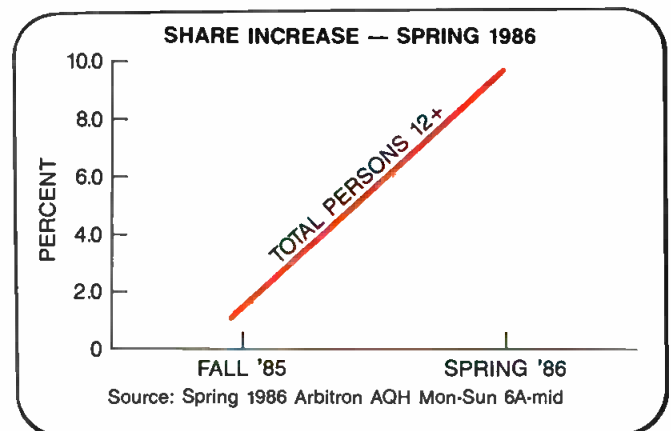
"Based on the 1985 Spring Arbitron," Seminary continues, "KLXX had a 1.7 share total persons 12+, Monday through Sunday, 6AM to Midnight. For 1986, we had a dramatic change. Based on the 1986 Spring Arbitron, KLXX garnered a 9.8 share total persons 12+, Monday through Sunday, 6AM to Midnight.

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The talent is
the best..."***

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Concludes Mike Seminary: "I would recommend Satellite Music Network. It proved itself in our market."

Concludes Mike Seminary: "I would recommend Satellite Music Network. It proved itself in our market."



From left to right Mike Seminary, Sales Manager; Doug Freeman, Production Director; Gary Krahn, General Manager.

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Daytimer's praise

EDITOR: It is a great day for daytimers. Among our small portfolio, we own a class III AM that now has the good fortune of being able to operate two hours past sunset. Although we only have 75 watts for post-sunset hours, our entire city of license is covered.

Now, with all our thanks to the efforts of Jim McKinney and the FCC's Mass Media Bureau and the National Association of Broadcasters, let's not lose sight of those who really made it happen for us daytimers. It was Ray Livesay who had a lot to do with the beginning and Jim Wycor who was so determined to get this goal accomplished.

But one of the true, unsung heroes, and a guy who, as far as I can see, is getting little or no credit for this marvelous accomplishment, is Mr. Gregg Skall of Baker & Hostetler. This Washington law firm essentially donated much of Gregg's time for the Daytime Broadcasters Association. Thank you, Gregg, for doing so much. It is not often that

someone in the communications legal profession can help do something that has such a tremendous impact on an industry.—*Shelly Davis, president, USA Communications Inc., Nashville.*

Differing description

EDITOR: "... Georgi Arbatov, a specialist in U.S. affairs, said in a press briefing..." Arbatov, a specialist in U.S. affairs? Really?

Georgi Arbatov is both an employe of, and a press representative of, the Soviet government. He can best be described as a propagandist who monitors American and Canadian news events for the Kremlin. He is not a specialist in U.S. affairs, as your Sept. 8 article ("State Dept. says nyet to NBC") describes him.

After reading your pages for the past 46 years, I don't cherish my favorite trade journal getting into the same trap as ABC and Phil Donahue. Let's never forget that Georgi Arbatov, and his pal, Vladimer Posner, are full-time Russian employes of the Kremlin. Their specialty is disinformation and propa-

ganda. Nothing BROADCASTING, Peter Jennings, Ted Koppel or Phil Donahue say will ever change that.—*Peter K. Onnigian, Onnigian Associates, Sacramento, Calif.*

Proofreader

EDITOR: There are always people out there who enjoy pointing out mistakes in reputable publications, and I suppose I'm one of them. I should like to point out an error in your excellent editorial in the Sept. 8 issue regarding the new biography of General Sarnoff by Ken Bilby. In your editorial you refer to a few "stylistic lapses" in Bilby's work "that would not have passed the copy desk of the *New York Herald-Tribune* when Bilby worked there." Your own "stylistic lapse" is in hyphenating *Herald Tribune*, a fine, still-missed newspaper that omitted the hyphen from its name.

I am struck by the fact (cliche) that the last time I wrote to you it was to advocate employment of the hyphen in Radio-Television News Directors Association. You gaveth. Would you taketh away?—*Edward Bliss Jr., CBS News retired, Newburyport, Mass.*

Journalism fan

EDITOR: Once again the annual BROADCASTING roundup (Sept. 1) of noteworthy local station journalism pins some well-deserved medals on American TV. Amid so much programming insipidity, it's refreshing to note those hundreds of talented local newsmen brilliantly honoring their stations' license commitment to the "public interest, convenience and necessity" of the 1934 Communications Act. There's hope for the medium yet.—*Lincon Diamant, president, Spots Alive Consultants Inc., New York.*

Zero dropped

EDITOR: It's great to see one's radio station listed one of the top 10 in the New York market (BROADCASTING, Sept. 8).

But a slight movement of a comma showed our spring 1986 Arbitron, total person 12-plus, average-quarter-hour audience to be 9,900, instead of 99,000.—*Rod Calarco, vice president, general manager, WCBS-FM New York.*

Radio '86 raves

EDITOR: The NAB Radio '86 convention was great. OK, so the hotel elevators were a pain, but that is small stuff. What really counted, under the auspices of the NAB/NRBA committee and staff, was outstanding.

I've been there. Putting that convention on is no small task. It takes more than just incredible amounts of time, people and money to make it successful—it takes leadership. The one person who did the most, was unfortunately, the least recognized.

Let's hear it for David Parnigoni, senior vice president for NAB-radio. You done good!—*Peter B. Ferrara Jr., general manager, WBMW(FM) Washington, former executive vice president, National Radio Broadcasters Association.*

\$13,000,000

Houston FM Communications, Inc.

has sold

KGOL-FM

(Lake Jackson/Houston)

to

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WERTHEIM & CO., INC.

August 1986

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Vol. 111 No. 12

TOP OF THE WEEK

Tax reform sends trading soaring

Brokers report brisk business as expected changes in capital gains, general utilities doctrine are causing broadcasters to sell properties before year's end

The tax reforms now under discussion in Congress are having a profound effects on station trading and on the way broadcasters are structuring their business. Most broadcasters, brokers and financial analysts reached by BROADCASTING anticipate a boom in station sales (in the hundreds of millions of dollars worth) for the remainder of this year, as buyers scramble to take advantage of the present capital gains tax and liquidate or reorganize their companies before the new tax rates come into effect.

There are essentially three changes in the tax laws that will affect broadcasters. First is the modification of the capital gains tax. Capital gains taxes are now charged on the sale of property held for six months or longer. When the asset is sold, the profits from

the sale are taxed at a special rate of 20% for individuals and 28% for corporations. Under the proposed law, gains are to be taxed as income, up to 28% for individuals and 34% for corporations. To complicate matters, 1987 will be a transition year and capital gains will be taxed at about 40% for corporations.

A second factor is the recapture tax, which is dependent on depreciation, or the amount a taxpayer can write off his taxes for the wear and tear of assets used in his business. Generally there are two forms of depreciation, straight-line and Accelerated Cost Recovery System (ACRS), straight-line depreciation being more common and ACRS being a way of depreciating most of the value of the asset in its first few years of use. When assets are sold, the difference between their depreciated value and their value ascribed in a sale is taxed and the depreciation recaptured by the IRS. If, say, the seller has fully depreciated the cost of his transmitter so that its value is zero on the

station's books but the transmitter accounts for \$50,000 of the selling price, the seller is charged an income tax on the \$50,000. The maximum income tax rate is now 50% for individuals or 46% for corporate entities. The tax reforms would reduce the maximum rates to 28% for individuals and 34% for corporations by 1988. The interim rate for corporations in 1987 will be 40%.

Finally, the probable elimination of the so-called general utilities provision has caused concern among larger, corporate group owners. At present, if a corporation sells a station, it exercises a section 337 liquidation, meaning that dividends from the sale are passed directly to the shareholders (after payment of recapture taxes, if any, by the corporation), and treated as a capital gain. Under the new tax law, section 337 would be removed. The corporations would pay capital gains taxes at the corporate rate, and shareholders would pay again for capital gains at individual rates.

These changes have begun a small wave

Appeals court says fairness doctrine not matter of law

A panel of the U.S. Court of Appeals in Washington has held, in a 2-1 decision, that the fairness doctrine is not a statutory obligation imposed by Congress. The decision, in a case involving the question of whether the FCC's political broadcasting rules apply to teletext, marks the first time a court has held that Congress did not incorporate the doctrine, adopted by the commission in 1949, into Section 315 of the Communications Act in 1959. Congress at that time, in easing the equal time restrictions imposed by the section, said broadcasters would still be obligated to "afford reasonable opportunity for the discussion of conflicting views."

Judge Robert H. Bork, in the opinion in which he was joined by Judge Antonin Scalia, said that language did not make the fairness doctrine "a binding statutory obligation; rather it ratified the commission's long-standing position that the public interest standard authorizes" the obligation that broadcasters treat all sides of controversial issues of public importance in a balanced manner. The decision is bound to generate new controversy over the issue, not only in the courts but in Congress, where the fairness doctrine finds its most avid supporters.

The issue has been debated frequently over the years, with the weight of most opinion supporting the view that the doctrine is a statutory obligation. It is now before the appeals court in a case in which the Radio-Television News Directors Association is seeking to appeal the commission's order following its fairness doctrine inquiry. The commission concluded in August 1985 that the doctrine inhibits rather than enhances speech but deferred to Congress the question of what action should be taken regarding it. RTNDA contends that the commission is "arbitrary and capricious" in continuing to enforce a doctrine it

found to be contrary to the public interest. Timothy Dyk, principal attorney on the RTNDA brief, said of Bork's opinion, "This should be helpful." RTNDA and Meredith Corp., in separate cases, are also challenging the constitutionality of the doctrine.

The panel issued its ruling in a case brought by Telecommunications Research and Action Center and Media Access Project, two public interest groups, that challenged the commission's decision not to apply the equal time and reasonable access laws and the doctrine to the new technology, teletext, in which textual material and graphics are transmitted over the air and displayed on a screen. The commission won two out of three.

The panel upheld the commission in the reasonable access matter: it said the commission was not unreasonable because "implicit" in its decision is the conclusion that the federal candidates the law is intended to serve can reach the public over the television station's principal channel. And after holding that the fairness doctrine was not a statutory requirement, the panel concluded that the commission was reasonable in changing its view of what the public interest requires as to teletext. The commission had contended that its application of the doctrine might impede development of the new technology.

However, the panel reversed the commission on the equal-time issue. The panel—with its third member, Senior Judge George E. MacKinnon, joining his colleagues—held that teletext is broadcasting. The commission had said that teletext does not constitute "traditional broadcast services" and that, as a result, Section 315 need not apply. But teletext, Bork wrote "falls squarely within" the definition of broadcasting contained in the statute. Said Bork: It "involves 'print and textual transmission' and that is plainly covered."

of station trading, with many brokers fielding calls from nervous station owners and clients anxious to close by the end of the year. Brokers are saying that deals need to be finished now in order to get FCC approval (or at least interim approval) so they can close by year's end. Other brokers say that buyers and sellers have until Oct. 15 or even a little later if they expect to close by Dec. 31.

The replacement of capital gains taxes by income taxes has probably been the most direct spur to selling a station now rather than later. The differences between the 20% for individuals and 28% for corporations generally paid now and the 28% and 34%, respectively, to be paid in the future on profits from sales are incentives for selling now.

There is a correlation between losses expected in the capital gains tax and the gains to be made in recapture taxes. Tom Buono, of Chantilly, Va.-based Broadcast Investment Analysts, suggests that if an individual's capital gains are roughly twice his recapture tax, he can break even and pay essentially no more tax in the future than now. For corporations the breakeven point would be at a ratio of 2.75 capital gains to recapture. However, Buono points out, this is a rare situation. More often a seller's capital gains are much higher than his recapture liabilities. Dan Gammon of Americom Radio Brokers estimate that capital gains are usually four or five times the recapture. Jack Harvey of Blackburn Associates felt that the two would generally not result in a significant savings. "The two will rarely wash each other out," said Harvey.

There are other potential effects of the new tax code on broadcasting. The loss of the investment tax credit, the write-off owners are allowed for the purchase of new equipment, will be significant to capital-intensive industries, which some brokers think may look to investments in broadcasting, which spends less of its income on new equipment. Cable companies will be affected seriously because of their continuing need to build more plant.

Gammon said his company has seen many sales motivated by the increase in capital gains. Richard Oppenheimer's sale of his station group (BROADCASTING, Sept. 1) was initiated by a tax saving, estimated to be almost \$3.5 million. Howard Stark reports that the TV purchases made by Richard Benadek (see "Changing Hands," page 86) were motivated by worries over capital gains increases. Some brokers felt that most of the sales in the last few months were made for tax savings. "We have probably a couple TV deals and several very large cable deals motivated by this," said Gene Gawthrop, chief financial officer of Communications Equity Associates, Tampa, Fla. "I know of three cable deals of at least \$100 million who want to liquidate now and capture that tax savings." Harvey also had felt the pinch and said Blackburn had many new sales in the last months, mostly motivated by the tax changes. Jim Blackburn said: "I've been coming in early and leaving late every night recently because of all the sales we've had." Gammon said Americom has been given

over \$90 million in sales in the last month, as much as they had in all of last year.

The change in the general utilities provision has proved the most difficult provision of the new tax laws. Many companies are having to reorganize their companies into structures that allow for a direct pass-through to shareholders. In the future it is expected that many more buyers will go to noncorporate entities to buy stations.

A few years ago, the maximum tax rate for individuals was 70% and the rate for corporations was 50%. Many people saw the wisdom of organizing into corporations to avoid the higher individual tax rate and to make use of certain corporate tax shields. Later when the rate changed to 50% for the individual and 46% for corporations, it was still worthwhile to stay in a corporate structure because of the various shields allowed. With a future tax rate at 28% for individuals and 34% for corporations, many broadcasters are scrambling to move to a noncorporate structure where they can be taxed at the lower rate and avoid the double taxation in the future caused by the removal of the general utilities provision.

First of all, those companies that don't have the time to sell and avoid the general utilities provisions by year end are electing to liquidate now and plan on selling in the next 18 months. This way they can avoid the double taxation problem because the IRS has allowed them the leeway for this option.

"For the first time in history," said Buono,

"corporations will be taxed at a higher rate than individuals." Thus noncorporate vehicles like partnerships and individual ownership benefit in two ways. They avoid double taxation and they are taxed at a lower rate. Almost all brokers and analysts feel that most companies will move to a partnership or limited partnership in the future.

Many companies don't have that option and changing their corporate structure to a partnership is impossible. For those companies the remaining option is the subchapter S corporation. In a subchapter S, a company must meet the various restrictions on size and shareholders: no more than 35 shareholders, no corporate partners, only one class of stock and no subsidiary corporations. The subchapter S corporation avoids the onerous double taxation problem but income is taxed at the higher corporate rate, so it is a compromise of a sort.

However, many smaller companies have been given some relief. Closely held companies (those where there are fewer than 10 people holding more than 50% of the stock) whose net worth is less than \$5 million remain unaffected until January 1989. That takes some urgency away from most small-market and many medium-market radio station groups. Those companies between \$5 and \$10 million will be gradually phased out during that time (the actual timetable is still to be hammered out in Congress) and those companies over \$10 million will have to meet the new regulations by Jan. 1. □

NCTA to go after must carry, A/B switch plan

The board of the National Cable Television Association, meeting in Washington last week, gave the go-ahead for the trade association to petition the FCC to reconsider its new must-carry and A/B switch rules that were adopted last August to replace the original rules that were declared unconstitutional by a federal appeals court last year.

In a press briefing following the meeting, NCTA President Jim Mooney said the board's principal problems were with the A/B switch rules, which would require cable operators to include A/B switches as part of every new installation and to provide switches, on request, to all existing subscribers. The rules are so burdensome, he said, the industry is "compelled to go back to the FCC to see if we can find a better solution."

The decision, which was, according to Mooney, reached by consensus without a vote, backs the position taken by the board's executive committee when it met in California in late August (BROADCASTING, Sept. 1).

According to Mooney, the board also discussed efforts in Congress to pass legislation requiring programmers to sell their services to backyard dish owners through third parties (see "In Brief") and how far the industry should go in pushing for First Amendment rights.

At the briefing, Mooney cited three reasons for NCTA's objection to the A/B switch rules: they are expensive to implement, "rife" with technical problems and "consumer unfriendly."

Mooney also said NCTA is concerned about the new must-carry rules. In particular, he said, it has problems with the provisions that give favorable treatment to new television stations and noncommercial stations in determining which station qualify for must-carry status. The provisions go beyond what NCTA agreed to in new rules spawned by a compromise between major elements of the cable and broadcasting industry and proposed to the FCC.

In challenging the rules at the FCC, Mooney said, the NCTA hopes to have the support of the broadcasting industry. He said that he has met with representative of the broadcasting's trade associations and found that "they don't like [the rules] too much either." NCTA would like cable and broadcasting to put forth a "united front," he said. "We are no more interested in going to war on this than we were eight months ago."

Viacom management seeks \$2.7-billion LBO

Elkes, Gorman, Goddard among executives joining institutional investors in \$40-per-share bid; other large shareholders increase stake-fueling speculation that LBO may not be final offer

A handful of Viacom International's top management—but not including its chairman and founder, Ralph Baruch—last week proposed a \$2.7-billion leveraged buyout (LBO) of the New York-based company involved in virtually all facets of cable television and broadcasting. But with several major shareholders threatening to block the deal, Viacom's biggest-ever acquisition—itsself—looked as if it might also force the company to pay its biggest-ever greenmail.

The offer, which has been formally proposed to the board of directors, is \$40.50 per share, \$37 of that in cash. With 53.4 million "fully diluted" shares outstanding, the LBO would require a minimum down payment of roughly \$2 billion. As initially conceived, \$800 million of the down payment would come from banks and \$875 million from the sale of various debt and other securities. The remainder would be contributed by those participating in the LBO. At Viacom, those spearheading the offer are Terrence Elkes, president and chief executive officer; Kenneth F. Gorman, executive vice president; Ronald Lightstone, senior vice president, corporate and legal affairs; John W. Goddard, senior vice president and president of Viacom Cable; Gordon E. Belt, chief financial officer; George C. Castell, vice president, corporate development, and Jules Haimovitz, president, Viacom Entertainment Group. A yet to be determined group of other senior executives, but definitely including Baruch, will continue in their present posts and will also have some "participation" in the LBO.

Those outside the company who would hold equity in the purchasing entity include the three investment banks that helped arrange the deal and its financing: First Boston Corp., Drexel Burnham Lambert, and Donaldson Lufkin Jenrette, and the last firm's parent company, Equitable Life Insurance Co.

The seven executives began planning the buyout just after the payment of \$30 million to investor Carl Icahn (BROADCASTING, May 26). Lightstone told BROADCASTING: "Management recognized that unless there was a way to get a better price for shareholders there would be another tax [greenmail] similar to the Icahn situation. . . . This was the best way to get a very substantial price for the company and also let us get back to running the company."

Lightstone said he expects a filing to be made with the Securities and Exchange Commission within the next few weeks. More immediately, the eight outside directors on Viacom's 12-member board have retained an investment banker to issue a "fairness" recommendation and are expected to meet this week to discuss the matter.

Evidently not everyone was convinced the offer's value was high enough, and immediately after the offer hit the financial wire at 9 a.m. on Tuesday, off-exchange bidding for the stock began just under the offer's estimated \$40.50 value. By late the next day, shares were trading at \$1.50 above the offer, an unmistakable sign that some thought management's offer would have to be increased or that it would be bested by an outsider.

There were other signs that all might not be smooth sailing for the proposed LBO. Several aggressive investors have made sizable purchases in Viacom stock within the last few months, including Coniston Partners, most recently at 12% (bought at an average price of \$31.90), and General Amusement Corp., at 10%. With more than one-quarter of the company's stock having traded in the last two weeks, it is widely assumed that a significant portion of Viacom's other shares are now in the hands of skilled merger-situation stock buyers, "arbitrators," who would also be actively looking for the highest possible price.

Both Warner Communications and Carl Icahn own a large number of warrants to purchase stock in Viacom, but the company has a right of first refusal if they should decide to sell.

If a formal tender offer is made for the

shares, any significant delays threaten to cancel the deal, a warning stated explicitly in Tuesday's announcement: "The proposal is subject to various conditions . . . including consummation of the merger prior to Dec. 30, 1986."

A year-end consummation is crucial, informed observers say, because otherwise certain merger-related tax benefits that are in the present tax law but thought to be missing in the tax reform now before the Congress would cease to exist, effectively raising the LBO's cost to the buyers. The exact tax rules may be known this week if the House/Senate conference report on the tax legislation is issued.

Already one shareholder has filed suit challenging the LBO, reportedly charging that management has previously spurned offers for the company, while planning to profit from their own proposal. A perhaps more serious delay could be caused by major shareholders, who, if they chose to, could possibly vote down the initial LBO proposal. Two years ago General Amusements effectively forced an increase in the tender offer by MGM/UA for the 15% outstanding in its home video subsidiary, from \$22 per share to \$28.

Coniston's proxy battle with Storer last year similarly gave that company's stockholders a significant premium over the pre-

A breakdown of Viacom International Inc.

Chairman—Ralph M. Baruch
President/CEO—Terrence A. Elkes
1985 Revenue—\$444.1 million
Operating income—\$92.7 million
Net income—\$37.05 million

Viacom Entertainment

Production

Two series on NBC's fall prime time schedule plus other movies and mini-series

Distribution

Viacom Enterprises has syndication rights to *The Cosby Show*, *All in the Family*, and other programs.

World Wide

Programming and cable ventures in countries including Japan and U.K.

Networks

(subscribers in millions)

Showtime	5.4
The Movie Channel	3.3
MTV	28.0
VH-1	12.8
Nickelodeon	26.0
33.3% of Lifetime	25.1

Communications

Cable systems serving 828,800 subscribers

Five TV stations (three CBS, two NBC)

Eight radio stations (three AM, five FM)

vailing market price. But John Tinker, a securities analyst who follows Viacom for Bear Stearns, said: "This is not a rerun of either Storer or MGM/UA. It is a different kind of deal with a different kind of problem."

Coniston, in its proxy battle with Storer, said it wanted to realize full value for all shareholders. But one of the New York-based investment firm's principals, Gus Oliver, told BROADCASTING that it might theoretically consider cutting a private deal: "I should point out that Storer was a somewhat different situation. We initiated something and were seeking the votes of other stockholders, so we felt a responsibility to those who put us on the board of directors. Here we didn't file until after the management had already proposed something. We haven't taken a stance on Viacom yet, and at this point we are just another large stockholder who is obviously interested in the best price. We are reserving judgment until we talk with other large shareholders, Viacom's management and their investment bankers."

In the discussions that will be taking place, Elkes and company will have a few cards of their own to play. For one thing, any competing tender offer would be challenged by Viacom's management and could likely be stalled beyond year-end, creating the same tax disadvantages. Second, Viacom, which has previously not used the services of Drexel Burnham Lambert, has included the Wall Street firm in its banking group, thereby pre-empting another bidder from obtaining the firm's services in trying to raise financing.

Given the first two factors, Bear Stearns' Tinker said the LBO partners could say to Coniston and others: "Don't push us too hard to get an extra dollar or two. This deal is already tightly stretched, and if we decide to back out then the stock price will drop back down to 30 where it used to be trading."

The absence of certain key executives in the LBO, including Showtime/TMC Chairman Neil Austrian and broadcast president Paul M. Hughes, fueled speculation that perhaps their respective divisions might be spun off, either to outsiders or in secondary LBO's, since in many leveraged buyouts certain assets are often later sold to help reduce the debt incurred.

Besides the cash purchase price, they will also have to give shareholders \$186 million in interest-bearing preferred stock and assume at least several hundred million dollars in existing debt. Much of that debt has been incurred during the last 12 months, in which time Viacom has purchased KMOX-TV St. Louis, MTV Networks, a 75,000-subscriber cable system near Tacoma, Wash., and the 50% of Showtime/The Movie Channel it did not previously own.

At least one participant in the coming maneuvering thought that last week's announcement insured a change of some sort in the company's ownership: "Now that they have put a price on the table it will be difficult for them [management] to go the other way and say the company is not for sale." □

Tisch getting on with business of CBS

Says his job is temporary, does not rule out chairmanship; no decision yet on successor to Wyman or Sauter

Laurence Tisch went from behind the scenes to center stage last week. The otherwise low-profile chief executive officer of Loews Corp. and, for the time being at least, of CBS, held several press conferences in which he talked about the recent boardroom struggle, the company's current management and the television network marketplace.

While Tisch said he did not want to be chief executive officer of CBS except for his current interim appointment, he did not reject the idea of being made chairman on a more permanent basis. The possibility that the previously joined titles would be split—the press release announcing Wyman's departure specified the current structure would exist, "...until a new chairman and chief ex-

ecutive officer is [emphasis ours] selected"—is now clearly part of Tisch's thinking. He said last week: "Our job right now is to bring in a chief executive who can carry on the best traditions of CBS," excluding the title of chairman in his remarks.

Tisch also said regarding a new chief executive officer: "Contrary to anything you may have read in the press, not one person has been spoken to or talked about in any shape, manner or form, for any of these jobs." He also said the same applied to a replacement for Van Gordon Sauter, who was forced to resign as executive vice president of CBS/Broadcast Group and president of CBS News last Thursday.

With Tisch in at least one of his press interviews was CBS founder and acting chairman, William Paley. The 84-year-old Paley said it was incorrect to characterize him as "hiring... then firing" a succession of his successors: "Frank Stanton was retired

FCC asks CBS to answer ownership questions

Fairness in Media isn't the only one wondering if there has been an illegal transfer of control at CBS (BROADCASTING, Sept. 15).

The FCC Mass Media Bureau last Wednesday (Sept. 17) formally asked CBS to "address, in detail, the allegation that there has been a transfer of control."

In a letter dated the same day, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) wrote FCC Chairman Mark Fowler to say that a "legitimate question" had been raised as to whether control of the network has been transferred illegally.

The bureau's letter to CBS noted that FIM had filed a complaint alleging that Loews Corp.'s acquisition of 24.9% of CBS's stock constituted an unauthorized transfer. The bureau's letter also noted the "various recent changes in management" of CBS, under which Laurence Tisch, Loews chairman, is serving as CBS interim chief executive officer and CBS founder William Paley is serving as acting chairman.

James McKinney, FCC Mass Media Bureau chief, told BROADCASTING: "The very fact that we've written the letter suggests that the allegations are very serious and are being taken seriously." The network was asked to respond by Oct. 1.

A spokeswoman for CBS said the company believes that control has not changed. "We will be responding to the FCC, though," she said.

In his letter to Fowler, Wirth said he was "extremely concerned" that a precedent not be created whereby transfers of control could occur without the review by the FCC that is required by law. "Moreover," Wirth said, "as the commission's own precedents make clear, the transfer of control of a broadcast network may involve unique questions which demand even more scrupulous review by the agency than would be the case with other transfers."

Wirth said that, with Loews's acquisition of 24.9% of CBS's stock, and Tisch stepping in as CBS's chief executive officer, there was a legitimate question as to whether a de facto transfer of control had occurred. "Moreover, if a de facto transfer of control has, in fact, occurred, it has been accomplished without prior FCC approval and in violation of the Communications Act," Wirth said. "I am sure that Laurence Tisch is an outstanding individual with a keen sense of public service responsibility. Nonetheless, I am very concerned that a precedent not be established that would permit the transfer of control of a major media corporation without the commission's prior determination that such a transfer is in the public interest."

Wirth asked Fowler to respond by Wednesday (Sept. 24) to a variety of questions, including whether the FCC had begun to assess whether there had been a de facto transfer at CBS. Wirth also asked what "remedial actions" the FCC would take if it found that a de facto transfer had taken place without commission approval and how the commission proposed to assure in the future that "the required public interest determination will occur prior to any possible shift in control where, as might have been the case with CBS, gradual increases in stock ownership followed by management changes result in de facto control shifting over a period of time as opposed to through a single action."

because he was 65 years old. The next president was Chick Ireland, who died. The third president was [Arthur] Taylor and we did not think he was running the company the way he should, and he was asked to leave. The fourth president was John Backe. He was a good man who got confused by some misinterpretations about some evaluations we were making at the time and almost sort of resigned before we had any intention of making a change in that management. After Mr. Backe came Mr. Wyman. The most I can be accused of having gotten rid of those chief executives is one and a half."

Tisch said he plans currently to spend all but one hour of his working day at CBS, relying on other Loews executives and staff to run that company, which is larger than CBS. He said he had not even thought about his salary: "So far I am not on the payroll... if they want to reimburse Loews for some of my time, that is up to them."

The acting chief executive officer was ready to discuss larger money matters, when asked how soon he thought that television network revenue would "turn around": "I think we are a couple of years away from that. I think we have come through a decade of above-average growth in advertising expenditures. That decade is over and we are in a new decade where the best I could look forward to in the growth of advertising expenditures is in line with the growth in the economy."

Tisch said that much of the growth in the previous decade came because major advertisers such as food producers were able to raise the price of finished goods whereas the cost of raw materials going into those goods was up only a little or even down. That gap, he said, was evidenced in a widening gross profit margin for advertisers: "In the past decade the gross margin of the H.J. Heinz Co. went from 29% to 39%, and of that 10% increase more than half was spent on advertising."

But now those relative price changes have ended, Tisch concluded, if not reversed, and advertisers will be forced to slow down their overall expenditures, causing intense competition among magazines, newspapers and the television networks: "The pie is getting big enough to keep everybody happy."

Will Tisch be active in programming the television network? The acting chief executive officer said he had "zero [programming] expertise," and was now making an effort to watch more television: "The only thing I can add is to give the moral support to people involved in programming... that we want the quality programming, the best possible product on the screen every day of the week."

Yet in his first week on the job he has already shown a more than avuncular interest in the news division. Besides talking with and trying to persuade Bill Moyers to remain at CBS, Tisch also met last Wednesday with the acting CBS news president, Howard Stringer; CBS/Broadcast Group President Gene Jankowski, and Paley for an "informational" chat about the morning news situation. Tisch is also widely seen as having been behind the firing of Van Gordon Sauter.

So far there has been no announced

CBS lays off more employees...

An unknown number, said to be in scores, of CBS employees were given notice last Friday. The layoffs and other cutbacks, mostly in corporate offices, but also including the termination of the CBS Technology Center (see below), occurred only a week after the arrival of Laurence Tisch as acting chief executive officer. However, CBS executives said the plan had been submitted by Tisch's predecessor, former CBS Chairman, Thomas Wyman, at the same board meeting at which he was later fired ("Top of the Week," Sept. 15).

Among the departments being cut were finance, where 30 people reportedly were given notice; investor relations, reportedly cut in half, and public relations, cut by two-thirds. The legal department was apparently less affected since most of its costs are billed to the other divisions for which it does work. Wyman's plan apparently did not stipulate any body count by which each department had to reduce, but the total effect was a cost reduction of "many millions of dollars," said one CBS executive.

The cutbacks entail other reductions and are likely to continue for the next few weeks. The Washington office has so far not been affected. One change in New York appeared last week: part of the lobby at CBS headquarters had been cordoned off, allowing the number of guards to be reduced.

...shuts down Technology Center

CBS Technology Center in Stamford, Conn.—one of the industry's premiere electronic research facilities that traces its lineage a half-century to the days of the late Peter Goldmark, the development of color television and the 33 rpm record—will be shut down, still another victim of the company's cost-cutting. Credit for the decision to close the facility is being given to Tom Wyman, CBS's deposed chairman, by the current management, headed by Laurence Tisch. Some 70 employees are expected to be released from the center, whose annual budget in recent years has been about \$8 million. (In addition to the savings on salaries, the move will allow the company to sell 20 acres of valuable real estate now housing the center.) Twenty other employees will be reassigned to CBS divisions, 10 on the records side and 10 on the broadcast side—a process CBS calls "maintaining core expertise."

The move will seriously cripple CBS's technological capability, observers fear. "When people work for divisions it narrows their horizons dramatically," one engineer said. "At the Technology Center—and its predecessor, the CBS Laboratories—the assignment was to address technology down the road."

The research facility was established under Goldmark in Stamford in 1958 after earlier operation in New York (since 1936). Other than the long-playing record and a system of color TV (still used in satellite applications) the center was responsible for development of electronic video recording (the first videodisk system), the Linotron (an early computerized typesetting device), extensive government work and reconnaissance systems and a line of professional broadcasting equipment (sold to Thomson-CSF in 1975).

The center has been directed by Don McCoy, vice president for technology for CBS Inc. His professional fate was unknown late Friday.

change in plans to cancel the *CBS Morning News* in January. The producer of the new show was to have reported to Sauter in the latter's role as executive vice president of the Broadcast Group, but with Stringer not having that title, it was unclear exactly what the new line of command for the morning time period would be.

Paley downplayed talk that news had lost forever the 6 a.m.-to-9 a.m. time slot: "It won't be very complicated... the news division will be credited with what it does, and the entertainment department will be credited with what it does." Added Tisch: "I think you make too much of the name of who is running the programming... ABC Entertainment runs *Good Morning America*, yet there is a lot of news on *GMA*."

Tisch said there are no plans to fire any other company executives and he reiterated his compliments for group and division heads, including Jankowski. There are a few observers who think Jankowski's future at the company is complicated by the percep-

tion that he supported Thomas Wyman, who was forced to resign as CBS chairman and chief executive officer two weeks ago ("Top of the Week," Sept. 15).

As far as Tisch was concerned last week, the boardroom drama at CBS is over. The subject of putting in writing his pledge not to increase Loews's holding beyond the current 25% has not come up since July, he said. "Any difficulties have been worked out. They were due to differences of opinions and operations, but I think the board is in total harmony at this point."

He also reiterated that he does not feel there has been a change in control at CBS, saying that while one-quarter of it is owned by Loews, he is still the latter company's only representative on the 13-person board of directors.

The budgeting process at CBS is well along, with next year's departmental requests to be submitted within the next few weeks. Still Tisch said it was too early to tell whether he would order additional cuts at

CBS—he said earlier this summer that the reduction in corporate overhead from previous 1987 projections of \$20 million, which CBS had undertaken to help meet some of its debt payments, was a “piddling” sum.

Compared with this year’s budget the broadcast group’s 1987 budgets are supposed to be within a “flat-to-down-two percent” range. No specific targets for the cor-

porate staff have apparently been handed out, although members had earlier been advised to “look for cuts,” said one department head.

Tisch said he hoped last week’s meetings with the press would help “conclude” all the publicity the company has been getting lately. He hopes to meet with some of the television network’s affiliates in the near future: “I would love to get out and start meeting with

them after the next couple of weeks. They are our partners, and I think it is important that we spend time with them and listen to their problems. I certainly intend to spend time telling them about ours. Of course my door is always open here and any of them who are here in New York...nothing would give me greater pleasure than to spend some time with them. You learn a lot from these people.” □

Waiting game played by Congress and CPB board

Tug of war continues between Democratic and Republican factions on issue of board nominees

The board of the Corporation for Public Broadcasting, which was to have elected a chairman and vice chairman at its annual meeting last Friday (Sept. 19), conducted no business because three of its five members—Richard Brookhiser, William Lee Hanley and Howard Gutin—announced they would not attend. With only Sharon Rockefeller and Lloyd Kaiser present, the board would have lacked the majority of three that constitutes a quorum under the organization’s by-laws, and so Kaiser and Rockefeller also stayed home.

The move was seen as an attempt by Republicans Brookhiser and Hanley and independent Gutin to hold up the selection of officers until former CPB Chairman Sonia Landau and Vice Chairman Kenneth Towery return to their seats on the board (although Gutin had notified CPB earlier that he would stay home because his wife was ill). Nomination hearings for Landau and Towery were held last Wednesday (Sept. 17) by the Senate Committee on Commerce, Science and Transportation, where the decision was made to postpone a full Senate vote on Landau and Towery until a Democratic nominee could also be found to fill one of the five seats that have been vacant since March. According to a Senate aide, the White House has indicated that this week it may nominate Daniel Brenner, former senior adviser to FCC Chairman Mark Fowler and now head of the UCLA communications law program, for the Democratic seat.

Last week’s confirmation hearing was called by Senator Barry Goldwater (R-Ariz.) after months of delay. Goldwater was sympathetic to Democratic complaints that the White House has been dawdling over Democratic nominations, as was Senator Larry Pressler (R-S.D.), who said: “In fact, we are in the middle of a mess on this board. It’s an embarrassment. . . . This is the kind of thing where government breaks down.” Goldwater and Pressler both supported Landau and Towery for renomination to the CPB board. The third committee member present, Senator Russell Long (D-La.), said: “I know of nothing that should stand in the way of these two nominees being confirmed except this matter”—the lack of Democratic nominees. “It’s not all that hard to find somebody,” he said.



Landau and Towery at their nomination hearing last week

At the hearing, Landau was introduced and endorsed by Senator James Broyhill (R-N.C.), and Towery by Senator Phil Gramm (R-Tex.). Also speaking on Landau’s behalf was former National Public Radio President Frank Mankiewicz, who said Landau “always seemed to me to exemplify the best tradition of nonpoliticization of the CPB board,” and that, although he and Landau are “plainly from different political parties and persuasions,” her nomination “sends a strongly needed signal for the whole public broadcasting community of nonpartisanship and public concern.”

In her opening statement, Landau referred to controversy that has surrounded her chairmanship, under which the board has been characterized as increasingly split along party lines. “Tranquility, I admit, may not have been the hallmark of my chairmanship. Change seldom is,” she said. “But, throughout I’ve held to one guiding principle—that has been to represent and to serve the public interest to the best of my ability, mindful of our congressional mandate and accountability.”

When Goldwater later asked her to respond to charges made by some of her “opponents” that the board has become more political or partisan under her leadership, Landau said: “I would say that’s not accurate. It hasn’t at all.” She pointed out that

under her leadership the board passed a budget unanimously and an affirmative action program for CPB by nine votes, with one abstention, and elected officers of the corporation, the program fund director and the representative to the Annenberg/CPB board unanimously. “Almost every vote expressed on our board has not broken down in any partisan way,” she said.

Goldwater asked Landau and Towery if they knew of any long-term public television issues other than financing that ought to be addressed by Congress. Landau mentioned the direction of public broadcasting in children’s programming, and Towery said that “somewhere along the line there probably ought to be a very thorough look at all the laws and statutes of governing [CPB] to see if they are, in fact, in line with what’s going on today.”

Asked about her unprecedented decision to sit in on a meeting of the CPB Program Fund in 1985, Landau said she was merely an “observer” at the meeting, and attended to get a better understanding of how programming decisions are made, to see “how panelists acted” and whether they were prepared, and to report back to the board “how I thought it went.” She did not see her presence as intimidating to the panel, Landau said. Program Fund Director Ron Hull later told BROADCASTING that “because she was

sincere about [limiting her participation to that of an observer]. I felt it was fair" for Landau to sit in."

Finally, Goldwater said he has received a great deal of mail complaining of programs aired by PBS that are "not in the best interest of the country" (such as the 13-part series, *Vietnam*, which was attacked by the conservative group, Accuracy in Media [BROADCASTING, Jan. 27]), and asked what Landau has done about the situation. "Nothing," Landau said, because program content is not directly under the board's control. Goldwater advised Landau to "find out what's going on, and then make a determination as to whether that's proper." Otherwise, government funding may be affected, he said.

Goldwater sent a letter last week to board member Brookhiser, who heads CPB's mission and goals committee, urging him to proceed with a proposed content analysis of Public Broadcasting Service programming that has excited controversy lately (BROAD-

CASTING, July 28). The letter was also signed by Senators Nancy Kassebaum (R-Kan.) and Paul Trible (R-Va.). A second letter urging content analysis was sent by Representatives Don Ritter (R-Pa.) and Michael Oxley (R-Ohio), and signed by 52 others.

Brookhiser said he had decided not to attend CPB's annual meeting for several reasons. "We had a lot of other stuff on our plate for this meeting, like voting on program priorities. We didn't want to do that with four board members present," he said. And he said he didn't want to elect officers without Landau and Towery present, and would "absolutely" support Landau's nomination to chairman of the board.

Brookhiser and Hanley had called for a special board teleconference to discuss amending the bylaws to postpone the meeting until more members could attend, but Rockefeller declined because the meeting had been "scheduled since June 26 of 1985"

and she felt it should not be put off. "CPB is a private corporation. We have bylaws, and they require an annual meeting in September," she said. Kaiser said he thought it was "unfortunate" that the board would not be meeting, because there was a great deal of regular business to attend to. "I would not have urged that we move forward with nominations," he said, but he also said he "did not think the bylaws should be manipulated." The board can call a meeting before November, he said, but any special meeting must be agreed upon by all five board members due to a technicality in the CPB bylaws that was not changed when the board's size was reduced from 15 members to 10 in March 1984. The special teleconference was not held for that reason. "We got the runaround on a technicality, so the heck with it," said Brookhiser. The rule is "there in black and white," he said, but its intention was "to safeguard the right of a minority to call a telephonic meeting when they wanted to."

U.S. pleased with Intelsat action on PanAmSat

Board of governors sets deadlines for completing consultation process on separate international system

The U.S. emerged from the Intelsat board of governors' 68th quarterly meeting last week expressing satisfaction with the progress made in moving the Pan American Satellite Corp. proposal for a separate satellite system through the consultation process. Unlike the debacle the U.S. suffered at the 67th meeting, when the board rejected a U.S. proposal that it call an extraordinary Assembly of Parties to conclude action on the PanAmSat matter, the board set deadlines for completing steps in the consultation process, a scheme that could lead to an assembly early next year—in January if the U.S. and its partner in the venture, Peru, have their way.

As reported in Intelsat's summary record of the key action, the director general intends to reach conclusions regarding the technical aspects of the consultation process—aimed at guarding against interference between the PanAmSat and Intelsat networks—by Oct. 22, in time for the results to be submitted to the board's technical committee at its meeting beginning on Nov. 5, and on economic-impact matters, on Nov. 4. That schedule would leave the director general, Richard Colino, ample time to report the staff's conclusions and recommendations to the board at its next meeting, which begins on Dec. 4. The board then, according to language in the record, "might be in a position" to reach a conclusion on the consultation and on calling an Extraordinary Assembly of Parties.

The State Department official who briefed reporters on the outcome of the meeting reflected the continuing tension between the U.S. and the Intelsat executive staff by ignoring the role credited to Colino in the record. He simply said the parties and the executive staff would complete their work in time for the board at its December meeting

to make its recommendation to an Extraordinary Assembly of Parties. Still, the results, according to Dean Olmstead, acting director of the State Department's Office of Treaty and Regulatory Affairs, "comport with what we hoped for. There were few surprises."

In one respect, though, the board did not go as far as the U.S. had hoped. The U.S. had proposed that the board "direct" the director general to present his report to the board at its 69th meeting, "so that it can render its advice on PanAmSat for an Extraordinary Assembly of Parties." However, a U.S. official who participated in the board meeting said the change amounted only to "a matter of optics." He said Colino did not want it to appear he was being told what to do. So the board did not make the commitment suggested. But, the official said, as laid out, "the steps will lead to a decision by the board in December."

The board also "noted" Colino's statement that Peru and the U.S. have responded to requests for information by providing all of the technical and economic-impact material regarding the PanAmSat system's five transponders that are to be used in linking those two countries. Of the remaining 19 transponders, 13 are to be used to provide domestic service in South and Central America and six, in the Ku-band, would provide service between the U.S. and Europe. PanAmSat does not have customers, let alone FCC authorization, for any of the 19. However, the U.S. has provided technical data on the remaining 19 and economic-impact data on the six designed for international service, all of it based on what U.S. officials call "speculation."

The Intelsat executive organ has insisted on the U.S. providing that data, and the U.S. finally complied after being persuaded by board members that such cooperation would enhance chances of the PanAmSat proposal at the board meeting. The U.S. became aware of the board members' feelings as a

result of a worldwide diplomatic effort. Teams dispatched by the State Department and the Communications Satellite Corp., the U.S. signatory, visited 36 countries to assess their interests and to explain U.S. policy. Olmstead said the Intelsat signatories were uneasy about what they thought was the inadequate information the U.S. had provided, and felt "we were pushing too hard." They suggested the U.S. would be helped if it provided more information. "So we did," Olmstead said. "And we decided not to press too hard for too many things. That approach was productive."

Indeed, Olmstead appeared decidedly upbeat. "If the technical work can be done by Oct. 22, I would expect a favorable recommendation," he said. "It's doable. It will take some compromises, but not unduly burdensome ones. So there's no reason for the board to rule unfavorably." He refused even to indicate he was concerned by the various resolutions issued at Assemblies of Parties and signatory meetings expressing opposition to the U.S. separate systems policy; many Intelsat members fear the introduction of separate systems in the international communications satellite market would have a seriously adverse impact on the global system. "There's a difference between expressing opinion in principle and how they will react to a proposal for which technical and nontechnical consultation has been completed," Olmstead said. He noted that the Assembly of Parties has never denied a party's request for a consultation.

As for specific issues, Olmstead said the two sides are "close to agreement" on technical issues involving all 24 transponders. However, some U.S. officials are not so sanguine. One said there may be no problems as far as existing Intelsat satellites are concerned, but there may be some in connection with two satellites not yet launched. And U.S. officials indicated some disappointment over the inability of Intelsat technical

experts to meet on the issue before Oct. 7. The Intelsat team has a previous appointment in Moscow on an Intersputnik matter.

But, from Intelsat, often accused of attempting to stall, if not block, the consultation process, came word last week indicating a readiness to proceed in businesslike fashion. A high official said the deadlines for action on the PanAmSat proposal constitute "an advantage. Come deadline day," he said, "and we'll write our papers and forward them to the board. . . . So the matter will be disposed of in a timely and clearcut fashion." What, the official was asked, if the staff determines it has not received sufficient data? The official indicated the staff would be instructed to press ahead and make a recommendation on the basis of material in hand. However, the official recalled Colino's letter to the State Department earlier this month that made the point that proceeding despite unresolved issues increases the chances of a negative finding on technical grounds (BROADCASTING, Sept. 15).

One question to be settled in connection with a call for an Extraordinary Assembly of Parties is when it would be held. Colino, in his letter to the State Department, suggested that a date in April would be "convenient," since the assembly could be held in connection with the annual Meeting of Signatories.

However, the U.S., Olmstead said, does not find that a "compelling reason." The U.S. wants the assembly held in January; PanAmSat is planning to launch its satellite in June, and the U.S. says the six-month lead time is needed.

Both the U.S. and Intelsat recognize the PanAmSat proposal poses a number of unusual problems. Olmstead noted that "two regulatory regimes" are involved. The U.S. is proceeding under its regulatory scheme, which involves meeting FCC requirements. And Olmstead stressed—as government officials have repeatedly—that the U.S. is seeking consultation on only five transponders—those that would link the U.S. and Peru and the only ones for which FCC authorization has been granted. Intelsat, he noted, is proceeding "in a different manner."

Indeed it is. Or at least the executive staff has a different view. The Intelsat official who briefed reporters said the PanAmSat proposal presents the organization with "a unique situation—the FCC has authorized the construction of a satellite more than 50% of whose transponders are not [earmarked] for use. It creates a whole new set of problems." Colino was reported to have told the board that the PanAmSat proposal has shifted to Intelsat the burden of establishing the bases for consultation and confronts the organiza-

tion with the prospect of permitting a major shift from long-standing Intelsat practice—"and making a mockery" of the consultation process.

Among other significant issues at the board meeting was one involving Caribnet service, a digital service available to member and nonmember users in the Caribbean Basin to meet domestic, regional and international needs—at a rate 50% less than Intelsat's current transponder tariffs.

The board's action appears to lend credence to the position the U.S. has advanced in opposition to arguments by Intelsat officials that the organization lacks sufficient pricing flexibility to meet competition. Intelsat is required to price on the basis of global averaging, a requirement designed to subsidize Third World countries' use of the system. But the U.S. has argued that sufficient differences can be found among even similar services to justify different rates. However, the U.S. was not pleased with the prices to be charged for Caribnet, a fact that Intelsat officials appeared pleased to point out.

The board also approved a 25% tariff reduction for Intelsat Business Service links within Europe and within North America that are part of the European/North American network. □

FCC imperils minority preference policy

Commission tells appeals court that its policy of giving women and minorities edge in comparative hearings lacks constitutional authority; but whether that view will prevail on bench is another matter

The FCC, after reviewing a policy it has followed for more than 10 years, has told the U.S. Court of Appeals in Washington that the preference routinely given minorities and women in comparative hearings for radio and television stations exceeds the agency's statutory and constitutional authority—at least as it has been applied. The commission executed its about-face on the issue at the same time it asked the court to remand a case in which a construction permit for an FM station had been awarded to a woman largely because of her sex.

The commission's position in the brief filed in the *James U. Steele* case was not completely unexpected: last year it did not appeal the decision of a three-judge panel of the appeals court that overturned the grant to Dale Bell, who planned to build an FM station on St. Simons Island, Ga. The panel said the FCC exceeded its authority in granting Bell a preference because of her gender (BROADCASTING Aug. 26, 1985). But some observers were stunned by the commission's conclusion that its minority preference was also "inherently suspect." Even the lawyer for losing applicant Steele, Stuart Shorestein, was surprised. He said there was more of a record of need for a minority preference than for one for women—"which came out

of thin air."

Affected groups and their supporters in Congress were outraged. Representative Mickey Leland (D-Tex.), a member of the House Telecommunications Subcommittee, and chairman of the 21-member Congressional Black Caucus, was said to have been angered that he had not been advised in advance of the FCC's intended action. And, through an aide, Leland expressed the view that the FCC's brief "was a gratuitous attack on minority preference, since it was not at issue in the case." Leland was said to be confident the courts would not accept the commission's arguments. But he intends to introduce legislation, either in the current session of Congress or in 1987, to "clarify" congressional support for minority and woman preferences. It will be his "premiere" legislative effort next year, the aide said.

Pluria Marshall, head of the National Black Media Coalition, also expressed outrage. He said of the commission's new position: "It stinks. It's something [Chairman] Mark Fowler has wanted to do for a long time, but it's appalling that the commission would go along and gut the preferences. This is a very racist commission." Then, noting that minorities own only some 200 out of the 12,000 radio and television stations, he said, "It's obvious why the preferences are needed," adding that "we'll do everything the process allows to fight the commission on this issue."

Women appear to be faring somewhat better than minorities in terms of ownership of broadcast properties. A study that the ELRA Group Inc., a research organization, did for

the commission in 1982 shows that women were majority owners of 8.6% of the country's AM stations, 9% of the FM's and 2.8% of the television outlets. But women are involved in ownership to a substantial degree. According to ELRA, 68.8% of the AM stations, 69.4% of the FM's and 87.8% of the television outlets reported that women were among their owners.

Still, the commission's brief—which all five commissioners directed the general counsel to file, along with the remand request—is serving to rally minority groups to the side of the women's organizations already in the fight over preferences. Kathy Bonk, of the National Organization for Women's Media Access Project, represents one of those groups. She said that although the commission "has always respected the Communications Act and had some sense of public policy," the brief in the *Steele* case "is as much a political statement as anything else." Among those who have been in the fight to preserve the women's preference is former FCC Commissioner Anne Jones, who is serving as counsel to the public interest law firm, Media Access Project, which is participating as a friend of the court.

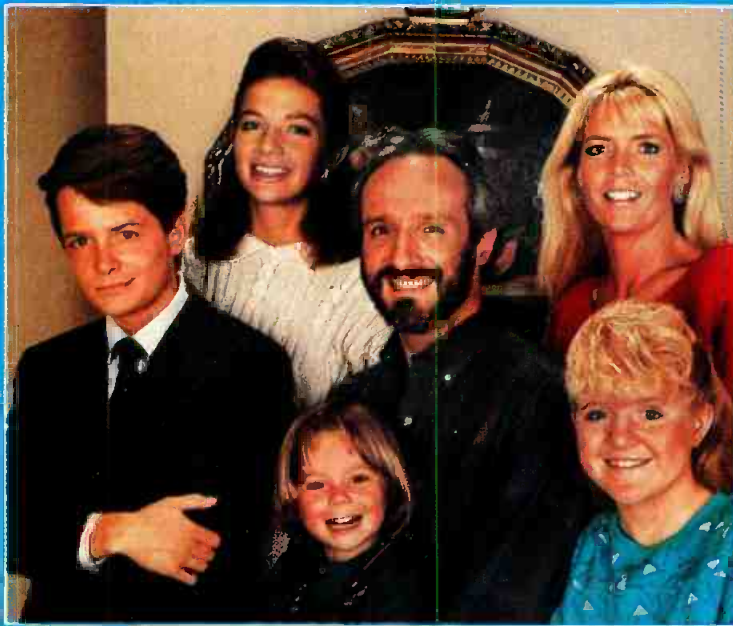
The attorney for Bell, Robert S. Stone, as did some others, saw the commission brief as reflecting the antiracial preference policy of the Justice Department's Civil Rights Division, as led by William Bradford Reynolds. "He's been pecking away at what government has done for minorities over the years," Stone said. Indeed, he said, the Justice Department appears to have "participated in preparation of the brief"—a suggestion

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commission attorneys rejected. "I tell Justice what I'm doing," said the commission's general counsel, Jack Smith. "No one's over here telling us what to do, or even giving us a [court] citation." But Stone said he would ask the court to assign him the time that would ordinarily be given to the appellee—the commission—for the oral argument expected to be scheduled in the case. "With friends like the commission," he said, "I don't need enemies."

The *Steele* case had originally been decided by an administrative law judge who favored Bell. She was a long-time resident of the area to be served but lacked broadcast experience. Steele, on the other hand, had 20 years experience in broadcasting and promised to move to the area if he won the grant. Both said they would work full time at the station. The determining factor in the administrative law judge's opinion was the woman preference provided in commission



Leland

policy. The review board and later the commission upheld the decision. But not the appeals court panel.

The commission's failure to challenge the panel's decision was, commission lawyers acknowledge, a sign the agency was comfortable with the majority opinion. But Bell and her supporters sought rehearing by the full D.C. circuit bench, and the court, ignoring the commission's abandonment of the fight, vacated the panel's decision. And the commission's general counsel, Smith, said it was not until the full court asked the parties to address the constitutional questions raised by the women's preference issue that the commission focused on whether it had been applying in its preference policies the stringent standards it now says the Constitution requires. The commission had been applying a less stringent "reasonable expectation" standard. "We'd just been going along, applying the preferences," Smith said, "and no one challenged them."

In its brief, the commission contends that the preferences it has applied "are discriminatory classifications by government that are inherently suspect, presumptively invalid and subject to stringent scrutiny under the

equal protection clause of the Fifth Amendment." The commission does not say the preferences are unconstitutional on their face. But it says it cannot make "the exceedingly persuasive justification" for them that, it said, the Supreme Court in a 1982 decision held must be made in such matters. The commission intends to examine whether such "a justification" can be established. It said it will institute a proceeding—presumably a notice of inquiry and/or a notice of proposed rulemaking—"to collect evidence if allowable in light of the court's *en banc* action in *Steele*."

But Leland is not the only interested observer who thinks the commission's position will not survive court challenges. For one thing, backers of the preferences note that the judges who made up the panel majority in *Steele* will not participate in the full court's deliberation. Judge Edward A. Tamm, who wrote the opinion, is dead, and Judge Antonin Scalia, who joined in the opinion, is on his way to a seat on the Supreme Court. The only member of the panel who will participate is Judge Patricia Wald, now the chief judge of the D.C. circuit, who wrote a stinging 27-page dissent. What's more, backers of the preferences note that the appeals court has upheld them on previous occasions and that the Supreme Court in the last session rejected three Reagan administration attacks on the use of racial preferences to redress past discrimination.

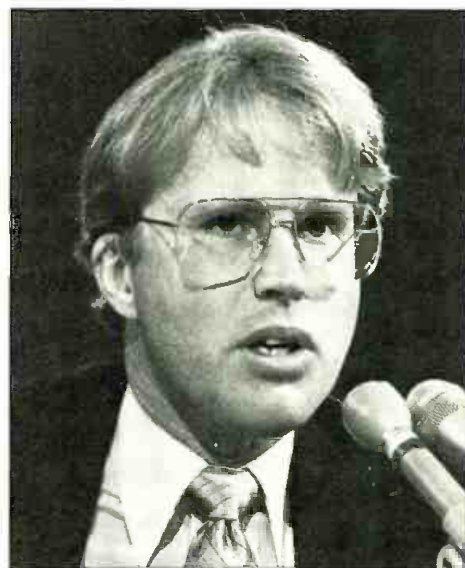
Ironically, the controversy over preferences has its roots in an appeals court decision in 1973 that overturned a commission order because it did not grant a minority preference in a comparative hearing. The court, in *TV-9*, held that minority participation in broadcast ownership advances the cause of program diversification and that the commission, therefore, should give a preference to minority applicants. And it said a connection between a minority ownership interest and programming need not be demonstrated. Five years later, the commission's review board extended the minority preference policy to female applicants, concluding that the rationale in both situations was the same.

But in recent years, the Supreme Court has issued several opinions the commission now cites in its contention that its preferences policy is suspect. For instance, it was in *Wygant v. Jackson*, issued in the last session, that the commission found the language leading it to conclude that its preference policies are "inherently suspect, presumptively invalid and subject to stringent scrutiny under the equal protection guarantee implicit in the due process clause of the Fifth Amendment." And the commission cited *Mississippi University for Women v. Hogan*, an opinion issued in 1982, for the proposition that "gender classifications must serve important governmental objectives and must be substantially related to achievement of those objectives."

The commission cites several arguments for its proposition that it has neither the statutory nor constitutional authority for its preference policies. "To the extent that racial and gender preferences may be viewed as a rem-

edy for discrimination," the commission said, "there is no evidence of past discrimination in licensing by the FCC." The commission said such a finding is a "critical underpinning" of the kind of remedial measures it has adopted. And it said "there is no factual basis" for believing that "such strong medicine as race- or gender-conscious licensing preferences are essential" to achieving the prescribed policy goal of increasing diversity of broadcast programming."

Indeed, in that connection, the commission leans heavily on its known preference for reliance on the marketplace. It noted that in the decade since the *TV-9* decision, the commission has conducted various studies of the broadcasting marketplace as it moved toward deregulation of radio and television, and found that the marketplace has changed "radically." It said the studies show that the changes "have resulted in an unprecedented-



Smith

ly rich array of information and entertainment programming, and, further, that this phenomenon of increased competition driving increased program diversity will continue." And the findings demonstrate further, the commission added, that "there is little if any basis to assume that racial or gender preferences are essential to the availability of minorities' or women's viewpoints."

One group of interested bystanders is the members of the board of the National Association of Broadcasters' Broadcast Capital Fund. For the past eight years it has been providing financing for minorities interested in acquiring broadcast properties. Don Thurston, of Berkshire Broadcasting Co., North Adams, Mass., the chairman of BROADCAST, said the commission's brief, if anything, "enhances the reason we're in business." BROADCAST would not be adversely affected by the commission's effort to abandon its preference policies, he said; they apply to comparative hearings. BROADCAST, Thurston added, is involved in "straightforward business deals" in providing financing. Accordingly, he said, if the commission's new position prevails, "the demands on this organization will increase." □

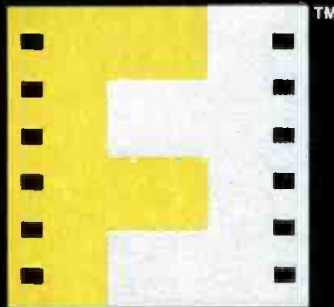
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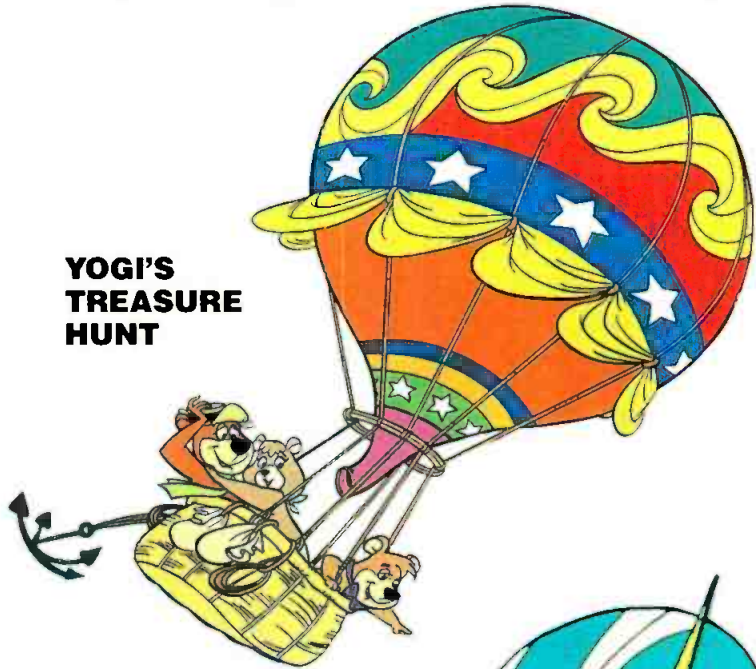
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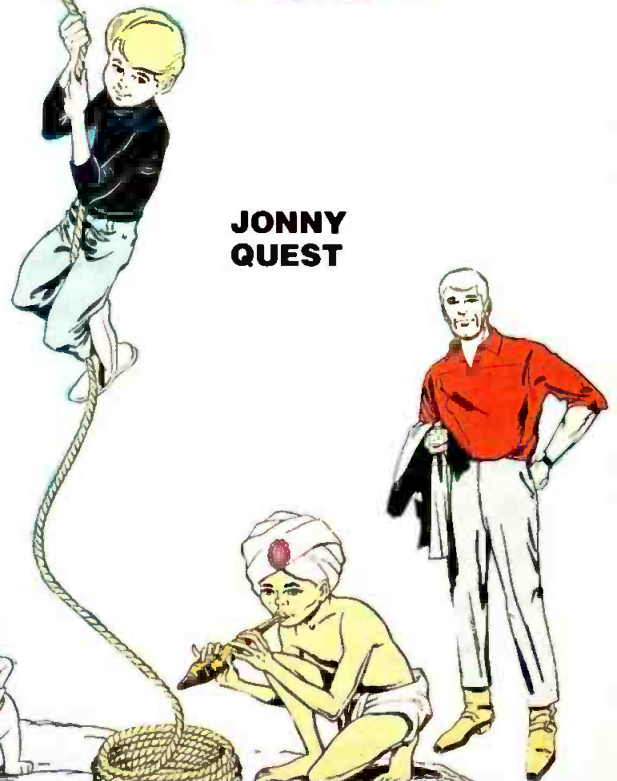
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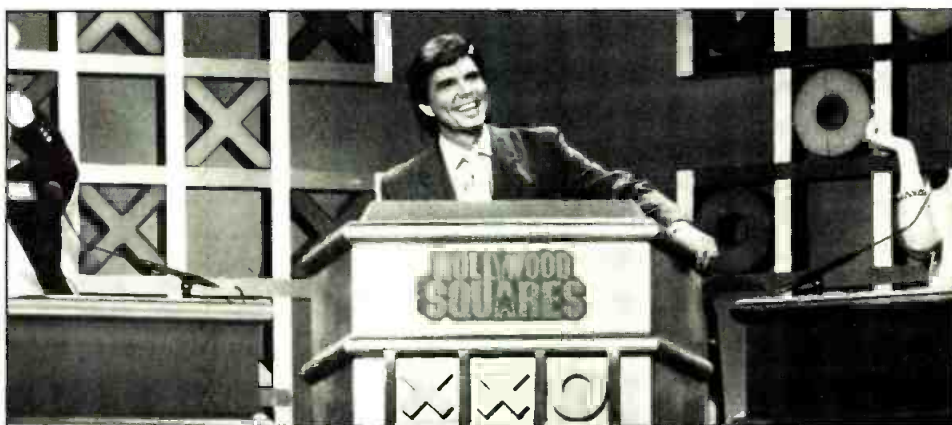
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Money worries plague networks, Hollywood

Rapid production and license fee increases, running headlong into soft network advertising environment, have sent everyone scrambling to hold the lid on further deficit financing; solutions both sides are looking at include filming in Canada, more in-house production, fewer costly action scenes in one-hour action/dramas

The escalating costs of prime time programming top the list of problems now confronting both the networks and program producers. Billions of dollars are at stake. Program costs account for roughly two-thirds of all network costs, or somewhere in the neighborhood of \$4 billion. That compares with

an estimated \$8.3 billion in combined network revenues for 1985. But network revenues have plateaued while program costs continue to rise, and the two sides seem far apart on possible solutions.

Bud Grant, president, CBS Entertainment, states the case from the network standpoint. At CBS, the solution appears relatively straightforward—the network intends to limit increases in annual license fees for new shows to no more than 3% or 4%, in line with the current soft advertising market. "That is what the market will bear today," says Grant. "I mean, that is our business. We can't get a heck of a lot more than that, if we can get that, out of our advertisers. Therefore there is no way for us to pass along to

them 9% or 10% increases in license fees." That means, he says, "it is incumbent upon producers to control their costs." Grant acknowledges that the networks are not paying producers the full cost of what it takes to produce the shows and argues that they should not have to. "I have no problem saying to the producer: 'It is quite appropriate for us not to pay you what it costs to make [a show] because we are not dealing with what I would call a consumable product.' This particular product we distribute, and they make and own, has a never-ending revenue stream, and therefore it is appropriate for us, because we don't share in that, not to pay cost or cost-plus for the product."

Program suppliers take a different view.

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NEW YORK/WCBS/Sat 11:45PM
 Men 12-34 + 69% Women 12-34 + 585%
 Men 18-34 + 84% Women 18-34 + 568%
 Women 18-49 + 146%

LOS ANGELES/KTLA/Sat 11:00PM
 Men 12-34 + 19% Women 12-34 + 9%
 Men 18-34 + 19%

CHICAGO/WFLD/Sat 11:30PM**
 Men 12-34 + 160% Women 12-34 + 25%
 Men 18-34 + 52%
 Men 18-49 + 56%

BOSTON/WBZ/Sat 1:30AM
 Men 12-34 + 2800% Women 12-34 + 100%
 Men 18-34 + 2800% Women 18-34 + 100%
 Men 18-49 + 35%

CINCINNATI/WLWT/Sat 1:00AM
 Men 12-34 + 300%
 Men 18-34 + 100%
 Men 18-49 + 500%

HOUSTON/KRIV/Sat 10:30PM
 Women 12-34 + 147%
 Women 18-34 + 129%
 Women 18-49 + 111%

PHILADELPHIA/WGBS/Sat 7:00PM
 Men 12-34 + 129%
 Men 18-34 + 225%
 Men 18-49 + 58%

CHARLOTTE/WBTV/Sat 1:00AM
 Men 18-34 + 100% Women 12-34 + 1100%
 Women 18-34 + 700%
 Women 18-49 + 100%

JACKSONVILLE/WJXT/Sat 12Mid
 Women 12-34 + 200%
 Women 18-34 + 200%

WEST PALM BEACH/WPTV/Sat 1:00AM
 Men 12-34 + 300%
 Men 18-34 + 300%
 Men 18-49 + 100%

MIAMI/WPLG/Sat 12:30AM
 Men 12-34 + 1600% Women 12-34*
 Men 18-34* Women 18-34*
 Men 18-49* Women 18-49 + 350%

GREEN BAY/WFRV/Sat 11:00PM
 Men 12-34 + 150% Women 12-34 + 300%
 Men 18-34 + 200% Women 18-34 + 200%
 Men 18-49 + 200% Women 18-49 + 200%

ORLANDO-DAYTONA
 Men 12-34*
 Men 18-34*
 Men 18-49 + 200%

INDIANAPOLIS/WXIN/Sun 8:00PM
 Men 12-34 + 500% Women 12-34 + 1100%
 Men 18-34* Women 18-34 + 800%
 Men 18-49 + 200% Women 18-49 + 267%

ST. LOUIS/KMOX/Sat 10:30PM
 Women 12-34 + 175%
 Women 18-34 + 160%
 Women 18-49 + 75%

Men
 Men
 Men

Source: NSI May '86
 (% increase over year ago)
 *Increases are incalculable due to May 1985 time period below minimum reporting standards.
 **Percent increase over February '86



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WESH/Sat 1:00AM
Men 12-34*
Men 18-34*
Men 18-49 + 600%

TULSA/KOTV/Sat 12:30AM
Men 12-34 + 100%
Men 18-49 + 100%

SACRAMENTO/KRBK/Sat 11:30PM
Men 12-34 + 100%
Men 18-34 + 300%
Men 18-49 + 20%
Women 12-34 + 400%
Women 18-34 + 700%
Women 18-49 + 200%

NASHVILLE/WZTV/Sat 9:00PM
Men 12-34 + 200%
Men 18-34 + 200%

CLEVELAND/WOIO/Sat 11:00PM
Men 12-34*
Men 18-34*
Men 18-49 + 350%
Women 12-34*
Women 18-34*
Women 18-49 + 1000%

DES MOINES/WHO/Sat 12Mid
Men 18-34*
Men 18-49 + 1100%
Women 12-34 + 400%
Women 18-34 + 200%
Women 18-49 + 200%

INDIANAPOLIS/WBIR/Sat 12Mid
Men 12-34* 200%
Men 18-34* 100%
Men 18-49 + 300%
Women 12-34*
Women 18-34*
Women 18-49 + 300%



They point out that the revenue "stream" for one-hour shows diminished to a slow trickle at the program exhibition sponsored by NATPE earlier this year. But they also claim that the roots of the problem run deeper than that. According to Michael Dubelko, executive vice president, Stephen J. Cannell Productions, the networks, even before the soft advertising market developed last year, refused to pay increases of more than a couple of percentage points for new shows, while the costs of producing the shows were escalating by an average 10% annually. Thus, Dubelko argues, over the past five or six years, license fees have risen between 10% and 20%, on average, while the costs of production have increased over 50%. As a result, he says, what was once an acceptable way of doing business—producing shows at a slight deficit on the bet that the deficit



Cannell's Dubelko

would be covered and profits made in the syndication market—is no longer acceptable. That is because the deficit dollars at risk have climbed from an average of \$25,000 or \$50,000 per one-hour episode a few years ago to \$200,000 or more (sometimes substantially more) now. At the same time, it is harder to come up with programs that produce the ratings that will insure a stay on the air long enough (generally 66 episodes) to attract significant syndication dollars.

"The networks understand what is going on," said Dubelko. He cited *Moonlighting*, an ABC-produced show that was among the top 25 programs in the 1985-86 season, its first season on the air. Some reports have it that the program was constantly over budget last season, costing as much as \$1.6 million an episode to produce. "They would be paying \$800,000 to \$900,000" for the same program, said Dubelko, if the network were licensing it from an outside producer. But fewer producers are willing to take those kinds of risks, particularly with the one-hour program form. "It is no coincidence that people are not producing hours," he said. "And all hour-long [program] producers are looking to get into different types of shows." Cannell, for example, which has been an exclusive producer of one-hour shows until now, is developing a number of comedy and animation projects for both network and first-run syndication.

While the focus of the program deficit issue has centered on the one-hour form,

half-hour shows, primarily comedies, are beginning to be produced at a deficit, in some cases as much as \$50,000 per episode. And with more and more comedies on the networks, in syndication and in development, the chances of coming up with a hit are reduced. According to producer Alan Landsburg (*Gimme a Break* and *True Confessions*), the biggest factor in the cost of comedy programs is the talent pool, which is relatively small in relation to the current demand. And the networks are just as much as to blame for those costs as anybody, he said, because they feel, perhaps rightly so, that the better the talent is in their programs, the higher the ratings will be. "What drove the prices up," says Jules Haimovitz, president, Viacom Entertainment Group, "is the very limited supply of proven talent. And as long as that talent is not fungible, you have to fight that battle."

At the same time, Landsburg notes that the risks of doing comedy shows have increased because of network demand (28 comedies going into the new season) and the first-run syndication market (where nine shows are in production). Those two factors increase the odds against coming up with a hit. And, notes Landsburg, the efforts of new forces such as the Fox Broadcasting Co. will reduce further the number of potential outlets for a hit network show in its off-network run.

What are the solutions? Landsburg suggests developing a younger talent pool to help defray costs. Others aren't so sanguine that such an easy solution is at hand. Gary Lieberthal, chairman of Embassy Communications, believes in the "deep pockets" theory. (Embassy is owned by Coca-Cola.) "I think what you'll find is that the consequence of producing television shows becomes a rich man's game. Perhaps gone are the days when an upstart entrepreneur/writer sits in his office and says, 'I want to go and produce a television show,' and does it," he says.

Indeed, Lieberthal sees fundamental relationships in the program production business changing in the next year. "It used to be the producers versus the networks," he said. But with all the merger and acquisition activity in the industry, the relationship is evolving into one of corporate moneymen facing each other on both sides of the fence. Embassy's parent Coke also owns Columbia Pictures. ABC is owned by Capcities and NBC is now owned by General Electric. Says Lieberthal: "I think what will happen is that the major financial players are going to be the ones who have the resources to produce. So you'll find the smaller companies in trouble because they don't have the horses." With both the suppliers and exhibitors becoming parts of larger conglomerates, he adds, "different people show up at the table with [varying] resources and different corporate objectives, so I suspect you will see different kinds of relationships forming."

Others in the business agree, citing such recent public offerings as those made by Aaron Spelling (whose new comedy, *Life with Lucy*, is running up weekly deficits), New World and Ron Howard. Capital requirements have also forced other producers to affiliate with major studios, such as Ste-

ven Bochco (20th Century Fox) and Gary David Goldberg (Paramount). Some believe that MTM will go public soon. Some of that company's budget woes have made headlines in the past. Several years ago, it dumped its star producer, Bochco, who created *Hill Street Blues*, after he consistently went above budget on the show.

There are those who suggest that much of the hue and cry over deficits is so much posturing on the part of producers. Joseph Fuchs, a vice president and entertainment analyst with Kidder Peabody, suggests that despite all the talk, "there aren't too many people in Hollywood who don't want to produce shows for television." There is evidence in this season's schedule that there are at least some players willing to take on the increased risks of deficit-financing. Universal, for example, brought Michael Mann's *Crime Story* to NBC earlier this year. NBC liked the program but wasn't willing to pay the estimated \$1.1 million per episode it costs to make the show. Enter New World, hungry to enter network television and willing to take on a hefty deficit. (In the case of *Crime Story*, the license fee covers about 75% of the cost of producing the program.) New World picked up the show, although Universal, in addition to the initial development money, is paying part of the production costs as well and receiving in exchange a piece of the revenues to be generated if the program makes it to domestic syndication. New World made a similar deal with Fox for *Rags to Riches*, a half-hour midseason replacement picked up by NBC.

"Syndication is where the money is," Fuchs of Kidder Peabody notes. "The attractiveness of television is that the networks have provided the major financing to produce the show. If it's a hit, the producer makes his money in syndication." Still, Fuchs believes that the cost issue is "the most critical issue on the table," at least from the networks' standpoint. "Two-thirds of the network costs are related to programing," he said. "And the recent turmoil at all three networks has not really addressed those costs, but rather discretionary costs such as staffing." The next several years will see some "highly visible politicking" over the issue, he believes, with the outcome of upcoming negotiations between the networks and a crucial program supplier—The National Football League—perhaps showing whether the networks will live up to all their tough talk.

But as for one-hour action/dramas on television, most agree the trend seems clear. Such programs will have less costly action sequences, and the networks may be ordering fewer of them in the future, at least in the near term, with such a soft marketplace for one-hour shows. "I know for a fact," says Cannell's Dubelko, "that we are looking to scale back the amount of action [in our one-hour] shows because we just can't afford to do it any longer."

The estimates vary, but some suggest that perhaps between \$100,000 and \$200,000 per episode could be saved in an action show by eliminating some of the car chases or buildings being blown up. An open question is whether those cutbacks would alienate an audience that has grown accustomed to a

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(l. to r.) Gail Strickland, Julian Reyes, Garrett M. Brown, Ada Maris, Leila Hec-Olsen, Vijay Amritraj, Yakov Smirnoff, George Murdoch, Harry Waters, Jr.

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certain look. "There is no question you can produce lower-budget shows," said Frank Biondi, executive vice president of Coca-Cola's entertainment sector. "Universal is taking *Airwolf* to Canada [to produce it for first-run syndication], they're changing the cast, and they're not going to use real shots of the helicopter. It really is a different show with the same name. Sure, you can do that but what happens when you put the show on and all of sudden it starts doing sixes and sevens? Everybody is going to say, whoa, that's no good." It is certainly no good for network television, where perhaps the tougher question to answer is, Biondi adds, "Can you achieve the same production values just by doing the same shows differently?"

The answer, in some instances, appears to be yes. In fact, Columbia Pictures Television, predominantly a one-hour shop, has reportedly cut the budget of *T.J. Hooker* substantially. (Biondi wouldn't confirm it, but others put the savings at \$200,000 an episode.) The program, which started in prime time several years ago, was part of CBS's first-run package in late night last year. But the savings haven't come from the kinds of things Universal is doing with *Airwolf*, shooting fake helicopter scenes. Rather, a source said last week, Columbia has renegotiated the production agreement so that there is a minimum of network involvement in such things as script approval, casting and approval of key production staff, such as directors and writers. But whether producers can strike similar arrangements for shows in prime time remains to be seen.

"The networks have a great deal of creative control" over the prime time shows others produce for them, said Edward Gradinger, president and chief executive officer, New World Television Group. On its face, that situation doesn't seem unreasonable, given that they are paying billions each year for those shows and want to guide them in the most successful direction possible. But network involvement, especially when it means ordering changes, adds to the cost of the shows. And some producers feel that the networks have to be more realistic when it comes to demanding the right to make costly changes while complaining vociferously about the price of programs. "I think that's one of the ways to cure the problem," suggests Gradinger. "If they are going to tell us they are not going to let costs escalate, Hollywood will say fine, but no hands on [control]."

David Salzman, an executive within the office of the president at Lorimar-Telepictures, agreed that the control issue and its costs are a key element in the producer-network relationship. "We have to re-evaluate the way we do business together," he said. The way program deals are structured, he said, "they can add to costs. For example, they can say: 'Shoot that scene, cast with a certain star; the show is getting too confined, so get new sets.' If they are willing to pay, they get the changes. Those are the kind of arguments that always predominate." The fact is, Salzman says, the fortunes or misfortunes of one side affect the other as well. "We're joined at the hip," he said. And the current network environment "makes it terri-

ble for all of us."

In responding to that, a network executive who preferred to remain anonymous said that "control and who pays for it gets to be a negotiation. If we are adding elements we'll pay half or more. And we feel it enhances the syndication value which we don't share in."

NBC Entertainment President Brandon Tartikoff acknowledges that some "enhancements" of hour shows are likely to go by the wayside, but he is reluctant to write off high-action shows like *The A-Team* per se. "There will probably be a day coming where we will be a little bit more reserved in how we enhance those series. The extras—high-cost guest stars, stunt episodes where we take the show to Mexico in the November sweeps—those kinds of things we'll probably be cutting back on. Because in a given season, that can almost add another \$50,000



Lieberthal



Biondi

to \$75,000 on the per-episode cost." Nevertheless, Tartikoff believes there is room on the network schedule for a certain amount of high-action shows, unless the off-network syndication marketplace does not turn around. Only then, he suggests, may the writing be on the wall for shows like the *A-Team*. "My hope and my suspicion," he adds, is that the one-hour off-network market will turn around. "There is a glut of sitcoms [on the air] this fall and come the following fall [stations] are going to be grabbing for the *Knight Riders* and *Simon & Simons* and shows like that off the shelf because these sort of lukewarm sitcoms that are going into first-run syndication are not going to be able to compete in the marketplace."

One solution that more and more producers are exploring is production of programs in Canada, where the exchange rate alone saves 30% on goods and services acquired there. At this point, two prime time programs are being produced there—Orion's *Kay O'Brien* for CBS and Cannell's NBC midseason replacement, *Stingray*. But other shows are produced there, including three CBS late-night programs, *Adderly*, *Night Heat* and *Crime World*, as well as a host of theatrical and made-for-television and cable movies. Both HBO and Showtime have been producing original product there for years. So far, three main production centers have sprung up, in Toronto, Vancouver and Calgary. Dubelko said *Stingray* is being filmed in Calgary, the most recent center to emerge, because the other two cities are currently handling just about all the television and film projects they can handle. He also said Cannell is exploring doing its one-hour show for Fox Broadcasting, *Jump Street Chapel*,

in Canada. "It's practical for some shows, but not necessarily all shows," he said. In the case of *Stingray*, he said, it's practical because the series star, Nick Mancuso, is from Canada.

The savings can be significant. Dubelko said: "You can easily save 15% on the cost of any show you do." The savings can be significantly greater for programs that qualify as so-called "Canadian content" shows, a certain number of which Canadian broadcasters are obligated to carry. The rules for qualification are very stringent, however, including the requirement that more than half the post-production work be done in Canada. Also, a minimum of six key production positions have to be filled by Canadians. Whatever other incentives there are to go for Canadian content with prime time shows—possible government funding and higher license fees from Canadian broadcasters—there is a looming change in U.S. tax law. Now that the U.S. investment tax credit that enabled producers to write off a portion of the cost of programs produced stateside is probably to be eliminated, said Dubelko, there is more incentive to produce outside the country.

But most agree Canadian production is not the end-all solution to escalating costs. "You're silly not to explore that kind of thing," said Coke's Biondi. "But that doesn't mean you can pack your bags and take everything you do to a new locale. There is tremendous people inertia and relationship inertia in just being around southern California. There will be a siphoning off. I just don't think it's going to change the face of the television business in California."

John Reidy of Drexel Burnham Lambert also notes that the networks are saving some prime time costs by producing additional news programs. An hour of news can cost as little as half the typical hour of entertainment programming. The new season has four hours of prime time news programming in it, a record, with a possible fifth (CBS's *West 57th*) waiting in the wings as a midseason replacement. In-house news production, less location shooting and greater use of videotape in the post-production process, Reidy says, are "inevitable trends" in the current soft marketplace. "I don't know if there is anything a viewer will really pick up out of this," he added. "But I think the present [network] environment is going to sustain itself for some period of time," and therefore the rate at which production costs have increased over the past several years cannot continue. There may still be increases, he said, but not at the annual 10% level where they seem to have stabilized.

Another outstanding issue concerns increased in-house network production of entertainment programs. By decrees with the Justice Department, the networks are kept mostly out of their own entertainment programming until 1990 when that limit sunsets. Even then, the networks could not go out and directly sell to stations their own off-network product. But they can sell the syndication rights to that product to third parties to sell to stations, and that is something that interests all three networks. NBC's experience with *Punky Brewster* explains why. The show was on the network for two sea-

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FUNTASTIC-HANNA BARBERA	6
SCOOBY DOO	7
MASK	8
ANIMATED CLASSICS	9
CHALLENGE-GOBOTS	10
JETSONS	11
TOM AND JERRY	12
PLASTICMAN	13
RAINBOW BRITE	14
FLINSTONES	15
HEATHCLIFF	16
KING LEONARDO	17
PINK PANTHER	18
WOODY WOODPECKER	19
DAFFY & PORKY PIG	20
INSPECTOR GADGET	21
JUCE AND WARRIORS	22
VOLTRON	23
CARE BEAR-STRAWBERRY	24
AT ALBERT	25



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THUNDERCATS

	RANK	KIDS 2-11
THUNDERCATS	1	1
SHE-RA	3	
G.I. JOE	4	
TRANSFORMERS	5	
HE-MAN	6	
SCOOBY DOO	7	
GOBOTS	8	
MASK	9	
HEATHCLIFF	10	
TOM & JERRY	10	
JETSONS	12	
FLINSTONES	13	
PLASTICMAN	14	
WOODY WOODPECKER	14	
INSPECTOR GADGET	15	



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AND ST

NSI/CASSANDRA MAY '86

MONDAY-FRIDAY STRIPS

THUNDERCATS

SHE-RA	
HE-MAN	
TRANSFORMERS	
G.I. JOE	
PLASTICMAN	
SCOOBY DOO	
JETSONS	
HEATHCLIFF	
GOBOTS	
MASK	
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MONDAY-FRIDAY STRIPS

KIDS 2-11

RANK	
1	THUNDERCATS
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15	

KIDS 2-11		KIDS 2-11	
RANK		RANK	RATING
1	THUNDERCATS	1	7.6
2	GUMBY	2	7.3
3	HE-MAN	3	7.2
4	TRANSFORMERS	3	7.2
5	PLASTICMAN	5	7.0
6	SCOOBY DOO	5	7.0
7	SHE-RA	7	6.9
8	FLINTSTONES	8	6.8
9	G.I. JOE	9	6.7
10	JETSONS	10	6.7
11	CASPER	11	6.4
11	TOM & JERRY	11	6.0
12	GOBOTS	13	6.0
13	MASK	14	5.5
14	WOODY WOODPECKER	15	5.1
15	HEATHCLIFF	16	4.9
16	INSPECTOR GADGET	17	4.6
17	PINK PANTHER	18	4.5
18	FAT ALBERT	19	4.1
19			3.8



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sons with marginal ratings at best before being canceled. The program was picked up for first-run syndication by Columbia, which also picked up the off-network rerun rights for an estimated \$40 million—more than enough to cover all NBC's production costs and provide a substantial profit.

Tartikoff describes NBC's experience producing *Punky Brewster* as an "enormous success," and one reason why the network will vigorously attempt to develop other in-house shows. A pilot for a one-hour project started shooting last week—*Blue Deville*. It's about two women and a man in their early 20's and their experiences "on the road." In-

house production at NBC, Tartikoff says, "is no longer just an avocation, but a primary pipeline of programing."

CBS's Grant is also enthusiastic about the prospects of in-house production. It is producing one prime time show in-house, *Twilight Zone*, a remake of the classic, now going into its second season (Saturdays, 10-11 p.m.). "We are certainly interested in doing [more]," said Grant, "but the first [priority] is a successful network schedule. . . I don't want to mislead you or anyone else to say that CBS wants to produce all of its prime time programing internally. We don't want to do that because we don't feel we have a

cornerstone on all the good ideas." Meanwhile, the entertainment division has an active unit looking at potential in-house projects. Grant says nothing is ready right now. As for the future, he says it's hard to predict when the next in-house show may make it to the schedule.

Apparently he's not in a great hurry to come up with something. "When we have a project we feel is strong it will be on the schedule," he said. "I would much rather have an out-of-house success than an in-house failure." It's clear that his counterparts throughout the industry feel the same way. The question remains, at what cost? □

Competition heats up in the early morning

New Buena Vista entry set to go up against 'Good Morning America,' 'Today' and CBS's morning program

Early morning has become a higher profile daypart at all of the networks within the last year, although the increased level of attention is not universally positive. In the ratings race, NBC's *Today* overtook ABC's *Good Morning America* for first place. That was followed by the well-publicized turmoil at CBS, as that network has searched for ways to pull itself into competitive shape within the daypart.

The attention that early morning has received in the press has been accompanied by a steady growth in network revenues for the daypart. According to Television Bureau of Advertising reports of Broadcast Advertisers Reports data, the three-network revenue figure for early morning has grown from \$69 million in 1979 to \$210 million in 1985.

At all three networks, programing the daypart has become an increasingly creative enterprise, with an emphasis on more entertainment elements. Moving the site of a program abroad is now common for both *Good Morning America* and *Today*. The move has paid off, especially for *Today*. It now leads *Good Morning America* with a 5.4/24, compared to *GMA*'s 4.8/22 and *CBS Morning News*'s 3.1/14 in the ratings from Jan. 1 to the present.

The CBS executive now in charge of a new CBS morning show debuting in January at 7:30-9, Bob Shanks, will meet with corporate management this week to discuss his initial plans for the new program. Shanks would not elaborate on whether the new CBS morning program will also have an entertainment emphasis but since those 90 minutes will follow a 90-minute segment (6-7:30 a.m.) from CBS News, Shanks said news "will not be the intended direction of the show."

The networks are feeling the competition not only from each other, but from syndicators as well. A syndicated half-hour from Walt Disney's Buena Vista Television will enter the early-morning fray on Sept. 29, when 129 stations begin carrying *Today's Business* between 6 and 7. Hosted by Consuelo Mack, formerly of the Financial News

Network. *Today's Business* is a general business news and analysis program aimed at business professionals. The program is to be delivered the night before airing, allowing stations to use a special insert segment for local newscasts. William Wolman, editor of *Business Week*, will be a commentator for the program, and best-selling financial author Andrew Tobias and Thomas Peters, a business consultant and lecturer at Stanford's business school, will contribute to the program.

Today's Business has a number of connections with people from the ranks of the CBS station division. Ron Tindiglia, former vice president of news for CBS-owned stations, and past general manager of wCBS-TV New York, will produce the program.

Buena Vista vice president of production, Jamie Bennett, the former vice president and general manager of KCBS-TV Los Angeles, explained that the inspiration for *Today's Business* came from two other CBS stations, WBBM-TV Chicago and WCAU-TV Philadelphia. Those stations produce a five-minute insert for the early news slot. Within those segments, said Bennett, normal morning costs-per-thousand could be doubled or tripled for advertisers who were looking for access to business people. Both inserts, WBBM-TV's *Moneysense* and WCAU-TV's *Channel 10 News Cut-in2*, air at 6:25 a.m.

Bennett said Buena Vista moved into that

time period because it felt there were four to 11 rating points to be achieved in markets across the country. Prior to start of *GMA* and *Today* at 7, ABC and NBC each offer stations the option of programing half-hour feeds of early-morning news programs at either 6 or 6:30. Most NBC and CBS affiliates program local news during the half-hour when they are not carrying the network feed. ABC offers its stations four 15-minute feeds of news between 6 and 7. *Today's Business* was not designed to compete with the networks in the mornings. As Bennett says, "what we've got is a program that gets stations out of a C-P-M trap" in the time period. But the show may compete anyway, despite Buena Vista's intentions. In the case of the ABC affiliates, slightly less than a third of the lineup carrying *Today's Business* would mean pre-empting a half hour of *World News This Morning*. When CBS begins programing news from 6-7:30, there will also be a new set of conflicts with *Today's Business*. Roughly one-third of the syndicated program's lineup consists of CBS affiliates.

Also in the morning news arena, NBC and the *Wall Street Journal* are developing a business news program for the early morning. Like the Buena Vista show, NBC News's morning business news program will probably provide general business news. NBC is also exploring a sixth day of *Today* for one weekend morning. □

Late night no sleeper

There's a flurry of activity in time slot that Carson used to have to himself; newest entries are Rivers, Brenner, Cavett, Breslin and three new first-run action dramas from CBS

For years, late night television was pretty much the domain of Johnny Carson, old movies and network reruns. Then ABC's *Nightline* entered the picture seven years ago during the hostage crisis in Iran and carved out a permanent niche for itself. And now the networks are being seriously challenged for the late night viewers by such companies as Motown and King World, which are producing and distributing *Night-*

life with David Brenner, and Fox Broadcasting Co., whose *Late Night with Joan Rivers* bows next month.

In turn, the networks are responding with more fresh product of their own. CBS has three first-run action series in its late night package including three Canadian-produced hours, *Hot Shots* (formerly *Crime World*) *Adderly* and *Night Heat*, as well CBS's former prime time show, *T.J. Hooker*. After *Hooker*'s prime time run, Columbia produced 17 more episodes, the last of which will be seen next week. The show then reverts to reruns and in January is scheduled to be replaced with a new music-entertainment program from Dick Clark. The action shows all debut this week at 11:30 p.m. Also pre-

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miering this week are two new talk/interview programs on the ABC late night schedule, with Dick Cavett and Jimmy Breslin.

Why all the activity? Perhaps a line in a recent report on network television from Grey Advertising explains it: The soft advertising market affected every network daypart except late night in 1985, said Grey. "Only late night reported stronger demand than the year before." The Television Bureau of Advertising said last week that based on data from Broadcast Advertiser Reports, the daypart took in more than \$382 million in 1985, about 4% of total network revenue. The year before, late night revenue totaled \$429 million, but that included Olympic revenue which distorted the picture somewhat. In 1983 the network revenue total was \$370.4 million and in 1982 the figure was \$362.5 million.

According to David Poltrack, vice president, research, CBS/Broadcast Group, the late night audience is small but appeals to advertisers. "It is a young adult audience which is desirable to advertisers," he said. Those developing the new programs, Poltrack added, "feel there is some potential expansion" of the late night viewing levels as well.

There has also been a lot of speculation about how long Carson will keep doing his show. He has one year left on his current contract, and negotiations are expected to begin shortly on a renewal.

Carson has proved vulnerable in the ratings in the past. In the 1982-83 and 1983-84 seasons he slumped, and CBS was able to



ABC's Jimmy Breslin

win the time period. However, Carson came back the following year and turned in a strong performance last season, putting NBC a full point ahead of CBS in late night. NBC averaged a 5.5/22 compared to CBS's 4.5/18 and ABC's 4/14.

How late night will shake out may be determined by the November sweeps. Program directors think it is a daypart whose time has come. "It seems to be a daypart that stations can get a lot more out of," said Brook Johnson, program director at WABC-TV New York. Until now, she added, it has proved "frustrating" to come up with the right programming. She added that with the right material, viewing levels in the time period might be increased by 10%. "But the shows have to be reasonably compelling to make you stay up another hour," she said. □

Cable goes original

Networks turn increasingly to producing their own material to meet growing competition

As television viewership becomes more fragmented with the increased number of broadcast television offerings and increased use of VCR's, the 30 advertiser-supported cable networks and 17 pay cable networks continue to turn to original programming to help set themselves apart.

Cable network executives say that introducing original product attracts fresh attention for the cable service from the press, enables a network to develop programming that suits its target audience and helps project an image of uniqueness. No matter who the targeted viewer or what the scope of the service, advertiser-supported cable networks and pay cable services are developing a variety of original programs, including comedy, mystery, informational series, musical concerts, sporting events, talk shows and, on at least one cable service, a pint-sized game show.

■ On the pay side, Allen Sabinson, Showtime/The Movie Channel Inc.'s senior vice president of original programming, said that his service—and pay television in general—is at "the crossroads right now," brought into focus by the "tremendous number of other channels that are out there for subscribers to watch" and "new factors of competition from home video." Showtime/TMC's strategy for the future is exclusivity, he said. Hence, "hand in hand" with the network's concentration on acquiring exclusive presentations of theatrical films is its original programming, with comedy as the "most important form," Sabinson said.

The network, which spends about one-third of its programming dollars on original programming, has developed comedy series and specials, setting aside one night a week for regularly scheduled comedy on Showtime. On Wednesday nights, beginning at 8:30, Showtime airs its new comedy series, *It's Garry Shandling's Show*, which premiered Sept. 10, followed by *Brothers* (which debuted in July 1984). Showtime has picked up 50 additional episodes of the latter, which will keep the program on the Showtime schedule through 1988. Showtime has also ordered 13 episodes of a new half-hour comedy called *Hard Knocks*, which Sabinson described as "kind of a 1986 'buddy show' gone mad." It features two men who "weren't terribly good" at being policeman, who become detectives with similar results. It will air later this year or in 1987. Coupled with Showtime's comedy series are its monthly *Showtime Comedy Spotlight* specials; upcoming episodes feature David Steinberg, Penn & Teller and Elayne Boosler. Showtime is also negotiating with Ringo Starr to do a special combining music and comedy, Sabinson said. Additionally, Showtime has taped the *National Lampoon's Class of '86* (done by the producers of

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"Animal House" and "Vacation.")

Although concentrating on comedy, the pay service has also started a movie series called *Harlequin Romance Movie*, adaptations of some of the Harlequin romance novels, shot on location in Europe. The first of at least three such films will air in October. Showtime has also shot a two-hour biography of J. Edgar Hoover with Treat Williams, a two-hour version of "Uncle Tom's Cabin" and a two-hour film about the Mafia in Italy, all as made-for-pay movies. Other new programs scheduled for late 1986 and early 1987 are a special look at Michael Jackson's career; concerts featuring singers Phil Collins, Eric Clapton and Van Halen; Broadway adaptations and, another series produced by Shelley Duvall (*Faerie Tale Theatre*), called *Shelley Duvall's Tall Tales and Legends*. On Sept. 27 Showtime will also air its first boxing coverage.

■ While theatrical films continue to be a mainstay for the broad-based cable networks—HBO, Showtime, Cinemax and The Movie Channel—for HBO, it is "the intangibles that our original programming gives us, that make people stay with HBO and talk about [it]," according to Seth Abraham, HBO's senior vice president of programming operations and sports. Original programming, he said, is "extraordinarily important to HBO and, in fact, to all pay television." While there is "no echo" with the theatrical films HBO acquires, which have already been seen by the press and public in theaters, original programming—"which is proprietary, that we create, that we cast, that we put together ourselves, [that] is unique to HBO—that proprietary programming gives us a very big echo" in the press and through word of mouth, he said. The latter is a way to attract nonsubscribers, he said.

"It's a difficult environment that we exist in from an original programming point of view," according to Bridget Potter, HBO's senior vice president of original programming, because of the abundance of fare offered by others, she said, adding that as a pay service "we have to constantly have our eye on that fact" and be as original and make as large an impact as possible, she said. Original programming is "a major contributor to the battle" of keeping up with the changes in the pay TV business, she said.

In addition to airing original comedy specials (which Potter said will receive greater

emphasis in upcoming seasons), drama, series, variety programs (including *Christmas at Radio City Music Hall* hosted by Joel Grey) and music concerts (featuring Whitney Houston, Prince and Lionel Richie), HBO also offers films produced specifically for the network. The last "compliment our feature inventory," and rate about 50% better in viewer satisfaction than theatrical releases, according to Rick Bieber, senior vice president of HBO Pictures and programming operations for the West Coast. "They're fresh," better targeted and "not dissipated by home video," he added. Included in this category of HBO Pictures is *Sword of Gideon*, a thriller about a counter-terrorist team set up to avenge the massacred Israeli athletes at the 1972 Olympics.

■ For the advertiser-supported Lifetime, original programming is taking an inhouse direction, according to Charles Gingold, vice president of programming. There are "no packagers" involved, and converting to inhouse production supplemented by a freelance staff provides more economic and production control, Gingold said, adding that there are also no limitations on the programs' license periods.

The network's initial effort in this area began Aug. 4, with a series of movie wraps called *The Morning Movie with Nicco*, hosted by Joaquim De Almeida. Lifetime is now in preproduction, taping its first episodes of *Avenues*, described by Gingold as an hour-long "how-to program with flare," focusing on the "female image." It is "a demonstration show augmented by two personalities," he said. Hosted by Linda Dano of NBC's *Another World* and Nancy Glass, co-host of *Evening Magazine* at KYW-TV Philadelphia, the program will be taped before an audience.

Future formats Lifetime is working on include a cooking program and a 9 p.m. talk-variety hour, with the talk segments focusing on interviews with "outrageous and unique" guests. Lifetime is talking to several potential hosts with "a strong comedic background," Gingold said.

■ On USA Network's schedule is 13½ hours of original programming, including 58 new episodes of the former CBS-TV program *Airwolf*, with Jan-Michael Vincent and Ernest Borgnine; a new half-hour situation comedy called *Sanchez of Bel Air*, produced by Paramount Television, and featuring Reni Santoni and Bobby Sherman. Also upcoming

on USA is a new weekly hour-long talk show, *The Robert Klein Show*, beginning Oct. 3.

■ Like the other cable services, The Nashville Network, which is geared toward those "interested in country music or the country music lifestyle," according to Paul Corbin, director of programming, sees original programming as a way to make TNN stand out from its competition. Now approaching its fourth anniversary, TNN continues to offer a mix of formats: talk show, game show, variety, news magazine, live performance, music specials and sports including fishing and auto racing. In an effort to continue to "refine" the network's offerings, TNN began moving all of its sports programs to Sunday, leaving music and other programming for the remainder of the week. Corbin said TNN is also working on more live programs.

■ Also offering a highly targeted schedule of programs is ESPN. Among the original sports programs being offered on the sports network are *Running & Racing*; *Scholastic Sports America*, featuring high school athletics (see page 16), and *The Magic Years of Sports*, which takes a nostalgic look at "some of the greatest years in sports," according to ESPN.

■ Included in the focus of original program material is a broad range of material for children. At The Disney Channel where more than 35% of its programming is original, according to Bruce Rider, vice president of programming, the network is developing a preschool series to play daily in the morning.

While still in the early stages of development, the show will be entertaining and something children "can learn from," he said, but added, "we're not setting out to teach." While Rider said that The Disney Channel is broadening its programming to different audiences "while keeping it in the realm of family viewing," the network has also developed a number of other children's series for the channel, including *Spot Marks the X* on Oct. 18, featuring Mike the dog (of "Down and Out in Beverly Hills"); a short feature that aired last Saturday (Sept. 20) called *Rupert and the Frog Song*, which was produced by Paul McCartney, and *Have I Got a Story for You* with ventriloquist Shari Lewis.

■ A highlight of Nickelodeon, the advertiser-supported service for children is, according to Geraldine Laybourne, senior vice president and general manager of programming, the network's new original children's-oriented game show called *Double Dare*, described as a combination of *Beat the Clock* and *Trivial Pursuit*. The program, which went into production late last week, was developed at Nickelodeon and tested extensively with focus groups of children throughout "every phase" of the show's development, Laybourne said, adding that the network will air 65 episodes.

Laybourne said Nickelodeon also will air a movie show in which children review the films (both theatrical and cable titles), eventually branching out to review books and toys. Laybourne said that the other program she oversees, *Nick at Nite*, which has not yet done original programming, has budgeted for it in 1987. □



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rulers to release the jailed black leader Nelson Mandela and to legalize the African National Congress, the principal movement fighting white supremacy. The European strain contends that

downward spiral of violence and economic warfare," the official said. "It is clear to Sir Geoffrey now that if the logjams is to be broken, key steps

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Stations try to stay jump ahead with checkerboarding

Some independents and affiliates are taking advantage of number of first-run sitcoms to schedule different show each night

As the new season gets under way, program directors at stations across the country will keep a close eye on the new shows in syndication—for several reasons. The performance in the local market is of primary concern, but this year, developments have emerged that may affect the way local stations schedule programming.

There is a plethora of first-run situation comedies in the market today—five returning and six new comedies, the most ever in syndication at the start of a season. The five returning shows and their syndicators are: *The Ted Knight Show* and *Check it Out* from

lif., and WTVK(TV) Knoxville, Tenn. Other stations have contemplated making a similar move, including NBC-owned KNBC-TV Los Angeles. The station was also making plans for a checkerboard access schedule this fall, but dropped those plans at the last minute because management believed it did not have a proper mix of programming in place. However, the NBC owned-stations division hopes to have checkerboard schedules in place on all six of its outlets by next fall. John Rohrbeck, vice president and general manager, KNBC-TV, said the concept is appealing for network affiliates because first-run sitcoms in access can be used, in effect, to extend prime time an additional half-hour. "That's the important thing," he said. But this time around, said Rohrbeck, "we couldn't get enough high quality sitcoms." He also said the group wants to negotiate a package so it can get more cash and sacrifice fewer barter spots.

Other stations around the nation say they will watch closely the performance of those checkerboard schedules.

Stations taking the checkerboard plunge cite a host of reasons for doing so. KTLA's new access schedule looks like this: Monday, *Square Pegs*; Tuesday, *Gidget*; Wednesday, *What a Country*; Thursday, *One Big Family*, and Friday, *What's Happening Now*. Last fall, the station ran a strip of the

sodes"), some stations see checkerboarding new first-run comedies as a way of banking reruns for future use. Says Steve Bell, senior vice president and general manager, KTLA: "These shows represent our future. The point is to create future early fringe strips. Because of the scarcity of off-network sitcoms, we have to create our own."

KOCO-TV Oklahoma City is programming *Ted Knight* on Mondays, *Throb* on Tuesdays, *Mama's Family* on Wednesdays, *One Big Family* on Thursdays and *It's a Living* on Fridays. The station's president and general manager, Al Parsons, said he was looking for an alternative to the game show competition in the time period. *The Price is Right* was not working as a head-on strategy. A negative factor that comes into play programming a checkerboard is promotion—the



9 to 5

D.L. Taffner; *What's Happening Now* from Columbia; *Small Wonder* from 20th Century Fox Television, and *It's a Living* from Lorimar-Telepictures. The six new entries: *One Big Family* and *Mama's Family* from Lorimar-Telepictures; *Throb* from Worldvision; *9 to 5* from 20th Century Fox; *What a Country* from Viacom, and *Gidget* from Colex. A 12th, *Charles in Charge*, from MCA, has been scheduled for January debut.

The gusher of new comedies has inspired at least five stations, both independents and affiliates, to launch checkerboard schedules. They are Tribune's independent KTLA(TV) Los Angeles, ABC affiliate KOCO-TV Oklahoma City, Fox Broadcasting affiliate KVVU-TV Henderson, Nev. (Las Vegas), and two NBC affiliates, KRCA-TV Sacramento, Ca-



Small Wonder

old *What's Happening* off-network comedy in the time period Monday through Thursday, and the new first-run version of the show, *What's Happening Now*, in the slot on Fridays. The time period lead-in (7-7:30 p.m.) is a strip of *Silver Spoons*.

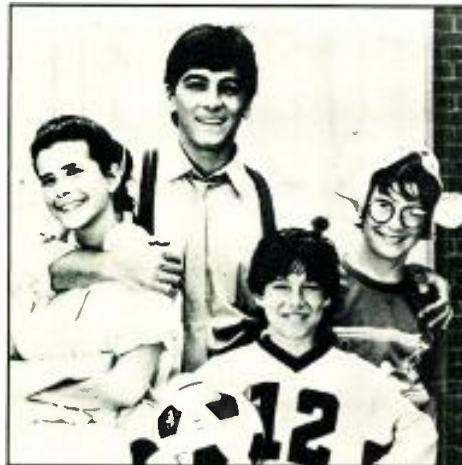
In a sense, the new checkerboarding represents a step back. Prior to adoption of the 1971 prime time access rule, the networks programmed the period with different programs each night. For a while after the rule came into effect, checkerboarding remained the norm, with top-50 affiliates using primarily syndicated game shows, while independents and smaller affiliates used off-network product. Now, with a shortage of off-network half hours in syndication (only two new shows—*Silver Spoons* and *Facts of Life*—although *The Honeymooners* is being re-issued with the well publicized "lost epi-



Throb

station has five different shows to promote, as opposed to one in a strip. Parsons said KOCO-TV would promote its slate as a single package—"the 6:30 comics."

KVVU-TV has the following access slate: Monday, *9 to 5*; Tuesday, *Mama's Family*; Wednesday, *One Big Family*; Thursday, *Throb*, and Friday, *What a Country*. The station actually launched a checkerboard last year at 5:30-6 p.m. According to KVVU-TV general manager, Rusty Durante, only one program in the block performed poorly—*Check it Out*. Overall, the 5:30 p.m. slate averaged a 7 rating in the July book. That prompted the station to add the access checkerboard this season while moving back the first one to 4:30-5 p.m., where Durante expects it to do even better. The lineup in the



Charles in Charge



Mama's Family



One Big Family

early block this time around: Monday, *It's a Living*; Tuesday, *Silver Spoons*; Wednesday, *The Ted Knight Show*; Thursday, *Gidget*, and Friday, *Small Wonder*.

At KCRA-TV, the access block is: Monday, *Gidget*; Tuesday, *One Big Family*; Wednesday, *Mama's Family*; Thursday, *Throb*, and Friday, *It's a Living*. According to Pete Langlois, station manager and news and program director, the station's locally produced *Evening Magazine* became unsustainable in



Check it Out

the face of more competitive syndication programming. "It's hard to believe it will do any worse than [*Evening*]," said Langlois.

At WTVK, the checkerboard schedule runs this way: Monday, *Mama's Family*; Tuesday, *One Big Family*; Wednesday, *It's a Living*; Thursday, *Throb*, and Friday, *Gidget*. Program director William Eckstein said the volume of available first-run product was a factor in the station's programming a checkerboard, and the commitments for all the shows run only 52-weeks so it can take advantage of the off-network product due on the market then. Eckstein also said he expects the comedies to do better demographically than game shows, attracting more men and women, 18-49.

There are some drawbacks to the checker-



It's a Living

board comedy format, according to Petry Television's Jack Fentress, vice president, programming. "If these things don't work," he said, "they [the stations] are stuck until January." He also said that with all the barter time involved, stations are giving up between 12 and 15 minutes a week. "That's 40% to 50% of the time in a valuable time period," he said. For the most part, if the barter show fails and a station takes it off the air, he said, "you have to run the barter spots [anyway] and buy something new. It's very risky at this point."



What a Country

But others, including station executives, believe that's the price to be paid if new and innovative programming is to be developed. Said Larry Alt, program director, WXYZ-TV Detroit: "First-run comedy is a great development area. It's incumbent upon station groups to support it. The syndicators need someone to shoulder the risk. The groups can make or break a show."

Some of the syndicators are helping stations promote their programs. Worldvision, which is distributing *Throb*, is matching dollar for dollar whatever stations spend to promote the program. According to Jerry Ret-



What's Happening Now



Gidget

tig, vice president, creative affairs, Worldvision, the company has also created "extremely bullish" consumer campaign ads.

Despite the assistance some syndicators are providing in the promotion of the shows, some stations view checkerboards as a "promotional nightmare." That is the way Tim Bennett, program director, WLS-TV Chicago described the complications that checkerboarding brings to the schedule. While such



The Ted Knight Show

a slate may offer stations the chance to bet on more than one program in access, Bennett says most of the sitcoms available remain "unproved."

Bob Friedman, program director at Fox-owned WNYW-TV New York, said he thought checkerboarding made more sense for affiliates, because it offers them first-run comedies, in lieu of the off-network ones they are banned from airing in access (in the top 50 markets.) Although Friedman said he hadn't ruled out a checkerboard altogether, the station has no plans even to consider doing one until more of Fox Broadcasting Co.'s programming plans are known. Brook



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Johnson, program director, WABC-TV New York, said the new checkerboard trials are "an interesting and exciting development." She said, "The conventional wisdom is it won't work [because] it's hard enough to get one hit."

Karen Copeland, program director, WNBC-TV, responded that the program vari-

ety within checkerboarding is appealing while the promotion element detracts from the appeal.

Bob Simone, program director, WFLD-TV Chicago, said: "We're keeping our eye on them. Everybody is interested in how the [checkerboards] work out." Karen Miller, director of broadcasting, WBBM-TV Chicago,

also said she would be watching how things develop. As for the NBC station group plans to go with checkerboard schedules, she said, those stations may be in a better position to do so, particularly in prime access. "NBC has the strength in the first hour of prime time to give them a little more room to be flexible." □

Co-productions now dominate public television

Economics of forcing stations to look overseas for deals and cooperate among themselves to produce programming for the system

For public television, co-production is "the nature of the beast," says Suzanne Weil, senior vice president, programming, of the Public Broadcasting Service. At least three quarters of the programs that make up the PBS schedule have more than one party involved, she said, ranging from public television stations to independent production companies to foreign broadcasting services. Involvement in co-production has "increased tremendously," she said.

Although Peter McGhee, programming manager for national productions at WGBH-TV Boston, says co-production is not a new alternative for his station, he—and representatives of all the major PBS producing stations—agreed it's an essential one. Their comments bore out that view: "For some series it can't be done without." "Virtually every project of any scale requires an international partnership in order to proceed." "We're very interested in them, because in this time of dwindling resources it makes sense to get many pools of money together." The number of co-productions has increased "exponentially."

The benefits of co-production are numerous. Saving money is "the principal one," according to Hugh Price, senior VP, production, WNET(TV) New York. "There's the shared risk and the shared reward, both in financial terms and otherwise," he said. And having more major organizations involved "lifts the enterprise above its merely being an offering of one station. It's a collaboration which has a lot more clout." PBS's Weil says "the quality of the production is closer to the mark."

Co-productions bring together people with a variety of backgrounds and views, says Lindsay Law, executive producer of *American Playhouse*.

And Blaine Baggett, executive producer, national public affairs, for KCET(TV) Los Angeles, says foreign companies are just as much in need of partners for production. "The available money for co-production is shrinking everywhere. It's not an American phenomenon," he said. "There's a whole new environment worldwide."

In the opinion of Deborah Blackwell, director of international sales and co-production, WQED(TV) Pittsburgh, "there's only one advantage to [co-production]—and that's that you get some money into the project. Everything else about it is difficult and arduous and complex." The difficulties of co-producing programs internationally include

finding common subject matter, conquering language barriers and cultural differences, and adjusting the pace of a program, she said. (A subject that American producers address in one hour might be explored in four hours by the BBC and 10 hours by Japan's NHK, said Blackwell.) But she also said that WQED's *Wonderworks* "increased its revenues by 200% through advantageous foreign co-production arrangements." And Law said that the independent *Playhouse*, which is backed and advised by a consortium of four public television stations—KCET Los Angeles, South Carolina's ETV, WGBH-TV and WNET—has none of the problems of a bureaucracy. "It's the only way to do anything," he said.

There are various ways of handling coproduction, ranging from limited to extensive involvement. At one end of the spectrum is co-financing, says Boston's McGhee—the provision of money in exchange for being mentioned in association with a program. At the other end, he says, is true co-production: "integrating people or machines from two or more different systems into a single producing engine." PBS makes a distinction between the producer and the presenter of a series, describing the former as having editorial involvement and the latter administrative. More programs are being produced than presented now, says Weil, "because of these co-production arrangements. . . . What would have been a presentation a few years ago is definitely a public television production." Public television stations make fewer straight acquisitions of foreign programming today, Weil said.

As for international co-production, every major producing station seems to have something in the works. WNET is collaborating with Channel 4 in the United Kingdom, NDR in Germany and an independent filmmaker in London on a history of 20th century Poland, and with the BBC on a sequel to *The Brain*, to be called *The Mind*. WGBH-TV is working with the BBC and with Indian and Australian television on an inventory of the environmental condition of the world, to be called *The State of the World*, and with Britain's Thames Television on a five-part series about the Korean war. WQED will possibly be working with a British partner on a series called *Man and Nature* and with the Canadians on *Time Travel*, a series about archaeology. KCET has plans for *An Ocean Apart*, an eight-part history of British-American relations to be produced with the BBC and WNET, and *Discoveries Underwater*, an eight-part archaeology series to be produced with the BBC. WETA-TV Washington is working with the BBC on *Australia*, a commemoration of that country's 1988 bi-

centennial, and with the Japanese, Poles, French, Russians, Germans, English and Italians on an examination of the causes of World War II, *The Roots of War*, planned for completion in 1989, the 50th anniversary of the Nazi invasion of Poland. "It almost goes without saying that a major multipart series is undertaken with the hope that a foreign coproducer can be found," said WGBH-TV's McGhee. WNET's Price concurred: "They don't have the trouble we do, but they're being squeezed. They're looking to stretch their marks, or shillings, or pounds."

Then there is *American Playhouse*, the great experiment—and the great experimenter. It is the first public television series to receive the creative input of a group of stations. The anthology series produces 18 adaptations of theater, literature and original works yearly and now releases six programs each year to theaters before they premiere on PBS.

Begun by its executive director, David Davis, in 1982, *Playhouse* is an independent company advised by a consortium of stations. It receives funds from public television stations, the Corporation for Public Broadcasting, the National Endowment for the Arts and the Chubb Group of Insurance Companies. Those organizations contribute between \$8.5 and \$9.5 million; the remainder of the series' \$18-\$22-million budget is raised in a variety of ways. *Playhouse* generally puts up between \$300,000 and \$600,000 for each of its projects. It operates with a staff of nine, and contracts out everything else.

None of *Playhouse's* material is bought in finished form from abroad, but the series collaborates with such producers as England's BBC and Channel 4 and West Germany's ARD TV. *Playhouse's* most innovative endeavors to date, however, may be its crossover films—*The Gin Game*. *Working and Hughie* premiered on the pay cable service, Showtime; *Popular Neurotics* was shown by the ARTS cable channel, and *Testament*, *El Norte* and *The Ballad of Gregorio Cortez* were among those that had theatrical release. According to *Playhouse* Executive Producer Law, theatrical release helps the series "in every way." It is easier to raise money in film than in television because possible returns are considered infinite. Law says, and the distributor provides free publicity by paying for ads and getting reviews for the films. *Playhouse's* experimental nature also draws talent from outside the television industry. Producing so many original programs in one year "allows us to take many more risks," says Law. "People come to us who don't usually think of coming to TV." □

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Viewers, newscasts studied by NBC

Survey shows that viewers value local news for thorough local reporting; they watch network news for national, international stories

Results of a study commissioned by NBC Research reveal that viewers are aware that network and local television news have separate identities and are valued for different functions.

Called "The News Mission Study," the project concluded that viewers prize local newscasts for local expertise and for providing relevant, useful information. Conversely, network newscasts are valued for supplying national and international expertise and in-depth coverage of important stories.

The study, designed to ascertain TV audience attitudes on the roles of local and network news, consisted of a telephone survey of 1,626 adults in 30 randomly selected markets across the country, conducted from July 8 to Aug. 3. The field work was performed by International Communications Research, Media, Pa.

Among some of the highlights of the study made public at a news conference in New York last Wednesday (Sept. 17): Viewers perceive the relationship between network and local newscasts as complementary rather than competitive: most early evening news viewers watch both types of newscasts; viewers seek more local news from local newscasts and more national and international news from network newscasts; there is little, if any, support for local newscasts taking over networks' functions, as has been suggested with the growing satellite capability of stations.

Asked to name their "best sources" of news for international developments, 70% of respondents chose their favorite network newscast; 19% their daily newspaper; 5% their favorite local newscast, and 3% their

NewsBeat

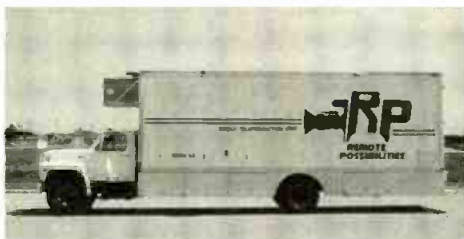
Ambush ammunition. U.S. Court of Appeals for Second Circuit has defended right of television journalists to conduct "ambush" interviews, provided that story aired is basically true. Court issued ruling in throwing out \$1.3-million damage award against CBS Inc. and reporter for its wCBS-TV New York. Station in May 1979 had aired story dealing with dumping of toxic chemicals in Newark, N.J. Included in piece was interview that reporter, Arnold Diaz, had conducted with 78-year-old Irving Machleder, owner of Flexcraft Industries Inc., which uses hazardous chemicals in its operations. Camera caught Machleder saying, "Get that damn camera out of here" and later saying: "I don't want... I don't need... I don't need any publicity." Machleder sued, claiming broadcast cast him in false light. In overturning jury's award, appeals court said portrayal of Machleder "could not be false since it was based on his own conduct, which was accurately captured by the cameras." Earlier court decisions had upheld First Amendment right of print journalists in similar circumstances, if information published is substantially true. But decision was seen as victory for broadcasters, who, court observed, have capacity to make unwilling subject appear "intemperate and evasive."

Case load. Libel cases filed by public officials against media have been on rise—up 78% in years 1980-84 over four-year period ending in 1979. And media lose 76% of cases that go to trial. But officials collect damages in only 6% of reported cases. Media defendants win more than 60% of pretrial motions for summary judgment or dismissal. And they win almost 70% of appeals of jury verdicts that favored officials. Payout in cases media lose on appeal averages less than \$90,000, although that is more than twice what figure was in late 1970's. Newspapers are defendants in 70% of cases involved, broadcasters, 16%. Information is derived from new study by Libel Defense Resource Center, New York, funded by National Association of Broadcasters and other media associations and companies.

Market overload. Tom Wolzien, vice president, editorial and production services, NBC News, stressed importance of maintaining journalistic quality in midst of "video river" flowing into U.S. from news services "trying to do international news on the cheap." Speaking at luncheon sponsored by Media Institute, Washington, Wolzien said influx of massive volume of video footage is threatening quality of news in U.S., as it becomes difficult to tell "where video came from, who shot it or why it was shot at all." Organizations such as CNN, INN, cable insert services and local stations doing large amounts of international news, he said, "are dipping from the video river for most of their material. They aren't on location. They aren't reporting. They can't even vouch for the accuracy of that material." And network news organizations that rely on other sources "to fill the holes" in coverage should make sure they provide context for footage, he said, and not simply expect pictures to tell story. Wolzien stressed that journalists should remember their first responsibility is to deliver news "quickly, carefully and accurately. And that does not mean snagging a chunk of video as it flows by in a video river, and serving it up to the American people as journalism," he said. Media Institute announced that its Oct. 17 luncheon speaker will be David Fuchs, senior vice president, broadcast affairs, CBS/Broadcast Group.

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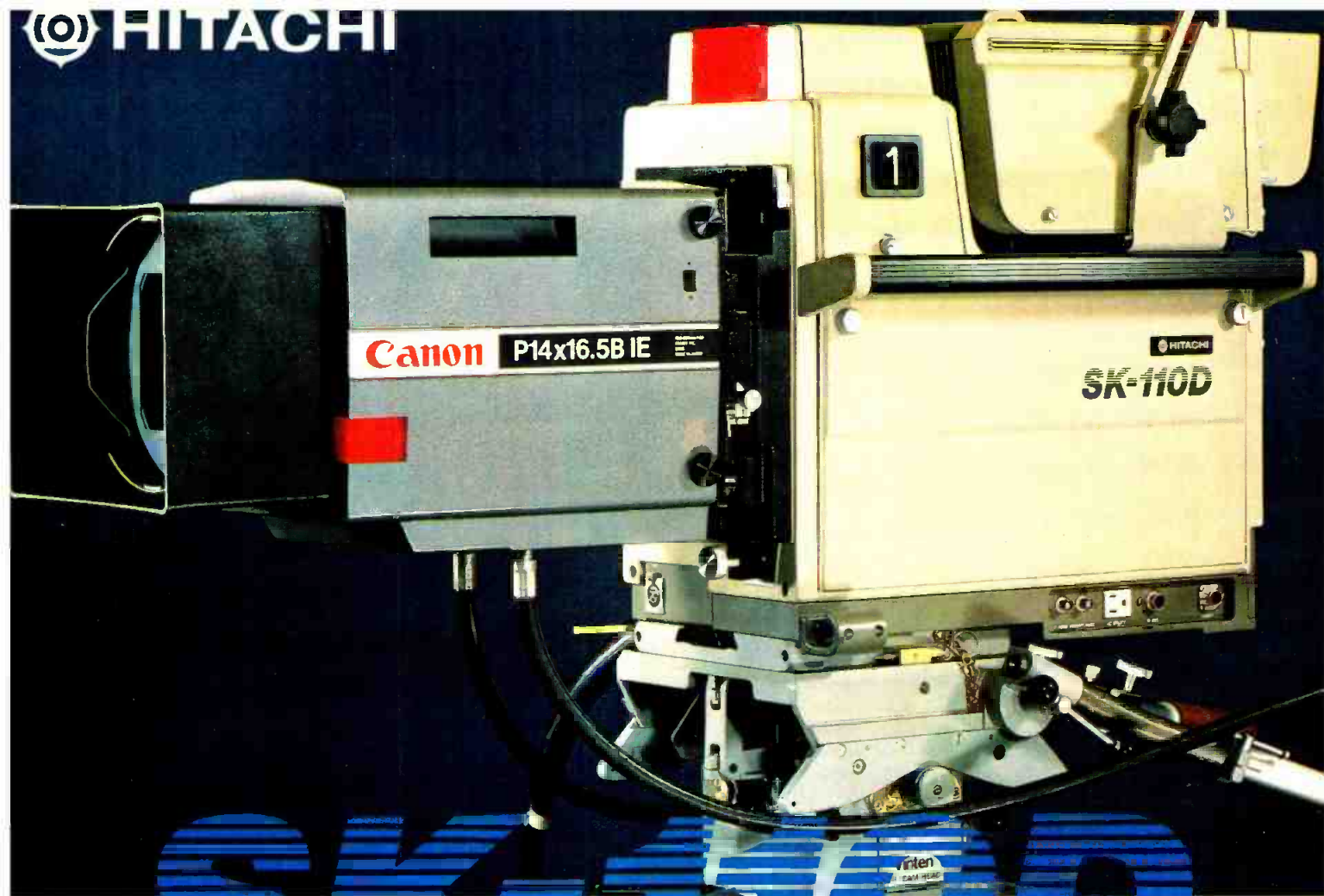


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radio station. In national news, 59% cited their favorite network newscast; 22% their daily newspaper; 11% their favorite local newscast, and 4% their radio stations. For local news, 52% named their favorite local newscast; 36% their daily newspaper; 7% their radio station, and 3% their favorite network newscast.

In reply to a question, William Rubens, vice president, NBC research, said the study cost from \$50,000 to \$100,000. He said he considered it "a benchmark study." Dr. Josephine Holz, manager, network news research, said NBC plans to continue to track audience attitudes toward local and network newscasts. Lawrence Grossman, president, NBC News, said results of the study were not "surprising" but had provided some new insights into viewer attitudes.



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have." He also cautioned broadcasters against disrupting the "ambiance" by airing commercials that don't fit the format.

Gil Boucher of KCTC's also talked about keeping a station's "sound" interesting, exciting and "pretty." There must be a "degree of familiarity" in the music, he said, adding that if a listener can't whistle it, hum it, or dance to it, KCTC doesn't play it.

The format's future appeal was raised by Jerry Lee of WEAZ(FM) Philadelphia. He asked for support of a research project to determine the level of interest in the format among those in their 30's; whether easy listening music can be used as a method of relaxation, and how much new music is needed every year to keep the format from becoming "stale." "When we get the answers to those three questions," Lee said, "we can protect the format."

News/talk

The trend in news/talk stations is to focus on the listeners—finding out what they want to hear, involving the community in promotional events or making the station very locally oriented, according to a panel moderated by Ron Nessen of Mutual Broadcasting System in New Orleans.

For a news/talk radio station, a news story is the "music of [the] format," according to Eilene Marshall of The Research Group. Hence, she suggested that stations do research to determine whether listeners want more hard news or soft news, how long stories should be and whether to include traffic, weather or sports reports. There is "a trend" toward focusing on the listener, she said,

War against drugs. The broadcast industry's campaign against drug abuse continues to expand. A new organization, Broadcasters Against Drugs, has been formed by Los Angeles radio personality Rick Dees of KHIS-AM-FM. Joining Dees in the creation of BAD are program directors and radio personalities from major markets. During a press briefing at the radio convention two weeks ago, Dees announced the group's plans to launch a national public service campaign in conjunction with the National Association of Broadcasters. The campaign, "Project: Awareness," will include the production of public service announcements featuring leading recording artists. "We're working to change the way young people view drugs," Dees said.

Also in the works, NAB on Sept. 25 will send to members by satellite a package of antidrug PSAs. As part of NAB's "Team Up Against Drugs" campaign, the feed is scheduled for 11:30 a.m. on Telstar 301, 5v 6.8. It will feature Dees and will be hosted by sportscaster George Michael of WRC-TV Washington. Included is a 17-minute video by Yankee outfielder Dave Winfield on drug abuse and a number of PSAs featuring other famous athletes.

Tax report. Radio broadcasters during the convention heard some encouraging news on the new tax reform bill. According to industry experts participating in a panel, the proposed changes in the tax code will cause some radio broadcasters to change their business strategy and should generate more investment in the industry, resulting in an increase in station prices.

Tax lawyer Jana DeSirgh of Baker & Hostetter, Washington, felt the broadcasting industry would be a winner under the bill. For starters, she noted that the top corporate tax rate would drop from the current 46% to 34%. (Many broadcasters are paying close to that 46% rate.) DeSirgh also felt the measure's depreciation provisions would benefit radio. Broadcasters, she noted, should have a faster write-off under the bill's declining balance method for depreciation, changed from 150% to 200%.

The bill's impact on station trading was examined by Tom Buono of Broadcast Investment Analysts, Washington, who thought station values would be "slightly higher" as a result of the new tax law. He also thought that repeal of the so-called "general utilities" doctrine, which will likely result in a double taxation for corporations, will lead to the "immediate sale or liquidation of some corporations." While station sales might increase, Buono thought "quick turnarounds" would be less frequent. Over all, he stressed, the new tax bill makes broadcasting a more attractive investment. "More people will be entering the industry. With more demand, prices should be pushed up," he said.

That view was seconded by Rick Zitelman of Media Capital, Washington. He pointed out that the "pools of dollars" previously invested in real estate tax shelters under the current law will become available for investment in the broadcasting industry. "I am excited about the future," he said.

finding out not only the demographics but also on what the audience wants to hear on the station.

Bruce Marr of Bruce Marr & Associates suggested that stations involve listeners through contests, fund-raising drives or parades. "Even in the days of FM dominance," AM stations can become dominant in a market, he said.

According to Joe Heslet of KMJ(AM) Fresno, Calif., "humor is a big factor" in his market so the station has added a "light-hearted" morning news program and tried to build a perception of the station as a "friend" of the audience. The "old stodgy days" of delivering the news have passed, he said. Added Mel Miller of WRKO(AM) Boston, there are four "T's" to concentrate on: talent, topics (which should "strike a nerve"), timing of topics and their treatment. Additionally, a successful news/talk station needs "TTH," that is, a general manager that can "take the heat."

Minority ownership outlook positive prior to FCC call to abandon preferences

On Saturday, Sept. 13, when the panelists assembled at the NAB radio convention in New Orleans to discuss "Station Acquisition and Ownership: A Minority Perspective," things appeared encouraging on that front. There was in place at the FCC a policy extending preferences to minorities and women in acquiring broadcast properties and such administrative devices as tax certificates to encourage sales to those two categories. That was before disclosure that the FCC had told a court it wanted to abandon preferences, and perhaps called into question its position on other means of tilting the scales toward the historically disadvantaged (see story, page 42).

Dwight Ellis, the NAB's vice president for minority and special services, set the stage by noting that the minority ownership

level has topped 2% for the first time with the addition of 40 stations to that category in 1986. There are now 170 black-owned stations, 149 of them radio. Additionally, 44 stations are owned by Hispanics, 16 by Indians, four by East Indians and two by Asian-Americans.

Erwin Krasnow, the former NAB general counsel, now an attorney with Verner, Liipfert, Bernhard, McPherson & Hand, was most enthusiastic about minority opportunities. Now that the ownership rules have been liberalized (for all comers), and with broadcast properties being traded as though they were commodities, the real action has moved into the brokers' suites, he said. Krasnow noted further that the financial community now views broadcasting stations as legitimate investments and that "teams of bankers" were attending the New Orleans convention. Not only that, but the higher tax rates on capital gains, to go into effect next year, presented "tremendous opportunity for minorities," he said.

Krasnow also cited the FCC's liberalized tax certificate policy that permits an owner to defer capital gains if he sells to a minority, as well as the distress sale policy that permits sales of such stations to minorities at no more than 75% of appraised value—plus the preference in comparative hearings and the weighted preferences in low-power television lotteries—as further good news for aspiring minority broadcasters.

(Krasnow told BROADCASTING last week that he believes the FCC's new initiative on comparative preferences would not signal a change in tax certificate policy. The first may be argued to give out-and-out advantage to a minority, while the second is merely an option a seller may use at his own discretion, he said.)

Chesley Y. Maddox, assistant vice president for the national division of AmeriTrust, Cleveland, detailed four elements that go into typical station financing: the equity put up by the prospective buyer; so-called mezzanine money—"above yours but below the



"Minority Perspective" (l-r): Oxendine, Maddox, Krasnow, Major

bank's"; seller financing, when sellers take carry paper at returns on investment greater than 10%; the senior bank money.

Maddox told buyers to pay particular attention to the technical facility and to "be careful about buying property no one else wants." Management, she said, is "absolutely critical." She said buyers should insist on five years of financial statistics on any property under consideration.

John Oxendine, president of BROADCAST, the industry-supported organization that helps finance minority entrepreneurs, collaborated with Maddox in a for-example recitation of what applicants can expect to face in financing:

Maddox □ "If buying a station at a nine or 10 times cash flow level, the buyer should have one and a half times cash flow. If you're buying a station for \$10 million because it's cash flowing at \$900,000 to \$1 million, you should have at least \$900,000 to \$1 million and should have more like \$1.5 million. The bank portion will be five times cash flow. That gives you a gap of three and a half times cash flow to make up. That may be made up in the form of seller paper or mezzanine financing."

Oxendine □ "On the radio side, it costs \$20,000 a month just to operate a station, so you're talking about \$240,000 a year. With some miscellaneous expenses it costs from \$250,000 to \$300,000 a year. We think that the best you're going to get in terms of operating profit is 15% to 20%. So we think that if you're buying a station that's doing less than \$500,000-a-year revenue, you've got a bit of a problem. But if you have a station that makes \$500,000 or more you've got a better chance.

"We also make assumptions that it takes time to collect your money—between one-fourth to one-third of a year. One-fourth of \$500,000 is \$125,000; one-third is \$175,000; so you need about \$150,000 that you won't collect of that \$500,000. So if you show us you can do \$30,000 to \$40,000 a month we think that's OK.

"People value stations in terms of cash flow or of revenue. Revenue in the old days was two to three times cash flow. In this example we say revenue is \$500,000 a year, two to three times \$500,000 is \$1.5 million. So the midpoint between that is two and a half, so \$1.2 million is not a bad price to pay for a station that's doing \$500,000 a year.

"On top of the financing, you have to remember interest. If the bank puts up \$600,000 at 10% and \$300,000 from us at 10% and the owner may take back paper for

\$100,000 at 10% so now you've got \$1 million at 10%. You've got enough cash flow to pay the interest but you don't have any principal, so this is not that great a deal. So you've got to show us it's going to appreciate in value down the road."

One of the shortcomings in financing smaller properties is that banks generally will not finance deals of less than \$1 million (Maddox said her bank's minimum is \$2 million.) Panelist Paul C. Major of Westerville Broadcasting said he had to make 23 proposals to banks before securing financing for WTMP(AM) Tampa, Fla. □

Rep executives talk about slow business, bypassing reps in timebuying, dual representation and wired and unwired networks

A group of radio rep firm presidents came together to compare notes at the New Orleans radio convention last week; they found the situation wanting.

Les Goldberg of Interep provided the bad news about the radio business: that 1986 was exceeding 1985's \$902 million in spot by less than one percentage point (whereas 1985 had exceeded 1984 by 10.2% and 1984 exceeded 1983 by 20.2%). Looking at the business by market size (markets 1-10, 11-25, et cetera), Goldberg concluded that 85% of radio's spot business is off 2% while 15% of its business is up 17%.

Detailing major markets, Goldberg presented this mixed review of radio business for the first seven months of 1986: New York, no change; Los Angeles, up 2%; Chicago, up 12%; Detroit, no change; Atlanta, up 6%; Dallas, down 16%; San Francisco, down 22%; Philadelphia, up 28%; St. Louis, up 7%; Boston, up 14%; Minneapolis, up 11%; Houston, down 13%; Seattle, up 26%;

Denver, down 9%, and Portland, down 14%. The top two markets, New York and Los Angeles, which represent 45% of the market, are essentially flat, he said.

Goldberg forecast that 1986 would finish flat, and that 1987 wouldn't be much better, perhaps increasing 3% to 5% over this year's mark.

The Goldberg presentation was accepted without discussion. Not so the subject of agencies and buying services buying directly from stations without benefit of a rep. The Station Representatives Association has sent a letter to over 5,000 firms protesting the practice and hinting at possible legal action against those who engage in it. Only two of the SRA's radio members declined to participate in the campaign: Interep and CBS.

The basic presentation on direct buying was made by Jerry Schubert of Eastman Radio, who called it "the subject of cheating your rep." Moreover, he said, it is "a disease spreading at an alarming rate." Schubert said the best solution is to "attack the source: agencies and buying services who urge stations to breach their deals with reps."

In a subsequent discussion, Len Stein of Young & Rubicam rose from the audience to protest being tarred with the direct-buying brush. "We're not buying direct," he said, and "it's your responsibility to deal with it between the rep and the station. If they're a whore it's your problem," Stein said. "You can't lay it at our doorstep."

Interep's Goldberg sided with the Y&R representative, saying: "It's a crime that Lennie Stein has to come before this panel and defend himself. Out of the 5,000 [to whom SRA directed its letter] only 5% ever try it [direct buying]," Goldberg said, adding that this is not the time to threaten clients with legal action. "It's a disgrace to go after people who are paying our bills," he said.

Bill Fortenbaugh of Cristal addressed another issue of current concern to the rep field: dual representation. The practice is growing because there are fewer radio reps (down to 15, by his count) while at the same time there are more stations. Moreover, because of deregulation, the practice is no longer against the law, nor taboo in the industry.

Robert Lion of Blair discussed wired networks ("advertisers are seeking alternative media; more inventory is available at lower prices") while nonwired networks were discussed by Peter Moore of Masla ("they're



Reps rap (l-r): Goldberg, Lion, Schubert, Kiernan, Fortenbaugh, Moore

Do's and don'ts. Radio broadcasters received pointers on how to lobby their congressmen from a lighthearted skit performed by Representative Billy Tauzin (D-La.) and Ray Saadi of KHOM(AM)-KTIB(FM) Houma, La. Among the tips offered: get to know your congressman, visit in person, know the issue you're discussing and don't take a hard-line approach. Tauzin later emphasized the importance of grass-roots lobbying. He said Congress may rely on lobbyists for information, but local constituents have the most influence. "We look for what it [an issue] means to our local community," he said. The Louisiana congressman also praised the National Association of Broadcasters for having one of the best government relations staffs on the Hill. He felt the association did a "terrific" job in getting co-sponsors (more than 230) for the broadcasting deregulation bill in the last session of Congress. While the bill failed to pass, Tauzin felt the chances for passage of deregulation legislation would improve in the next session of Congress with the appointment of a new House Telecommunications Subcommittee chairman. Its current chairman, Tim Wirth (D-Colo.), who opposed the deregulation bill, is running for the Senate.

now taking approximately 8% to 10% of the total national pie, and are climbing to 12%").

Sales development—of increasing interest to the rep community—was addressed by Ed Kiernan of CBS Radio Reps, who said it was creating new dollars for the medium. "There are good signs out there," he said. "We're all working harder and working smarter."

Documentation held to be needed although FCC dropped rule on logs

The best defense against a license challenge is to keep good records. That was the advice given by a panel of lawyers at the radio convention. The panelists cautioned broadcasters not to let their record-keeping slide just because the FCC has lifted the requirement to keep station logs. They emphasized that all stations remain vulnerable to a license challenge.

"Deregulation is a myth," said Richard Hildreth of Fletcher, Heald & Hildreth, Washington, who advised broadcasters not to take the remaining regulations at the FCC lightly. He felt broadcasters should pay particular attention to filing quarterly lists of issues covered in their programming. "We have discovered that these lists have been treated very superficially," Hildreth said. "Take these lists seriously. Make sure they're complete. Because, when it comes to a challenge, you have to live or die with what is on those lists."

Hildreth also emphasized that licensee character is still a very real concern at the commission. The FCC, he said, is looking for truthfulness and reliability of an applicant. Once again, he said, good record keeping will come in handy. "Be prepared to defend yourself," Hildreth said. He advised the radio operators not to "force feed" their EEO forms. "If you're doing that, cut it out," he said.

M. Scott Johnson of Gardner, Carton & Douglas, Washington, underscored the importance of broadcasting nonentertainment programming. "Be cautious of people who tell you public affairs programming has been deregulated," he warned.

The FCC, he said, "does care about programming." He advised stations to keep accurate, up-to-date issues program lists. "Don't be deceptive, and don't focus on minute

things that happened years before," Johnson said. "If your license is challenged, the FCC will be looking at all of it."

Without ascertainment, how might a station choose its issues? Roy Russo of Cohn & Marks suggested keeping in touch with the women and minority groups in the community. Maintaining a good relationship with those groups, he said, will likely diminish the chances of competing applicants.

Despite deregulation, the broadcaster's "obligation to serve the community still exists," said James J. Popham of Hardy & Popham, New Orleans. He recommended producing local public affairs programming as well as broadcasting programs from other sources. He also noted that stations serving several markets will be judged in terms of the programming aired in their community of license. Popham reminded broadcasters to stay alert and "look down the road. Think about how you're going to defend yourself."



Tribute. The late William B. Williams, radio personality with WNEW(AM) New York, was honored by his colleagues at the NAB's radio award luncheon. Delivering the tribute was NAB radio director, William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y.

"There is a message, I think, in the splendid 40 years William B. Williams spent sitting in a radio studio," O'Shaughnessy said. Williams, he said, "always trusted and respected his audience. And he never cut his conscience to fit the fashion of the day. He never diluted that innate, exquisite good taste and the style which was his to accommodate the passing fancy of the public's mood of the moment."

Examining what programming makes AM stations winners in their markets

Successful AM stations offer listeners programming elements and "benefits" that are hard to duplicate on FM, according to John Lund, president of The Lund Consultants To Broadcast Management, a San Francisco-based program and market research firm, who spoke at the standing-room only panel session, "Making AM Work."

Lund said his company analyzed 470 top AM stations from 258 Arbitron-rated markets (161 regular markets and 97 condensed markets, 12-plus metro share, Monday-Sunday, 6 a.m. to midnight, spring 1986 versus spring 1985.) Some of the study's results, in terms of format performance and market size, are:

- Of 134 MOR/variety stations, 58 gained in overall share while 76 lost. The MOR stations performed best in the top 100 markets.

- Of 58 adult contemporary/oldies outlets, 28 increased and 30 decreased in 12-plus share. Adult contemporary stations did best in markets 101 and smaller.

- Of 102 country stations, 53 rose and 49 dropped in overall share. Like adult contemporary stations, country outlets fared better in markets 101 and smaller.

- Of 55 news/talk stations, 32 went up and 23 fell. News/talk does the best in the top 50 markets.

- Of 41 black/urban stations, 19 gained and 22 lost.

Among Lund's observations is that many of the AM losses in markets 101 and smaller "are due to the arrival of one or more FM stations which program music directly competitive with the AM station." Additionally, Lund said that the technical facility "appears to have little to do with the success of AM stations in smaller markets" because many of these outlets are Class IV facilities with low power. "In the larger markets, however, the best AM facilities do extremely well, especially clear channel stations," Lund said.

Other conclusions Lund drew from the study include:

- AM stereo has little effect on a station's performance in most markets because many of the AM winners were not stereo.

- Very few of the successful AM stations program a syndicated or satellite-provided music format.

- Successful AM news/talk stations do some local news origination while many AM news/talk stations showing losses were dependent on network talk programming.

Lund noted that AM stations have also become more aggressive in advertising and promotion over the past five years to build their cume and extend their time spent listening. "There are often major contesting and extensive television and direct mail advertising campaigns," he said. Lund also said the AM band is now a 35-plus buy. AM management, said Lund, has to "educate the advertising community (and the 18-34 year-old agency media buyers who were raised on FM) about their '12-plus myopia'—depen-

dence on 12-plus ratings—and the benefits and household income of the 35-plus adult AM listener. AM cost-per-point selling is less prevalent today. Creative selling, program sponsorship, promotions, community involvement and marketing research tend to be the new direction of selling successful AM stations.”

What does it take to win? “You need to make a commitment to success. Pick a format and have patience in developing it along. It sometimes takes years,” said Art Schreiber, vice president and general manager of KOB(AM) Albuquerque, N.M. “Old, established AM stations are not invincible. Once they start down, it’s painful to get them turned around,” he said.

One way that Ken Romero, operations manager of KANE(AM) New Iberia, La., said he’s tackling AM erosion is through top-line production techniques for all on-air presentations as well as sponsorships of local sports events. According to Bill Coffey, vice president and general manager, KUSA(AM) St. Louis, one way for AM radio stations to establish themselves in a market is by having a strong morning show. “The morning program should be as competitive as possible,” Coffey said.

RKO Radio President Jerry Lyman, who moderated the panel discussion, linked the AM listening problem to “a lack of creative selling” in the industry. “I have encouraged our stations to develop a retail sales staff,” he said.

Communication key to being top-flight general manager

Effective general managers are effective communicators who have a passion for their work, according to panelists bringing a large-market perspective to the subject in New Orleans.

As Martin Greenberg of Duffy Broadcasting said at the outset of the discussion, the effective managers can come from a diversity of backgrounds. “Shocking as it may sound, program managers become general managers; even more shocking, women become general managers; even a business manager here and there and sometimes, if you’re crazy, a chief engineer becomes a general manager,” Greenberg said. “It comes from a lot of different sources.”

Despite the differences among managers, some common managing traits are apparent, such as leading by example and showing concern for employees by motivating, en-

Station survival kit. By concentrating on aggressive marketing, quality programing and building employe morale, stations such as WBTH(AM) Williamson, W.Va.; KOKI(FM) Bayou Vista, La., and KMA(AM) Shenandoah, Iowa, are surviving despite depressed grain and oil prices, plant or mine closings and high unemployment in their markets. While not easy, it is possible to overcome diminished advertising revenues and maintain programing levels in markets suffering economically, representatives from those stations maintained during an NAB panel session, “Surviving in Tough Times.”

According to WBTH’s Janet Evans, it’s a matter of rearranging priorities and realizing that “this situation [is] not going to change in the foreseeable future.” Hence, station managers should have “a long-range vision” to overcome “short-term problems,” she said. KOKI’s Paul Cook said his station now looks “for bargains” when buying equipment, has reduced employe salaries (including his own), and tries to keep the staff motivated. KMA’s Bill Selby said his station has eliminated or cut back on some expenses and combined some staff positions into one job. However, KMA has continued with its audience research and promotional campaigns as it concentrates on selling “the benefits of radio” to the community, Selby said. He added that despite poor economic conditions in some markets, he believed there is still “a great future in radio... We’re survivors,” he said.

couraging and providing them with creative freedom, the panelists agreed.

Wayne Vriesman of WGN(AM) Chicago said that to run his personality-talk-news station, one must “be a people person.” A manager, he said, has to have skills for dealing with everyone working at the station. The staff has to “like what they’re doing, they have to care about what they’re doing and they have to know that you care about them.” He said that a manager must let people know how far they can go, “but at the same time, you have to give them the freedom within those boundaries to do their own thing.” Additionally, station employes should see that a manager is involved in and cares about the organization.

The last translates into having a passion for one’s work, said Jeff Smulyan of Emmis Broadcasting. The “most effective managers,” he said, are those who care and are committed to what they’re doing. “When you love what you do, when you take it with you at night, and on vacation and think about it—because it’s really not work, it’s fun—you will communicate that spirit to other people,” he said. Smulyan said that “when you walk into a radio station where you have that commitment and the energy and everybody is rowing at the same oar, you know that the operation is going to win.”

Equally important is “compassion,” the “single most important element to managing people,” he said, adding, “You can’t fake that either. You have to care about what your people are doing and how they relate to one another and how they’re motivated. You’ve got to know what their personal problems

are and the issues that are important to their lives,” he said. Management is “a two-way street.” The old days where a general managers were autocratic and “ruled through fear” are gone, he said, adding: “If you show your people that you’re willing to work as hard or harder than they are, and you are as committed to them as you want them to be to you, we think you’ll do an excellent job.”

Gary Edens of Edens Broadcasting said he did an “informal study” of broadcasters on effective managing traits. Among them: integrity, respect for others, unselfishness, good communication and creative, free thinking. Effective managers lead by example, Edens said. “You can’t win on the airwaves until you win in the hallways.” Additionally, good radio managers “make radio fun” by setting the “self-image” of the station, he said.

Peter Ferrara of WBMW(FM) Manassas, Va., included management styles of group owners in the discussion. Those styles can range from a complete “hands-off” approach to one of complete creative control, while “somewhere in the middle is where effective group heads generate effective managers, and therefore, effective managers with their staff,” he said. General managers have to “work in an environment that permits that creativity to flow. It really comes down to an effective manager being managed by an effective group,” he said.

RAB session at Radio Convention warns of competition from TV; results of Bruskin study featured

“We are going to receive local competition from television like we have never seen before,” warned Radio Advertising Bureau President Bill Stakelin at the RAB general session. Why? “The slowdown of the economy,” said Stakelin, “is affecting all advertising media with network television billings virtually flat and national spot up only 5% to 6%.” “The only place for television to increase their revenues is on the local level,” Stakelin said. He noted that the Television Bureau of Advertising has a campaign which states: “Television reaches most of the people, most of the time. Radio reaches some of



General managing (l-r): Greenberg, Ferrara, Edens, Smulyan, Vriesman

Selling itself. Why use radio as an advertising medium? Because it is a flexible and efficient way to advertise, according to Bill Burton of Eastman Radio. "We're not trying to sell ourselves as a cheap medium, but as an effective medium," he said. According to Herb Maneloveg of Media Marketing Services, radio "right now is in a very good stage of regrowing itself in terms of advertising volume." Because TV and other media are more "fragmented" today than before, Maneloveg said he thinks it is time for radio to sell itself—"as it's never sold itself before"—in combination with television, which he said was still the "single most powerful medium in the world." Not to do it is to "lose a golden opportunity," he said.

He urged broadcasters to get the message out to clients and advertisers "of how radio can work in conjunction with their major medium to make advertising more effective and more meaningful" and to tell them how radio can "complement and . . . supplement" their advertising.

Larry Spiegel of Tracy-Locke stressed the importance of local market planning. He said he foresees television stations localizing their ads, using promotion, merchandising and direct mailings—something done in radio advertising for many years, he said. Radio, he added, has "the very distinct advantage of already going through its change. . . . Radio is today what it's going to be 10 years from now—a highly selective, targeted, timely vehicle," Spiegel said.



NAB President Eddie Fritts welcomes conventioners to Radio '86

the people, some of the time."

Another threat facing radio is "ourselves," said Stakelin. "The way we conduct business is hurting us. We need to sell radio as an effective advertising medium first," said the RAB executive. "Radio needs rate stability and credibility. We can't lose control to buyers who say: 'Take it or leave it.' They aren't enough people leaving it," said Stakelin.

The prospect for better sales in today's economy, according to Stakelin, stems from "leadership" at the local station level. "General managers need to lead their sales staff . . . Local radio is the backbone of our industry," he said.

Stakelin offered the following sales projections for 1987: National spot, which continues to be sluggish in the top 25 markets, will increase by only 3% to 5%; local advertising should rise by 8% to 10%, and network radio, experiencing a great boom from advertisers, should continue its double-digit, 14% to 15% growth.

The second half of the session featured findings from an R.H. Bruskin telephone study, commissioned by the RAB, entitled "Media Targeting for the 1990's." (Some of the results were first presented at the annual Association of National Advertisers/RAB workshop day in New York last June.) Presenting the national research study, which canvassed 1,280 persons 12 years of age and older in April and May, was Bob Galen, senior vice president/research, RAB. The study examined time spent listening (TSL) to radio as a "critical variable" for creating an opportunity for better advertising exposure. "The amount of time spent listening has been underplayed in many analyses of advertising," said Galen.

Radio, said Galen, claims 37% of all time with media among adults during a 24-hour period, second only to television (42%). During prime shopping hours (6 a.m. to 6 p.m.), adults spend almost half (49%) of their media time with radio, more than any other medium. Other findings garnered from RAB's study include:

□ 48% of the respondents cited radio as their first source of news in the morning (30% said television; 16% named newspa-

pers).

□ Adults 25-54—the most sought-after demographic advertising among advertisers—spend 53% of their time with media during the shopping day listening to radio versus 29% spent with television, 11% with newspapers and 7% with magazines.

□ Full-time working women spend two-thirds of their media time during the shopping day with radio, more than all other media combined.

□ Upscale adults with household incomes of at least \$50,000, spend 60% of their buying day listening to radio.

□ 50% of all adults who are first to try something new, are tuned to radio between 6 a.m. and 6 p.m.

□ The average time between exposure to radio and a purchase is about one-hour and 48 minutes. "Our closest competitors, television and billboards, are behind by more than an hour," said Galen.

One of the most interesting findings, Galen said, is radio use among light users of other media. According to the RAB study, Americans who spend only a few minutes with print media and barely an hour with television, spend a minimum of two-and-a-half hours with radio each day. □

Congressmen debate stands on political advertising

The odds are good that Congress won't expand broadcasters' political advertising responsibilities this year. That was the impression left by lawmakers at a Radio '86 panel

that evaluated the chances for passage of a House bill that would require broadcasters to give free response time to federal candidates attacked in advertisements sponsored by third parties or political action committees.

The consensus among Representatives Wayne Dowdy (D-Miss.), Billy Tauzin (D-La.) and Bob Livingston (R-La.) was that despite congressional concern about the use of negative political advertising, any action before Congress's scheduled adjournment on Oct. 3 is only a "possibility and not a probability."

The National Association of Broadcasters successfully killed language in a Senate bill that, like its companion measure in the House, would increase broadcasters' equal-time requirements (BROADCASTING, Aug. 18). The primary thrust of both bills concerns campaign financing and limits on contributions.

None of the panelists agreed with the bills' approach to negative ads. As offensive as the ads might be, Dowdy said, Congress must be careful not to violate the First Amendment. He added that the use of negative commercials by third parties isn't always effective and often can backfire.

"Negative advertising has been with us for some time," said Livingston, who called the legislation "dangerous."

Tauzin argued that there is a difference between hard-hitting ads and those that distort. "I think broadcasters ought to research the truth of these commercials that may contain falsehoods. Broadcasters have a strong obligation to look at the ads," he said. □



NAB's John Summers moderates Congressman Dowdy, Tauzin, Livingston

RIDING GAIN

O N R A D I O

Advertising advancers

An ad hoc task force of radio rep executives and broadcasters that will attempt to increase national spot advertising will be formed in the coming weeks ("Closed Circuit," Sept. 15.) The move to include broadcasters in such a group, which was the idea of Major Market Radio President Warner Rush, comes when national spot radio business, according to Radio Expenditure Reports, is up only 0.5% through July. Plans and goals for the national spot task force were discussed by some 30 broadcasters and about a dozen rep officials for nearly two hours in a meeting at the Radio '86 convention in New Orleans (see stories beginning on page 72).

The unit will fall under the auspices of the Station Representatives Association and its National Radio Marketing Group (NRMG), which was established by reps to develop new business. "It will complement the efforts of other rep firms and the Radio Advertising Bureau," said Don Macfarlane, chairman of the NRMG and director of marketing for CBS Radio Representatives. "And it will be an educational process for many clients [on the difference between national spot and lined-network radio as well as other media buys.]"

The NRMG will discuss the formation of the new group at a meeting in New York on Thursday (Sept. 25), said Macfarlane. The task force is expected to be established by mid-October; it will have up to 10 members, divided equally between reps and broadcasters.

Ratings revisions

Arbitron Ratings is looking to enhance its measurements of black and Hispanic radio listening with two new techniques. The first change, according to Arbitron, simplifies the method for selecting metro areas in which differential survey treatment (DST), the company's diary placement and weighting techniques for black and Hispanic populations, is used. The second change updates the way in which the race of respondents is identified in Arbitron's placement telephone call in DST markets. The two modifications are effective with the fall 1986 survey period, which will track listening from Sept. 25 to Dec. 17.

A metro market will now be selected for black and Hispanic control if the market meets one or both of the following new criteria:

- The metro population, 12 and older, consists of at least 10% blacks or Hispanics.

- The metro market has 150,000 or more blacks and Hispanics 12 and older.

(Prior to this change, Arbitron required the following criteria to qualify for ethnic con-

trols: 20% or more black and Hispanic population 12 and older in the metro or 10% or more ethnic [black or Hispanic] population 12 and older and an ethnic radio station or 150,000 or more ethnic population 12 and older and an ethnic radio station.)

Beginning with the fall survey, 10 additional markets will receive black controls: Ann Arbor, Mich.; Charlottesville, Va.; Daytona Beach, Fla.; Fort Pierce, Fla.; Lawton, Okla.; Lufkin-Nacogdoches, Tex.; Muskegon, Mich.; Panama City, Fla.; Wilmington, Del., and Youngstown, Ohio. Eight additional markets will be "controlled" for measuring Hispanic listening: Abilene, Tex.; Anaheim-Santa Ana, Calif.; Killeen-Temple, Tex.; Naples-Marco Island, Fla.; San Diego and San Diego North County, Calif.; Santa Barbara, Calif., and Yakima, Wash. Arbitron said that these bring the total number of radio markets receiving differential survey treatment to 127.

The other improvement is the way Arbitron will address ethnicity of respondents in the diary placement telephone interview. The company will ask simpler questions. In those markets designated for black ethnic controls, the question would be: "Would you classify your household as black, white or other?" In those markets that are Hispanic controlled, the question would be: "Is your household of Spanish or Hispanic origin or descent?" For markets that are selected for measuring both black and Hispanic listening, both questions will be asked in the diary placement call.

Until now, Arbitron only asked the respondent in DST households if the household was considered to be: "Cuban, Mexican-American, Puerto Rican, other Hispanic, American Indian, black, Oriental or white." With this line of questioning, said an Arbitron spokeswoman, "some people might consider themselves to be Hispanic, but they were really black and vice versa."

(Not satisfied with the present ways in which Hispanic radio listening is being measured, the Spanish Ratings Advisory Council, formed under the auspices of Caballero Spanish Media, has employed the research firm of Information & Analysis, Hicksville, N.Y., to conduct a pilot study testing three different methodologies in Chicago beginning in late October ["Riding Gain," Aug. 4].)

Separately, Arbitron said it is increasing the size of the Salt Lake City metro survey area to include Utah county. The expanded survey area will increase the 12-plus metro population from 808,400 to 997,000. "We have instituted this change at the request of our clients and after a review of the audience patterns and geography of the area," said Rhody Bosley, vice president, radio sales and marketing for Arbitron.

Public programming

Three additional program offerings are being made available for affiliates of St. Paul, Minn.-based American Public Radio. A live relay of the BBC's World Service news and current events programming will be offered to APR's 308 affiliates beginning Sept. 29. The package will include hourly news reports, financial and sports news and all current affairs programs produced by the service, including *The World Today*, *Outlook* and *Twenty-Four Hours*. The cost of satellite distribution will be borne by The Capital Group, a Los Angeles-based financial services firm. *World Service* is a 24-hour service funded by the British government, with an estimated audience of 25 million worldwide. A spokeswoman for American Public Radio said the network didn't yet have commitments from stations, but there is a "good indication that there's interest out there."

Listener requests for more classical music led to the expansion of APR's satellite-fed overnight music service, *Music Through the Night*, which had been programming classical music weeknights at 1-8 a.m., is now available to APR affiliates seven nights a week, and has been moved back one hour, from midnight to 7 a.m. *Jazz After Hours*, which had been offered Saturdays and Sundays at 1-8 a.m., is still available on those days as an alternative to the new classical offering, also between midnight and 7 a.m.

Business Update, a partnership between APR and CBS News, will premiere Sept. 29 on APR, providing investment information, features and hard news (BROADCASTING, April 14). The half-hour news series will air Monday through Friday during evening drive time and in nine-minute morning segments on weekdays, exclusively on APR. It is the first joint venture between a major commercial and a major public radio network, according to American Public Radio.

New York notes

Talkradio WABC(AM) New York has tapped ABC Information Network correspondent Gil Gross to head its new *Morning Newstalk* show from 5 to 9 a.m. beginning today (Sept. 22). Gross replaces humorist Alan B. Colmes who is leaving the station.

In other New York radio news, veteran announcer Jim Aylward has joined talk-formatted WOR(AM) as host of new weekend 90-second vignettes: *Jim Aylward's Notebook: Things No One Ever Tells You*. The series, which will feature "bits of odd and unusual information," will air twice each Saturday and Sunday. Aylward was the morning personality for easy listening WRFM(FM) New York for 14 years before the station changed to soft rock and the new calls of WNSR earlier this year.

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IFRB backs U.S. claims of Soviet jamming

ITU group's study says USSR, Poland, Czechoslovakia have interfered with VOA and RFE/RL broadcasts

For the first time since the Soviet Union first turned on a radio transmitter designed to jam an American shortwave broadcast, in 1948, the U.S. can point to a report from an international agency that corroborates the complaints it has made over the years about such harmful, and illegal, interference. The International Telecommunication Union's International Frequency Registration Board, in a study conducted in response to U.S. complaints, found that the USSR and two other members of the Soviet bloc—Poland and Czechoslovakia—had been jamming broadcasts of the Voice of America and Radio Free Europe/Radio Liberty which broadcast to Eastern Europe and the Soviet Union.

The IFRB report, submitted to the State Department, deals with jamming transmitters operated by the three countries against 37 specific frequencies, on a daily basis during specific periods of time in 1984 and 1985. The U.S. stations are located in West

Germany. The study, based on independent monitoring by a number of countries that participated in the project, was initiated after Ambassador Diana Lady Dougan, U.S. coordinator and director of the Bureau of International Communications and Information Policy, complained about interference from the three countries.

Dougan filed the complaints in accordance with a resolution adopted by the first session of the World Administrative Radio Conference on HF (shortwave) broadcasting in Geneva in 1984. The resolution calls on governments affected by harmful interference to seek relief under Article 22 of the International Radio Regulations, which says: "All stations, whatever their purpose, must be established and operated in such a manner as not to cause harmful interference to the radio services or communications of other members."

The U.S. complaints were filed initially with the governments of the USSR, Czechoslovakia and Poland. But when those governments did not respond, the U.S. requested the IFRB to make a study and file a

report. The IFRB had no more success in receiving replies from the three governments than the U.S. had. On May 14 the IFRB called for a response by May 30. On May 29, the Soviet Union said replies were being prepared. But on Aug. 8, with no answers yet received, the IFRB proceeded with its report, and said any response it receives will be included as an addendum.

It was not clear what effect the report will have. But it does recommend that the USSR, Poland and Czechoslovakia "take appropriate action to insure" that their stations operate in accordance with the radio regulations.

And Dougan expressed pleasure that "for the first time in the long history of Soviet jamming . . . the U.S. has been able to secure formal recognition and notification of Soviet jamming from the secretariat of a UN agency."

VOA to shut down European operations

Less than a year after the Voice of America returned with an on-site presence in Western Europe following a 25-year absence, the decision has been made to fold VOA-Europe. The reason—as cited for so many U.S. budget cutbacks—is Gramm-Rudman-Hollings. The funds needed to finance a planned expansion, a spokesperson said, are not available. So Charles Z. Wick, director of VOA's parent, the U.S. Information Agency, and Richard Carlson, the new director of the Voice, decided on Wednesday to phase out the operation that began in October 1985. VOA-Europe will formally go out of business on Dec. 31.

The Reagan administration had decided last year to resume broadcasting in Europe as a means of strengthening U.S. ties with the generation that had grown to maturity following World War II. That generation has no recollection of the war-time and postwar events that forged close relations between Europe and the U.S. VOA stations in Europe broadcasting news, public affairs programs and entertainment would, the theory went, provide a clearer, more balanced view of America than is available from domestic media.

At present, a staff of 18 under Frank Scott, a former NBC executive, is producing and airing English-language programs 24 hours a day on FM stations in Rome, Paris and Geneva. VOA-Europe is also heard over a VOA AM transmitter in Munich and on FM stations carried on cable systems in seven cities in West Germany and three in Holland.

But the crunch came in connection with plans to fulfill a mandate to establish services in four languages—German, French,

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Italian and Spanish. The start-up cost for each was \$4 million. "There was an inability to commit the necessary funds," the spokesperson said. "So the decision to discontinue the service was made."

Carlson, who was confirmed as VOA director after serving in an acting capacity for six months, expressed regret at the decision

to close the VOA-Europe operation. He said it had been "an experiment that didn't fail. It was a noble idea. But we didn't have the money to implement it." He said the audience for VOA-Europe programs was small. It could have grown, he said. But without the resources needed to promote the service, "it was not cost effective."

VOA may maintain a vestige of the operation. Carlson said the possibility of providing some English-language programming supplied by the VOA staff in Washington. It would be distributed by satellite to the cable systems now used in West Germany and Holland. "So we may maintain a presence," Carlson said. □

Satellite Footprints

Launch pact. Crimson Satellite Associates, the joint venture of Home Box Office and RCA Americom that was formed to build and market Satcom K-3, has made a reservation with Arianespace to launch the 16-transponder, Ku-band satellite aboard an Ariane 4 rocket in the fall of 1989. The contract contains an option for the launch of RCA Americom's Satcom K-4.

The satellites are similar to RCA Americom's Satcom K-2 and Satcom K-1 that were launched late last year and early this year, respectively, by NASA space shuttles. In fact, Satcom K-1 was the last satellite to be put into orbit by a shuttle prior to the Challenger disaster last January. That tragedy put the shuttle program on hold for two years and, more or less, took the shuttle out of the business of carrying commercial payloads. The satellites are manufactured by RCA Astro-Electronics.

Several transponders on the satellite have been set aside for the distribution of HBO's three services, HBO, Cinemax and Festival. Crimson hopes to sell the remaining slots to other cable programmers and make Satcom K-3 the primary cable bird of its era. In so doing, it also hopes to make some money.

The U.S. is back? The U.S.'s ability to launch satellites and other payloads into space seems a bit surer following two successful launches this month. On Sept. 5, NASA launched a Delta rocket with an experiment for the Strategic Defense Initiative aboard from Cape Canaveral in Florida, and last Wednesday (Sept. 17), after several delays, the Air Force launched a weather satellite for the National Oceanic and Atmospheric Administration aboard an Atlas-E rocket from Vandenberg Air Force Base in California.

Japanese connection. Mitsubishi, the Japanese manufacturing and trading conglomerate, will become a limited partner in Conus Communications, the Minneapolis-based satellite newsgathering cooperative.

According to Conus's Charles Dutcher, Mitsubishi, in exchange for its investment, is looking to gain insight into how to run a satellite newsgathering operation. Mitsubishi plans to use Conus as a model for a similar operation for broadcasters in Japan, he said.

Mitsubishi's interest is not altruistic, according to Dutcher. By encouraging the establishment of a Conus-like operation in Japan, Mitsubishi will be creating demand for satellite time on two hybrid (Ku-band and Ka-band) communications satellites, which a Mitsubishi subsidiary, Space Communications Corp., is planning to launch in 1988.

Dutcher said Conus believes the Mitsubishi relationship will help open the Japanese market for Conus's news services. Ultimately, he said, the Japanese may prove a valuable source of news for Conus member-stations, especially those on the West Coast.

On matters of personnel, Conus has tapped Scott Goodfellow, news director at Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul, to succeed Dan Webster as head of Conus's Washington bureau. As previously announced, Webster is going to KOB-TV Albuquerque, N.M., to assume the news director's job there. Before joining Conus, Webster was deputy bureau chief for NBC News in Washington, a post held by Goodfellow before he went to KSTP-TV Goodfellow was scheduled to arrive in Washington this week.

Horning in. Conus members, in need of Ku-band satellite time for satellite newsgathering, don't have to go to Conus all the time. That's the pitch by Comsat, which has called Conus members offering 30 minutes of free satellite time in exchange for commitment to purchase a minimum of \$100 of satellite time and communications services a month from Comsat. Comsat's satellite time is on SBS III, transponders 5 and 10.

According to Comsat's Art Hill, the offering met with positive response, but no contracts have yet been signed. Although Conus members were approached first, he said, the offer is open to all broadcasters looking for satellite newsgathering time.

Turning the corner. VideoStar Connections Inc., Atlanta, which has been concentrating on installing and operating private satellite networks for corporate America, reports operating income of more than \$1 million on revenues of more than \$12 million for the fiscal year ending June 30, 1986.

"While VideoStar continues to benefit from the steady growth of videoconferencing," said Videostar Executive Vice President Jim Black, "it is the recent trend toward permanent business television networks that has improved our operating results so dramatically."

VideoStar is a privately owned corporation counting Taft Broadcasting and Tempo Enterprises Inc. among its stockholders.

In the courts. Robert Wold and Gary Worth, who led Wold Communications to preeminence in the satellite distribution of syndicated programming before separating last year, are now at odds in Los Angeles Superior Court, suing each other for millions of dollars.

Worth, who was president of Wold Communications, left the firm late last year and, with the backing of Samuel Broadcasting, subsequently formed Brightstar Communications of America Inc. to compete head-to-head with Wold in the programming distribution business.

The threat of competition from his former employe was too much for Wold. Last April, he filed suit against Brightstar and Worth, alleging breaches of agreement between Wold and Worth and violations of the Uniform Trade Secrets Act and asking for at least \$2 million in damages. Worth countered with a cross-complaint, alleging breach of his employment contract with Wold, fraud and interference with Brightstar's business dealings. He is seeking damages of \$100 million.

Samuel Broadcasting and Brightstar were merged with Western World and, although Western World has been indemnified from any losses arising from the court action, a description of the suits was included in Western World's latest 10-Q report.

Never say die. Dominion Video Satellite, still hoping to operate a high-power direct broadcast satellite system and beam multiple channels of religious and family-oriented programming to subscribers, has asked the FCC for more time and for permission to change the configuration of its satellite system.

Citing "current launch contractor scheduling uncertainties," Dominion asked the FCC to move back the date by which its satellite system must be in operation four years from Dec. 4, 1988, to Dec. 4, 1992. Its request for a change in its system was prompted by Dominion's tentative agreement to purchase two three-channel, high-power satellites from Comsat's now-defunct satellite broadcasting subsidiary, Satellite Television Corp. (STC).

Dominion is currently authorized to build two eight-transponder satellites and place them into orbit at 119 degrees west longitude. They would provide eight channels of national service, one beaming eight channels to the eastern half of the country, the other beaming eight channels to the other half.

Dominion now wants to build two 10-transponder satellites, placing one into orbit at 119 degrees and keeping the other on the ground as a spare. The in-orbit bird would deliver five channels of national services—five channels covering the eastern half of the country and five covering the western. The two three-transponder STC birds would be co-located at 119 degrees to provide six channels of service to the entire country. Fully implemented, the system would deliver 11 channels of national service.

Whether Dominion can afford the STC birds and related launching hardware and services, including two perigee rockets, is uncertain. Dominion is trying to raise money by pre-selling viewers on its service. "Unless Dominion meets a certain financial target in December 1986," Dominion told the FCC, "it is under no obligation to purchase the STC satellites and it will adhere to the system configuration covered by its existing construction permit."

Changing Hands

PROPOSED

WIFR(TV) Freeport, Ill., WHSV-TV Harrisonburg, Va., and WBNB-TV Charlotte Amalie, V.I. □ Sold by Worrell Broadcasting Inc. to Richard A. Benadek for \$40 million. Seller is Charlottesville, Va.-based group of three TV's and owner of 24 daily newspapers, headed by Thomas Worrell Jr., chairman. With this sale it will have no other broadcast interests. Buyer owns New York-based group of five TV's, and recently purchased KHQA-TV Quincy Ill., for \$13 million ("Changing Hands," Sept. 15). WIFR is CBS affiliate on channel 23 with 676 kw visual, 85.2 kw aural and antenna 720 feet above average terrain. WHSV-TV is ABC affiliate on channel 3 with 8.32 kw visual, 432 w aural and antenna 2,130 feet above average terrain. WBNB-TV is CBS affiliate on channel 10 with 113 kw visual, 11 kw aural and antenna 1,506 feet above average terrain. Broker: Howard E. Stark.

WCMQ(AM) Miami Springs and WCMQ-FM Hialeah, both Florida □ Sold by Herbert S. Dolgoff to Spanish Broadcasting Systems Inc. for \$15 million. Seller has no other broadcast interests. Buyer is headed by Raul Alarcon, president. It also owns WSKQ(AM) New York and KSKQ(FM) Los Angeles. WCMQ is on 1210 khz with 25 kw day and 2.5 kw night. WCMQ-FM is on 92.1 mhz with 3 kw and antenna 280 feet above average terrain.

WOJO(FM) Chicago □ Sold by Jim and Jane Hall to Tichenor Media Systems Inc. for \$14 million. Sellers have no other broadcast interests. Buyer is Harlingen, Tex.-based group of six AM's and two FM's owned by McHenry Tichenor and family. WOJO is on 105.1 mhz with 6 kw and antenna 1,170 feet above average terrain. Broker: Americom Media Brokers.

WNYR(AM)-WEZO(FM) Rochester, N.Y. □ Sold by Grace Broadcasting to WEZO Inc. for \$9 million. Seller is Southfield, Mich.-based group of four AM's and four FM's principally owned by Harvey Grace. Buyer is principally owned by Dennis R. Israel, president, chief executive officer and 20% owner of Sky Broadcasting Corp. Sky, based in New York, also owns WRIV(AM) Riverhead, N.Y.; WSIX-AM-FM Nashville and KSKY(AM) Dallas, the last being sold to Israel (see below). Israel owns WGY(AM)-WGF(M) Schnectady, N.Y. WNYR is on 990 khz with 1 kw day and 250 w night. WEZO is 101.3 mhz with 27 kw and antenna 640 feet above average terrain. Broker: The Mahlman Co.

KGFJ(AM) Los Angeles □ Sold by Inner City Broadcasting Corp. to East-West Broadcasting Inc. for \$4.5 million. Seller is New York-based group of five AM's and three FM's headed by Percy Sutton. Buyer is owned by William Shearer, station's general manager. KGFJ is on 1230 khz full time with 1 kw.

KSKY(AM) Dallas □ Sold by Sky Broadcasting Corp. to KSKY Inc. for \$3,550,000. Seller is principally owned by Foster Management, principally owned by John H. Foster and Michael J. Connelly. Sky, based in New York, owns three AM's and one FM. Buyer is owned by Dennis Israel, president and 20% owner of Sky, who is also buying WNYR(AM)-WEZO(FM) Rochester, N.Y. (see above). KSKY is daytimer on 660 khz with 10 kw.

KEYC-TV El Centro, Calif. □ Sold by Pacific Media Corp. to First National Entertainment Corp. for \$2,350,000. Seller is principally owned by John Smart, former chairman of Esquire Inc. It has no other broadcast interests. Buyer is headed by Irving Brand, president. It also owns KFNB-TV Casper, KFNE-TV Riverton and KFNR-TV Rawlins, all Wyoming. KEYC-TV is CBS affiliate on channel 9 with 316 kw visual, 34 kw aural and antenna 1,720 feet above average terrain. Broker: Blackburn & Co.

WWMG(AM) New Bern and WSFL-FM Bridgeport, both North Carolina □ Sold by J.D. Conner and Hubert G. Pierce to Caravelle Broadcasting Group of Coastal Carolina Inc. for \$2,225,000. Sellers have no other broadcast interests. Buyer is Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bernhart. It has sold nearby WISP(AM)-WQDW(FM) Kinston, N.C., to comply with FCC's duopoly rule (see below). WWMG is daytimer on 1380 khz with 5 kw. WSFL-FM is on 106.5 mhz with 100 kw and antenna 922 feet above average terrain. Broker: Chapman Associates.

WISP(AM)-WQDW(FM) Kinston, N.C. □ Sold by Caravelle Broadcasting Group of Kinston to Piedmont Broadcasting Corp. for \$1.6 million. Seller is Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bernhart. It is buying WWMG(AM) New Bern and WSFL(FM) Bridgeport, both North Carolina (see above). Buyer is owned by T. David Luther, president. It also owns WBTM(AM)-WAKG(FM) Danville, Va. WISP is on 1230 khz full time with 1 kw. WQDW(FM) is on 97.7 mhz with 3 kw and antenna 248 feet above average terrain. Brokers: Communications Equity Associates and Chapman Associates.

WDOS(AM)-WSKR(FM) Oneonta, N.Y. □ Sold by Oneonta Communications Corp. to Has-

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9/22/86

GE renewal. *McLaughlin Group*, Washington-based political panel show, celebrated its fourth anniversary on Wednesday, Sept. 12, with a new 52-week underwriting agreement with General Electric. Guests at a reception in Washington included Attorney General Edwin Meese, Treasury Secretary James Baker, CIA Director William Casey, White House chief of staff Donald Regan, former Secretary of State Henry Kissinger and White House Communications Director Pat Buchanan, a former panelist on the show. The *McLaughlin Group*, moderated by former Nixon aide John McLaughlin, is seen on 210 public television stations and four NBC O&O's.

tings Broadcasting Corp. for \$1.5 million. **Seller** is owned by group of New York attorneys and businessmen headed by John R. McGeehan, president, and H. Lincoln Zeve, general manager. It has no other broadcast interests. **Buyer** is owned by Gordon Hastings, former president of Katz Television. It has no other broadcast interests. WDOS is daytime on 730 kz with 1 kw. WSKR is on 103.9 mhz with 850 w and antenna 520 feet above average terrain. *Broker: Communications Equity Associates.*

WNEB(AM) Worcester, Mass. □ Sold by Segal Broadcasting Corp. to AAMAR Communications Inc. for \$850,000. **Seller** is owned by Harold H. Segal who also owns WKBK(AM) Keene, N.H. **Buyer** is owned by Melvin Katz, Phillip Schwachman and Marlene Markarian. It has no other broadcast interests. Katz is president and Markarian is consultant for Realty Systems Inc., Worcester-based real estate brokerage. Schwachman is Worcester-based real estate investor. WNEB is on 1230 khz full time with 1 kw.

KNIF(FM) Gilmer, Tex. □ Sold by Reynolds-Palmer Media Inc. to Curtis Broadcasting Stations Inc. for \$700,000. **Seller** is owned by Rick Reynolds and Dale Palmer, who have no other broadcast interests. **Buyer** is principally owned by James R. Curtis. It also owns KFRO(AM) Longview, Tex. KNIF is on 95.3 mhz with 3 kw and antenna 610 feet above average terrain.

WTNS-AM-FM Coshocton, Ohio □ Sold by Coshocton Broadcasting Co. to Bruce W. Wallace for \$560,652.82. **Seller** is owned by buyer's aunt, Jean L. Wallace, and family, who have no other broadcast interests. **Buyer** is stations general manager. WTNS is daytime on 1560 khz with 1 kw. WTNS-FM is on 99.3 mhz with 1.2 kw and antenna 440 feet above average terrain.

WDLC(AM)-WTSX-FM Port Jervis, N.Y. □ Sold by Port Jervis Broadcasting Co. to Robert I. Wein, for \$500,000. **Seller** is owned by buyer's father, Oscar Wein. It has no other broadcast interests. **Buyer** is stations general manager. WDLC is on 1490 khz full time with 1 kw. WTSX-FM is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

WWXL-AM-FM Manchester, Ky. □ Sold by Wilderness Radio Broadcasting Inc. to Vernon R. Baldwin and Ermel (Red) Ison for \$400,000, comprising \$50,000 cash and remainder note. **Seller** is owned by Clay M. Bishop, who has no other broadcast interests. **Buyer**, Baldwin, owns WCNW(AM) Fairfield, Ohio. Ison is former furniture dealer in Fairfield, Ohio, and will become stations general manager. WWXL is on 1450 khz with 1 kw day and 250 w night. WWXL-FM is on 103.1 mhz with 2.85 kw and antenna 185 feet above average terrain. *Broker: Business Broker Associates.*

KOZY(AM) Grand Rapids, Minn. □ Sold by Sorenson Broadcasting Corp. to Kirwin Broadcasting Inc. for \$375,000. **Seller** is Sioux Falls, S.D.-based group of six AM's and five FM's, owned by Dean Sorenson and Thomas J. Simmons. **Buyer** is owned by William J. Kirwin and his wife, Carla. He is station's general manager. KOZY is on 1320 khz full time with 5 kw.

BottomLine

Shopping offer. Initial public offering of QVC Network, Philadelphia-based tele-shopping company, found ready market in over-the-counter trading with price of shares immediately doubling offering price of \$10. Last Wednesday (Sept. 17), stock (QVCN) closed at 18. Offering, which was increased 25% above initially planned two million shares, was made through Furman Selz Mager Dietz & Birney.

□

Lending literature. Viacom said it is no longer required to issue stock raising net proceeds of at least \$125 million, as was previously required by existing lending agreements. Company said it had renegotiated eight-year unsecured revolving credit agreement with "nine major banks" to eliminate requirement. Spokesman for Viacom declined to elaborate on concessions company had made to have equity clause removed, except to note "... technical improvements in the mechanics of the credit agreement." ■ Multimedia said it renegotiated recapitalization credit agreements, that will cut overall interest cost by one-fourth of one percent on all outstanding bank debt. Company also negotiated change in amortization schedule, to defer some repayment costs and has reduced outstanding credit line by \$45 million, to \$620 million—it recently prepaid portion of debt. ■ To help pay for purchase of M/A-Com Inc. Cable/Home Communications Group, General Instrument has gone to European capital market. Arrangement calls for bank group immediately to provide up to \$160 million to New York-based electronics firm which may subsequently retire debt through issuance, in increments of \$25 million, of short-term Euronotes. If market does not accept offerings, banks have agreed to purchase notes themselves. Five-year revolving facility was arranged through Merrill Lynch Capital Markets. General Instrument will pay more than \$200 million for purchase of M/A-Com division, which is scheduled to close before end of this month. ■ Lorimar-Telepictures Corp. announced sale of \$100 million in 6% convertible senior subordinated debentures due 2001. Debentures are convertible in LT stock at \$35 per share. Offering was made in Europe through Drexel Burnham Lambert.

□

Earnings charge. Capital Cities/ABC said extraordinary item of \$28 million (\$14 million net of taxes or 85 cents per share) would be charged against third-quarter earnings. Charge represents cost of settling dispute between CC/ABC-owned publications, *The Kansas City Times* and *The Kansas City Star*, and papers' contract delivery carriers.

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Wick cancels VOA coverage of conference in USSR after visa incident

Two correspondents are pulled from assignment after third is kept out

Some 260 Americans attended a Chautauqua conference in Riga, in the Soviet republic of Latvia, last week, but without the coverage that three Voice of America correspondents were to have provided. Charles Z. Wick, director of VOA's parent organization, the

U.S. Information Agency, on Saturday, Sept. 13, pulled from the trip two correspondents who had been scheduled to accompany the Chautauquans after the Soviets denied a visa to a third. "I will not allow the Soviet government to decide which VOA journalists will and which will not be allowed to cover the news," said Wick.

The U.S. delegation had been threatening to boycott the event because of the Soviets' arrest of American journalist Nicholas Daniloff on spy charges. The decision to proceed with the trip was made after Daniloff was released to the custody of the U.S. embassy in Moscow. Some 2,000 Soviet citizens attended the conference that dealt with issues of concern to both the U.S. and the USSR, and was open to coverage by media from around the world.

The correspondent at the center of the controversy, Joan Beecher, 53, is a Russian-

speaking journalist who writes on a wide range of Soviet topics for the Voice. The Soviets did not offer an explanation for denying her a visa, but Wick said he was told the denial was "for cause." The Soviets "didn't like the stuff she wrote," a spokesman said. She had been denied a visa earlier in the year when she wanted to visit Moscow to cover the Communist party congress.

Wick called the denial of a visa for Beecher an "act of harassment of the United States that violates the spirit and terms of the cultural exchanges agreement reached at Geneva last November, the Helsinki Final Act, and the Chautauqua agreement itself." He added, "I have decided to draw the line at this cynical move by Soviet authorities. I have decided to uphold the principle of 'all or none' in the matter of which VOA correspondents the United States government chooses to send to the Soviet Union." □



NATPE update

NATPE International announced last week that it has confirmed 140 exhibitors for its 1987 programming conference in New Orleans, Jan. 21-25. New companies signed up so far are ABC Pictures International/Video, Blair Television, MTM Productions, New World Television, Southbrook Entertainment and Western World/Samuel Communications. Last year's show drew 260 exhibitors, a figure NATPE expects to equal or surpass this year.

Highlights of a first draft of the agenda include seminars on "Block Booking" by attorney Richard Barovick, and a "Washington Update" by attorney Michael Gardner on Jan. 22; a barter panel led by George Back, president of All American Television, and a speech on "Management Skills" by Bill Brower, management consultant, on Jan. 23; a general session on "Sitcoms and First Run" on Jan. 23; a general session, "Produc-

ers Caucus," led by John Goldhammer of Goldhammer Productions, and featuring Pierre Cossette and Steven Bochco, on Jan. 24, and concurrent sessions on Jan. 24 on "The Economic Revolution," led by Jay Isabella of TeleRep, "View From the Fourth Estate," "The New Business Opportunities" led by Ken Rees, WCCO-TV Minneapolis, "The Ratings Services," led by John Von Sooston, vice president of programming, Katz Television, and "The First Year is the Worst Year," moderated by Jim Lutten, WFSB(TV) Hartford, Conn. On the conference's final evening, Ray Charles will perform at the Iris awards celebration.

ASTA show

The Advertiser Syndicated Television Association announced that it will hold a major conference in New York, at which advertisers will view barter shows, in the spring of

1987. ASTA also announced that it has begun a search for a full-time executive director, who will assume office in January. The executive director will be responsible for all projects—coordinating research efforts, making agency and client presentations, meeting with press and station groups, and in general representing ASTA's members.

Fox campaign

Fox Television Stations kicked off a month-long public service campaign to combat teen-age pregnancy. The campaign, created by the Minneapolis-based ad agency, Fallon, McElligott, Rice, for Fox and the non-profit Children's Defense Fund, consists of 10-, 15-, 30- and 60-second announcements that will air exclusively on Fox's six owned-and-operated stations for one month, then be offered to stations nationwide.

The campaign is an extension of the adult-oriented print campaign launched by CDF March 1, but is directed toward the general television audience. The TV portion cost between \$90,000 and \$100,000 to produce, and was launched in September to coincide with the beginning of the school year, the reconvening of Congress and the new fall television season. Fox will distribute 6,000 posters to high schools in its markets.

Arbitron signing

WABC-TV New York has signed a three-year contract with Arbitron for local market service while CBS's WBBM-TV Chicago has decided not to renew its subscription with Arbitron, which expired on Aug. 31. The other three CBS-owned stations decided recently to take both Arbitron and A.C. Nielsen local services.

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Cable, telcos square off in pole-attachment comments

Allocation of utilities' costs in setting pole attachment fees is one big subject of dispute

FCC proposals aimed at satisfying the appellate court, which found the agency's method of establishing rates for cable pole attachments in *Alabama Power Co. v. FCC* to be illegal, have drawn a mixed response in comments.

Both cable operators and the telephone companies concede that the patient is ill. But both recommend different treatments.

In its comments, the National Cable Television Association said that considering cable's "subordinate" use of utility poles, the "just and reasonable" rate for pole attachments should be 30% below fully allocated costs.

While the court, in *Alabama Power*, said the FCC had been wrong to exclude the utility's costs for guys and anchors used to support poles in calculating fully allocated costs, NCTA said that when a cable operator had to pay for guys and anchors to support its own wires, the utility's costs shouldn't be included in the rate formula. "The cable operator should not, in addition to paying the full costs of his own equipment, be required to pay a portion of the costs of the utility's equipment," NCTA said. "If guys and anchors were, nevertheless, to be deemed pole-related investments and were to be included in the calculation of fully allocated costs, the cable operator's costs in purchasing guys and anchors associated with cable pole attachments should, as the court suggested, be counted as partial payment of his pole attachment fee."

NCTA also endorsed an FCC proposal to continue its practice of excluding "noncable appurtenances" from its calculation of the net cost of a bare pole. "These appurtenances benefit utilities—not cable systems—and it is only reasonable that utilities bear their entire cost," NCTA said. "As part of this calculation, the commission should exclude the cost of guys and anchors when cable systems provide the guys and anchors to support cable facilities. We believe that the evidence justifies rebuttably presumptive appurtenance offsets of 20% for telephone companies and 35% for electric companies."

A group of 18 cable interests, including Tele-Communications Inc., Daniels & Associates and the California Cable Television Association, said the FCC should adjust the chargeable pole investment rate base to account for cable's limited rights. "Because utilities have licensed only second-class rights, cable construction is subject to long delays, while utilities collect interest on advance makeready payments," they said. "Utilities also use makeready as an excuse to charge cable operators to correct preexisting

Rule change. The FCC has changed its rules to permit the immediate use of lines 10-14 of the vertical blanking interval for teletext and other telecommunications services.

utility violations and deficiencies and for plant upgrades, map updates and utility re-engineering which have nothing to do with the presence of cable."

A group of 19 cable interests, including Adelphia Communications Corp., Coaxial Communications Inc. and the Pennsylvania Cable Television Association, said "a strong case can be made that the proper, just and reasonable rate should be at or near the statutory minimum in light of the wholly subordinate nature of a cable operator's rights under the usual attachment agreement."

The Maryland/Delaware Cable Television Association said the FCC should "formalize" the notion that cable's status as a subordinate user meant that "the actual just and reasonable rate is 75% of the fully allocated costs."

In joint comments, Western Communications Inc. and Gill Industries Inc. said utility companies, when sending notice of a rate change, should be required to supply adequate information about rate changes "not less than 60 days prior to the effective date." "The imposition of the requirement on utility companies that they provide such information when changing rates should encourage the businesslike resolution of rate-setting questions without the need for the parties to resort to litigation because all parties will be privy to the same information prior to inauguration of new rates," they said.

A group of 16 cable companies, including Cox Cable Communications Inc., Multimedia Cablevision Inc. and Sammons Communications Inc., said, among other things, that the FCC should provide for sanctions against utility companies that fail to cooperate with cable requests for data.

Bell Atlantic said charges for pole attachments "should be determined by the marketplace."

BellSouth, among other things, objected to being required to supply cable operators with copies of publicly available documents. "There is no valid reason for requiring utilities or their ratepayers to incur such expense for the convenience of CATV operators," BellSouth said.

Southwestern Bell Telephone Co. said cable companies shouldn't be permitted to take a credit against pole attachment charges for costs cable incurs in installing their own guys and anchors. "Such guys and anchors are installed to provide support for additional stress caused by the CATV company attachments and their cost should therefore be borne solely by the CATV companies," Southwestern Bell said.

Southwestern Bell also suggested a method for calculating the administrative expense component of pole-related carrying charges. "Southwestern Bell endorses a modified version of the method recommended in the *Alabama Power* case, namely, dividing administrative expenses by total net plant investment rather than by total plant investment."

The Ameritech Operating Companies said no presumption should be created in favor of a credit for guys and anchors that cable places. It also said cable associations should not be permitted to file pole attachment complaints against utilities on behalf of unnamed members.

The United States Telephone Association asserted a need "for changing the commission's pole cost methodology from non-cable-related costs to pole-related costs, i.e., the cost to the utility of owning and maintaining poles." It also opposed permitting cable associations to file complaints against telcos. "Inasmuch as pole attachment complainants are rarely utilities, the association proposal, to the extent it may offer any benefits, appears to carry a marked pro-CATV bias." □

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Programming

Syndication Marketplace

DFS Program Exchange has cleared *Dennis the Menace*, a new first-run sitcom strip based on the Hank Ketcham character, in 92 markets covering 71% of the country for its recent premiere. There are 65 episodes of *Dennis*, produced by DIC Enterprises, that are available for four runs over one year. Barter distribution of the series is with a negotiable split. "We feel that we were fortunate to be on the leading edge of a return to pure entertainment programming as the industry becomes too high techy-robotic," said Chris Hallowell, vice president of client relations. Hallowell said that the show has been cleared equally in afternoon time periods and in the morning. Clearances include WNYW-TV New York (where it will not debut until January), KTTV-TV Los Angeles, WGBS-TV Philadelphia, WLVI-TV Boston, WXON-TV Detroit and KTVT-TV Dallas.

JM Entertainment has cleared *Kids Are People Too* in 75 markets covering 75% of the country. *Kids* originally ran on ABC from 1978-82. Twenty-six new first-run episodes have been produced by JM Entertainment/JME in association with EJ III Productions for its debut on Sept. 20. Hosted by Michael Young (who hosted the ABC series), the weekly series will feature guests representing music, fashion and life style trends. Guests include Alan Thicke, Tony Danza, Lisa Bonet, Vanna White and others. Barry Glazer, whose credits include *American Bandstand* and *Dick Clark's Nitetime*, will direct the show. Sales are on a barter basis with three-and-a-half minutes for stations and three minutes for JM. Stations will get two runs of the show which they will use mainly on weekends.

King Features Syndicate reports that it has cleared an as-of-yet

untitled half-hour show hosted by Dr. Ruth Westheimer in 71 markets, including 16 of the top 20, covering more than 65% of the country. There are 130 episodes of the show that will be used as a strip beginning in January. Sales are on a cash-plus-barter basis with King Features retaining one minute.

Orion Television Syndication has opened sales of Orion III, a package of 20 theatricals by clearing WABC-TV New York, KCOP-TV Los Angeles and WFLD-TV Chicago. The theatrical package will be offered to stations prior to any pay cable exposure. Among the films in Orion III are "Back to School," "Hannah and Her Sisters," "Broadway Danny Rose," "Cotton Club," "F/X," "Desperately Seeking Susan," "Code of Silence," "The Falcon and the Snowman" and "The Woman in Red." The 20 films have grossed \$500 million so far in their theatrical release, with "Back to School" alone grossing \$80 million. Scott Towle, president of Orion Television Syndication, said he is expecting each film to gross \$1.5 million per title, which would put the package total at \$30 million. It will be offered in a three-tiered window that will allow stations 11 runs of the films over five-and-a-half years. As each picture becomes available in syndication it will get three plays over 18 months. The first title available within the first tier will be "Broadway Danny Rose." Towle said that Orion is holding conversations with the networks for a deal on "Back to School" that would delay its debut in syndication until 1992. Orion has also opened sales on Starview 1, 11 made-for television titles, which will include "Beverly Hills Madam," "Brass" and "The Beate Klarsfeld Story," for eight runs over five years.

Home shopping spreading to syndication

Hot cable programing trend to be embraced by joint venture of Lorimar, Fox and Hanover

Home shopping will make its debut in syndication beginning next January with *ValueTelevision (VTV)*, a one-hour, six-days-a-week program produced by Lorimar-Telepictures, Fox Television Stations and the Horn & Hardart Co.'s Hanover Companies. In announcing the program last week, the partners stressed that *ValueTelevision* is designed to attract audiences first and sell merchandise second.

To that end the show will incorporate elements from traditional talk shows: consumer advice will be offered, and fashions will be



Donald Schupak, vice chairman, Horn & Hardart, L-T's Dick Robertson and Fox's David Simon

displayed. The show will look like a talk show, with the set resembling a home. It will also feature on-camera product demonstrations.

All three partners bring different syndication strengths to the show. Hanover, with which Lorimar-Telepictures has been developing the show for six months, will provide the merchandising and fulfillment activities. Much of the merchandise seen on *ValueTelevision* will come from The Hanover Companies' 21 catalogues, which include more than 20,000 items. A VTV brand name is planned for an original line of products to be marketed through the show. VTV merchandise will range from jewelry to automotive accessories.

Lorimar-Telepictures will handle production of the one-hour show, designed to run at noon on independents and at 9 a.m. on affiliates. The show's sixth day will run in early or late fringe on weekends. Lorimar-Telepictures will produce a demonstration tape this week. That tape will be similar to one it used to sell *Superior Court*. Sales of the VTV will begin in late this month or early in October.

Negotiations for the show's male and fe-

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male co-hosts and producer were taking place last week. Also to be filmed up are the show's exact format and a studio location.

Sales to stations for the show's first nine months will be for cash, with 12 minutes of advertising time for stations. Beginning in September, Lorimar-Telepictures will keep two minutes. In addition, stations will get a 5% commission on merchandise sold in their market. Contracts on the show are for one

year. Dick Robertson, a member of the office of the president at Lorimar-Telepictures, said the production of a year's worth of the six-day-a-week episodes will come to about \$7 million, or \$22,500 per episode.

The show is predicted to get a three rating, based on research on the variety of services available on cable currently.

In making the announcement, Robertson said that home shopping "was something

that we knew we wanted to be a part of," but he said they needed a partner to provide the role of fulfilling orders. Lorimar-Telepictures had been developing the show for six months with Hanover, which approached the distributor with the idea. Robertson said that three or four other home shopping companies have also approached Lorimar-Telepictures with a home shopping idea.

"The beauty of the plan," said Robertson.

Stay Tuned

PLUS (Project Literacy U.S.) is still on the move. On Sept. 30, ABC affiliate WKBW-TV and PBS affiliate WNED-TV, both Buffalo, N.Y., plan to simulcast a 90-minute telethon to recruit volunteers and students to combat adult illiteracy. This comes after WKBW-TV's week-long news series about adult illiteracy, which is airing this week. Another PLUS move: The American Council on Education is coordinating literacy PSA's featuring Johnny Cash and other celebrities. The spots promote a 43-part, half-hour series of GED programs aimed at high-school dropouts and will begin airing on PBS stations in late October.

□

This week's broadcasts of *An American Portrait* on CBS begins the final countdown of the two-year, one-minute series, which is set to conclude on the centennial of the Statue of Liberty, Oct. 28. The final series of 27 portraits will focus directly on Liberty and those who immigrated to America. This week's pieces and their narrators are: The Statue of Liberty (President Gerald Ford), Monday; Edward Corsi, federal commissioner of immigration (Mayor Henry Cisneros), Tuesday; Liberty Park ranger Simeon Pickering (Liza Minnelli), Wednesday; Dan Cornish, Statue of Liberty photographer who documented the restoration (Secretary Caspar Weinberger), Thursday, and Angelo Bommarito, foreman who oversaw the Ellis Island restoration (Lee Iacocca), Friday. *An American Portrait* airs at 8:58-8:59 p.m.

□

The New York-based **Center for Communication** has produced a one-hour news special, *The Media and Human Rights*. Moderated by Ted Koppel, the program will center on a discussion of human rights in South Africa, Poland and the Philippines with, among others, Karen Elliott House, foreign editor of *The Wall Street Journal*; Anthony Lewis, columnist for *The New York Times*, and Charlayne Hunter-Gault, national correspondent for *The MacNeill/Lehrer NewsHour*. The program is set to air Tuesday (Sept. 23) at 10-11 p.m.

□

Willard Scott, **NBC's Today** show weatherman, will be the host of "Constitution Minutes," a series of weekday, 60-second spots honoring the 200th anniversary of the signing of the U.S. Constitution. The series premieres on the **NBC Radio Network** Sept. 29 and will run through Sept. 18, 1987.

□

ABC-TV introduces its new late-night (12-1 a.m.) lineup this week with *The Dick Cavett Show* on Tuesday and Wednesday followed Thursday and Friday at the same time by *Jimmy Breslin's People*. Lily Tomlin and Tom Hanks will be the guests on Dick Cavett's premiere show. The following night, Cavett will examine the current movie scene. Scheduled for his talk show are the following film directors: Sidney Lumet, Sydney Pollack, Alan J. Pakula, Ivan Reitman and Doris Dorrie. *The Dick Cavett Show* is produced by John Gilroy and directed by Joel Banow for Daphne Productions. *Jimmy Breslin's People* is a Woody Fraser production, with Fraser also acting as executive producer.

Network television ABC: *MacGyver* (season premiere), Monday, 8-9 p.m.; *Who's the Boss?* (season premiere), Tuesday, 8-8:30 p.m.; *Sledge Hammer!* (preview, one time only this period), Tuesday, 8:30-9 p.m.; *Moonlighting* (season premiere), Tuesday, 9-10 p.m.; *Jack and Mike* (regular time slot premiere), Tuesday, 10-11 p.m.; *Perfect Strangers* (show premiered Sept. 17), Wednesday, 8-8:30 p.m.; *Head of the Class* (pilot aired Sept. 17), Wednesday, 8:30-9 p.m.; *Dynasty* (season premiere), Wednesday, 9-10 p.m.; *The Colbys* (season premiere), Wednesday, 10-11 p.m.; *Our World* (premiere of

news program with Linda Ellerbee and Ray Gandolf), Thursday, 8-9 p.m.; *The Colbys* (regular time slot premiere), Thursday, 9-10 p.m.; *20/20* (season premiere), Thursday, 10-11 p.m.; *Webster* (season premiere), Friday, 8-8:30 p.m.; *Sidekicks* (premiere, one time only this slot), Friday, 8:30-9 p.m.; *Sledge Hammer!* (regular time slot premiere), Friday, 9-9:30 p.m.; *Mr. Belvedere* (season premiere, one time only this slot), 9:30-10 p.m.; *Starmann* (regular time slot premiere), Friday, 10-11 p.m.; *Heart of the City* (regular time slot premiere), Saturday, 9-10 p.m.; *Spenser: For Hire* (season premiere), Saturday, 10-11 p.m.; *ABC Sunday Night Movie "Raiders of the Lost Ark"* (network television premiere), Sunday, 9-11:30 p.m.

□ **CBS:** *Kate & Allie* (season premiere), Monday, 8-8:30 p.m.; *Together We Stand* (special preview), Monday, 8:30-9 p.m.; *George Washington: The Forging of a Nation* (part 2, conclusion), 9-11 p.m.; *CBS Special Movie, Courage* (Sophia Loren goes undercover to help bust a \$3.5 billion cocaine ring), Wednesday, 8-11 p.m.; *Simon & Simon* (season premiere), Thursday, 8-9 p.m.; *Knots Landing* (season premiere), Thursday, 9-10 p.m.; *Kay O'Brien* (premiere), Thursday, 10-11 p.m.; *Dallas* (special two-hour premiere), Friday, 9-11 p.m.; *Downtown* (premiere), Saturday, 8-9 p.m.; *The New Mike Hammer* (season premiere), Saturday, 9-10 p.m.; *The Twilight Zone* (season premiere), Saturday, 10-11 p.m.; *CBS Sports* (tape, America's Polo Championship), Sunday, 4:30-5:30 p.m.; *Murder, She Wrote* (season premiere, part one of two-part episode), Sunday, 8-9 p.m.; *CBS Sunday Movie, Under the Influence* (stars Andy Griffith and Season Hubley), Sunday, 9-11 p.m.

□ **NBC:** *ALF* (premiere), Monday, 8-8:30 p.m.; *Amazing Stories* (season premiere), 8:30-9 p.m.; *NBC Monday Night at the Movies, Stranded* (stars Loni Anderson and Perry King as two business rivals who find themselves stranded together on a desert island), Monday, 9-11 p.m.; *Ben Matlock* (premiere in regular time slot), Tuesday, 8-9 p.m.; *Highway to Heaven* (season premiere), Wednesday, 9-9:30 p.m.; *St. Elsewhere* (season premiere), Wednesday, 10-11 p.m.; *Cosby* (season premiere), Thursday, 8-8:30 p.m.; *Family Ties* (season premiere), Thursday, 8:30-9 p.m.; *Cheers* (season premiere), Thursday, 9-9:30 p.m.; *The Tonight Show Starring Johnny Carson 24th Anniversary* (special), Thursday, 9:30-11 p.m.; *Crime Story* (sneak preview), Friday, 10-11 p.m.; *Golden Girls* (season premiere), Saturday, 9-9:30 p.m.; *Amen* (premiere), Saturday, 9:30-10 p.m.; *Hunter* (season premiere), Saturday, 10-11 p.m.; *Our House* (season premiere regular time slot), Sunday, 7-8 p.m.; *Valerie* (season premiere), Sunday, 8:30-9 p.m.; *NBC Sunday Night at the Movies, Encounters* (stars Donna Mills and Cicely Tyson), Sunday, 9-11 p.m.

□ **PBS:** *The West of the Imagination*, (premiere of six-part series), Monday 9-10 p.m. *The Media and Human Rights* (one-hour special, moderated by Ted Koppel), Tuesday, 10-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) *The Metropolitan Opera: The Television and Radio Legacy*, an exhibition of screenings covering over 55 years of the Met on radio and television. Exhibit covers more than 50 complete operas, beginning with the Met's first radio broadcast (1931) of *Hansel und Gretel* and the first complete opera to be telecast from the Met (1948). *Otello*. Through Nov. 22. Special seminar on the history and production of Met broadcasts, Oct. 1, 5:30-7:30 p.m. Also at MOB: *The 1952 Subway Series: New York Yankees vs. Brooklyn Dodgers*, complete television coverage of games six and seven of the 1952 World Series. These final two series games were discovered as part of the NBC kinescope collection, and will be screened at MOB on alternate days. From Sept. 30 through Oct. 11 at 12:15 p.m. and Tuesday evenings at 5 p.m. Information: (212) 752-7684.

"is that it has a track record. It does work," he said, referring to home shopping's current success on cable. Robertson said research shows that 6% of cable households are "reg-

ular buyers" of home shopping merchandise, with spending averaging \$35 at least 15 times a year.

All six of the Fox-owned stations will car-

ry the show. David Simon, programming vice president of the Fox stations, said the cash license fees had not been worked out since there is no pilot yet. □

Evening news race goes neck and neck

The order of finish in this week's ratings race (ended Sept. 14) copied last week's win, place and show. NBC won the week with a 15.8/27. CBS followed with a 12.7/22, while ABC placed third with an 11.4/20. Last year the stats were: NBC 14.7/25, ABC 14/24 and CBS 12.5/21.

The evening news race finished in almost a dead heat: All three networks pulled a 21 share, with CBS (10.5) edging NBC and ABC (10.4) in rating. Last year at this time, CBS won with an 11.4/23, while ABC came in second (10.0/21) and NBC third (9.7/20). According to an ABC release, the evening news race was the closest since 1981. Until now, the smallest gap between the three networks' news numbers was at least two-tenths of a point. (The winner of the week ended Nov. 15, 1981—CBS—took first place with a 13.6/23, while NBC came in with a 13.5/23 and ABC closed with a 13.4/23.) HUT levels (homes

using television) were 58%, down slightly from last year's 59.4%, but up 0.5% from last week's 57.5%.

NBC took seven of the top 10 shows including the top six. *Cosby* paced the lineup with a 30.4/50, and the show that followed it, a preview of the new series, *Our House*, took second with a 28.7/45. The Sunday *Our House* came in 19th (14.6/26). *East Street* claimed third place with a 27.3/48. The Miss America Pageant placed fifth with a 23/44. ABC's only top-10 show was *Monday Night Football*, the Giants-Cowboys game, which scored a 21.2/38. CBS's season premiere of *60 Minutes* scored a 19.7/35, while the same network's *Chrysler Showcase*, *The Last Days of Patton* scored a 19.5/32. NBC took Wednesday through Saturday, CBS took Tuesday and Sunday and ABC took Monday.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	30.4/50
2.	Our House preview	NBC	28.7/45
3.	East Street	NBC	27.3/48
4.	Golden Girls	NBC	25.9/46
5.	Miss America Pageant	NBC	23.0/44
6.	Night Court	NBC	21.8/35
7.	Football, N.Y. Giants-Dallas	ABC	21.2/38
8.	60 Minutes	CBS	19.7/35
9.	The Last Days of Patton	CBS	19.5/32
10.	227	NBC	18.3/35
11.	Gimme a Break	NBC	17.8/29
12.	Kate & Allie	CBS	17.3/27
13.	You Again?	NBC	17.0/28
14.	Newhart	CBS	16.6/26
15.	Miami Vice	NBC	16.4/30
16.	Highway to Heaven	NBC	16.2/28
17.	Wizard	CBS	16.0/28

Rank □ Show □ Network □ Rating/Share

18.	Dumbo	NBC	15.8/24
19.	Our House	NBC	14.6/26
20.	Football, N. England-N.Y. Jets	ABC	14.6/24
21.	Facts of Life	NBC	14.3/28
22.	Magnum, P.I.	CBS	14.1/24
22.	Drug Knot	CBS	14.1/24
24.	Valerie	NBC	13.5/23
25.	Cagney & Lacey	CBS	13.4/23
28.	Going Ape	NBC	13.3/22
27.	Alvin Goes Back to School	NBC	13.0/25
27.	Today at Night	NBC	13.0/23
29.	Moscow on the Hudson	CBS	12.8/22
30.	Taking It Home	NBC	12.7/24
31.	TV Bloopers & Prac. Jokes	NBC	12.0/22
31.	Scarecrow & Mrs. King	CBS	12.0/20
33.	American Geisha	CBS	11.7/20
33.	St. Elsewhere	NBC	11.7/21

Rank □ Show □ Network □ Rating/Share

35.	Fast Copy	NBC	11.6/23
36.	1986	NBC	10.8/20
36.	Winds of War, pt. 6	ABC	10.8/18
38.	McGyver	ABC	10.5/19
38.	Winds of War, pt. 2	ABC	10.5/18
38.	Twilight Zone	CBS	10.5/20
41.	Amazing Stories	NBC	10.4/17
42.	Winds of War, pt. 3	ABC	10.1/17
43.	Death Trap	CBS	9.6/19
44.	First Mon. in Oct.	NBC	9.8/15
45.	Winds of War, pt. 5	ABC	8.5/18
46.	Mr. Bogedy	ABC	8.4/15
47.	Winds of War, pt. 4	ABC	8.0/15
47.	Price Is Right	CBS	8.0/13
49.	Melba	CBS	7.0/14
60.	Raging Bull	CBS	4.6/8

*indicates premiere episode

For the Record

As compiled by BROADCASTING, Sept. 10 through Sept. 17, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz.

mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ KGUN-TV Tucson, Ariz.; KMTV(TV) Omaha, and

48.8% of KFAB(AM)-KGOR(FM) Omaha (KGUN-TV: ch. 9 ERP vis. 110 kw; 21.94 kw aur.; HAAT: 3,722 ft. KMTV ch. 3; ERP vis. 100 kw; 20 kw aur.; HAAT: 1,370 ft.; KFAB: 1110 khz; 50 kw-U; KGOR: 99.9 mhz; 115 kw; HAAT: 1,230 ft.)—Seeks assignment of license from May Broadcasting Co. to Lee Enterprises for \$89 million. Seller is Shenandoah, Iowa-based group of three AM's, two FM's and two TV's principally owned by Frances M. Rankin and Edward W. May. Buyer is publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer, already owning most of remaining stock of Omaha radio stations. It also has interests in 18 newspapers. Filed Sept. 8.

■ KGFJ(AM) Los Angeles (1230 khz; 1 kw-U)—Seeks assignment of license from Inner City Broadcasting Corp. to East-West Broadcasting Inc. for \$4.5 million. Seller is Los Angeles-based group of five AM's and three FM's headed by Percy Sutton. Buyer is owned by William Shearer, station's general manager. Filed Sept. 5.

■ K SXO(AM) Redding, Calif. (600 khz; 1 kw-U)—Seeks transfer of control of NORCAL Broadcasting Co. from John Martin and his wife, Lucille, to his son, Jeffrey Martin, and his wife, Jane, and his brother, Michael. Seller has no other broadcast interests. Buyers own KARZ(FM) Burney, Calif. Filed Sept. 8.

■ KHQA-TV Quincy, Ill. (ch. 7; ERP vis. 269 kw; aur. 45 kw; HAAT: 890 ft.)—Seeks assignment of license from Lec Enterprises to A. Richard Benadek for \$13 million. Seller is publicly owned. Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer, president. It recently purchased KGUN-TV Tucson, Ariz., KMTV(TV) Omaha and majority interest in KFAB(AM)-KGOR(FM) Omaha ("Changing Hands," Sept. 1), which it sold the following week (see below). It also has interests in 18 newspapers. Buyer owns New York-based group of five TV's. Filed Sept. 5.

■ WAZY(FM) Lafayette, Ind. (96.5 mhz; 50 kw; HAAT:

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500 ft.)—Seeks assignment of license from Lightfoot Broadcasting Corp. to Radio Vision of America for \$2 million. Seller is owned by Richard Lightfoot, president. It has no other broadcast interests. Buyer is owned by Tony Gazzano, general sales manager at WLTS(AM)-WRMR(FM) Cleveland. Filed Sept. 4.

■ **WLQF(TV)** Greenfield, Mass. (ch. 32; ERP vis. 922.5 kw; aur. 99.3 kw; HAAT: 1,067 ft.)—Seeks assignment of license from Greenfield Television to Greenfield Television Inc. for expenses. Seller is owned by LeQueth Fleming and his wife, Gloria, who have no other broadcast interests. Buyer is principally owned by Gary M. Kaye and 10 others, plus seller, Fleming. It also owns WVZU(TV) in Pittsfield, Mass. Filed Sept. 10.

■ **WNEB(AM)** Worcester, Mass. (1230 kHz; 1 kw-U)—Seeks assignment of license from Segal Broadcasting Corp. to AAMAR Communications Inc. for \$850,000. Seller is owned by Harold H. Segal who also owns WKBK(AM) Keene, N.H. Buyer is owned by Melvin Katz, Phillip Schwachman and Marlene Markarian. It has no other broadcast interests. Katz is president and Markarian is consultant for Realty Systems Inc., Worcester-based real estate brokerage. Schwachman is Worcester-based real estate investor. Filed Sept. 11.

■ **WOOD-AM-FM** Grand Rapids, Mich. (AM: 1300 kHz; 5 kw-U; FM: 105.7 mhz; 265 kw; HAA: 810 ft.)—Seeks assignment of license from Grace Broadcasting to Surrey Broadcasting for \$19.25 million. Seller is Southfield, Mich.-based group of four AM's and four FM's principally owned by Harvey Grace. Buyer is Denver-based group of three AM's and four FM's principally owned by John Nichols and his wife, Kent. Filed Sept. 9.

■ **KOZY(AM)** Grand Rapids, Minn. (1320 kHz; 5 kw-U)—Seeks assignment of license from Sorenson Broadcasting Corp. to Kirwin Broadcasting Inc. for \$375,000. Seller is Sioux Falls, S.D.-based group of six AM's and five FM's, owned by Dean Sorenson and Thomas J. Simmons. Buyer is owned by William J. Kirwin and his wife, Carla. He is stations general manager. Filed Sept. 10.

■ **KRTI-FM** Mansfield, Mo. (95.9 mhz; 3 kw; HAAT: 205 ft.)—Seeks assignment of license from Terry Lee Claar to Daybreak Broadcasting for \$150,000. Seller has no other broadcast interests. Buyer is group of six headed by George E. Bryant. It has no other broadcast interests. Filed Sept. 3.

■ **KFAB(AM)-KGOR(FM)** Omaha (KFAB: 1110 kHz; 50 kw-U; KGOR: 99.9 mhz; 115 kw; HAAT: 1,230 ft.)—Seeks assignment of license from Lee Enterprises Inc. to Henry Broadcasting for \$22 million. Seller is publicly owned Davenport, Iowa-based group of six TV's and publisher of 18 newspapers. It is spinning off stations because of its recent purchase of KMTV(TV) Omaha (see "Changing Hands," Sept. 1.) Buyer is San Francisco-based group of three AM's and four FM's, owned by Charlton H. Buckley. Filed Sept. 5.

■ **WDOS(AM)-WSKR(FM)** Oneonta, N.Y. (730 kHz; 1 kw-D; FM: 103.9 mhz; 850 w; HAAT: 520 ft.)—Seeks assignment of license from Oneonta Communications Corp. to Hastings Broadcasting Corp. for \$1.5 million. Seller is owned by group of New York attorneys and businessmen headed by John R. McGeehan, president, and H. Lincoln Zeve, general manager. It has no other broadcast interests. Buyer is owned by Gordon Hastings. It has no other broadcast interests. Filed Sept. 5.

■ **WDLG(AM)-WTSX-FM** Port Jervis, N.Y. (AM: 1490 kHz; 1 kw-U; FM: 96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Port Jervis Broadcasting Co. from Oscar Wein to his son, Robert I. Wein, for \$500,000. Seller and buyer have no other broadcast interests. Filed Sept. 8.

■ **WAZZ(FM)** New Bern, N.C. (101.9 mhz; 100 kw; HAAT: 580 ft.)—Seeks assignment of license from We Care Ministries Inc. to Joyner Broadcasting for \$1.5 million. Seller is owned by L. Brent Hill, who also owns co-located WRNBA(AM). Buyer is owned by and David Weil, Greensboro, N.C.-based businessman with no other broadcast interests. Filed Sept. 5.

■ **WWMG(AM)** New Bern and WSFL(FM) Bridgeton, both North Carolina (WWMG: 1380 kHz; 5 kw-D; WSFL-FM: 106.5 mhz; 100 kw; HAAT: 922 ft.)—Seek assignment of license from J.D. Conner and Hubert G. Pierce to Caravelle Broadcasting Group of Coastal Carolina Inc. for \$2,225,000. Sellers have no other broadcast interests. Buyer is Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bernhart. It is seeking temporary waiver of duopoly rule to sell WISF(AM)-WQDW(FM) Kinston, N.C. Filed Sept. 4.

■ **WTNS-AM-FM** Coshocton, Ohio (AM: 1560 kHz; 1 kw-D; FM: 99.3 mhz; 1.2 kw; HAAT: 440 ft.)—Seeks transfer of control of Coshocton Broadcasting Co. from Jean L. Wallace and family to Bruce W. Wallace for \$560,652.82. Seller is aunt of buyer, stations' general manager. Filed Sept. 3.

■ **WSPD(AM)-WLQR-FM** Toledo, Ohio (AM: 1370 kHz; 5 kw-U; FM: 101.5 mhz; 15 kw; HAAT: 810 ft.)—Seeks assignment of license from WSPD Inc. to Commonwealth Communications for \$15 million. Seller is owned by Bill Schroeder, Cathryn Christiansen and Thomas Jaraco. It has no other broadcast interests. Buyer is Harrisburg, Pa.-based owner of WHAP-AM-FM-TV Harrisburg and book and magazine publisher principally owned by Meade Detweiler and family. Filed Sept. 5.

■ **KWAS(AM)** Amarillo, Tex. (New AM)—Seeks assignment of license from Wiskes/Arbaris Communications to New Life Communications for \$200,000. Seller is owned by Don J. Wiskes and John P. Higgins, who also owns KIKX-AM-FM Manitou Springs, Colo. Buyer is owned by Brent T. Herring and Billy K. Dixon, who have no other broadcast interests. Filed Sept. 2.

■ **KSKY(AM)** Dallas (660 kHz; 10 kw-D)—Seeks assignment of license from Sky Broadcasting Corp. to KSKY Inc. for \$3,550,000. Seller is principally owned by Foster Management, principally owned by John H. Foster, Michael J. Connelly and Dennis Israel. It also owns WRIV(AM) Riverhead, N.Y., and WSIX-AM-FM Nashville, Ala. Foster also has interest in WGLI(AM) Babylon, N.Y. Buyer is principally owned by Dennis R. Israel and Harry F. Hopper. Israel is president and chief executive officer of Sky Corp. He also owns former Sky stations: WGY(AM)-WGFN(FM) Albany, N.Y., and is purchasing WEZO(AM)-WNYR(FM) Rochester, N.Y. Filed Sept. 11.

■ **KNIF(FM)** Gilmer, Tex. (95.3 mhz; 3 kw; HAAT: 610 ft.)—Seeks assignment of license from Reynolds-Palmer Media Inc. to Curtis Broadcasting Stations Inc. for \$700,000. Seller is owned by Rick Reynolds and Dale Palmer, who have no other broadcast interests. Buyer is principally owned by James R. Curtis. It also owns KFRO(AM) Longview, Tex. Filed Sept. 8.

■ **KEYY(AM)** Provo, Utah (1450 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from Mid-Utah Broadcasting Co. to Touch Outreach Ministries Inc. for donation. Seller is owned by D. Dean Rhodes and his father, Eric. It also owns KHAA(FM) Port Sulphur, La. Buyer is nonprofit corporation headed by Ralph Neighbour. It has no other broadcast interest. Filed Sept. 4.

■ **WBMW(FM)** Manassas, Va. (106.7 mhz; 36.5 kw; HAAT: 590 ft.)—Seeks assignment of license from EZ Communications Inc. to Infinity Broadcasting Corp. for \$13 million. Seller is publicly owned, New York-based group of four AM's and six FM's, majority owned by Michael Weiner and Gerald Carrus. It is headed by Mel Karmazin, president. Two weeks ago it sold WQYK-FM St. Petersburg, Fla. ("Changing Hands," Sept. 8). Buyer is Fairfax, Va.-based

group of four AM's and 12 FM's principally owned by Arthur Kellar, chairman. It recently purchased Affiliated Publication's radio stations ("Changing Hands," July 7). Filed Sept. 9.

■ **WNVZ(FM)** Norfolk, Va., and **WMKR-FM** Baltimore (WNVZ: 104.5 mhz; 50 kw; HAAT: 500 ft.; WMKR: 106.5 mhz; 50 kw; HAAT: 749 ft.)—Seeks assignment of license from S&F Communications to Capitol Broadcasting Co. for just under \$25 million. Seller is owned by Stephen Seymour and Stuart Frankel. It purchased Abell Communications group in March 1985. These are last stations in group. Buyer is Raleigh, N.C.-based group of two AM's, six FM's and one TV, principally owned by James F. Goodmon. Two weeks ago it sold KISS(FM) San Antonio, Tex. ("Changing Hands," Sept. 1). Filed Sept. 4.

■ **New TV** Christiansted, St. Croix, V.I. (new station)—Seeks assignment of license from Samuel Dean Elder to The Home News Co. for \$15,000. Seller has no other broadcast interests. Buyer is New Brunswick, N.J.-based group of three AM's, five FM's and two TV's, and publisher of New Brunswick *Home News* and six weekly magazines. It is owned by William M. Boyd and family. Filed Sept. 8.

■ **KENE(AM)-KZHR(FM)** Toppenish, Wash. (AM: 1490 kHz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 2.5 kw; HAAT: 35 ft.)—Seeks assignment of license from Capitol Communications Inc., debtor-in-possession to Sunshine Valley Inc. for \$10. Seller is owned by Penelope Jane Tucker, who has no other broadcast interests. Buyer is owned by Martin Hamstra, George Akers and Gene Henderson. Hamstra owns KQWZ(AM) Everett, Wash. Filed Sept. 8.

■ **KENE(AM)** Toppenish, Wash. (1490 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from Sunshine Valley Inc. to Richard Knapp for \$240,000. Seller is buying this station and companion FM station (see above). Buyer has no other broadcast interests. Filed Sept. 8.

New Stations

New AM's

■ **Dothan, Ala.**—Holy Ground Broadcasting seeks 700 kHz; 5 kw-D. Address: Drew Rd., 36302. Principal is owned by Brenda P. Huff, Grant Snell and his wife, Pam. It has no other broadcast interests. Filed Sept. 9.

■ **Laurel, Del.**—Gwendolyn Gladys Evans seeks 1170 kHz; 5 kw-D. Address: 1 Maryland Ave., Delmar, Md. 21875. Principal has no other broadcast interests. Filed Sept. 4.

■ **East Point, Ga.**—Darrell Spann seeks 1160 kHz; 10 kw-D; 400 w-N. Address: 8357 South Ada, Chicago 60620. Principal has no other broadcast interests. Filed Sept. 4.

New FM's

■ **Dadeville, Ala.**—Telemedia Services Corp. seeks 97.3 mhz; 3 kw; HAAT: 327 ft. Address: 1401 McCormick Dr., Landover, Md. 29785. Principal is owned by Carl W. Hurlbaus, Ralph M. Savage and Eugene B. White. It has no other broadcast interests. Filed Sept. 3.

■ **Dadeville, Ala.**—W&W Broadcast Service seeks 97.3 mhz; 2 kw; HAAT: 400 ft. Address: 103 Bibb St., Alexander City, Ala. 35010. Principal is owned by James W. Whatley and his brother, Charles. It also has interest in WNUZ(AM) Talladega, Ala. Filed Sept. 3.

■ **Dadeville, Ala.**—Dale Broadcasters Inc. seeks 97.3 mhz; 3 kw; HAAT: 328 ft. Address: 501 Cherokee Rd., Alexander City, Ala. 35010. Principal is headed by Walter L. King, president. It has no other broadcast interests. Filed Sept. 3.

■ **Dadeville, Ala.**—Frank L. Pearson seeks 97.3 mhz; 3 kw; HAAT: 328 ft. Address: 111 Tallassee St., 36853. Principal owns WDLK(AM) Dadeville, Ala. Filed Sept. 3.

■ **Palmdale, Calif.**—Breezway Broadcasters seeks 106.3 mhz; 1.65 kw; HAAT: 1,313 ft. Address: 20747 Santa Clara St., Canyon Country, Calif. 91351. Principal is owned by Tony Floyd, who has no other broadcast interests. Filed Sept. 2.

■ **Salinas, Calif.**—San Jacinto Broadcasting seeks 97.9 mhz; 3 kw; HAAT: minus 526 ft. Address: 1212 Fourth St., Parker, Ariz. 85344. Principal is owned by Mildred Baptist, Gerald M. Hale and Morris Courtright, Hale's wife, Deborah, and mother, Margaret, have interest in K02MT(LPTV) Parker, Ariz. Filed Sept. 11.

■ **Fairhaven, Mass.**—Ararat Broadcasting Corp. seeks 107.1 mhz; 3 kw; HAAT: 314 ft. Address: 315 Bellevue Blvd., Steubenville, Ohio 43952. Principal is owned by John D. Holley, Jane Oakley and Stephen Avakian. It has no other broadcast interests. Filed Sept. 3.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total*
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- Fairhaven, Mass.—Deborah A. Lanava seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 120 East 34th St., New York 10016. Principal's husband, Michael Metter, has interest in WBSM(AM) New Bedford, Mass., and WKOL(AM)-WMVQ(FM) Amsterdam, N.Y. Filed Sept. 3.
- Fairhaven, Mass.—Fairhaven Communications Systems Inc. seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 97 Flintlocke Dr., Duxbury, Mass. 02332. Principal is owned by Andrea Phillips Roundtree, Diane Harrison and Edward F. Perry. Perry has interest in WATD-AM-FM Brockton, Mass. Filed Sept. 3.
- Fairhaven, Mass.—Jeffrey Salkin seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 555 South Main St., Apt. 209, Providence, R.I. 02903. Principal has no other broadcast interests. Filed Sept. 3.
- Walpole, N.H.—Harvest Broadcasting seeks 96.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 80, Spofford, N.H. 03462. Principal is owned by Alice Allen and Brian Dodge. Dodge also has interest in KTTL(FM) Alva and KTJ(FM) Elk City, both Oklahoma. Filed Sept. 11.
- Hillsboro, N.H.—Rumford Communications Inc. seeks 107.7 mhz; 3 kw; HAAT: minus 84.2 ft. Address: 7 Perley

- St., Concord, N.H. 03301. Principal is equally owned by Lindsay M. Collins, Michael L. Colby and Stuart F. Richter. It also owns WJYY(FM) Concord, Mass. Filed Sept. 10.
- Olney, Tex.—Olney Broadcasting Co. seeks 97.5 mhz; 50 kw; HAAT: 492.1 mhz; Address: 6716 General Custer, Wichita Falls, Tex. 76310. Principal is owned by Vernon Beck and Oliver Kelley. It has no other broadcast interests. Filed Sept. 5.
- New TV's**
- Leesburg, Fla.—Lake Community Education Partnership seeks ch. 45; ERP vis. 87.1 kw; HAAT: 355.84 ft. Address: 7473 Overton Dr., 32788. Principal is nonprofit corporation headed by James Sharp. Filed Sept. 11.
- Jackson, Miss.—Turner Broadcasting and Communications Systems seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,164.5 ft. Address: 1718 Martin Luther King, Tyler, Tex. Principal is owned by Linda F. Turner, who has no other broadcast interests. Filed Sept. 8.
- Sioux Falls, S.D.—Darryl Madlock seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 569.5 ft. Address: 5105 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Sept. 8.

Facilities Changes

Applications

AM's

Tendered

- KNUZ (1230 khz) Houston—Seeks CP to operate experimental synchronous station at Houston simultaneously with primary KNUZ Houston on same freq., 1230 khz, with 600 w.
- KHJK (1060 khz) Lockhart, Tex.—Seeks CP to increase power to 4.4 kw; change TL, and make changes in ant. sys. App. Sept. 11.

Accepted

- WGAB (1550 khz) Bloomfield, Conn.—Seeks MP to augment night DA-pattern and reduce night power to 2.4 kw. App. Sept. 12.
- WTIW (830 khz) Hialeah, Fla.—Seeks MP to change TL and make changes in ant. sys. App. Sept. 10.
- WINZ (940 khz) Miami—Seeks MP to change power to 50 kw. App. Sept. 12.
- WVLE (1140 khz) Pekin, Ind.—Seeks CP to increase power to 3,200 w. App. Sept. 12.
- WWII (720 khz) Shiremanstown, Pa.—Seeks MP to reduce power to 2 kw and change TL. App. Sept. 10.

FM's

Accepted

- KEDY (95.3 mhz) Mount Shasta, Calif.—Seeks CP to change TL and change HAAT to 157.44 ft. App. Sept. 11.
- KRZQ (96.5 mhz) Tahoe City, Calif.—Seeks CP to change TL; change ERP to .865 kw and change HAAT to 2,965.12 ft. App. Sept. 9.
- KKIC-FM (101.9 mhz) Emmett, Idaho—Seeks mod. of CP to change freq. to 101.9 mhz; change TL; change ERP to 57 kw, and change HAAT to 2,533.5 ft. App. Sept. 9.
- WAAF (107.3 mhz) Worcester, Mass.—Seeks CP to install aux. sys. App. Sept. 10.
- KRNY-FM (98.9 mhz) Kearney, Neb.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 641.24 ft. App. Sept. 11.
- *KLCC (89.7 mhz) Eugene, Ore.—Seeks CP to change ERP to 78 kw. App. Sept. 9.
- *WCRP (88.1 mhz) Guayama, P.R.—Seeks mod. of CP to change ERP to 27 kw; change HAAT to 1,899.12 ft., and replace DA. App. Sept. 9.
- WVGN (107.1 mhz) Clearwater, S.C.—Seeks mod. of CP to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. App. Sept. 9.
- WDAR-FM (105.5 mhz) Darlington, S.C.—Seeks mod. of CP to change TL and 328 ft. App. Sept. 9.
- WVGN (107.1 mhz) Charlotte Amalie, V.I.—Seeks CP to change TL; change ERP to 1.6 kw, and change HAAT to 1,422.54 ft. App. Sept. 9.
- WRJC (92.1 mhz) Mauston, Wis.—Seeks CP to change ERP to .98 kw; change HAAT to 1,836.8 ft., and make changes in ant. sys. App. Sept. 11.

TV's

Accepted

- KHJ-TV (ch. 9) Los Angeles—Seeks CP to install aux. ant. App. Sept. 9.
- WWPC-TV (ch. 23) Altoona, Pa.—Seeks CP to change ERP to vis. 182 kw, aur. 9.1 kw; change HAAT to 1,062 ft., and move SL outside community of lic. App. Sept. 9.

Actions

AM's

- WKII (1090 khz) Port Charlotte, Fla.—Granted app. to change TL and reduce power to 4.8 kw. Action Sept. 2.
- WPRQ (870 khz) Colonial Heights, Tenn.—Granted app. to increase power to 10 kw. Action Sept. 2.

FM's

- WWTR-FM (95.9 mhz) Bethany Beach, Del.—Granted

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app. to move SL outside community of lic. Action Sept. 4.

- WKRL (97.9 mhz) Clearwater, Fla.—Granted app. to move SL outside community of lic. Action Aug. 29.
- WLCS (96.1 mhz) Jacksonville, Fla.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action Aug. 28.
- WGER-FM (102.5 mhz) Bay City, Mich.—Granted app. to move SL to 1795 Tittabawassee Road, Carrollton township, Mich. Action Sept. 4.
- WHNN (96.1 mhz) Bay City, Mich.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,020.08 ft. Action Sept. 3.
- WDTX (99.5 mhz) Detroit—Granted app. to move SL to 306 South Washington Ave., Royal Oak, Mich. Action Sept. 4.
- WHYT (96.3 mhz) Detroit—Granted app. to change ERP to 20 kw. Action Sept. 3.
- WONT (98.3 mhz) Ontonagon, Mich.—Granted app. to change TL; change ERP to 1.1 kw, and change HAAT to 551.04 ft. Action Sept. 8.
- KESM-FM (105.5 mhz) El Dorado Springs, Mo.—Granted app. to change HAAT to 186.96 ft. Action Sept. 4.
- *WWFM (89.1 mhz) Trenton, N.J.—Returned app. to change HAAT to 280 ft. Action Sept. 5.
- WCLV (95.5 mhz) Cleveland—Granted app. to make changes in ant. sys. Action Sept. 8.
- *WBMR (91.7 mhz) Telford, Pa.—Granted app. to move SL to 324 Fairhill Road, Hatfield, Pa. Action Sept. 4.
- WSBP (92.1 mhz) Saluda, S.C.—Returned app. to change ERP to 3 kw; increase overall ant. height to 12 ft.; move SL outside community of lic. Action Sept. 5.
- KJOJ (106.9 mhz) Conroe, Tex.—Returned app. to change TL and change HAAT to 1,128.32 ft. Action Sept. 4.
- KPCB (102.3 mhz) Rockport, Tex.—Granted app. to change ERP to 2.5 kw and change HAAT to 324.72 ft. Action Sept. 4.

TV's

- KMOH-TV (ch. 6) Kingman, Ariz.—Granted app. to change ERP to vis. 100 kw, aur. 10 kw; change HAAT to 1,920 ft., and change TL. Action Aug. 29.
- KICI-TV (ch. 20) Iowa City, Iowa—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 519 ft., and change TL. Action Feb. 26.
- KBRR (ch. 10) Thief River Falls, Minn.—Granted app. to change ERP to vis. 130.02 kw, aur. 13 kw. Action Aug. 29.
- WNYB-TV (ch. 49) Buffalo, N.Y.—Granted app. to change ERP to vis. 4,136 kw, aur. 414 kw; change HAAT to 1,235 ft., and change TL. Action April 17.
- KNRR (ch. 12) Pembina, N.D.—Granted app. to change ERP to vis. 316 kw, aur. 31.6 kw. Action Aug. 29.
- KETK (ch. 56) Jacksonville, Tex.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,786.4 ft., change TL. Action Sept. 3.
- KFNB (ch. 20) Casper, Wyo.—Dismissed app. to change from ch. 20 to ch. 9. Action Aug. 29.

In Contest

General counsel made following decision:

- San Diego Jubilee Public Broadcasting and KIFM Partners) FM proceeding. Approved settlement agreement and dismissed Jubilee's app.; granted KIFM Partners' app. for interim authority to operate KIFM San Diego, and terminated proceeding. By order. Sept. 5.

ALJ Joseph Chachkin made following decisions:

- Morehead City, N.C. (Local Television Associates Inc., et al) TV proceeding. Granted motions for summary decision by Dr. James E. Carson and Local Television Associate Inc., and resolved air hazard issue in their favor. By order, Sept. 11.
- Fort Worth (Alden Television Inc., et al) TV proceeding. Granted Fort Worth Television Inc.'s petition to enlarge issues against Channel 52, Fort Worth Television Ltd., to determine whether it violated commission rules by failing to report incompatible proposal regarding its proposed transmitter site. By MO&O, Sept. 4.

ALJ Thomas B Fitzpatrick made following decision:

- Moberly, Mo. (FM 105 Inc. and Randolph Broadcasters) FM proceeding. Approved settlement agreement and dis-

missed app. of Randolph Broadcasters with prejudice; granted app. of FM 105 for new FM station at Moberly, and terminated proceeding. By MO&O, Sept. 3.

ALJ John M. Frysiaik made following decision:

- Cieba and San Juan, P.R. (Jose J. Martinez & Associates and Continental Broadcasting Corp.) AM proceeding. Granted joint petition for summary decision and resolved comparative engineering and air hazard issue in favor of each applicant; granted Martinez's app. for new daytime-only AM station at Ceiba; granted Continental's app. to increase power of WVOZ(AM) from 5 kw to 10 kw, continuing operation at 870 khz, at San Juan, and terminated proceeding. By summary decision, Sept. 3.

ALJ Joseph P. Gonzalez made following decisions:

- Minneapolis (Vision Broadcasting Corp., et al) TV proceeding. Approved settlement agreement between Jean Turner Goins and Vision Broadcasting and dismissed Goins' app. with prejudice. By MO&O, Sept. 8.
- Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for summary decision by United Broadcast Group Ltd. and resolved air hazard issue in its favor. By MO&O, Sept. 3.

ALJ Edward Luton made following decision:

- Avalon, Calif. (Coastal Broadcasting Partners, et al) TV proceeding. Granted motion for summary decision by Golden Shores Inc. and resolved air hazard issue in its favor. By order, Sept. 11.

ALJ Walter C. Miller made following decision:

- Denver (Don Tomas Moore, et al) TV proceeding. Granted motion for summary decision by Sky High Telecommunications Co., and resolved engineering issue in its favor. By MO&O, Sept. 9.

ALJ Richard L. Sippel made following decisions:

- Freedom, Calif. (Virginia Jo McFadden, et al) FM proceeding. Granted motion for summary decision by Virginia Jo McFadden, and resolved air hazard issue in her favor. By MO&O, Sept. 10.
- Billings, Mont. (Mark L. Wodlinger, et al) TV proceeding. Approved settlement agreement by BHC Associates and Eagle Communications Inc., and dismissed app. of Eagle with prejudice. By MO&O, Sept. 12.

ALJ Joseph Stirmer made following decision:

- Walkersville, Md. (Elijah Broadcasting Corp., et al) AM proceeding. Granted motion by Elijah Broadcasting and resolved air hazard issue in its favor. By MO&O, Sept. 5.

ALJ James F. Tierney made following decisions:

- Opelika, Ala. (L. Lynn Henley and Virginia L. and Frederic O. Fruits) TV proceeding. Granted Henley's motion to withdraw and dismissed his app. with prejudice; granted Fruits's app. for new TV station at Opelika, and terminated proceeding. By MO&O, Sept. 8.
- Bellevue, Wash. (C.R. Pasquier Associates of Bellevue, et al) TV proceeding. Granted motion for summary decision by Bellevue Telecasters Ltd. and resolved air hazard issue in its favor. By MO&O, Sept. 10.

Call Letters

Applications

Call	Sought by
	New AM
KTLL	Placerville Radio Broadcasters, Placerville, Calif.
	New FM
KCWR	New Thinking Inc., Luling, Tex.
	New TV's
KTFH	San Jacinto Television Corp., Conroe, Tex.
KLRB	Randy Chandler Ministries Inc., Wolforth, Tex.
	Existing AM's
WMET	WMTG Beltway Communications Corp.,

WVOC	WIS Ridgely Communications Inc. Columbia, S.C.
	Existing FM's
KATZ-FM	WZEN Inter Urban Broadcasting of St. Louis Inc., Alton, Ill.
KLIO	KSAY Marcom of Quad Cities Ltd., Clinton, Iowa
WXLT	WCCA Dowdy Broadcasting Inc., McComb, Miss.

Grants

Call	Assigned to
	Existing AM's
KNZS	KMFO KMFO Broadcasting Co., Aptos-Capitola, Calif.
KLVD	KUNN Ask Broadcasting Corp., Bakersfield, Calif.
WGUL	WAMA Gulf Atlantic Broadcasting Corp., Dunedin, Fla.
WAMA	WYOU Efrain Archilla Roig, Tampa, Fla.
WJYA	WDYX Buford Broadcasting Inc., Buford, Ga.
WJBQ	WASY The Great Portland Wireless Talking Machine Co., Gorham, Me.
WWZQ	WMPA Tenn-Ton Broadcasting Corp., Aberdeen, Miss.
KBSR	KYTY California Broadcast Group, Hardin, Mont.
WNKZ	WLRQ REBS Inc., Madison, Tenn.
WBDX	WHRD White Bluff Communications Inc., White Bluff, Tenn.
	Existing FM's
WIOI	WWSD Capital Broadcasting Inc., Quincy, Fla.
*WUGA	WCAG Georgia Public Telecommunications Commission, Athens, Ga.
WFML	WVUC Vincennes University Foundation Inc., Vincennes, Ind.
WRTB	WFML Green Construction of Indiana Inc., Washington, Ind.
KMTG-FM	KFJB-FM Marshall Electric Co., Marshalltown, Iowa
KKOW-FM	KQWK American Media Investments Inc., Pittsburg, Kan.
WCBZ	WLBZ-FM Bowling Green Broadcasters Inc., Bowling Green, Ky.
WYOU-FM	WBGW Diversified Communications, Bangor, Me.
WWZQ-FM	WHAY Tenn-Ton Broadcasting Corp., Aberdeen, Miss.
KBSR-FM	KATM California Broadcast Group, Hardin, Mont.
WYNA	WKSM Great American Media Inc., Tabor City, N.C.
WTGR	WRQC Friendly Broadcasting Co., Cleveland
WTNZ	WNKX REBS Inc., Clinton, Tenn.
KSSR	KLIO-FM Robert W. Walker, Bastrop, Tex.
KYSD	KTXE Angelo Broadcasting Inc., San Angelo, Tex.
	Existing TV's
WNPL-TV	WNPL Meycom Inc., Naples, Fla.
KVIH-TV	KMCC Marsh Media Inc., Clovis, N.M.
WYOU	WDAU-TV Diversified Communications, Scranton, Pa.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General manager: WAZL/WWSH Hazelton, PA. Aggressive broadcast group for general manager or top sales manager to continue growth and success of leaders in market. Sales oriented, likes to get involved in community projects, ability to motivate staff. Salary and attractive performance incentives. Replies in strict confidence. Send resume, salary history to: Ronald Auginbaugh, WAZL/WWSH, Hazelton National Bank Building, Hazelton, PA 18201.

Local sales manager northern California AM/FM combo looking for confident leader for staff of five. Extensive sales management and personal selling skills preferred. We are part of a nine-station group looking for an individual who has already made radio broadcasting their career and seeks an opportunity to move ahead with an aggressive and people-oriented organization. Send confidential resume and salary history, along with letter telling us why you are the person we seek (current LSM in being promoted). EOE M/F Box J-66.

General manager: Florida west coast metro dominant FM is looking for dynamic sales oriented GM. Unique opportunity. Excellent compensation, equity possibility. Send resume in confidence to Box J-77, EOE, M/F.

Sales manager wanted for fastest growing area in northern Indiana. FM with unlimited potential. Salary plus commission, benefits. Must have minimum of five years radio sales. Box J-116.

HELP WANTED SALES

#1 list truly a unique opportunity for creative, motivated salesperson, plus great commission/fringes. Resume: KFIG, Box 4265 Fresno, CA 93744. EOE M/F.

Caravelle Broadcast Group of Charleston, SC is hiring aggressive qualified, experienced sales personnel. Live in Charleston, one of America's great cities, and join one of the fastest growing chains in the Southeast. Send resume to Bob Snowdon, WKCN/WDXZ, Box 1364, Mt Pleasant, SC or call 803-881-1400. EOE.

General sales manager: Small market #1 station in New Jersey resort-area, looking for aggressive and experienced team-oriented individual to manage sales effort. Send resume and income requirements to: Box J-100.

WMLW/WTTN are seeking a successful small market salesperson or SM who wants growth and greater responsibility. Contact John or Timm, 414-261-1580.

WLLH Lowell/Lawrence, Mass. Immediate opening for salesperson ready to make money right away. Established list. Growth market. Near Boston. Write Nancy Shepard, Box 1818, Lowell, MA 01853 or call 617-458-8486. EOE.

KNIX/Phoenix, one of the nation's leading country stations, has an immediate opening for a highly-skilled AE. Earn top dollar first year. If you're currently a top biller with 2+ years in medium market broadcast sales, we'd like to hear from you. Only the hungry need apply. No beginners. Sell us! Write KNIX Radio, Leslie Schaffer, LSM, P.O. Box 3174, Tempe, AZ 85281.

Enthusiasm plus service equals success. Experienced account executive needed who understands the above and wants 30k+/year. Resumes to: WPTR/WFLY, P.O. Box 12279, Albany N.Y. 12212, Attention: General Sales Manager. Join us. Our commitment to your growth will exceed your own true "success."

HELP WANTED ANNOUNCERS

Classical: powerful full-time concert-music station in major Northeastern market seeks experienced announcer. We require excellent pronunciation, conversational delivery and personable (but always tasteful) air presence. Excellent benefits package, plus the stimulation provide by proximity to active cultural centers. Resume (in confidence) to Box J-76.

Fine Arts Radio WFMT, Chicago, seeks experienced classical music announcers for the new Beethoven Satellite Network. Candidates must have experience in classical radio announcing, accurate pronunciation of foreign languages, and solid production skills. Salary range is open. Send resume with three references and a non-returnable cassette voice demo to: Torey Malatia, Beethoven Satellite Network, WFMT, Three Illinois Center, 303 East Wacker Drive, Chicago IL 60601. Applications accepted immediately. No phone calls, please. AA/EOE.

North Central Illinois established AM/FM. Some weekends and nights. Experience helpful. Excellent fringe benefits. Good starting salary. Send tape and resume to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301.

HELP WANTED TECHNICAL

Major NYC radio broadcasting company seeks a maintenance engineer. 3 years minimum broadcast experience, with all phases of studio, AM, FM transmitter maintenance; studio, transmitter plant wiring and construction. Good salary and benefits. EOE. Send resume with salary requirements to Box J-114.

AM chief design AM tuners. Daytimer. Tiny market! Licensed, degree optional. M.Gottesman Box 404, Hardy, AR 72542.

Chief engineer: WJEQ, Macomb, IL. Must have at least 4 years experience with maintenance of audio and RF equipment. Knowledge of digital electronics and equipment a plus. Salary range of \$15-22,000 yearly depending on qualifications. Send resume, references and salary history in first response to: Manager, WJEQ, 1506 E. Jackson, Macomb, IL 61455

HELP WANTED NEWS

Energetic, conversational and well-informed telephone talkshow host sought for specialized information programming on Buffalo all-news station. This high profile, full-time, on-air position also involves the development and management of entire weekend program schedule. Three years of talk experience and background in news and information programming required. Send tape and resume to Executive Producer/Weekends c/o WEBR/WNED, 23 North Street, Buffalo, NY 14202. WEBR is and EOE.

Entry-level correspondent for Washington bureau serving U.S., Canada. Tape, resume to Berns Bureau, 148 G St., SW, Washington, D.C. 20024.

Reporter/anchor in Florida's capital city and N/T AM country FM. Journalism/communications degree or six months experience minimum. WTNT News, 325 John Knox Road, E-200, Tallahassee, FL 32303.

News position at suburban Philadelphia radio station. 2 years experience required. EOE. Resume to Box J-103.

Morning edition host/producer. Sacramento, California. Top rated NPR affiliate seeks host for local segments of KPXR's Morning Edition including writing and voicing newscast/feature segments, cover local and state governmental affairs to produce actualities, voicers and features for use on Morning Edition. Minimum 3 years full-time experience as on-air talent for morning news program or combination of 3 years as on-air talent and reporter/producer for news program. Bachelors degree in journalism, communications or related field. Daily board shift, 4:30 AM TO 8:00 AM, Monday through Friday. Operation of all broadcast related equipment. KPXR is licensed to California State University, Sacramento and serves Sacramento and eight surrounding counties. Above national average salary and excellent employer paid benefits plan. Deadline September 15th or until position is filled. KPXR is an EOE/AA employer. Women and minorities are encouraged to apply. Send non-returnable cassette sample of newscast and feature production (no more than 5 minutes each), or live ME aircheck, cover letter, resume and 3 references with phone numbers to: Morning Edition Search, KPXR/Hornet Foundation, California State University, Sacramento, 6000 J Street, Sacramento, CA 95819.

News director AM/FM combo in northern Illinois T&R. P.O. Box 448 DeKalb, IL 60115.

News director Duties include hosting 3 hour Morning Edition Monday-Friday. Hours 5a.m.- 1p.m. Gathering and production of local news stories required. Supervising student assistants and news freelancers also required. Undergraduate degree in journalism, broadcasting, related field. One year professional broadcast experience required. KVLU is 40kw NPR station licensed to Lamar University. Salary \$14,500 - \$16,500. Excellent benefits. EOE. Open until filled. Resume and tape to: Dale Spear, Station Manager, KVLU, Box 10064, Beaumont, TX 77710.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced program director /afternoon drive personality for top Arbitron rated East Coast Florida 100,000 watt A/C. Production ability important. Creative, hard worker needed. No temp jocks, please. Tape/resume/income requirements to Jim Lord Chaplin, WOVM-FM P.O. Box 3032, Fort Pierce, FL 33448.

Graduate assistant: to produce public service radio programs, news stories and PSAs, while studying for MA in mass communications. Beginning spring term (Jan. 1, 1987), with annual stipend of \$8,500. Individuals with undergraduate degree in broadcasting or related field, and professional experience in radio and/or TV broadcast production, writing, and announcing are invited to apply. Acceptable applicant must be approved for graduate study admission by the University College of Journalism and Communications. Send resume to Mr. Bob Smith, G022 McCarty Hall, University of Florida, Gainesville, FL 32611.

On air producer/copy at suburban Philadelphia radio station. 2 years experience required. EOE. Resume to Box J-101.

Part/full time announcers for suburban Philadelphia radio station. 2 years experience required. EOE. Resume to Box J-102.

Major 50KW AM station looking for director of advertising promotion. Marketing skills and understanding a must. No beginners. Creative and strategic thinking necessary. Box J-101.

Experienced programmer/on air talent for 18-49 contemporary top-rated FM. T/R to Bob Woodman, 95 KVIC, Box 3487, Victoria, TX 77903. EOE/MF.

SITUATIONS WANTED MANAGEMENT

Experienced top 100 market GM seeking new GM challenge. Sale of current station necessitates change. 13 years industry experience. Specializing in sales training, motivation, bottom line profitability, administrative proficiency. Increased billing 28% with current employer. Looking for stable, results oriented groups or individuals with the will to win. Long term association desired. 100% relocatable. All responses answered quickly and personally. Box J-52.

Fifteen years in radio, including station manager and programming. Searching for genuine opportunity as general manager. Box J-64.

Presently employed. Management experience. Radio, TV, sales, print. Desire opportunities in another market. Ten years experience. Resume on request. Consider manager or GSM. Radio/TV. Box J-63.

GM, strong sales, programming, and engineering background desires sweat equity opportunity. Currently top 30 market, but any market considered. Turn arounds especially attractive. Box J-57.

Experienced GM. Strong sales-programing. Station sold. Currently manager AM #1 adults, 50K monthly billing. Age 53 with 39 years experience. Prefer west. Bob Rigler, 916-243-0343 days; 916-223-2648 evenings.

Three in one! Management, sales, programming workaholic immediately available for mini-market. Can profitably run your station with three button pushers. Totally dedicated/ Well-known in industry. Best references. Box J 105.

Father/son team: general manager, sales manager, PBP, two copy writers, two newsmen, two announcers, two traffic, two salesmen, 1st phone. Small & medium markets. Box J-92.

Street selling general manager: bottom line operations, one to three station markets. Country formats. Box J-93.

Morning man, two years experience, small and medium markets, Any shift, country or AC. Box J-94.

General sales manager of major market FM with proven background in new business (retail) development and counselor sales approach is prepared to go to work for your major market radio station. Successful track record speaks for itself: increased well-respected group's medium market station 30% in one year, despite 4 continuous down books; increased major market starting up from zero to \$100,000 in 10 months. If you believe that the customer is supreme, that excellent service is a must, and that promotional ideas sell better than intimidation, then answer this and improve your top line today! Box J-120.

GM now available, over 25 years small market experience. (anncr/production, news, sales, SM-GM). BA degree. Bottom-line oriented. Let's talk! Phone 505-356-5037. Don Humphrey, Box 524, Portales, N.M. 88130.

Small market specialist. 25 year career includes sales (11 years). Management (one year). Welch and Carnegie trained. 402-564-8132.

SITUATIONS WANTED ANNOUNCERS

Small-medium market stations. Sound like major. 25 years network vet retired but "staying in touch," will voice your IDs, images, sat breaks & production. One dollar per second. Call 309-347-1527.

Mornings. Building morning "institution." Creative planner. Community involvement. Spontaneous sense of humor, 17 years experience; N.Y.C., Phila. in time for fall book. 617-255-9149. John.

Comic personality wants medium market drive. Great air, amazing production. Experienced all formats. Dennis Staples 419-255-1221 or 255-5665.

College educated, bright, experienced. Looking for announcing position with a committed station anywhere. Experienced in traffic reporting, production, on-air, and promotions. Any shift. Serious only. Call Tom 312-779-5131.

Established small market AC morning host needs to move to country AC or CHR upstate NY station with positive, winning attitude. Absolutely no automation. Box J-110.

Country/adult contemporary air personality and programmer seeking medium market opportunity. 214-530-0877.

Talk show host wants to talk. Currently in top fifteen market. Call Doug 412-321-2895.

SITUATIONS WANTED TECHNICAL

Experienced engineer. AA degree, 1st class FCC. San Francisco, San Jose, Sacramento, areas. For resume, call, write: Larry 3574 Brooks St., Lafayette, CA 94549 415-284-4193.

Chief engineer looking for similar position in Eastern market. 15 years experience includes FM, AM, DA, studio, transmitter, and satellite installation, repair, and maintenance. Phone: 919-762-3105.

SITUATIONS WANTED NEWS

Sports director, ready for medium market, ready to relocate. PBP Minor League Baseball, junior college basketball, playoff football. Enthusiastic, hardworking. David 618-627-2844.

Sportscaster available make the "free agent acquisition of the year." Sophisticated, exciting PBP and solid anchoring skills. A winner Bob, 201-546-5546.

Former news director/operations manager wishes to re-enter the media. Fifteen years, all size markets. Familiar with DJ, PBP, production, talk. Prefer Midwest, but will consider anything. Call John Adams 316-685-7585. Available immediately.

Weathercaster for small market. Ambitious college graduate seeks opportunity to learn. Some experience. Outgoing personality. Looking for my first break; will work hard. Call 615-852-4186.

Veteran on air sports talent with 10 years experience in Boston market, play-by-play, sports talk, drive time reports, television anchor regional cable net, winner of 3 awards, seeks new opportunity top 20 market. Play-by-play basketball is a priority, but will certainly listen to your situation. If you need a pro, call 617-523-6562.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Let's talk! Did your major market station bill five million last year? If not and if you're open minded about doing inexpensive, local "talk" this could be the most profitable call you'll ever make! 815-645-8012.

Announcer with 22 years experience in radio...12 of those years in television. Presently general manager of a radio station. Looking for position as announcer, PD, or operations manager in radio or television. Box J-70.

18-year Midwest pro seeks Minneapolis/Chicago challenge. Acclaimed creative producer. Bright on-air capability. Character voices. Actor/musician. 1546 S 14 Fargo, ND 58103. 701-232-1975/235-3516.

MISCELLANEOUS

We buy records—45s and LPs - No quantity too large. Immediate payment; all sounds and vintage; for export; can travel. Florida-Rock Distributors, 7315 NW 79 Terrace, Miami, FL 33168.

We analyze your airchecks. Just \$15 per cassette. Pro-Tique. 4008 Redford, Bakersfield, CA 93313. 805-836-1323. Invest in your career.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: for small growth market, Northeast, network affiliate. Need individual with competitive market experience, strong motivator, strong local sales background, previous management experience preferred but not essential. Competitive salary and benefit package. Send resume to David James Alteri, General Manager, WFYF-TV, 214 Colorado Ave., Watertown, NY 13601.

Programing manager. Major network affiliate in top 50 market seeking programing professional to play a vital role in our future success. Prior experience in research, product negotiations and budgeting are pluses for a successful candidate. Send resume and salary history to Box J-80. An EOE.

Local sales manager for group-owned Midwest medium market affiliate. Background in local and regional sales. Self-motivator with skills to lead and use the latest sales/marketing tools for a dynamite sales team. Prior television sales management required. Excellent benefits. Send complete resume to Box J-75. EOE.

Comptroller: Independent television station in the Northeast seeks experienced comptroller with solid broadcast financial experience. Please include salary requirements with your resume. Reply to Box J-90.

Development director for Midwest PBS station. The director of development is a senior management level position with responsibility for membership, underwriting, grants programs, auction and special events. Major capital campaign to begin within 12-18 months. Seeking individual with strong development background and enthusiasm for innovative marketing as applied to public television. Should be well versed in direct marketing. Require minimum of five years progressively responsible development, marketing or sales experience, preferably in public television. Reply by October 6 to KETC, P.O. Box 24130, St. Louis, MO 63130. An equal opportunity employer.

Strong independent station in Southeast looking for a highly motivated leader who has excellent technical and "people skills." Candidate should have strong background in independent sales mgt. Send resumes in strictest confidence to Box J-119. EOE.

Promotion manager: Midwest NBC affiliate needs a creative administrator for TV/FM/AM promotion staff. You'll do a little of everything, work at a great facility, and have your talents stretched to the maximum. Please reply to Box J-117.

Individual with strong experience in program, production, news for operation director's position. Report directly to general manager. Super Northeast market. Fast growing group. Growth oriented individuals only. EOE. Box J-121.

Local sales manager. Ready to make your next move up in management? Group owned affiliate in exceptional Northeast market seeks growth-oriented individual to take charge of local sales force. EOE. Box J-122.

HELP WANTED SALES

Advertising sales manager. Southwest cable television system seeks advertising sales manager for local advertising sales department. System in excellent growth market with 17,000 subscribers & 60% penetration. A division of major MSO with a commitment to local advertising sales. Five years advertising sales experience required, with cable television experience a plus. Successful candidate will be a self-starter, with management and video production experience. Extremely attractive base salary plus commission and benefits. An equal opportunity employer. Send resume and salary history in confidence to Box J-96.

Advertising sales manager. Continental Advertising Networks, Suburban Chicago's new advertising interconnect, is seeking a bright, aggressive, highly motivated individual to manage its advertising sales efforts and sell advertising time. Minimum 2 years of advertising sales and management experience required. Send resume and pay range to: Director of Programing and Advertising Sales, Continental Advertising Networks, 688 Industrial Dr., Elmhurst, IL 60126. EEO, M/F.

National sales manager, top 25 market So. Cal. Independent seeks aggressive NSM. Must have national sales exper. Pls. send resume to Box J-104. EOE.

HELP WANTED TECHNICAL

Studio maintenance engineer: Immediate opening for an experienced television maintenance engineer. Must have FCC First Class license. Send resume, application, and salary requirements to: Al Deme Dept., KGGM-TV, 13 Broadcast Plaza, SW Albuquerque, NM 87104. EOE.

Wanted: Qualified chief engineer for eastern seaboard UHF-TV station beautiful, clean city, 40 minutes from Ocean resorts. Desire take-charge person; good technical skills, common sense to run 3 person technical staff, who can watch costs through wise purchasing and capable preventative maintenance. Townsend transmitter. Just need capable person we can turn over all engineering problems to. Salary negotiable. No current problems. Send us initial data and we'll contact you. All calls confidential. Write Box J-59.

TV maintenance technician. Requires self-starter experienced with Sony BVUs, Ikegami, TCR-100, TK-47, VPR-3 equipment maintenance. Experience with microwave, satellite, VHF transmitters and an FCC General Class license preferred. 3-5 years experience required. Contact Marty Peshka, Maintenance Supervisor, WTNH, Box 1859, New Haven, CT 06508. 203-784-8888. An equal opportunity employer.

Strong aggressive CBS affiliate in medium Sunbelt market (90-110 ADI range) has openings for qualified engineers with experience in RCA/VHF transmitter and live/ENG operation and maintenance. Employment opportunities also exist for people with general television station equipment maintenance background, including videotape (all formats), cameras and satellite dishes. We are group owned, EOE. Reply with resume, salary requirements and history to Box J-109.

Videotape editor. Evening editor needed for growing Southeast production company. Two years CMX and ADO experience required. Client relation skills important. Send resume to: Editor, Southern Productions, Box 121583, Nashville, TN 37212.

Electronics technician III: Two positions to maintain and install TV and radio studio, transmitter, and remote equipment; limited design, planning, and training functions also involved. Require minimum two years experience in electronic repair and troubleshooting; six months experience in TV broadcast, CATV, or similar technical operations preferred. Associates degree in electrical technology or equivalent formal training and ability to maintain flexible work schedule required. Send resume and cover letter: Manager of Human Resources, WMHT-TV/FM, P.O. Box 17, Schenectady, NY 12301. EOE.

Maintenance engineer: experienced on CMX editing systems, GVG switchers. Excellent working conditions; full benefits package; salary commensurate with experience. Send resumes to Norman Rosenshein, VP/Chief Engineer, Unitel Video, 515 W. 57th St., New York, NY 10019.

Television/radio engineer needed at Odessa College. Should have 3-5 years experience as a station engineer. UHF/FM operations preferred. Salary ranges \$18,000-\$25,200 depending on experience. For more information and application contact Personnel Office, Odessa College, 201 West University Blvd., Odessa, TX 79764. Phone 915-335-6606. An equal opportunity employer.

Chief engineer. Major Midwest market. Immediate opening. Three to five years experience supervising all aspects of Engineering Department, including technical requirements of New Department. Send resume attention General Manager to Box J-129.

Chief engineer. Hands-on chief with good people skills for UHF in Mid-South. Good salary and benefits for the right person. Send resume to Box J-112. EOE.

HELP WANTED NEWS

Reporters, photographers, producers, on-air talent. The best in Central Florida work for WFTV. Right now, we don't have any openings. However, we're always looking for good people, and when we find them, we make room for them. If you're good at what you do and would be interested in joining one of the best news operations in America, send non-returnable samples of your work along with a resume to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No phone calls, agents, or beginners, please! WFTV is an equal opportunity employer. Go ahead. Send that tape. What seems like a long shot may not be.

Weather forecaster/reporter. We are looking for that uniquely skilled individual who can offer an accurate and informative weather forecast in our weekend news broadcast, and balance out their schedule with three days a week of aggressive general assignment news reporting. Tape and resume to Bill Bauman, News Director, KSLA - TV, P.O. Box 4812 Shreveport, LA 71134. EOE

News photographer for market's top rated news organization. Must know how to bring a story to life with pictures and edit under deadline pressure. Tape, resume and references to Arles Hendershott, WIFR-TV Box 123, Rockford, IL 61105. No phone calls. EOE.

Looking for a bright, aggressive producer. Must understand television production techniques and able to come up with ideas, not just take orders. Minimum two years experience at commercial news operation. Send tapes, resumes to News Director, KTUL, PO Box 8, Tulsa, OK 74101

Sports reporter: NBC affiliate in major college ADI seeks mature sports reporter and weekend anchor. Tape to Jack Keefe, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821 EOE. No phone calls please.

KCRA-TV/Sacramento seeks a news writer for 6:00AM newscast. Requirements include writing skills; at least one year previous experience as a TV news-writer writing to videotape. Shift is 10PM-7AM. Send resume and writing samples to: Steve Haskins, KCRA-TV, 310 10th St., Sacramento, CA 95814-0794. EOE, M/F.

News promotion producer: Top 50 East Coast market. Writer/producer with two years news promotion experience needed to fill challenging position at #1 NBC affiliate. Send resume to Box J-115. Deadline for applications October 1, 1986. We are an affirmative action/equal opportunity employer.

Start-up Texas UHF NBC affiliate seeking qualified employees for all news department positions. Send resume to Ruth Allen, KETK, 615 Chase, Tyler, TX 75701.

Move into management! Dominant medium market affiliate needs executive producer. Must be able to handle day to day operations and many special projects. People skills and ability to direct and motivate producers and reporters essential. Perfect opportunity for major market producer who wants to move into management. Box J-95.

Expanding news department needs 3 reporters with 2-5 years experience, able to enterprise write, voice & edit news stories. Live on-camera reporting from field & studio. ABC affiliated station. If qualified send tape & resume to: WLOS-TV, P.O. Box 2150, Asheville, NC 28802. We are an EEO employer.

Producer/host. Public TV station seeking producer/host for weekly live public affairs program. Must have strong writing skills and on-camera presence. Minimum one year experience. Send resume, recent tape, and salary requirements to: Jim Moran, WXEL-TV, P.O. Box 6607, West Palm Beach, FL 33405. EEO. No phone calls, please.

Reporter: General assignment reporter (minimum five years professional television reporting experience) capable of producing three or four long-form reports weekly on selected news topics. A quick worker, polished producer, strong writer, able to explore either a side-bar angle, or an overall issue. Send examples of both general assignment and long-form reports (on non-returnable tape) with resume and references to Ken Middleton, News Director, WTSP-TV (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. No calls. EOE.

Reporter-weekend anchor: Street wise reporter with proven anchor skills for NBC affiliate. Strong news judgement, producing skills a must. Tape, resume to Jack Keefe, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE.

Sports anchor. Heavy emphasis on local sports news and features. Strong on-air, hard worker, good writer wanted. Send tape and resume to John Hmurovic, News Director, KODE-TV, P.O. Box 46, Joplin, MO 64802. EOE.

Business reporter. Medium Midwest station with solid news reputation needs person who can make plain English out of dollars and cents. Experience a must. Business background preferred. EOE send resumes and writing samples to Box J-111.

An award winning Gulf Coast station is looking for a weatherperson for weekday newscasts. Applicants must have experience working with a Colorgraphics Live Line IV weather computer, excellent on-air delivery and a degree in meteorology is preferred. Send tape, resume and salary requirements to James Smith, News Director, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Weather person for early and late newscasts. Monday - Friday Salary negotiable. Send tapes and resumes to: Bonnie Wheeler, WSIL-TV, 21 West Poplar, Harrisburg, IL 62946.

General assignment reporter. At least two years television news experience with strong writing, production, and live skills. Quality lifestyle on the Southeast Coast in a very competitive market. Send tape and resume to Personnel Director, P.O. Box 10866, Charleston, SC 29411. EOE.

Meteorologist: weekend weathercasters. Weekday duties include science reporting, assisting chief meteorologist with forecasting. Meteorology degree No. 1 station in Sunbelt. Tape and resume to: Jim Gandy, Chief Meteorologist, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Producer wanted for 6:00 and 10:00 newscasts. Number one news department needs a number one writer and organizer. Experience preferred. Contact Pete Michenfelder, News Director, WJBF Television, P.O. Box 1404, Augusta, GA 30903.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Christian television-program director. Established full time religious station seeking capable professional to be responsible for program schedule, traffic, program promotion and be producer of station generated programming. Looking for hands-on manager to upgrade current efforts with immediate results. Attractive northern California location. Excellent salary and benefits. Send detailed resume with specific employment experience and salary information to: TRC Box 66, Los Gatos, CA 95031.

Weekend director wanted: direct local news, commercial production, state of the art equipment, DVE experience preferred. Send resume, salary history and tape to KSWO-TV, Box 708, Lawton, OK 73502. Attn: Mike Taylor.

Art director for West Coast major market affiliate station. Must have 5 years TV and print experience, supervisory experience, and computer graphics familiarity. Send resume and salary history to Box J-84.

EFP production person: top rated northern California station is seeking experienced "can do" EFP/production person. Candidates should have 3-5 years experience and have strong background in the following areas: creative writing, client relations, field production, and editing on 3/4" & 1" formats. Salary will be based on experience. Send resume and salary requirements to: Box J-74.

Creative services/production: Do you have award winning commercial concepts? Are you creative? Can you write, shoot, and edit utilizing state-of-the-art equipment? Do you have a positive approach with clients? If you have a proven track record with at least five years experience, see below. Only qualified person will be considered. For the right person we offer a highly competitive salary plus top quality lifestyle of the beautiful Florida Gulf Coast. Submit tape, references and salary requirements to: WEAR-TV, 4990 Mobile Highway, Pensacola, FL 32506. Attn: Hiester Smith, Production Manager.

Public affairs producer. Produce public affairs television programs for WTIU. Appear on-air as host, interviewer, and reporter. Write program and project proposals and manage an assigned production team. Qualifications: Undergraduate degree essential, graduate work preferred. Professional experience in television production, including electronic field production and editing. Application deadline: September 26, 1986. Send letter of application and resume to Personnel Division, Indiana University, Bloomington, IN 47405. Indiana University is an affirmative action/equal opportunity employer.

Producer/director: Experienced director needed at progressive TV station. Must have ability to direct fast-paced news. Minimum 2 years experience directing fulltime. Proven ability with GVG-300 series switcher, Chyron 4000 series CG and Abekas digital effects. No phone calls. Equal opportunity employer. If you have these qualifications, send resume to: Ass't Director of Operations, P.O. Box 2, Tulsa, OK 74101.

Progressive, group-owned, Southeast, ABC affiliate near the beach seeks director/supervisor for 6:00 and 11:00 newscasts and special programs. Successful candidate must have one or two years directing experience, a calm, clear-headed personality, be creative and motivated to work. Excellent people skills required. Knowledge of DVE and Chyron 4 preferred. Excellent company benefits. EOE, M/F Box J-118.

SITUATIONS WANTED MANAGEMENT

Presently employed. Management experience Radio, TV, sales, print. Desire opportunities in another market. Ten years experience. Resume on request. Consider manager or GSM. Radio/TV, Box J-63.

Seeking GM or station manager position in medium/small market. Twenty + years in major market. Sunbelt preferred. Currently managing news operations. Heavy experience in operations/capital budgets. Bottom line oriented. Union and other contract negotiations. Experienced in all aspects of station operations including news operations, production, engineering including satellite and m/w trucks, remotes, program development, sales coordination. Computer knowledge. Agency knowledge. Strong leadership and organizational skills. Success oriented motivator. Full details first letter. All replies confidential and answered. Headhunters welcome. Seriously seeking a growth opportunity. Box J-62.

SITUATIONS WANTED ANNOUNCERS

I'm a talk show host with personality, style & glamour. I do news and commercials. Best in feature format. Let me add some spice to your station. TV only. Need to make move soon. Debbie 412-378-3520.

SITUATIONS WANTED TECHNICAL

Experienced engineer, AA degree, 1st class FCC. San Francisco, San Jose, Sacramento areas. For resume, call or write Larry, 3574 Brooks St., Lafayette, CA 94549 415-284-4139.

SITUATIONS WANTED NEWS

Photojournalist B.A., skilled shooter, editor, producer. Creative, intelligent young hard worker, 5 years news, instructional, public information experience, awards. Seeks position with challenge and growth potential. Will relocate. AI 213-465-8762.

Reporter: can produce, edit, shoot, and anchor. MO grad. sm. to med. size market desired. Fluent in French. Call Sarah 314-442-5023.

Hardworking, ambitious, dedicated, and creative. Fresh on the job market with BA in broadcast communications and political science. Looking for entry level position in TV news department. 1 year intern experience with small ABC affiliate. Opportunity for advancement desired. Hoping to learn from talented and innovative people who take pride in their work. Willing to move anywhere for the right job. Contact: Robin Ring, Rt. 3, Box 90, Dardanelle, AR 72834. 501-229-4360.

Reporter: Experienced reporter/assignment editor seeking fulltime entry level reporting position in small or medium sized market. Call Robyn at 312-248-1148 for tape.

News director/anchor now doing both successfully in top 50 mkt. Will do either or both. Solid background, leadership, ratings growth, good research. Family health calls for return to Midwest. Box J-91.

Sports anchor/reporter/producer currently parttime producer in #21 market. Hopkins grad., single. will go anywhere. Craig Brooks 301-687-3214.

Watch your ratings soar! I am a journalist as well as a "personality." Viewers and news directors love me. If you want an anchor/reporter with experience and energy, give me a call. Looking for a top 50 affiliate. Kristina 207-786-4225.

Meteorologist. Tremendous following but looking for a move. Talk of the town 4 years. Box J-98.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

More than a button pusher... Six years experience as director, videographer, editor. Looking for challenging, creative position. Presently employed. Box J-65.

Announcer with 22 years experience in radio... 12 of those years in television. Presently general manager of a radio station. Looking for position as announcer, PD, or operations manager in radio or television. Box J-70.

Need an art director? The Broadcast Designers' Association Employment Service can send you, at no charge, members' resumes - some of the most experienced, talented designers in the business. If you need an art director, graphic designer and/or video designer, call the BDA office at 415-788-2324.

MISCELLANEOUS

Primo People now seeking authoritative, accurate, personable anchors from all markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Faculty position: Nine-month, tenure track position in broadcasting (production/business and news) May teach some oral communication. Prior college teaching preferred. Rank and salary dependent on qualifications. Appointment date ASAP. Send letter of application, resume, and names and telephone numbers of three references to: Barbara Hanners, Professor and Acting Head, Division of Communication, Box W-940, Mississippi University for Women, Columbus, MS 39701 601-329-7249. EOE/AA.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Creative director. High quality, fast track communications company seeking award-winning creative manager. 7-10 years experience in concept/design, proposals, writing, presentation and production in all media required. Resumes only to: Dorria DiManno, VP, Creative Services, Praxis Media, Inc., 18 Marshall Street, South Norwalk, CT 06854.

Production coordinator. Great entry opportunity for bright, energetic college grad with 1-2 years production experience. Good clerical, phone, communications and organizational skills a must. Resume only to: Dorria DiManno, Vice President, Creative Services, Praxis Media, Inc., 18 Marshall Street, Nouth Norwalk, CT 06854.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Let Prime Cuts produce holiday jingles for you and your clients. Our regular jingles are dynamite too. Call for demos. 615-385-3007.

EMPLOYMENT SERVICES

The Hot Sheet: the most comprehensive weekly publication of job listings, solid leads, and career opportunities. Television, radio, commercial, corporate. Money order \$68 for 26 issues. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Needed now, 2.5 to 5 kw FM, good, used, cheap, xmtr, exciter, antennas, Class A. No brokers. (Sam-KB7FC), KMBL Junction, TX 76849.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

FM transmitters: 25KW-Harris FM25K (1986), Sparta 625 (1975)** 20KW-CCA 20,000DS**10KW-Harris-/Gates 10G, **5KW-Bauer «05B, RCA BTF 5E1, AEL 5KE, RCA BTF 5B**3.5KW-McMartin 3.5**1KW-Syntronics 1.5KW, RCA BTF 1E, Gates FM1C, Transcom Corp. 215-884-0888.

Am transmitters: 25KW-CSI (1985)**1KW-Harris SX1,**250W-Gates 250GY, Transcom Corp. 215-884-0888.

ExcitersVersicount V322, 1 yr. old, also Collins 310z2, McMartin B9-10, Harris TE-3, Transcom Corp. 215-884-0888.**

Harris SX-1, 1KW AM, 1985, mint, going up in power, Transcom Corp. 215-884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and staion brokerage. Thanks again. Bill Kitchen, Quality Media 303-665-3767

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, totally redundant. Bill Kitchen, Quality Media, 303-665-3767.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303-665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303-665-3767.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303-665-3767.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

30mm Plumbicon color camera tubes. Two complete sets with 300-400 hours / set with 700-800 hours. Make offer 918-663-6880/

Sony - BVH-2000: Almost new also BVU 850-870. Call Video Brokers 305-851-4595.

Grass Valley switchers: 1600-7k, 1600-1X, 1600-3K; all less than 3 years old. Most with full options & E-MEM. Save 40-50%. Video Brokers 305-851-4595.

Studio cameras; Low time TK-46's with new tubes and pedestal, 3 units available. Video Brokers 305-851-4595.

Ampex VPR-2B wC-3 low head hours. Rack or table top units. Video Brokers 305-851-4595.

Sony 500A: Portable 1" with case- AC adapter battery. Less than 300 hours use. save 50%. Video Brokers 305-851-4595.

Ampex ACR-25 cart machines, Get an extra unit now for the cost of a few make-goods. Complete with color monitor, vectorscope, waveform, spare heads 3000 extra carts. Unit is ready to go on the air. Video Brokers 305-851-4595.

New equipment racks, half price! with sides, tops, doors, hardware. Blue, white or gray - 84" H X 30". D X 19" W. Video Brokers 305-851-4595.

AM transmitters: 50, 10, 2.5, 1.5, and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 10, 5.1 and .25KW. Continental Communicatons, Box 78219, St. Louis, MO 63178. 314-664-4497.

Ikegami monitors; color 14" & 19" new and demo units, also new 14" B&W save up to 40%. Video Brokers 305-851-4595.

Terminal equipment. Tektronix sync generators, 528, 1420, 520A, 1740. Grass Valley DA's TBC's. Video Brokers 305-851-4595.

Sony BVU 820 low time wC full slo-mo. Video Brokers 305-851-4595.

Sony BVU 800 edit package (3VTR) with TBC's editor console, monitor, everything. Low hours, half off new prices. Video Brokers 305-851-4595.

New unused TV equipment at deep discount prices. Shintron 375 "super switcher" 12 input special effects generator; Quanta Select 7-7 character generator; Harris broadcast receivers 6522: and more. Phone 318-371-0458.

ITC mdl.3D stereo cart playback machine with record amp. \$2,200. Scully mdl. 270 stereo R.R. machine. \$1,000. Allan Power, Program Director, WESC Radio 803-242-4660.

Multi-camera video truck: 32'Ford F600, 1 year old. 22' control room w/2 entrance doors, Grass Valley switcher, Ikegami cameras, Chyron CG, isolated audio booth w/Yamaha 16 channel board, Sony tape machines, & RTS intercom, \$325,000. Call 512-458-4343 or 512-453-5122.

Ampex VR-1200S and 2000s, TR-70Bs, TR-60s, TR-600s, TCR-100, Vital 114s, Squeezezoom. Grass Valley switchers TP-66s, TP-7s. Still stores, Clarcom intercoms. TK-46s, Ampex ACR-25s. Call Lynwood Taylor or Marvin Luke 919-977-3600.

3/4" evaluate videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$9.49. 60 minutes \$12.49. Elcon are rated, wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousand sold to professional users. To order call Carpel Video Inc. collect 301-238-4300.

Abekas A 42 still frame store. 300 frames on three drives. Second output channel and tape demo. Diehl 201-444-2911.

Excellent equipment! UHF-VHF transmitters: 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM, 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher; Ikegami HL-77-immaculate! Laird 3615A; Sony VO-2800s; Antennas-TX line; much more! Call Ray LaRue 813-685-2938.

Microwave, G.E. PVL-2000 23 Ghz duplex system, new, complete with dishes. Orig. cost, 21k. Sacrifice 12k. Maze Broadcast. 205-956-2227.

RCA TK-46 camera systems includes CCU's peds, lens, cable, just removed. 3 avail. Best offer. Maze Broadcast 205-956-2227.

Ikegami monitors; color 14" & 19" new and demo units, also new 14" B&W save up to 40%. Video Brokers 305-851-4595.

Used or new equipment... from cart machines to towers. For your specific needs, call Dale Hendrix, Holt Technical Services at 215-866-2131. A division of the Holt Corporation.

RADIO

Help Wanted Management

TOP 20 MARKET SPANISH FM

Outstanding opportunity for general manager to assume full responsibility and authority of 100,000 watt station in a very desirable growing market. Excellent income and benefits package. Fluent Spanish helpful. Rush resume and references to Box J-127. EOE.

Help Wanted Sales

MAJOR SUNBELT MARKET

NUMBER ONE RATED STATION NEEDS EXPERIENCED RADIO SALES MANAGER TO MAINTAIN NUMBER ONE BILLING POSITION IN MARKET.

This is not a development situation ...superior skills at motivation, training, leadership and inventory control a must.

**SUPER PAY PLAN, 90+ ...
GREAT PERKS...**

**HIGH PROFILE COMPANY...
NATIONAL EXPANSION PROGRAM
UNDERWAY...**

DECISION SOON
All inquires confidential

**Experienced Radio Sales Managers
Only**

Rush resume, references and photo

Box J-131.

Help Wanted News

5KW AM STEREO

in top 100 markets is looking for a news director, and a very talented morning man or team. Adult format. No beginners please. Send tape and resume to Box 2179, Lynchburg, VA 24501.

Situations Wanted Programing, Production, Others

TWO FOR THE MONEY

Programing and sales for one price. My background includes many years of competitive programing...a couple of successful entrepreneurial ventures...a qualified engineer...my people skills are finely tuned. I have some sales experience but would like another 1-2 years leading to management. Currently Operations Manager of highly successful AM/FM in 1/4 million market. Your business card will bring complete details. Southeast only. Box J-99.

Miscellaneous

NEWS HORIZONS
Radio News Consultants
(818) 506-5793
(914) 241-3120

TELEVISION Help Wanted Management Continued

NETWORK PROMOTIONS MANAGER

The Discovery Channel, one of cable's fastest growing basic networks, seeks a dynamic, creative video promotions manager. This individual must be ready to produce dozens of program-specific spots each week. Significant role in crafting a new air look, as well. Five years progressive experience and extensive knowledge of programing, marketing, and operations required. Send resume and salary requirements. EOE.

Clark Bunting/The Discovery Channel
8201 Corporate Drive--Suite 1260
Landover, MD 20785



STATION MANAGEMENT

ABC affiliate seeks a proven leader strong in news promotion and programing. If you are in a deadend job, consider a career with a rapidly growing, group-owned station. Send resume with cover letter and salary requirements to: Jess Allred, KBMT-TV, P.O. BOX 1550, Beaumont, Texas 77704

Help Wanted Technical Continued

C-SPAN

Seeking **ENGINEER** with 2 years' experience and FCC General Radio and Telephone license to maintain production equipment and operate new transportable KU-Band Uplink. Some travel, flexible schedule.

Seeking **ENGINEERING SUPERVISOR** to oversee operations, including transportable KU-Band Uplink. 3 years' experience, management skills.

Unique opportunity with innovative company. Salary commensurate with experience. Resumes to Personnel 444 N. Capital St. NW, Ste. 412 Washington, DC 20001.

**C-SPAN AMERICA'S
NETWORK**

CHIEF ENGINEER

needed for strong Independent In attractive Southwest growth market. Individual must be strong, aggressive manager with talent for supervising people and working effectively with other department heads. UHF transmitter experience plus satellite and state-of-the-art production facilities knowledge a must. Salary commensurate with qualifications. EOE.

Send resume to: Box J-89

Situations Wanted Management

**GENERAL MANAGER
STREET-FIGHTING-SALES-ORIENTED
TURN AROUND SPECIALIST**

**DON KARNES
(813) 627-3547**

Help Wanted Technical

TELEVISION—TECHNICAL

Unusual opportunity, uniquely exciting organization. Major East Coast TV/radio operation seeks creative, well-organized individual to manage technical staff, capital budget and an interesting, complex plant. Our aggressive, imaginative news staff needs an energetic, innovative technical team to support our worldwide activities. Affirmative Action/Equal Opportunity Employer. Women, blacks and Hispanics are strongly encouraged to apply.

BOX-J-130

Help Wanted Sales

General Sales Manager

Major market So. Ca. Indy is looking for experienced GSM to lead large sales force. Must have National Indy sales experienced and a successful track record. Send full details (no blue sky, please) with salary history first letter. Superb opportunity but only for heavy hitters. Box J-128. EOE.

LOCAL CABLE AD SALES

Ad sales pro for statewide rep firm. Excellent opportunity for personal growth and significant income. The Connecticut Cable Network represents cable systems throughout the state concentrating on selling multi-location companies primarily in the Hartford/New Haven ADI. Resumes only. No phone calls, please. EOE. Dick Stein, CCN, 80 Great Hill Road, Seymour, CT 06483

Help Wanted Programing, Production, Others

UPWARD AND MOBILE

If you're a hard-nose, ambitious street fighter who knows his way around ad agencies, radio stations, market research firms, large Fortune 1000 companies and the political arena, we have the career opportunity of a lifetime.

We are a young, dynamic national telecommunications network that does market research, political polling, consumer surveys, fund raising and more in a unique way. We need reps in most major markets who want to earn a six figure income.

For more information, call Mr. Martin at 1-800-341-1950 Extension #53.

Help Wanted Programing, Production, Others Continued

WBZ-TV 4

CREATIVE SERVICES WRITER/PRODUCER

Top network affiliate seeks marketing professional with strong creative and a minimum of three years video/film production experience, proven script writing, post production, radio and print skills. Send resume and video/radio/print samples to:

**Promotion Manager
WBZ-TV4
1170 Soldiers Field Road
Boston, MA 02134**

No phone calls accepted. Group W Television, Inc. is an equal opportunity employer

EARLY DEADLINE NOTICE

Due to holiday, Monday, October 13, 1986, the deadline for classified advertising for the October 20 issue will be noon, EST, Friday, October 10, 1986.

ALLIED FIELDS Radio & TV Programing



Lum and Abner Are Back

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

Employment Services

WANTED

ENTRY LEVEL

- Announcers (Male and Female)
- Programmers
- Newspeople

B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage/handling to:



**Broadcast
Talent
Agency**

73-255 El Paseo
Suite 9C
Palm Desert, CA 92260
(619) 341-0225

PRODUCER

Advertising & Promotion

WRC-TV, an NBC owned station located in Washington, DC, has an opening for a talented and seasoned Producer.

Responsibilities include creating and coordinating production of WRC-TV promos for print, radio and television, as well as directing performers and technicians

In addition to 3-5 years experience in a promotional capacity (preferably news promotion), qualified candidates will have the following:

- Extensive experience in all phases of post production in 3/4" and 1" format.
- Experience in producing and directing location shoots; film production techniques preferred.
- Extensive experience in radio production
- Knowledge of marketing research; qualitative and quantitative
- Previous supervisory, budgeting and accounts payable experience
- College degree desirable

For more information about this exceptional opportunity, please send your resume to: Ellie Larson, National Broadcasting Company, 40001 Nebraska Avenue, NW, Washington, DC 20016. EOE.

WRC-TV

NEW LOW SUBSCRIPTION RATES! For \$30 you get six weeks of MediaLine job leads in NEWS, PRODUCTION, ENGINEERING, PROGRAMMING, PROMOTION, SALES AND ON-AIR TALENT. Learn more. 312-855-6779.

MediaLine
THE BEST JOBS ARE ON THE LINE

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you.

Business Opportunities

Help Wanted Programing,
Production, Others Continued

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660



WANTED EQUITY PARTNER

Unique circumstances creates a desirable situation in one of America's fastest growing markets. Existing Indy has potential to dominate technically in major market. Need a partner for this growth situation. Box J-123.

Help Wanted Programing,
Production, Others

Video Production Manager

Mary Hitchcock Memorial Hospital, a 411-bed component of the Dartmouth-Hitchcock Medical Center, is seeking a Production Manager to provide video production services to the hospital community for teaching, research and support purposes, from concept development to final editing and distribution.

Qualified candidates should have Associate's degree in video and 4 years of experience, or Bachelor's degree with 2 years of experience reflecting all stages of video production.

If you are qualified and wish to live in the beautiful rural environment of Northern New England while working in a respected teaching Medical Center, send resume to: Personnel Department, Mary Hitchcock Memorial Hospital, 2 Maynard Street, Hanover, NH 03756.

An Equal Opportunity Employer.



MARY HITCHCOCK MEMORIAL HOSPITAL

A Component of the Dartmouth-Hitchcock Medical Center

PICTURE PERFECT CAREERS

Panasonic Broadcast Systems Company announces a major turning point in serving the needs of the broadcast industry.

The Panasonic commitment to broadcast product development and engineering has resulted in the overwhelming acceptance of M-II as a universal format. It represents the first system allowing single-format broadcasting from ENG/EFP field pickup right through editing to on-air playback.

Challenging and rewarding positions exist for knowledgeable professionals who are both sensitive to the needs of the industry and capable of representing and promoting broadcast quality/innovative products.

We plan to enhance our personnel staffing in the following areas:

- Regional Sales Managers
- Regional Sales Engineers
- Indirect Sales Manager
- Contract/Order Administrators
- Advertising/Sales Promotion Manager
- Product Managers (Camera, VTR, and Cart)
- Regional Service Engineers
- Broadcast Training Instructors

These positions offer excellent compensation and benefits with ample opportunities for growth. To apply, please forward a resume with salary history, indicating position and location of interest.

Career opportunities are available in the following locations: **New York Metro Area • Atlanta • Dallas • Chicago • Los Angeles**

PANASONIC BROADCAST SYSTEMS COMPANY

**Panasonic
Broadcast Systems**

Technical Recruiter, Panazip 4A-7
1 Panasonic Way
Secaucus, NJ 07094

An Equal Opportunity Employer M/F

COMPUTER GRAPHICS OPERATOR

A major international publishing company in Orlando, Florida, is seeking experienced operators for its BOSCH FGS 4000, and the DUBNER CBG computer graphics equipment. Applicants must have two years experience. Only those resumes reflecting salary history will be considered.

Send resume, salary requirements and demo reel to:

Harcourt Brace Jovanovich, Inc.

Orlando, FL 32887

Attn: Employment Dept. CG-W

Equal Opportunity Employer



DIRECTOR, WILLIAM BENTON BROADCAST PROJECT, THE UNIVERSITY OF CHICAGO

Bornstein, Bolger & Associates, a comprehensive telecommunications consulting group, is coordinating The University of Chicago's search for qualified and interested nominees and applicants for the directorship of the new William Benton Broadcast Project. The project, supported by a grant to the University from the William Benton Foundation, will be funded for a minimum of two years and is subject to renewal based on project evaluation. Major responsibilities include:

- Identifying television and radio program possibilities within The University of Chicago academic community and evaluating program prospects that advance the scholarly mission of the University and address the needs, interests and opportunities of public and commercial telecommunications.
- Developing programming and production concepts consistent with the high scholarly standards of The University of Chicago and suitable for national and international distribution.
- Initiating, fostering and maintaining relationships with appropriate independent, public and commercial broadcast organizations, stations and producers; and serving as a catalyst between the communications industry and The University of Chicago.
- Developing and presenting program production/distribution proposals for consideration by the University that involve both major funding by the William Benton Foundation and co-funding with other organizations and foundations in the public and private sectors.
- Representing the University in the management of broadcast projects, including the negotiation and supervision of contracts and other arrangements with co-funders, program participants, producers, publicists and distributors.

QUALIFICATIONS

Nominees or applicants for the Director of the William Benton Broadcast Project must possess: a record of professional achievement which reflects national recognition for excellence in programming and outstanding journalistic standards; no less than ten years of successful experience as a senior or executive producer of informational programming; proven leadership abilities in project development, program and fiscal management, program production and contract negotiations; demonstrated knowledge of the foundation, public and commercial broadcasting environments; superior interpersonal, analytic, oral and written communication skills; and academic credentials, intellectual vigor and personal integrity sufficient to command the respect and cooperation of The University of Chicago academic community.

COMPENSATION, STAFF AND LOCATION

The Director of the William Benton Broadcast project will receive a salary and fringe benefit package fully competitive with industry standards and commensurate with the listed responsibilities and qualifications. The Director will be responsible for recruiting and selecting additional support staff for assistance in project management, research and other administrative areas.

The position is available beginning January 1, 1987 and will report to the President of The University of Chicago and work with a designated Faculty Advisory Committee. The William Benton Broadcast Project will be housed with the William Benton Fellowships in Broadcast Journalism Program in Benton House on The University of Chicago campus.

NOMINATION/APPLICATION INFORMATION

Nominations and applications should be sent to:



Bornstein, Bolger & Associates
Suite 817
First Wisconsin Plaza
Madison, Wisconsin 53703

Letters of nomination must be received no later than Friday, October 17 and completed applications must be received no later than Friday, October 31. Applications must be accompanied by: 1) a detailed professional resume; 2) a narrative letter which specifically describes how work experience directly relates to the outlined job responsibilities and qualifications; and 3) the names, addresses and current telephone numbers of no less than five persons who can attest to the applicant's professional qualifications.

The University of Chicago is an Equal Opportunity/Affirmative Action Employer

FM 80-90 APPLICATIONS

Exclusive applications guaranteed * Special price on group of 12. * 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



Telecommunications and Broadcast Consultants
4401 East-West Highway, Suite 308
Bethesda, MD 20814, 301-654-0777

Sub-Carriers

Sub-Carriers SCA N.Y. METRO

1 mv reaches Manhattan. 67 Khz and 92 Khz. Good Coverage. Q Media (201) 261-2186 for lease info.

Wanted to Buy Stations

Investor group will join qualified Mgmt(s) to purchase Radio Station(s) Minimum billing \$850,000 AM/FM combo.

Box J-97.

Successful TV station owner wants "Indie" or medium-size affil. Write: Skylark Enterprises, 3980 Sheridan Dr., Amherst, NY 14226; (716) 839-4476; full confidentiality.

For Sale Stations

COLORADO MOUNTAIN

Resort AM/FM Great area & Coverage, Excellent buy & Terms, Call (303) 233-8433.

BUY A WINNER!!!

5,000 watt AM, great frequency. Well equipped. Own real estate. Mid-south location. Excellent market. \$375,000 cash, \$425,000 terms. Box J-124.

FLORIDA - CLASS C FM TIDEWATER, VA - CLASS A FM

contact

O'GRADY & ASSOCIATES

Richard D. Lyttle (804) 745-1004
P.O. Box 35224 - Richmond, VA 23235

We're proud to introduce **JACK CLANCY** —a broadcaster with extensive experience in small and medium markets—experience and knowledge he's delighted to share with you! Contact Jack at our Elmira offices for confidential assistance in selling, acquiring or appraising broadcasting properties.



KOZACKO • HORTON COMPANY
Brokers & Consultants to the Communications Industry
 P.O. Box 948 • Elmira, New York 14902 • (607) 733-7138

FLORIDA, TENNESSEE

TENN. full AM top 100 mkt. \$375k. 50k down.
 FLA. full AM - strong growth area adjacent major market. \$825k. \$225k dn. Can go 5kw.
 FLA. full AM - med mkt. \$100k dn., long terms.
 FLA. AM CP - maj. mkt. \$125k. Other Florida stations available.

BECKERMAN ASSOCIATES, INC.
 Media Brokers (215) 935-1758 P.O. Box 714, Phoenixville, PA 19460.

The Holt Corporation

\$1,300,000 WITH TERMS

Mid-Atlantic Class B with full time AM. Solid equipment package with new transmitters. Six acres of real estate with commercial potential. Offered at less than 10X cash flow. Call Gary Kirtley at our Falls Church, VA office at 703—698-8824 for more information.

Suite 205	Washington Office:	Box 2869
The Westgate Mall	7809 Freehollow Drive	One Tower Park
Bethlehem, PA 18017	Falls Church, VA 22042	Winchester, VA 22601



R.A. Marshall & Co.
 Media Investment Analysts & Brokers
 Bob Marshall, President

Fulltime AM station located in a top 100 southwestern market. \$1 million

508 Pineland Mall Office Center
 Hilton Head Island, South Carolina 29928
 803-681-5252

BUYING A RADIO STATION?

WE HAVE EXPERTS IN MARKET RESEARCH AND STRATEGIC PLANNING PLUS CONSULTANTS WITH TREMENDOUS TRACK RECORDS IN DEVELOPING BIG AUDIENCE AND SALES NUMBERS

PLEASE CALL US FOR A FREE COST ESTIMATE.
 (505) 247-3303 • (800) 247-3303



THE PROGRAMMING AND MARKETING STRATEGY TEAM
 ALBUQUERQUE LOS ANGELES

TOP 100 MARKETS NETWORK TV AFFIL.

This is a mixed market where a UHF station has comparable signal strength to the VHF competitors. With a strong network affiliation this station can do nothing but grow and grow. Presently owned by a non-broadcaster. The opportunities for a knowledgeable broadcasting company to develop this station are almost unlimited. While the \$25,000,000 asking price is not related to the current cash flow, the station offers growth potential seldom seen in the television industry. There are not many opportunities to purchase a developing network affiliate. Please include financial qualifications with your letter of inquiry. Box J-86.

FOR SALE

1000 watt daytimer AM with Class A FM. Construction permit. Real Estate available, if desired. Contact owner (805)763-1876.

AM/FM COMBO-NORTHEAST US

Excellent signal strength over nearby addition \$8 million radio market. Asking \$1.8 million cash

Contact Ron Hickman (401) 423-1271



LOOKING FOR A STATION?

512/327-9570

JAMAR RICE CO.
 Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78746

Fulltime AM clear channel in upper Midwest! 80,000 population base, \$200,000 gross sales. Growing, prosperous, beautiful community with large university. \$375,000. 125 down or big cash discount. Box J-125.

Heart attack forces sale of long established 5kw AM stereo in top 100 markets. East coast location with dual network affiliation. Sizeable facility with all new equipment and 3 transmitters. Signal includes 700,000. Available on excellent terms due to health to qualified buyer. Class C FM application on file. Jack Rockwell 305-744-8751.

MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you ...

BURT SHERWOOD INC.
 3125 Maple Leaf Dr • Glenview, IL 60025
312-272-4970



SUNBELT

Fulltime 1kw small single market AM. Owner retiring, \$95,000 with small down and good terms. Box J-126.

CLASS A FM/AM DAYTIMER

Newly rebuilt facility in major test market metro. First book had numbers, price will only increase with numbers. \$800,000 cash. Reply Box J-108.

■AM/FM. W. Tennessee. Only stations in country. Good real estate. \$800,000. Terms.
 ■FM in N. Virginia. \$750,000. Terms.
 ■Class C plus powerful daytimer covering city in N. Texas. \$2.1 million. Terms.

Business Broker Associates
 615—756-7635, 24 hours

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
West	Reg	AM/FM	\$2600K	Terms	Greg Merrill	(801) 753-8090
SW	Met	FM	\$1700K	Cash	Bill Whitley	(214) 680-2807
MW	Sub	AM/FM	\$1400K	Terms	Bill Lochman	(816) 941-3733
HI	Med	AM/FM	\$800K	\$200K	Elliott Evers	(415) 495-3516
SW	Met	FM	\$750K	\$250K	Bill Whitley	(214) 680-2807
MN	Sm	AM/FM	\$750K	\$200K	Bill Lytle	(816) 941-3733
AZ	Sm	AM/FM	\$700K	\$300K	Peter Stromquist	(818) 366-2554
NE	Sm	AM/FM	\$500K	Cash	Randy Jeffery	(305) 295-2572
NC	Sm	FM	\$350K	\$117K	Mitt Younts	(202) 822-8913
CO	Sm	AM/FM	\$325K	\$95K	David LaFrance	(303) 234-0405

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



CHAPMAN ASSOCIATES®

nation wide media brokers

IDAHO
AM and FM \$200k Terms
Bill-David Associates
2508 Fair Mount St.
Colorado Springs, CO 80909

HAWAII TV STATION FOR SALE

Independent TV station in Honolulu for sale. Currently Japanese language programed. TV market revenues approximately \$40 million. Asking \$7 million. Contact: Communications Equity Associates, 202-778-1400.

Mississippi Gulf Coast Class A FM. Growing Market..Priced right. Class A FM. Growing Market..Priced right. Class A FM in Georgia Market. AM/FM combos..Cable Systems.

Call..Paul E. Reid..Broker

(404) 882-1214. P.O. Box 2669
LaGrange, GA 30240

UHF INDEPENDENT

Outstanding opportunity to purchase the only independent in a top 100 market. Market revenues approaching \$30,000,000. Station is presently in the second year of operation, and will approach break-even cash flow by year end. Excellent program library. Outstanding signal. Strong, experienced independent management. Asking price recently reduced to \$7,000,000. Next year that price will make this station look like the buy of '86. Box J-85.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

FREE APPRAISAL

If you're a station owner and wonder what the fair market value of your property is—we'll tell you—no charge!

8 Driscoll St. Albans, VT 05478
(802) 524-5963

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. 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: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Richard E. Marriott, chairman, First Media Corp., Washington-based owner of three AM and eight FM stations, also named vice chairman, publicly traded Marriott Corp., Washington. First Media is privately owned by Marriott and other members of Marriott family.



Endicott

Robert O'Connor, VP and general manager, Fox Broadcasting's WTTG(TV) Washington, resigns after 28 years with Fox and Metromedia Inc., acquired by Fox last year. **Betty Endicott**, VP and news director, WTTG, replaces O'Connor.

Bud Stiker, VP and general manager, WCBM(AM) Baltimore, joins WHDH(AM)-WZOU(FM) Boston in same capacity.

John L. Peroyea, general sales manager and station manager, WYNK-AM-FM Baton Rouge, named VP and general manager.

Jim Meltzer, VP and general manager, WKLY(FM) Rochester, N.Y., joins WWKB(AM)-WKSE(FM) Niagara Falls, N.Y., as VP and general manager.

J. Mitchell Russell, account executive, WPDE-TV Florence, S.C., joins WXLX(AM) Blowing Rock, N.C., as VP and general manager.

Charles W. Ellis, senior VP, Group W Cable Inc., Clearwater, Fla., joins Warner Cable Communications, Dublin, Ohio-based multiple cable systems operator, as executive VP, operations.

Jim Grant Jr., general manager, KKYK(FM) Little Rock, Ark., named VP.

Victor Lo Basso, VP, finance, Manhattan Cable TV, New York, named VP and general manager.

Lisa A. Hook, counsel, East Coast operations, Viacom Cable, New York, adds duties as senior attorney, law department, Viacom International Inc.

Neva J. Reavis, manager, employment and compliance, McLean Trucking Co., Winston-Salem, N.C., joins Summit Communications Inc., Winston-Salem-based multiple cable systems operator and owner of five AM and five FM stations, as manager, human resources.

Larry Young, news and program director, KOAM-TV Pittsburg, Kan., named operations director.

Jack Merker, program director and morning anchor, KSDO(AM) San Diego, named VP, operations.

George J. Hilzik, VP, policy administration, NBC-TV, New York, named VP, policy and

planning. **Anne L. Janas**, director, marketing communications, Cox Cable Communications, Atlanta, joins NBC, New York, as VP, corporate communications.

Stephen Joyce, general manager, TKR Cable Co.'s Rockland, N.Y., system, named general manager, TKR's Tri-System, serving central New Jersey.

Mary Bennett, general sales manager, WDTX(FM) Detroit, named VP and station manager.

John E. Grant, director, programming, direction and development, noncommercial WPSX-TV Clearfield, Pa., named manager.

Chris Baker, program director, KYZZ(AM)-KBIU(FM) Lake Charles, La., joins KZZB(FM) Beaumont, Tex., as operations manager.

Mark Peterson, program director, WSEY(FM) Sauk City, Wis., adds duties as operations manager. **Mary-Anne Ax**, continuity director, WROK(AM)-WZOK(FM) Rockford, Ill., joins WSEY in same capacity.

Marketing

David Kaufman, senior VP and Eastern divisional manager, Major Market Radio Sales, New York, named executive VP and Eastern divisional manager. **Arny Levy**, assistant New York sales manager, named VP and New York sales manager.



Kaufman



Vine

Larry Vine, creative director, Geers Gross Advertising, New York, joins FCB/Leber Katz Partners there as senior VP and creative director. **Doug Randlett**, art director, East/West Network Inc., New York, joins FCB/Leber as art director. **Francis K. Holland**, VP and creative director, Lyons Inc., Wilmington, Del., joins FCB/Leber as copywriter.

Cynthia Smith, owner, Howard Production Services Inc., Jacksonville, Fla., named VP and general manager, The Jerry Smith Studio Inc., TV commercial production studio, Jacksonville. Howard Production, film and video equipment supplier, was recently acquired by Smith Studio.

Claire Desrosier, attorney, corporate legal department, Young & Rubicam Inc., New York, named VP.

Appointments at Cargill, Wilson & Acree Inc., Atlanta advertising agency: **Jane Fore-**

man, senior copywriter, to VP and senior copywriter; **John Brandenstein**, studio manager, to art director; **Kathryn Ross**, account executive, to senior account executive; **Kathryn Byrne**, media estimator, to assistant media buyer.

Joanie Ellen Maines and **Donald E. Hector**, representatives, sales/affiliate services, West Coast, NBC-TV, Los Angeles, named managers, sales/affiliate services.

Jon Stoner, account supervisor, Geers Gross Advertising Inc., New York, named VP.

Appointment in sales department, Atlanta-based Turner Broadcasting System: **Robert Swift**, account executive, WTBS(TV) Atlanta, to VP, consumer goods; **Larry Goodman**, VP and general manager, Selcom Radio, New York, to VP and Cable News Network sales manager, New York; **David Butts** and **George Winslow**, account executives, WTBS, to retail development managers, Atlanta; **Tom Maney**, from KTTV(TV) Los Angeles, to Western sales manager, Los Angeles office; **Mary Bergin**, senior broadcast negotiator, CPM Inc., Chicago, to Midwest sales manager, Atlanta market sales, Chicago office.

Louise Murray-Pino, senior copywriter and producer, Govatos Dunn & Borcz, Washington, joins Golden Yonkler Inc., advertising agency there, as creative supervisor.

J. Algene Steele, art director and consultant, Freed-Hardeman College, Henderson, Tenn., joins Merritt Mosby Advertising, Memphis, as art director.

Marc Caroselli, senior account executive, BBDO, Detroit, named account supervisor. **Brian Juergens**, account executive, named senior account executive. **Michelle White**, account coordinator, named account executive.

Scott M. Burns, recent graduate, Ferris State College, Big Rapids, Mich., joins Sander Allen Advertising, Chicago, as assistant art director. **Carolyn M. Gurtowski**, from Nalco Chemical Co., Chicago, joins Sander Allen as account coordinator.

Larry Silberfein, from Doyle Dane Bernbach, New York, joins Grace & Rothschild there as copywriter.

Grant H. Pace, from Valentine-Radford Inc., Kansas City, Mo., joins D'Arcy Masius Benton & Bowles, St. Louis, as copywriter.

Appointments at New York-based Seltel: **Victoria Conti**, sales assistant, New York, to programming analyst; **Leslie B. Gilman**, senior broadcast buyer, Foote, Cone & Belding, Los Angeles, to account executive, Los Angeles office; **Suzanne Harrison**, regional sales manager, KECH(TV) Salem, Ore., to account executive, Portland, Ore.

Rick Thomas, account executive, WCAU-FM Philadelphia, joins CBS Radio Representatives, New York, as account executive.

Kathy Bell, team supervisor, Blair Television, Chicago, named account executive, Minne-

apolis office.

Lou Supowitz, national sales manager, WPXI(TV) Pittsburgh, joins WFTV(TV) Orlando, Fla., as general sales manager.

Judy Ellis, sales manager, New York Radio Network, New York, joins WQHT(FM) New York as general sales manager. **Joel Hollander**, general sales manager, WRKS-FM New York, joins WHN(AM) there, co-owned with WQHT, as general sales manager. **Rae-Carol Fischer**, national sales manager, WHN, named local sales manager. **Ron Weener**, account executive, WABC(AM) New York, joins WHN-WQHT as national sales manager.

Steven M. Herman, general sales manager, WPTZ(TV) North Pole, N.Y., joins WCHS-TV Charleston, W. Va., in same capacity. **Randy Daniel**, sales manager, Huntington, W. Va., office, WCHS-TV, named local and regional sales manager.

Stephen F. Quist, local sales manager, KAER(FM) Sacramento, Calif., named general sales manager, KAER and co-owned and co-located KFBK(AM).

Robyn Ross, research director, Century Broadcasting Corp.'s WCZE(AM)-WLOO(FM) Chicago, named corporate research director, Century Broadcasting, Chicago-based owner of three AM and two FM stations.

Marilyn Hansen, national sales manager, WDZL(TV) Miami, named local sales manager.

Alan M. Rosenfeld, national sales manager, KRBK-TV Sacramento, Calif., replaces Hansen. **Rhona Ginsburg**, account executive, WKAT(AM) Miami Beach, Fla., joins WDZL as account executive.

G. Robert Lahn, account executive, WJKS-TV Jacksonville, Fla., joins WALA-TV Mobile, Ala., as local and regional sales manager.

Bradley W. Prentice, account executive, WALA-TV, named Pensacola, Fla., sales manager.

Jeff Klopfenstein, account executive, WTHR(TV) Indianapolis, joins WRTV(TV) there as national sales manager.

Rick Mason, account executive, WQSN(AM)-WQLR(FM) Kalamazoo, Mich., named sales manager.

Bill Ax, account executive, WROK(AM)-WZOK(FM) Rockford, Ill., joins WSEY(FM) Sauk City, Wis., as sales manager. Appointed account executives at WSEY: **Jennifer Cantwell**, recent graduate, University of Nebraska, Lincoln; **Chuck Candler** and **Bret William Wagner**, recent graduates, University of Wisconsin, Madison; **Katy Stoveken**, sales representative, GTE, Cleveland.

Allan Kass, sales representative, Petry Television Inc., New York, joins WTAF-TV Philadelphia as national sales manager.

Patricia Ratterman, account executive, KGMC(TV) Oklahoma City, named national sales manager.

John Kaulius, recent graduate, University of Maryland, Baltimore campus, joins WJZ-TV there as market research analyst.

Joseph A. Hillenbrand, director, Midwest sales, Access Syndication, Chicago, joins WFLD-TV Chicago, as account executive.

Mike Thomas, from KYKS(FM) Lufkin, Tex., joins KSAT-TV San Antonio, Tex., as account

executive.

Lori Hamlin, from WXON(TV) Detroit, joins WOMC(FM) there as account executive.

Susan Betts, marketing director, noncommercial KLON(FM) Long Beach, Calif.; **James Stofer**, public relations director, AMOR Ministries, Los Angeles, and **Linda Warren**, from KWIZ-FM Santa Ana, Calif., join KNOB(FM) Long Beach, Calif., as account executives.

Programing

Dalton Danon, VP, pay/cable and feature film syndication, domestic division, Lorimar-Telepictures, Culver City, Calif., named senior VP, pay/cable and feature film syndication.



Danon



Paulino

Deirdre A. Paulino, director, administration, and assistant to president, ABC Motion Pictures Inc., Los Angeles, named VP and assistant to president, ABC Entertainment.

Gary Keeper, director, program development, comedy, Showtime/The Movie Channel, Los Angeles, named VP, comedy series.

Leonard Rosenberg, head of television department, William Morris Agency, New York, named senior executive and VP, TV packaging department, Beverly Hills, Calif., office.

Peggy Christianson, VP, program development, Disney Channel, Burbank, Calif., joins Stephen J. Cannell Productions, Los Angeles, as VP, television movies and miniseries.

Thomas Ignier, director, film accounting, CBS Productions, Los Angeles, joins The Landsburg Co. there as VP, financial control.

Tom Nunan, producer, Fries Entertainment, Los Angeles, named VP.

Stanley Newman, chairman, The Putnam Publishing Group, division of MCA Inc., Universal City, Calif., named VP, MCA Inc.

Judy Kauffman, independent producer, joins Reg Grundy Productions Inc., Los Angeles production company, as VP.

Len Giarraputo, director, syndication sales, Television Program Enterprises, New York, joins Blair Entertainment, New York, as senior VP and general sales manager.

Bill Page, North American sales manager, New York, BrightStar Communications Ltd., London-based satellite TV program carrier, named VP, North America.

Shelly Raskov, development director, Ron Samuels Entertainment Inc., Hollywood, named VP, development and production.

Stan Hitchcock, director, programing and acquisition, Country Music Television, Hender-

sonville, Tenn., named VP, programing and acquisition.

Marianne Weiss, manager, affiliate relations, Country Music Television, Hendersonville, Tenn., joins Madison Square Garden Network, New York, as director, affiliate relations.

Krista Clark, VP, syndication, Sports Legends Inc., Philadelphia, joins M&M Syndication Inc., Voorhees, N.J., as national syndication sales executive.

Ron Knowles, operations director, KOAX(FM) Dallas, joins TM Communications Inc., Dallas-based radio program producer and distributor, as central regional director. **Charles B. Johnson**, account executive, KDLZ(FM) Fort Worth, joins TM Communications as Western regional director.

Appointments at Medstar Communications Inc., Allentown, Pa.-based producer of medical and health information shows: **Charlotte DeJean**, producer, WAFB-TV Baton Rouge, to studio producer; **Elizabeth Fritz**, recent graduate, East Stroudsburg (Pa.) University, to guest coordinator; **Prina Mohr Katz**, production assistant, KABC-TV Los Angeles, to associate producer.

Chuck Morgan, program director, KTKS(FM) Denton, Tex., joins WRQX(FM) Washington in same capacity.

Byron Napier, program director, WCCO-AM-FM Minneapolis, retires after 19 years with stations. **Jon Quick**, marketing director, replaces Napier.

David Mize, music librarian, WZZF(FM) Hopkinsville, Ky., named program director. **Mark McClure**, from Satellite Music Network, Dallas, joins WZZF as announcer.

Carol Randolph, host and managing producer, *The Carol Randolph Show*, talk show, WUSA (TV) Washington, resigns after 17 years with station.

Larry Butcher, TV news magazine producer, WVTM-TV Birmingham, Ala., joins KING-TV Seattle as producer, *Flash*, weekly, half-hour magazine show for children.

Michael Thomsen, instructor, University of Arizona, Tucson, joins noncommercial KAET(TV) Phoenix as manager, educational telecommunications.

Mark Todd, afternoon announcer, KWK-FM St. Louis, joins KHTR(FM) there as afternoon announcer and music director.

Jay Kelly, from KRNQ(FM) Des Moines, Iowa, joins KLYF(FM) there as morning announcer.

News and Public Affairs

Jeanne Edmunds, freelance producer, New York, joins CBS News there as producer, *Face the Nation*.

Appointments made by Associated Press: **Martin C. Thompson**, San Francisco bureau chief, to Los Angeles bureau chief; **Mathew J. Bokor**, news editor, Miami, to assistant Atlanta bureau chief; **Mary Anne Rhyne**, correspondent, Tallahassee, Fla., bureau, to news editor, Atlanta; **Philip Brasher**, statehouse reporter, Bismarck, N.D., to Bismarck corre-

spondent.

Terry Heaton, senior producer, *700 Club*, produced by Christian Broadcasting Network, Virginia Beach, Va., joins KLTW(TV) Tyler, Tex., as news director.



Moffett

Toby Moffett, former Democratic representative, sixth district, Connecticut, joins WVIT(TV) New Britain, Conn., as co-anchor, 6 p.m. and 11 p.m. newscasts. Moffett was unsuccessful candidate for Democratic nomination as governor of Connecticut.

Bill Oltman, anchor and news manager, KCPQ(TV) Tacoma, Wash., joins KPOM-TV Fort Smith, Ark., as news director and anchor.

William L. Robbins, video editor, WXYZ-TV Detroit, joins MVP Communications Inc., Troy, Mich.-based news service, as video editor and field producer.

Mark Herbert, Frankfort, Ky., bureau chief, Kentucky Network, state radio network, joins WLEX-TV Lexington, Ky., as Frankfort bureau chief.

Appointments at WFMV-TV Greensboro, N.C.: **Laura Browning**, senior producer, WOTV(TV) Grand Rapids, Mich., to senior producer; **Mike Burke**, freelance photographer, to editor and photographer; **Darlene McCarthy**, anchor and reporter, WNNE-TV Hartford, Vt., and **Wendy Waters**, anchor and reporter, WINK-TV Fort Myers, Fla., to reporters.

Kim Sherwood, anchor and reporter, WAND(TV) Decatur, Ill., joins KOIN-TV Portland, Ore., as anchor and associate producer.

James Gordon, city reporter, KATC(TV) Lafayette, La., joins WABB-FM Mobile, Ala., as anchor and producer.

Jay Rickerts, anchor, KAMC(TV) Lubbock, Tex., and **Leanne Taylor**, hostess, *Dayline*, public affairs program, KTUL-TV Tulsa, Okla., named weekend co-anchors, KTUL-TV. **Mary Ann Massey**, former consumer reporter, KTUL-TV, replaces Taylor on *Dayline*.

Bob Vernon, anchor, KSTP-TV Minneapolis, and **Melissa Beck**, morning anchor, Kansas State Network, Wichita-based owner of six Kansas TV stations, named co-anchors, 6 p.m. and 10 p.m. newscasts, Kansas State Network.

Charles Thomas, reporter, WTAF-TV Philadelphia, named weekend anchor. **Bill Perry**, part-time reporter, joins WTAF-TV as weekend sports anchor and sports reporter.

Cory Warren, from KRGV-TV Weslaco, Tex., joins KXLY-TV Spokane, Wash., as reporter and weekend anchor. **Kevin McCarty**, from KTIE(TV) Oxnard, Calif., joins KRGV-TV as reporter.

Dale Eck, weathercaster, WGXA(TV) Macon, Ga., joins The Weather Channel, Atlanta, as on-camera meteorologist.

Darlene Periconi, from The Weather Channel, Atlanta, joins WINK-TV Fort Myers, Fla., as meteorologist.

Steve Taylor, sports director, KTIV(TV) Sioux City, Iowa, joins WKYC-TV Cleveland as sports reporter and weekend sports anchor.

Miles O'Brien, from WTSP-TV St. Petersburg, Fla., joins WNEV-TV Boston as general assignment reporter.

Nona Barbee, from WKBW-TV Buffalo, N.Y., joins WDIV(TV) Detroit, as general assignment reporter.

Peter Combs, assignment editor, WAGA-TV Atlanta, joins WPCQ-TV Charlotte, N.C., as general assignment reporter. **Larry Blucher**, from WFTV(TV) Orlando, Fla., joins WPCQ-TV as sports reporter.

Douglas Bushnell, weekend anchor, WVVA(TV) Bluefield, W. Va., joins WATE-TV Knoxville, Tenn., as reporter and producer.

Appointed as reporters, KVEW(TV) Kennebec, Wash.: **Matt Sampsell** and **Sharla Myers**, recent graduates, Washington State University, Pullman; **Mike Pearce**, from KSEE(TV) Fresno, Calif.

Tony Khing, stadium announcer, Candlestick Park, San Francisco, joins KWUN(AM) Concord, Calif., as basketball play-by-play announcer, St. Mary's College, Moraga, Calif., games.

Technology

Dean G. Popp, chief operating officer and in-house counsel, CTM Washington Teleport, McLean, Va., joins The Dallas Fort Worth

Teleport, Irving, Tex., as president.



Wilson

Robert L. Wilson, VP and chief financial officer, Ampex Corp., audio video systems division, named VP and general manager, magnetic tape division.

Thomas A. Broge, VP, venture capital investment firm, Becker Venture Associates, Seattle, joins United

Video, Tulsa, Okla.-based satellite TV program distributor, as VP, new business development.

Buddy West, sales director, Eastern region, ITT Telecom, Atlanta, joins California Microwave Inc., Sunnyvale, Calif.-based communications equipment manufacturer, as VP, sales, telecommunications products division.

James Thomson, program manager, microwave tube division, Varian Associates Inc., Palo Alto, Calif., named marketing and programs manager.

Terry L. Minnick, sales engineer, Augat Inc., Edina, Minn., named national sales manager, interconnection components division.

Jeffrey L. Brown, account executive, Arnold & Co., Boston, joins BASF Corp. Information Systems, Bedford, Mass., as product manager, professional audio/visual products.

Carol Moy, former instructor, instructional

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television programming for deaf, Gallaudet College, Washington, joins Robert Bosch Corp., video equipment division, Salt Lake City, as training instructor.

Christopher Emery, technical sales representative, magnetic tape division, Agfa-Gevaert Inc., Teterboro, N.J., named video products manager.

Sherman H. Egan, engineer, WPIX-FM-TV New York, retires after 23 years with station.

Larry Paulausky, chief engineer, KXYZ(AM)-KSRK(FM) Houston, joins WPEN(AM)-WMGK(FM) Philadelphia in same capacity.

Promotion and PR

Gerald DeGrazia, general manager, Group W Cable's Dearborn, Mich., system, joins Warner Cable Communications Inc., Dublin, Ohio-based multiple cable systems operator, as community relations director, Eastern U.S.

Laura W. Conway, senior account executive, public relations department, Barnum Communications Inc., New York, joins Glick & Lorwin group of Creamer Dickson Basford Inc., New York public relations firm, as senior associate, nutrition.

Tom Kay, coordinator, Upper Midwest Communications Conclave, Minneapolis-based nonprofit organization, forms Main Street Marketing and Promotion Inc., recorded music promotion and marketing firm, Minneapolis.

Jan Wade, director, advertising and promotion, WLNE(TV) New Bedford, Mass., joins WKRN-TV Nashville as marketing director.

Ginger Sisco, deputy travel director, office of tourism, Minnesota Department of Energy and Economic Development, St. Paul, joins WCCO-AM-FM Minneapolis as marketing director.

Nancy L. Dudenhofer, special projects producer, WCPX-TV Orlando, Fla., joins WMMA(AM)-WHOO-FM there as promotion director.

Michele A. Young, assistant promotion director, WTLV(TV) Jacksonville, Fla., joins WTVN-TV Columbus, Ohio, as promotion coordinator.

Eric F. Thom, director, communications, Radio Advertising Bureau, New York, joins WEZN(FM) Bridgeport, Conn., as director, marketing and promotion.

Ricki Becker, former director, advertising and promotion, WRIF(FM) Detroit, joins WMMS(FM) Cleveland as promotion director.

Lucia Madrid, certified radio marketing consultant, KTAR(AM) Phoenix, joins noncommercial KAET(TV) there as manager, public information.

Allied Fields

Fred F. Fielding, counsel to President, becomes partner in Washington communications law firm, Wiley, Rein & Fielding. **Andrew S. Krulwich**, general counsel, Consumer Product Safety Commission, becomes member of firm.

Green Bay trust. Trust fund has been established to aid children of Mark Schnese, 32, general manager, American Television & Communication Corp.'s Green Bay, Wis., cable system, N.E.W. Media, and Charles Hook, 30, system's community programming director. Schnese was killed and Hook critically wounded on Aug. 6 by gunman who randomly opened fire in offices of N.E.W. Media (BROADCASTING, Aug. 18). Trust is being handled through Valley Bank, Green Bay.



Cummings

former executive producer, *CBS Morning News* (BROADCASTING, March 24).

Richard H. Reimer and I. Fred Koenigsberg, senior attorneys, American Society of Composers, Authors & Publishers, New York, named assistant general counsel.

Gene Linder, from American Television & Communications Corp., Englewood, Colo., retires after 11 years with company, to form Gene Linder & Associates, Denver cable TV consultancy.

John C. Malone, president and CEO, Telecommunications Inc., New York, elected to board of directors, The Bank of New York Co. and its principal subsidiary, The Bank of New York, 17th largest U.S. bank.

Loretta Polk, attorney, office of legal adviser, U.S. State Department, Washington, joins National Cable Television Association there as counsel.

Peter Kraslovsky, recent graduate, Annenberg School of Communications, University of Southern California, Los Angeles, with MA in communications policy, joins Cable Television Information Center, Alexandria, Va., as editor of its *CableReports*.

Deaths



McLendon

which at its peak had 458 affiliates. Under

nickname of "The Old Scotchman," McLendon would recreate baseball and football games on LBS using Western Union reports and sound effects. His partner on "Game of the Day" baseball broadcasts was Hall of Fame pitcher, Dizzy Dean. During 1950's and 1960's he built McLendon family-owned group of stations which included five AM's, seven FM's and one TV. McLendon used his stations to test new ideas in radio formats. In 1950's, McLendon-owned KLIF(AM) Dallas used technique of collecting list of most popular records, first used by Todd Storz, president, Mid-Continent Broadcasting Co., Omaha, and added colorful disk jockies, promotions and contests. Mix caught on and evolved into modern top 40 format. On San Francisco station he experimented with beautiful music format and with all-news format in Chicago. In Los Angeles, he tried all-want-ad format. McLendon is also credited with being among first to editorialize on radio. In 1964 he ran unsuccessfully in Texas for Democratic nomination to U.S. Senate against incumbent Ralph Yarborough. After selling last of McLendon stations in 1978, he invested in precious metals and wrote book, "Get Really Rich in the Coming Super Metals Boom," published in 1981. McLendon was executive producer of 1981 feature film, "Victory," directed by John Huston and starring Sylvester Stallone and Michael Caine. Asked in 1980 what he learned from radio, McLendon responded: "That it all begins with creativity and programming. You can have the greatest sales staff and signal in the world and it doesn't mean a thing if you don't have something great to put on the air." He is survived by son and three daughters.

Frank Nelson, 75, radio and TV actor and, in 1954-57, national president, American Federation of Television and Radio Artists, died Sept. 12 of cancer at his Hollywood home. Nelson was member of AFTRA's Los Angeles local since its establishment in 1938 (then known as American Federation of Radio Artists), until his death. He also held posts at national level and was member of national board at time of his death. In 1954 he helped establish pension and welfare plan for freelance broadcast performers. Professionally, Nelson was regular character on *The Jack Benny Program* on radio and TV. He also appeared with Burns and Allen, Bing Crosby, Eddie Cantor, Bob Hope, Lucille Ball and Frank Sinatra. He is survived by wife, actress Veola Vonn, son and daughter.

Murray Hamilton, 63, character actor, died Sept. 1 of cancer at Beaufort county hospital, Washington, N.C. Along with appearances on several TV shows, including recent roles on NBC's *Golden Girls*, Hamilton was regular on two series: *Love and Marriage* on NBC in 1959-1960 and ABC's *The Man Who Never Was* in 1966-67. He appeared on CBS's made-for-TV movie, *The Last Days of Patton*, on Sept. 14. Hamilton is survived by his wife, Terry, and son.

William L. Everitt, 86, dean emeritus, college of engineering, University of Ill., Urbana, died Sept. 6 at Carle Foundation hospital, Urbana. Everitt was author of textbook, *Communications Engineering*, published in 1932, and was co-author and editor of *Fundamentals of Radio*, published in 1942. He is survived by wife, Margaret, son and two daughters.

Early riser

Tom Gammon, who at 27 is the youngest person ever profiled on this page, is president of Americom Radio Brokers, Washington, which he started a little over two years ago with his slightly older brother, Dan. In that time, the company has become the fourth largest station broker in the country, with \$90 million in sales in 1985 and a projected \$200 million-plus in 1986; and that while selling radio stations only, and of those, only stations in the top 100 markets.

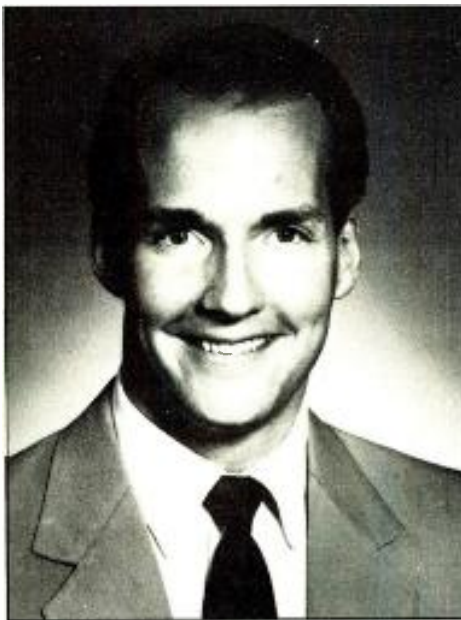
Given the limitations placed on the company, how has Americom already become a fixture among brokerage firms? Gammon feels his company has brought a fresh approach to station sales: "I think we've helped bring the brokerage business out of the dark ages a little bit. We've pulled it out from a little rinky-dink business you get to when you retire, where you just sort of follow with the way everyone else has done things, to a professional business where we've brought in sophisticated financial analysis and a documented offering memorandum so people really know what's in front of them. And we've had to be selective in who we take."

If that sounds like the arrogance of youth, Gammon has the track record to back it up. Negotiating million-dollar deals is the fulfillment of early ambition. "I don't know why," said Gammon, "but I have always felt that that is what I wanted to do." Some of the desire may have been inherited from his father, Jim Gammon of Gammon & Ninowski, also a Washington-based media broker. "When I was in college, I remember talking to my dad and having him ask me if I wanted to come into the business with him. 'Sure, Dad,' was my attitude," said Gammon, "and then he happened to say, 'Son, sometimes these radio stations sell for millions of dollars,' and bells went off in my head."

Gammon began his stint as a broker with his father's firm, itself no stranger to big radio sales (last year Gammon & Ninowski brokered the \$44-million sale of KJOI-FM Los Angeles). He began as a clerk the day after he graduated from college. "I packed my car on Sunday and started work on Monday," said Gammon. He worked there for three years, eventually becoming a full-fledged broker.

Gammon's philosophy of business involves listening to successful people: taking his father's advice and joining the firm, studying self-improvement tapes by motivational speakers, listening carefully to what his clients have to say. "Even if a deal isn't done," said Gammon, "if you pay attention and try to listen for whatever good advice people have to give, you profit from the meeting, and you are left with something more than a business acquaintance. You have a friend."

After learning the trade from his father and brokering several deals on his own, he



THOMAS PAUL GAMMON—president, Americom Radio Brokers, Washington; b. May 1, 1959; BS, business administration, Frostburg State College, Frostburg, Md., Magna Cum Laude, June 1981; clerk and broker, Gammon & Ninowski Media Investments, Washington (formerly Gammon, Camfield & Ninowski Media Brokers Ltd.), June 1981-1984; present position since 1984.

felt it was time—he was, after all, almost 25—to start his own business. "Like a general manager at a large station," said Gammon, "I wanted to have my own roof over my head, even if it was a small roof."

With \$150,000 in capital earned from commissions at Gammon & Ninowski, Tom, joined by his brother Dan, formed Americom. They opened shop in Washington on April 1, 1984.

"The first year was pretty rough," says Gammon. He traveled all over the country chasing leads without success. With the initial seed money gone, things went from bad to worse. The company was \$26,000 in debt. "I went to Pittsburgh to sell this one station, and when I went to rent a car all my credit cards had been frozen. We had to use the buyer's credit card to rent a car," said Gammon. "Talk about embarrassing." Fortunately for Gammon, that sale closed within a week, and one week later his next sale closed, then a third the week afterward. "From then on there was no looking back," Gammon said.

Gammon can joke easily about that time, now that the leads have begun to chase him. "Back when we were first getting started, even in the worst of it," said Gammon, "I never thought we wouldn't make it."

Gammon believes it is attention to detail and the decision to concentrate on a specific

segment of the station trading market that explain Americom's success. He also notes that Americom will only take on deals that have solutions. "Sometimes it means turning someone down because they think their station is worth more than they can get," said Gammon. "But they remember that you were honest with them later when they don't get the price they ask for, and they come back. Other times, thank goodness, you can tell them you can increase what they think they can get by 20 or 30 percent."

The ability to find those extra dollars comes from Americom's concentration on critical details of financing and creative solutions to difficult problems, said Gammon. And those often come from Gammon's brother, Dan, whose financial and tax expertise have often paved the way to creative solutions. "We love to take someone who's in a good position and ask them where they want to be in five years," said Gammon. "That's unusual. Most people have never had to answer that question. Most of the time we can find a way for that person to have what he wants. If it means selling the property they have now and buying two more on a very safe basis, we'll do that, or if it means leveraging the one station and buying five more, we can do that. We have the access to all the financial options that are available today. I don't think anyone else really concentrates on that the way we do," Gammon said.

"We view our role as brokers, as radio station marketers responsible for giving people accurate information about their options. We don't make decisions for people, and it has really helped our business. Because instead of calling people up and telling them to buy, we ask, 'What's it worth to you?' And if they don't want to buy, we say, 'Fine, let's go for the next one.'

For now, Americom—comprising Tom, Dan and five others—is content with its niche: "We will continue to sell top 100 market radio properties," said Gammon. In fact, the company has been steadily refining that niche. When it opened its doors in 1984, it set out to handle radio station deals over \$1 million. Last year that figure was raised to \$2 million and in 1986 to \$3 million. "It doesn't make sense for the clients to try and give them the depth of service we offer for deals smaller than that," said Gammon.

Americom is continuing to offer new services. This year the company is riding the current trend in station trading: the auction sale. It offers clients an option of going by the traditional confidential inquiries or going to an open auction, but it also offers steps in between, with an auction limited to a few prime candidates. "It's totally up to the client," said Gammon.

But whatever the type of sale, "It works out that I can usually find something where everyone is happy," said Gammon, "and everyone remembers that."

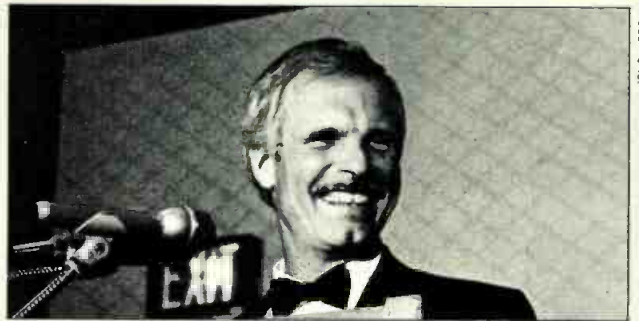
Network radio revenues continue strong double-digit pace, posting whopping **37% billings gain** in August over August 1985 to \$36,907,686. Year-to-date (January through August) network radio sales are **up 20%** over same period in 1985 to \$250,632,725.

CBS last week signed with AGB Television Research, New York-based measurement service, to participate in its **people meter** service, which will debut next fall. **CBS, first network to go with AGB**, has signed five-year pact, valued at \$16 million—\$2 million for first year and \$3.5 million each for remaining four years. By comparison, all three networks are paying Nielsen close to \$4 million for 1986-87 season for NTI (Nielsen Television Index) service, as well as preliminary people meter service.

NBC News has made four **management assignment changes**, effective immediately: senior vice president **Thomas Ross**, who was executive with RCA, will oversee NBC news and public affairs, promotion and advertising, in addition to working on "special editorial assignments." **Timothy Russert**, vice president and assistant to NBC News President Larry Grossman, will coordinate editorial content of network's regularly scheduled daily news programs and oversee *Meet the Press*, election and polling unit, and development of new programs. He will also remain Grossman's assistant. **Joe Angotti**, vice president, news, will oversee and coordinate NBC's increased efforts to sell and distribute NBC News product worldwide via broadcast, cable, DBS and videocassette. Angotti will be "point person" with NBC Enterprises as well as continue his duties with news personnel and recruitment. **Paul Greenberg**, senior executive producer, will oversee network's specials, documentaries, crisis coverage and major special events in effort to put all specials and special events "under one roof" for more "streamlined and efficient" operating. Memo to staff from Grossman and John Lane, executive vice president of NBC News, said reassignments were made in "expectation that we shall continue our unyielding commitment to the highest standards of journalism and at the same time, keep pushing to increase our competitive edge. We expect, too, to strengthen ourselves collectively by broadening our individual management experience, while preparing for the major news challenges ahead, among them the coming presidential election year and the summer Olympics."

Dan Rather told those at **Academy of Television Arts and Sciences** luncheon in Los Angeles last week that **network television news "is an endangered species."** He criticized those that forget "what sells newspapers and news broadcasts is news" and those who think "what people want is news that entertains, news that trivializes, news that soothes the body public. Perhaps a news lullaby." Rather said "news by market research" produces "a product that is bland and shallow. It shrinks from controversy, and hides from anything unpleasant." He said that he "cannot accept a formula that mixes news with entertainment or inserts marketing priorities into the best practice of journalism. On this I cannot compromise," he said. Rather also told group that "like Levi's and Rolls Royce, CBS News is the real thing, unique, a classic." As for recent *Newsweek* cover story on battle over "soul" of CBS News, Rather said he "liked the sound of that. We *do* have a soul." CBS, he said, is made up of people "engaged in a journalistic enterprise with a glorious past, great traditions and, hear this, a bright future."

It seems all but certain that **Hughes Communications' Galaxy III will become fourth cable satellite.** Long list of cable programmers and would-be cable programmers have signed up for transponders on bird. Tentative lineup as of last Friday: C-SPAN (two transponders, one for C-SPAN II and one for backup); Playboy Channel, Weather Channel, Jones Intercable's Sky Merchant, Cable Value Network, Rainbow Programming Services, Tele-Communications Inc., Group W Satellite Communications, EvenTV and American Wireless (two transponders, one for distribution of WGN-TV Chicago and one for that of WTBS-TV Atlanta). Satellite Broadcast Networks, which plans to beam three network-affiliated television stations to backyard dish owners via satellite, also has commitment for three slots.



Raising money at the expense of Ted Turner. As *National Cable Television Association* President Jim Mooney pointed out, roasting Ted Turner is a bit redundant. "It's like roasting a smoked ham." Nonetheless, Mooney and several others who know Turner well did their best to twit Turner at a black-tie dinner last Thursday night in Washington. The affair was organized by Women in Cable for the benefit of the Better World Society, a group dedicated to ending the nuclear arms race and pollution. Turner is a co-founder of the society.

The shaky financial condition of Turner's Turner Broadcasting System resulting mostly from its costly purchase of MGM's film library provided the fodder for most of the evening's humor. Mooney said Turner is "so deep in the cellar he makes the Braves look good." The *Goodwill Games*, on which Turner lost \$26 million, were a "breakthrough," Mooney said. "It was the first cable offering that was neither pay supported nor advertiser supported."

Mary Alice Williams, vice president of Turner's CNN, said Turner's financial troubles will cause CNN to adopt some economies, but that it "will resume broadcasting in color" by 1988. Williams also took some personal shots at her boss. "Ted is to modesty what Peter Botha is to majority rule," she said. The "T" in TBS stands for "tenacious," she also said. "But who among us knows what the BS stands for."

Turner was as hard on himself as any of roasters. "I guess I have been fiscally irresponsible," he said. "I've found ways of losing money that other people didn't even know existed." He said he overspent because he believed his own statements in the press that he would soon be making billions of dollars. "It's easy to spend millions when you're going to make billions."



Daniels feted. Bill Daniels, chairman of the Denver-based cable multiple system operator and brokerage firm Daniels & Associates, was honored last Wednesday at a dinner held at the Plaza in New York. The dinner was sponsored by and benefitted the Walter Kaitz Foundation, an organization that recruits talented blacks, Hispanics and Asians for internships in managerial positions with cable systems and suppliers. It was created in 1981 in memory of former California Cable Television Association President Walter Kaitz. His son, Spencer, current president of CCTA, said Daniels was chosen because he has played an instrumental role in the formation of the cable industry—convincing many industry leaders to go into cable, recruiting talent, convincing financial institutions to back cable and forming the Rainbow cable network. The dinner, attended by 730, is the prime source of funding for the foundation's program.

Senate Judiciary Committee last week approved Senator Paul Simon's bill designed to reduce violence on television (S. 2323). Measure would exempt nation's broadcasters, cable operators and programmers from antitrust laws for purpose of cooperating in drafting and implementing standards on television violence. Bill was amended to include three-year sunset provision offered by Senator Ted Kennedy (D-Mass.).

FCC Mass Media Bureau Chief James McKinney has scheduled first of **settlement meetings in RKO General Inc. proceedings** for 9:30 a.m. Thursday (Sept. 25) at commission headquarters in Washington. Election of mediator for settlement discussions will top agenda. Admittance will be limited to applicants and/or their counsel. In meeting with securities analysts last week, **A. William Reynolds**, president and chief executive officer of **GenCorp, RKO's parent**, said he believed it would be "good judgment" for company to "avoid the risk of losing the licenses if we could extract something approximating the market value" of RKO stations. Reynolds also said he had been exploring settlements in past but that "unreasonable refusals" to settle, usually by one party, had frustrated effort, so that whatever influence FCC brought to process was welcome. Also last week, **Jack Smith, FCC general counsel**, clarified his remarks at press conference on FCC's recommendation that settlements be sought (BROADCASTING, Sept. 15) Smith told BROADCASTING it was possible that RKO could, through settlements, buy out all competitors for its properties. But Smith added that wasn't "likely" since qualification issues against RKO would remain unresolved and those would still have to be litigated.

Home Shopping Network reported **financial results** for year ending Aug. 31. Net sales were \$160.2 million; pre-tax income was \$30.4 million, and net income was \$17 million, or \$0.44 per share.

Citing increasing competitive pressure and costs, **RCA Americom** announced last week it was **eliminating its digital transaction service and leased channel service** and, with them, **430 jobs—nearly 60% of RCA Americom's total payroll of about 750.**

Lyndon H. LaRouche Jr., who maintains he is penniless, **produced more than \$250,000 last week to satisfy judgment that NBC won against him in 1984.** But money—in form of cashier's check—is to be placed in escrow until Supreme Court rules on whether it will consider LaRouche's appeal. If it does not, NBC collects. Those procedures were worked out in agreement approved last week by U.S. District Judge Claude M. Hilton, in Alexandria, Va.

Station trading sources said Oklahoma Publishing Co., parent company of **Gaylord Broadcasting Corp.**, has retained investment bankers First Boston Corp. to **sell four of company's seven TV stations:** WTVT(TV) Tampa, Fla.; WVUE(TV) New Orleans; KSTW(TV) Tacoma, Wash., and WWTW(TV) Milwaukee. Some observers were surprised by news, noting that company had bid close to \$500 million in losing effort to buy KTLA(TV) Los Angeles. Company representatives declined to comment (see "Closed Circuit").

James Gray Sr., chairman, president and majority owner of **Gray Communications Co.**, Albany, Ga.-based group owner, **died** Friday (Sept. 19) afternoon at New England Medical Center of heart attack. Gray, 70 years old, had been recuperating from vascular leg surgery when attack occurred. Shortly following news, company officials halted trading of stock (GCOM, NASDAQ) where bidding had jumped \$15, to around \$165. One market watcher suggested many are anticipating Gray's death would lead company to be sold. Gray, who was also mayor of Albany, Ga., is survived by wife and three children.

Scrambling activity all the rage on Capitol Hill

Superstation scrambling bill passes subcommittee. *The House Copyright Subcommittee, over the opposition from the broadcast industry, last week approved the so-called superstation scrambling bill (H.R. 5126) that would establish a compulsory license for satellite carriers and permit them to sell scrambled superstation signals to home earth station owners (BROADCASTING, Sept. 8).*

Both NAB and INTV remain opposed to the bill on the grounds that it expands the principle of compulsory license that they say already favors cable television. INTV is particularly disturbed because the bill's compulsory license would apply only to the retransmission of independent television signals, not to network affiliates.

Representative Robert Kastenmeier (D-Wis.), chairman of the Copyright Subcommittee, limited the compulsory license to independents in an effort to ease the networks' concerns about the measure. "He gave everybody a little something to make them happier," said one source. But even with the exemption, the networks say they are supporting the rest of the broadcast industry in its opposition to the superstation bill. Most observers doubt, however, that the networks will actively oppose the measure.

Kastenmeier defended the decision to limit the license to independents by noting that "independent stations have historically been superstations." He said that broadcasters are not as directly affected by the bill as those "who own the signals and the people who receive the signals."

The compulsory copyright license permitted in the bill would require the distributors to pay a copyright royalty fund 12 cents a month for each home satellite subscriber. After four years, the statutory rate would be replaced with a voluntary one worked out by negotiations between satellite carriers and copyright owners, or through binding arbitration. On Dec. 31, 1994, the satellite license is eliminated.

In addition to the four no's expressed during the voice vote taken by the subcommittee, the NTIA has sent a letter to the Office of Management and Budget recommending the administration oppose the bill.

Hill confrontation. *The cable industry is gearing up for a showdown on Capitol Hill. They'll be pitted against the home satellite industry as the NCTA works to defeat legislation (S. 2823) that would, among other things, require cable programmers to make scrambled services available to backyard dish owners through third parties distributors—either cable operators (outside their franchise areas) or other qualified companies—on a nondiscriminatory basis. The fight is expected to occur on the Senate floor, where the measure's authors, Senators Al Gore (D-Tenn.), Wendell Ford (D-Ky.) and Dale Bumpers (D-Ark.), plan to attach their bill as a rider to an omnibus funding package called the "continuing resolution."*

Things will definitely heat up this week when more than 200 cable operators make the rounds on Capitol Hill as part of NCTA's Washington legislative conference. Dish owners also are reported to be out in force lobbying for the legislation. The bill, introduced last week, would also require the FCC to establish a single technical standard for signal decoders.

When it comes to scrambling, the cable industry has been in the fish bowl for sometime. Gore, Ford and Bumpers, as well as some House members, are dissatisfied with developments in the marketplace since cable programmers began scrambling their signals to backyard dish owners. "The vast majority of home dish owners live in rural areas that are not served by cable. Yet, these rural families are being forced to accept scrambling and pricing terms that are clearly anticompetitive," Gore said.

"We think the marketplace is working," said NCTA President James P. Mooney. Nor did Mooney think it was necessary to come up with a special marketing plan. As for the measure's prospects for passage, said Mooney, "I've thought for sometime this is an issue in which we've got just about all the merits on our side and they've got just about all the politics on their side."

The legislation was also drawing fire from CATA President Stephen Effros. "This proposal goes a great deal farther than simply dealing with the issue of satellite reception by 'home' viewers. We would like to remind you of 'Miller's Law': You can't tell how deep a puddle is until you step in it," Effros wrote.

Editorials

Windfall

The U.S. Court of Appeals in Washington, wittingly or not, made an argument for broadcasters last week in their protracted effort to obtain relief from the fairness doctrine. The court said, in another context, that the doctrine represents FCC policy and is not a law. That means that the FCC, if the ruling stands, has the power to repeal the doctrine.

Broadcasters have been saying that all along, while the FCC under present leadership has been doing what it thought it could to undo the antic work of predecessors. In its statement ending a long inquiry into the doctrine a year ago, the commission didn't quite decide whether it had or lacked authority to scrub the doctrine that it unswervingly deplors. It sort of hoped that Congress would do the doctrine in.

By general agreement of Washington observers, Congress is the least likely place at the moment to look for fairness doctrine relief. The scene of action is the same court that issued last week's opinion.

Late this month that court will hear arguments in appeals taken by broadcasters who want the doctrine declared unconstitutional. The appellants, led by the Radio-Television News Directors Association, say the FCC, in its fairness inquiry, judged the doctrine to be fatally flawed as a violation of the First Amendment but incorrectly stopped short of asserting its power to wipe the doctrine off its books.

Another appellant, Meredith Broadcasting, is in the same court with an appeal of an FCC order that Meredith says found its WTVH(TV) Syracuse, N. Y., guilty of a fairness violation (but that the FCC says was something less than a conviction). Meredith also is arguing that the doctrine is unconstitutional.

The constitutional issue was not at question in the case the court decided last week. But unless the court disagrees with itself, if it were to decide that the doctrine violates the First Amendment, it can now tell the FCC to perform the execution. That grinding sound emerging from Mark Fowler's office is the sharpening of the axe.

Now hear this

If there is a tide in the affairs of the AM band that needs to be taken at the flood, the National Radio Systems Committee, a joint effort of the National Association of Broadcasters and the Electronics Industries Association, may have started it flowing. The committee, meeting in New Orleans last week, adopted voluntary standards for AM transmission and reception that, according to NAB, will produce higher fidelity sound with reduced second-adjacent-channel interference.

The standards are considered a draft while interested parties are given an opportunity to comment on them, after which, if no major objections are raised, they will become final. While AM broadcasters generally agree that voluntary standards for broadcast pre-emphasis are necessary, it will be more difficult to gain a voluntary consensus on the limitation of the bandwidth to 10kHz that is also part of this standards package, with some seeing wider bandwidth as the route to higher fidelity.

With the formal introduction at this year's NAB convention of the FMX system for FM and its promise of erasing the coverage penalty that FM now pays for stereo, it is ever more imperative that AM act to improve its signal before FM's competitive advan-

tage grows any more formidable. With AM stereo at a standstill in a marketplace that has so far been unable to choose between rival systems, adopting the NRSC's standards would at least be a first step toward technical parity.

The movements of industries are generally more glacial than tidal; all the more reason to get moving.

Not a hunting license

As was to be devoutly hoped, the U.S. Court of Appeals for the Second Circuit, in New York, has overturned a jury's award of \$1.25 million for invasion of the privacy of a man who was interviewed by WCBS-TV New York (BROADCASTING, Sept. 15). If the court had decided otherwise, it would have joined the jury in spitting on the First Amendment. It would also have just about put television journalism out of business. But the verdict ought not to be read as an invitation to ambush at will.

The plaintiff in the case, a man in his seventies, was caught by a WCBS-TV correspondent and camera crew as he emerged from his factory next to property where barrels of toxic waste had been found. He objected to the presence of the cameras but said: "We didn't dump them" when asked how the barrels got there. He sued for libel, slander, trespass, assault and invasion of privacy, losing on the first four but prevailing on the last.

WCBS-TV officials denied it was an ambush interview, which they defined as a pursuit of a "recalcitrant" subject who is known not to want to talk. The jury obviously thought otherwise. Its members, this page noted at the time, saw an elderly man cornered by a camera. Their verdict was a reminder that 40% of the respondents in a poll that was sponsored by the American Association of Newspaper Editors and was otherwise favorable to television, had agreed that television news "invades people's privacy."

The circuit court's opinion validates television journalism's claim to protection of the First Amendment. "A court cannot substitute its judgment for that of the press to present an article or broadcast in what the court believes is a balanced manner," said the Second Circuit panel. "It may only assess liability when the press so oversteps its editorial freedom that it contains falsity and does so with the requisite degree of fault." That's the kind of language that can be cited in future cases when the Fourth and Fifth Estates are defending their First Amendment rights.

Nowhere, however, does that language say that television is serving the public if its journalists push people around.



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