

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 18

THESE COPS HIT THE STREETS THIS FALL!



Starting this Fall, Peter Falk, Dennis Weaver and Rock Hudson will be locking up big ratings in markets across the U.S. You better get them for your station before they get you!

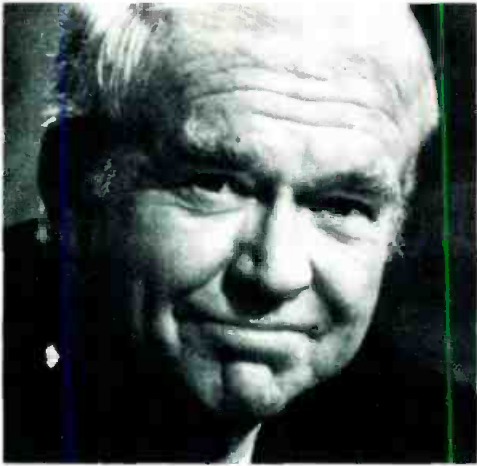
THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES
THE CREAM OF THE COPS!

124 movies from **MCA TV**

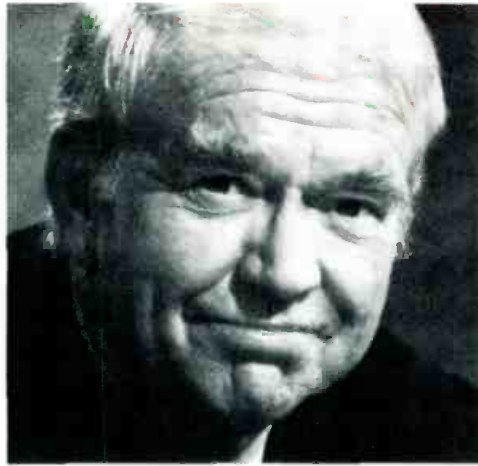
36112LIRAS184 DTK DEC/85
A U LIBRARY
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MONTGOMERY AL 36112

54th Year 1985

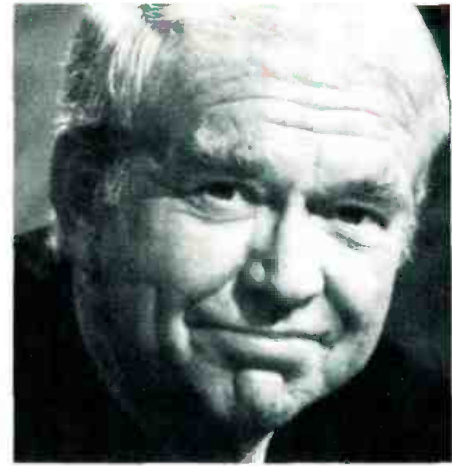
The upside and down
of Fowler's first
four at the FCC



JUDGE WILLIAM B. KEENE



JUDGE WILLIAM B. KEENE



JUDGE WILLIAM B. KEENE

#1
WOMEN
18-49
UP
141%
ATLANTA
WAGA-TV

MONDAY-FRIDAY 5:00-5:30PM

STATION	PROGRAM	W18-49 (000)
WAGA	DIVORCE COURT	65
WSB	PEOPLE'S COURT	26
WXIA	FAMILY FEUD	34

SOURCE ARB, NOV '83, NOV '84

#1
WOMEN
18-49
UP
33%
TULSA
KOTV

MONDAY-FRIDAY 4:00-4:30PM

STATION	PROGRAM	W18-49 (000)
KOTV	DIVORCE COURT	16
KTUL	THREE'S COMPANY	11
KJRH	DIFF'RENT STROKES	12

SOURCE NSI, NOV '83, NOV '84

#1
WOMEN
18-49
UP
122%
CINCINNATI
WCPO-TV

MONDAY-FRIDAY 4:00-4:30PM

STATION	PROGRAM	W18-49 (000)
WCPO	DIVORCE COURT	20
WKRC	DUKES OF HAZZARD	11
WLWT	WHEEL OF FORTUNE	11

SOURCE ARB, NOV '83, NOV '84

DIVORCE COURT



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DIVORCE COURT



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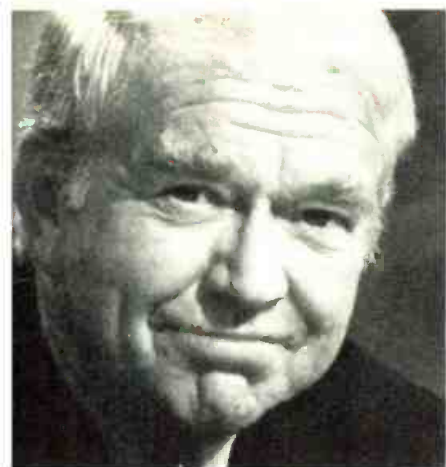
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JUDGE WILLIAM B. KEENE



JUDGE WILLIAM B. KEENE



JUDGE WILLIAM B. KEENE

#1

**WOMEN
18-49**

**UP
25%**

**HATTANOOGA
WDEF-TV**

MONDAY-FRIDAY 4:00-4:30PM

STATION	PROGRAM	W18-49 (000)
WDEF	DIVORCE COURT	10
WRCB	LAVERNE & SHIRLEY	8
WTVR	RITUALS	8

SOURCE: NSI, NOV '83, NOV '84

#1

**WOMEN
18-49**

**UP
30%**

**LOS ANGELES
KHJ-TV**

MONDAY-FRIDAY 1:30-2:00PM*
(#1 INDEPENDENT)

STATION	PROGRAM	W18-49 (000)
KHJ	DIVORCE COURT	38
KTLA	HOUR MAGAZINE	31
KCOP	CINEMA 13	28
KTTV	ALIVE & WELL	6

SOURCE: ARB, NOV '83, NOV '84

* NOW 230-3:00PM

#1

**WOMEN
18-49**

**UP
67%**

**BOISE
KTVB**

MONDAY-FRIDAY 4:00-4:30PM

STATION	PROGRAM	W18-49 (000)
KTVB	DIVORCE COURT	5
KBCI	HOUR MAGAZINE	4
KIVI	THIS WEEK'S MUSIC	2

SOURCE: NSI, NOV '83, NOV '84

DIVORCE COURT



DIVORCE COURT



DIVORCE COURT





Ronald Reagan is one of the many stars and surprises you'll rediscover in this award-winning and colorful series — now returning to television.

130
COLOR
HALF-HOURS

DEATH VALLEY DAYS



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Broadcasting Feb 18

A perspective on the Fowler chairmanship FCC moves to clear way for UHF-VHF swaps

FIRST FOUR YEARS □ FCC Chairman Mark Fowler has more than left his stamp on the telecommunications environment. Under his leadership the commission has taken a broad scythe to the regulatory underbrush, and broad steps toward a media marketplace far freer of cumbersome government regulation. While broadcasters are generally pleased, there are others not so quick to praise. The deregulation train has slowed, however, as Fowler has not found the backing of Congress on certain issues—multiple ownership and network syndication and financial interest rules—nor of his commission colleagues on others—Rhodes Productions and TV stereo must-carry. In this two-part perspective on the Fowler FCC, **BROADCASTING** reviews the record and then, in a candid interview with the chairman, presents his assessment of his first four years and what lies ahead. **PAGES 39-43.**

SWAP TALK □ FCC proposes that commercial UHF's and noncommercial VHF's be allowed to switch allocations without opening commercial broadcasters to competing applications. **PAGE 45.**

EVALUATION □ Both sides take stock after first skirmish in fight over question of alcohol advertising ban. **PAGE 46.**

COMING HOME □ CNN reporter Jeremy Levin escapes from kidnappers who held him captive for 11 months; returns home. **PAGE 46.**

BULL SESSION □ Program production, distribution and syndication-related stocks have made double-digit strides in stock market in last two months. **PAGE 50.**

EARNINGS REPORT □ ABC and CBS report fourth-

quarter numbers down from year-earlier quarter. **PAGE 56.**

JUBILEE TALK □ Regulators convene on 50th anniversary of Communications Act to probe current relationship between regulation and new technologies. **PAGE 58.**

BACK AGAIN □ CIA asks FCC to reconsider fairness complaint against ABC. **PAGE 61.**

ROUGH TRAVELING □ Radio Marti, plagued by personnel and programing problems, misses proposed launch date. **PAGE 62.**

CABLE NICHE □ Black Entertainment Television might be operating in the shadow of larger cable networks, but its leaders believe it is programing the industry can't do without. **PAGE 67.**

COMPATIBILITY □ Showtime, Group W release studies showing VCR's and pay cable work well together. **PAGE 69.**

ONE TURN □ USIA chief proposes exchange of Russian, U.S. television broadcasts. **PAGE 72.**

REPORT CARD □ American Enterprise Institute reviews network coverage of presidential campaign and finds slight liberal bias but vote unaffected. **PAGE 74.**

CNN WORLDWIDE □ Turner announces deal to distribute CNN throughout Europe using Intelsat system. **PAGE 76.**

ACTIONS SPEAK LOUDER... □ Woody Sudbrink has quietly compiled an impressive record of station management and trading successes. **PAGE 103.**

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BEFORE YOU SIGN UP FOR A SITCOM, YOU'D BETTER READ THE FINE PRINT!

Make sure its average rating was a phenomenal 21.3 over a three-year network run. That its last summer rerun performance ranked it as the #2 series in all of television. That it's available right now—not years away. That its stars are as promotable as Wayne Rogers, Lynn Redgrave and Sharon Gless.

Make sure it's *House Calls*—the sitcom that really holds up even in the fine print. 57 sidesplitting half hours from MCA TV.

Like Flynn

It looks as if reappointment for FCC Commissioner Dennis Patrick, whose term runs out next June 30, is all but assured. Word last week was that Patrick's reappointment was "in the works" at White House. It was also said that Patrick, former White House staffer, is only candidate under consideration.

Some other time

National Association of Broadcasters' plan to push for congressional codification of FCC's must-carry rules has been put on hold. NAB is devoting all its resources to defeat movement calling for ban on beer and wine ads on radio and television. On must-carry, NAB is conducting research to determine number of saturated cable systems, where they are located and if systems plan to upgrade. Broadcasters want to pin down information before deciding strategy and goals. NAB also has commitment from Senator Paul Trible (R-Va.), author of must-carry bill in last Congress, to reintroduce measure this year.

Fairness verdict

Vote hasn't been taken but consensus has formed at FCC in regard to fairness doctrine inquiry that has been Chairman Mark Fowler's pet project. Question inquiry set out to answer: Can FCC repeal doctrine on its own motion or is it codified in statutes and thus subject to repeal only by Congress? Answer FCC will reach: Doctrine is codified and thus out of its reach.

Commission, however, will certify that there is no longer spectrum scarcity warranting doctrine and that doctrine does serve to inhibit journalistic independence. Such certification will satisfy two footnotes in Supreme Court ruling in *Pacific-League of Women Voters-Waxman* case, which indicated successful court challenge to fairness doctrine could follow FCC's so finding.

Affiliate negotiations

Report that NBC officials, including president, NBC Television Network, Pierson Mapes, visited ch. 8 WTNH-TV, ABC affiliate in New Haven, Conn., to discuss affiliation switch, does not augur imminent announcements in that market or others, according to affiliate relations vice president, Anthony Cervini. He

acknowledged that network has received "number of inquiries" from affiliates of other networks and that discussions were at "various stages." Likely time for any announcements would be in summer, before start of new season.

Cervini said intensity of affiliation changes ABC made during its upswing in 1970's would not be repeated at NBC. One reason is that ABC was late in TV development and consequently had weak links it tried to repair in its lineup. Cervini also said affiliate switching is mostly unsuccessful for station making switch, assertion that NBC advertised in pages of this magazine during previous changes to ABC.

Someone after Blair?

At week's end rumors were repeatedly surfacing that John Blair & Co. was about to be sold. Among purported buyers, according to company vice president and director, Harry Smart, were Gannett, Viacom, Capital Cities and MacMillan, but Smart said no sale of company is contemplated to management or outsiders. Top executives, however, have been studying stock transfer sheets in effort to explain several block purchases. Stock has traded heavily in recent days, but hovered at same price and closed Friday at 24 $\frac{3}{8}$.

Stamford bound

CBS has reportedly awarded contract to Group W Satellite Communications, making GWSC key link in network's satellite program-distribution system. Under contract, GWSC will transmit network programming via microwave from New York to its expansive facility in Stamford, Conn., and uplink it from there to CBS's AT&T Telstar transponders, which will relay it to CBS affiliates across country.

Wise move

Answer to question about what would happen to *Donahue* show once it moved from Chicago to New York appears to be taking shape in January rating books: Ratings have leaped. On WCAU-TV Philadelphia, for example, ratings are up 40% from an average 5.7 four weeks prior to New York move on Jan. 7 to 8.2 in January. On WCVB-TV Boston *Donahue* is up 20%, from average 5 rating four weeks earlier to 5.9. Ratings are up 40% even in Chicago on WBBM-TV, from 4.2 to

5.8. Hefty share increases have also occurred between November and January books in Washington, Cleveland, Pittsburgh, Baltimore, Kansas City, St. Louis, and Minneapolis-St. Paul.

Oddly, one market where share remains flat is Cincinnati, home town of parent company of *Donahue*'s distributor, Multimedia Entertainment.

Scrambled HBO

With most, if not all, HBO and Cinemax affiliates in western half of nation now equipped with M/A-COM's Videocipher II descramblers, HBO plans to conduct field test of scrambling system late this month. It will switch scrambling of western feed on and off during interstitial (between-the-movies) programming and see what happens. It will repeat test with feed to affiliates in eastern half in late March. Based on results of trials, HBO will set date for full-time scrambling. If all goes well, date could be midsummer.

In unrelated move, HBO plans to move Black Entertainment Television from one of its transponders of Galaxy I to one of its slots of Satcom III-R within next couple months. HBO is providing BET satellite time in exchange for 16% interest in black-oriented service. HBO spokesman could not explain switch.

Spreading USIA's word

Eutelsat's new European Communication Satellite, successfully coordinated with Intelsat system last month, will open large segments of Europe to Worldnet programming of U.S. Information Agency. Economies that new system offers will enable USIA to make Worldnet programming available, at no cost, to cable television systems that want programming usually featuring U.S. officials being interviewed by foreign journalists. Intelsat will deliver signal to France. But global system does not offer multiple downlink rate that has captured USIA business for ECS.

USIA's director for television and films, Al Snyder, says that rate will enable USIA to reach 60 locations in Europe for less than \$3,000. Cost of using Intelsat, which would charge for each downlink, would be \$35,000—which USIA could not afford. Snyder expects service to European cable systems to start next March. ECS, which will provide overlapping spot beams covering Eastern and Western Europe, will also be used to deliver Worldnet programs to U.S. embassy in Moscow (see page 72).



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22 all new, first-run episodes



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SPN buyout pitched

Tulsa, Okla.-based Satellite Syndicated Systems has extended its offer to acquire shares of its affiliated Satellite Program Network, "at approximately the appraised value" of the advertiser-supported cable program service. According to SSS, the aggregate cost for all outstanding stock would be \$8.5 million, payable March 1, plus contingent payments over the next three years of up to \$13.2 million. The contingent payments, according to a company announcement, "will be made only if SPN achieves targeted levels of operating revenues over that period." SPN currently serves an estimated 11.5 million homes on a full or part-time basis. The acquisition is expected to proceed as outlined, inasmuch as certain officers and directors of SSS own the controlling stock interest in SPN.

Pay signings

Showtime/The Movie Channel announced it has signed five-year affiliation agreements calling for the introduction of Showtime and The Movie Channel on all systems of Mid-Coast Cable Television Inc., based in Bay City, Tex., and Westel Inc., based in Rapid City, S.D. Mid-Coast operates systems passing 38,400 homes, with 20,500 basic subscribers. The systems, two of which previously offered The Movie Channel, are in Needville, Bay City, Wharton, Matagorda, El Campo, La Grange, Giddings, Weimar, Schulenburg, Hallettsville and Sweeny, all Texas. Westel operates nine systems and is building 21 others in South Dakota and Minnesota, with construction due for completion by March. The 30 systems are said to have a homes-passed potential of 15,000.

Geographic series

A new National Geographic Society series, *National Geographic Explorer*, will be a Sunday evening feature of MTV Networks Inc.'s Nickelodeon children's channel, beginning April 7 at 5-8 p.m. NYT. Each week, officials said, the series will present from five to 10 films, shorts and full-length documentaries, produced by the society and independent filmmakers, the BBC, the Australian Film Commission and others. They said most of the films have not been shown before on U.S. television.

Gilbert M. Grosvenor, president of the society, said the series "will present the best in scientific, natural history, travel, adventure and historical documentaries, all in keeping with the commitment to maintain National Geographic quality. While we've been on TV for over 20 years, our new cable series will allow us to extend our mission in a different format with greater frequency and flexibility.

The series will contain a new logo and new animation designed by Klein &, Los Angeles, with original music by Tom Scott.

It will be distributed by satellite to systems carrying Nickelodeon, which passes more than 24 million households.

Baruch's the one

The National Cable Academy last week announced its first chairman: Ralph M. Baruch, chairman of the board of Viacom International Inc. The National Cable Television Association created NCA last year to encourage the growth and development of the Awards for Cable Excellence, NCTA's annual programing awards. "Our goal is to involve all of those who play a role in creating



Baruch

and exhibiting cable programing," said Baruch in a prepared statement. "It is our aim to enhance the prestige and standing of ACE in the cable television community so that it becomes one of the most distinguished and prestigious events unique to the industry." A board of governors and an executive committee will be named within the next few weeks, according to NCTA. Their first meetings will take place in March in New York.

Text guide

Scripps-Howard's United Media Enterprises has reached an agreement with the Arts & Entertainment Network to lease A&E's subcarrier space on Satcom III-R, transponder 24, for delivery of United Media's new cabled text television magazine service, *TV Decisions*. United Media said the magazine will use the subcarrier space to deliver its system-specific TV program listings, soap opera summaries, in-depth movie descriptions and trivia games, beginning March 2.

"What is appealing about this agreement is that we will be transmitting two video services on one transponder," said Marc Chalom, A&E vice president, production service and operations. "This is one of the few times that a data-generated service will be transmitted into a video format for the consumer via the cable operator."

Joseph A. Brunner, senior vice president of United Media, said A&E has agreed to provide a satellite uplink at its Stamford, Conn., facility as well as a monitoring service to "insure the integrity of the *TV Decisions* product." He said *TV Decisions* expects to serve "essentially the same" U.S. and Canadian communities as those served by A&E. A&E is currently said to reach 12.5 million subscribers in the U.S. and Canada via 2,000 affiliates.

In a separate announcement, *TV Decisions* said its 24-hour service will offer a new feature—a window within the magazine—that will afford the operator a potential revenue-generating opportunity for advertising or premium tier promotion. Officials said that the advertising tier provides a wide variety of electronic color graphics previously unavailable with an alphanumeric service and that United Media will provide creative tips for message display as well as a local keyboard to enable the operator to program any desired message.

NCTA and Justice at odds

The National Cable Television Association and the Department of Justice traded shots last week. In reply comments in the FCC's rulemaking aimed at implementing much of the Cable Communications Policy Act of 1984, NCTA accused Justice of relying on "faulty reasoning and intuition" in arguing for more stringent criteria than the association would prefer to determine when a cable system is qualified for deregulation of basic rates. Justice, however, knocked the econometric study NCTA has offered in support of its own criteria.

On the question of which systems should face must-carry obligations, the Association of Maximum Service Telecasters and the National Association of Broadcasters accused Justice of additional flights of fancy.

Centrally at issue in the proceeding is how the commission should define the "effective competition" prerequisite to rate-deregulation of basic services under the act. NCTA, in a joint filing with the Community Antenna Television Association, argued that the availability of two over-the-air broadcast signals in a market would be sufficient for a finding that effective competition exists (BROADCASTING, Feb. 4). Justice, however, suggested that effective competition only be presumed if two of the following three conditions are met: (1) at least five unduplicated broadcast stations, including affiliates of the three networks, can be received adequately over the system's entire franchise area; (2) the total number of channels on the basic tier, excluding local access, teletext, and that sort of thing, is less than three times the number of broadcast stations that can be received over the entire franchise area, and (3) no more than 20% of the cable system's subscribers subscribe only to the basic tier as of the date of the act.

In its reply comments, Justice said it

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February 8, 1985

wasn't necessarily tied to the "quantitative proxies" suggested in its proposal, but that it believed those "are perhaps the most accurate means of implementing the cable act."

AMST and NAB took issue with Justice's assertion that the cable act's definition of "cable system," which excludes broadcast-only cable systems, should be adopted in the commission's overall regulatory scheme and for the must-carry rules.

Justice, according to the broadcasters, reasoned that such systems generally offer cable service in geographic areas where reception is poor or nonexistent, and that to maximize profits, those systems will generally carry broadcast signals desired by consumers.

AMST and NAB, however, said Justice's argument was "insufficient" for partially repealing the must-carry rules. "First, it is based on nothing more than the Justice Department's unsupported speculation as to what broadcast-only cable systems' markets are 'generally' like and its unadorned assertion that such systems will 'generally' seek to maximize profits by carrying all of the broadcast signals desired by consumers," the AMST and NAB said. "It is plausible that such systems, which, by the Justice Department's own assumptions, have substantial market power, would abuse their freedom from the must-carry rules by using their unquestioned market power to charge supra-market rents to the broadcast stations whose signals cannot reach the cable sub-

scribers in their markets," they said.

"The purpose of this rulemaking is to conform the commission's rules *only as necessary* to implement the act. The must-carry rules have already been conformed to the appropriate statute, the Copyright Act. Moreover, the record in this proceeding is devoid of any relevant evidence concerning the Justice Department's must-carry musings.

"For these reasons, [AMST and NAB urge] the commission to continue to apply the must-carry regulations to all cable systems currently subject to those regulations."

In reply comments of its own, the Department of Defense, noting that it has contracted with cable operators to serve military installations, said the standard should be based "upon the reception of broadcast signals of equal quality to that provided by cable TV operators from at least five unduplicated broadcast stations, including affiliates of the three major networks."

Among other things, the National League of Cities asked that the commission restrict this part of the proceeding to the "effective competition" question. It noted that the FCC had only provided two weeks for reply comments, and said that didn't provide enough time to reply to all the other issues raised in the proceeding.



Star night. The stars of HBO's *Finnegan Begin Again* attended a premiere of the comedy drama in Los Angeles. On hand were (l-r) actress Mary Tyler Moore; the film's producer, Gower Frost; director Joan Micklin; actor Robert Preston, and HBO Premiere Films Senior Vice President Donald March. The program deals with "the friendship and eventual romance between an aging lonely hearts columnist (Preston) and a younger schoolteacher (Moore)." *Finnegan Begin Again* premieres Sunday, Feb. 24.

Threading ratings needle

Superstation WTBS(TV) Atlanta said its premiere showing of "Threads," the motion picture depicting the effects of a nuclear war, attracted the biggest prime time audience of any feature film in WTBS's history. The broadcast, Jan. 13 at 8-10:05 p.m. NYT, was credited with an 8.3 rating and 11 share of audience in homes served by the superstation, for an average audience of 2,748,000 homes—the largest for any feature film on WTBS and a close second to the 2,816,000 homes delivered by the first episode of the *Centennial* mini-series on Jan. 8, 1984. WTBS said its homes delivery more than doubled the December average for its prime time movies.

Golf galore

ESPN said it will present this year the most extensive golf schedule ever shown on television, with coverage from more than 20 tournaments and with more than 50 days of live action from the Professional Golfers Association Tour, the Senior PGA Tour, the Ladies Professional Golfers Association and the U.S. Golfers Association. Steven M. Bornstein, ESPN programming vice president, said highlights would include up to seven PGA Tour events, at least seven PGA Senior Tour events, at least six LPGA tournaments and the weekly series, *Inside the PGA Tour*, usually on Wednesdays at 7:30 p.m. NYT. This schedule, Bornstein said, "should establish ESPN as the television network for golf fans." Most of the events will be presented in conjunction with Ohlmyer Communications through its sports marketing division, People and Properties/The Management Co., the exclusive TV packager and producer for all PGA Tour tournaments scheduled for cable and syndication as well as the marketing representative of the LPGA.

Broadcasting

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City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
 (required) No

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LAZARD FRERES & CO.

MONTGOMERY SECURITIES

PAINWEBBER
Incorporated

PRUDENTIAL-BACHE
Securities

ROBERTSON, COLMAN & STEPHENS

L. F. ROTHSCHILD, UNTERBERG, TOWBIN

SALOMON BROTHERS INC

SMITH BARNEY, HARRIS UPHAM & CO.
Incorporated

WERTHEIM & CO., INC.

February 8, 1985

Business Briefly

TV ONLY

Cotler Inc. □ Men's clothing will be spotlighted in three-week flight to start in late March in New York and Washington. Commercials will be placed in fringe periods. Target: men, 25-54. Agency: Romann & Tannenholtz, New York.

Pennsylvania Department of Tourism

□ Six-week flight is set to begin in early March in 12 markets in Pennsylvania and greater Northeast. Commercials will be presented in daytime and fringe periods. Target: adults, 25-54. Agency: Ketchum Advertising, Pittsburgh.

Normark Corp.

□ Fishing equipment will be spotlighted in six-week flight to begin in mid-March in more than 50 markets. Commercials will run in fringe periods as part of sports programs or in adjacencies. Target: men, 21-64. Agency: Carmichael-Lynch Advertising, Minneapolis.

Southeastern Energy Information Council

□ Value of electricity is being emphasized in flighted campaign to run

during first and second quarters in 13 markets in Southeast. Advertising will be slotted in daytime, fringe, sports and prime periods. Target: men and women, 21-54. Agency: Wray/Ward Advertising, Charlotte, N.C.

RADIO ONLY

John Deere & Co. □ Lawn products will be spotlighted in 10-week flight to start in early March in about 50 markets, including Washington, Milwaukee, Cleveland and Houston. Commercials will run in all dayparts. Target: men, 25-54. Agency: N W Ayer, Chicago.

Ohio State Lottery □ One-week flight is set to start in March in 30 to 40 markets in Ohio. Commercials will be placed on weekdays and weekends in morning, afternoon and early evening periods. Target: adults, 18 and older. Agency: Marcus Advertising, Cleveland.

Joseph A. Banks □ Manufacturer and retailer of men's clothing will begin spring-summer campaign in mid-March



Phone in your future. Surrounded by futuristic artifacts, including huge, fallen robot, author Frank Herbert appears in new television commercial for Pacific Bell to impress upon viewers benefits of telephone. Commercial has been running since late January on spot television in Los Angeles, San Francisco, San Diego and Sacramento, Calif., following its introduction (via local cut-ins) in coverage of Super Bowl. Herbert stresses that "anyone who has a phone line already is connected to technology that in a few years will allow our heating, lighting, home security, plus a gigantic store of knowledge—all of it to come through on a phone line..." Agency is Foote, Cone & Belding, San Francisco.

with seven weeks of advertising flighted over 13 weeks until mid-June. Commercials will be carried in morning and evening drive periods in 16 markets, including Atlanta, Denver, Dallas and Houston. Target: men, 25-49. Agency: Eisner & Associates, Baltimore.

Wyatt's Cafeteria □ Spring-summer campaign is scheduled to start in mid-March and run for 12 weeks flighted in two Southwestern markets. Commercials will be broadcast in all time periods. Target: adults, 25-54. Agency: Camelot Communications, Dallas.

British Caledonian Airways □ Flights

Rep Report

WOEZ(FM) Fort Myers, Fla.: To Blair Radio from Hillier, Newmark, Wechsler & Howard.

□

KWBO(AM)-KZNG(FM) Hot Springs, Ark.: To Masla Radio (no previous rep).

□

Leisure Market Radio: To Masla Radio.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

MUSIC TO YOUR EARS—FEBRUARY 23—AP tunes up for the Grammy Awards on February 26. A list of nominees moves February 23. AP will report the winners in a series of updates during the ceremony, and give you a final musical score on winners in all major categories.

SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

COMING ATTRACTIONS—A Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

THE SPORTSMAN—Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature show. This three-take feature runs about three minutes and moves on weekdays.

MUSICWATCH—This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles.

For more information call (800) 821-4747.

AP Associated Press Broadcast Services.

SURVIVAL RADIO

It really *is* a jungle out there. And in that jungle.

Otari's MTR-10 audio machine gives you the ammunition you need to stay alive—like three speeds, micro-processor control, a built-in cue speaker, and an optional ten-memory autolocator.



The MTR-10's "creative arsenal" helps you keep pace in the tough, competitive world of broadcast.

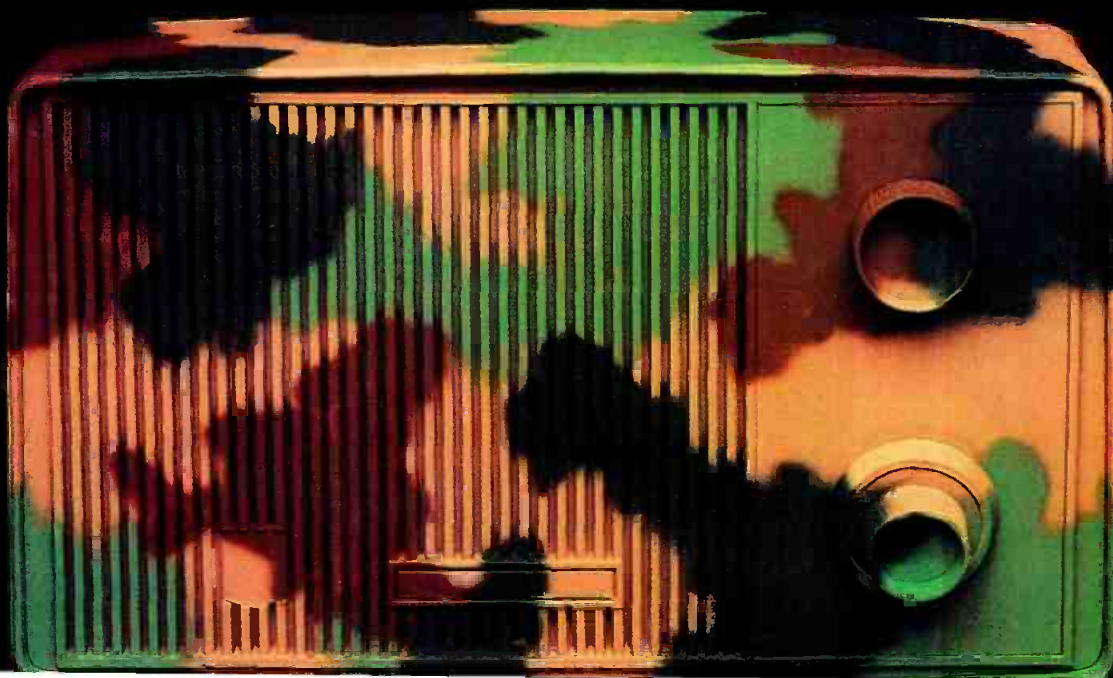
Whether you're doing spots, editing, or working "live", this rugged machine provides the features you'll need for the recording tasks of tomorrow. As one of our customer's put it, "Everything I even *think* I want to do, I *can* do on this machine."

Now add Otari's legendary reliability and customer support, and your chances of survival become even more certain.

Has a good business decision ever been easier to make? From Otari: The Technology You Can Trust.

Contact your nearest Otari dealer for a demonstration, or call Otari Corporation, 2 Davis Drive, Belmont, CA 94002 (415) 592-8311 Telex: 9103764890

OTARI





**COLUMBIA PICTURES TELEVISION
PRESENTS
A SPECIAL COLLECTORS EDITION**

V O L U M E



Introducing Volume Five. 26 of today's most extraordinary motion pictures...loaded with blockbusters...teeming with stars...packed with drawing power. Available now from Columbia Pictures Television!

Featuring...

**ALL THAT JAZZ
THE AMERICAN
SUCCESS COMPANY
THE BIG CHILL
THE BOAT
THE BUDDY HOLLY STORY
CHRISTINE
CLOSE ENCOUNTERS
OF THE THIRD KIND
THE COMPETITION
THE DEEP
EDUCATING RITA
THE FIFTH MUSKETEER
GLORIA
HANKY PANKY**

**HANOVER STREET
LOST AND FOUND
MODERN ROMANCE
NEIGHBORS
SILENT RAGE
SPACEHUNTER: ADVENTURES
IN THE FORBIDDEN ZONE
STIR CRAZY
STRIPE
THE SURVIVORS
USED CARS
WARLORDS OF ATLANTIS
WHOLLY MOSES
YOR, THE HUNTER
FROM THE FUTURE**



ranging from three to six weeks will begin in late February in more than 20 markets, principally in Southeast but including Los Angeles, Houston and Dallas. Concurrently, airline will begin campaign in late February in more than

12 Northeast markets to promote launching of service from New York to London on May 1. Commercials will appear in all dayparts. Target: men, 35-64. Agency: Winius-Brandon, Bellaire, Tex.

AdVantage

Tapped by CBS News. CBS News has appointed Jacobs & Gerber, Los Angeles, as its agency of record, replacing Ogilvy & Mather, New York. Agency's first assignment under its new contract is to produce on-air promotion for *CBS Morning News*. Jacobs & Gerber previously had produced promotional spots for news broadcasts of CBS's KCBS-TV Los Angeles, and worked on several projects for CBS Television Network. Jacobs & Gerber will create all broadcast, print and collateral material for CBS News division.

Ayer rings bell. AT&T has decided to consolidate its consumer products advertising account at N Wayer, New York. AT&T has had three different agencies handling its consumer products advertising, including Ayer, which long has been agency for residential telephone products. D'Arcy MacManus Masius has had leased telephone products assignment and Foote, Cone & Belding, cellular phones. AT&T spokesman said company was "pleased" with work of all agencies but decided single agency would provide "consistent look and message for our advertising." Account bills more than \$50 million, substantially in broadcast.

Expansion-minded. Six months ago, Coaxial Communications, Columbus, Ohio, created Cable Saver channel on its system as cable TV version of shopper newspaper. Jeffrey Slutsky, president of Cable Saver, is aiming to expand concept to other cable systems throughout U.S. Coaxial Communications subscribers receive discounts offered by local retail firms, which, in turn, are offered free TV commercials on Cable Saver. Coaxial Communications and Cable Saver stand to benefit if they can increase their subscription list markedly or if they can persuade other cable systems to buy service. Slutsky said last week that 106 local companies are participating in Cable Saver, including J. C. Penney, County Seat Stores, Arby's and Burger King. In past two months, according to Slutsky, Coaxial has had net gain of 2,200 subscribers.

Eighteen Ways To Get The Viewer's Attention



Thriller

Martin Sheen is just one of the stars featured in "Thriller", a package of eighteen major action and adventure films.

ALMI TELEVISION®

The Almi Building • 1585 Broadway • New York NY 10036 • (212) 315-8650

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Sol Taishoff (1904-1982)

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

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Broadcasting ■ Cablecasting Yearbook

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Philippe E. Boucher, controller.
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Corporate Relations

Patricia A. Vance, director.

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advertising assistants.

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

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

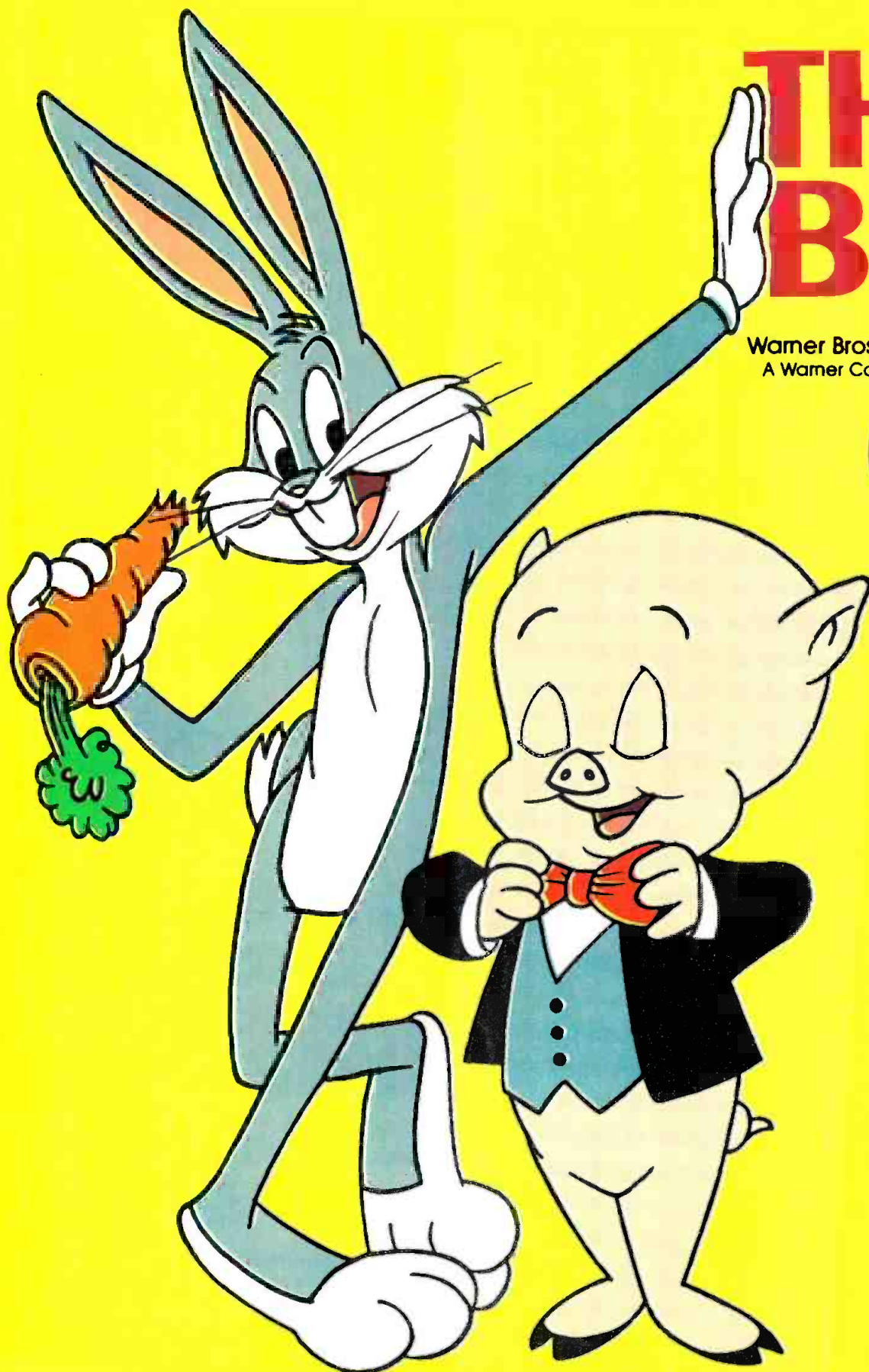


ABP

American
Business
Press Inc

Founded 1931. Broadcasting-Television * introduced
in 1946. Television * acquired in 1961. Cablecasting *
introduced in 1972 □ * Reg. U.S. Patent Office. □
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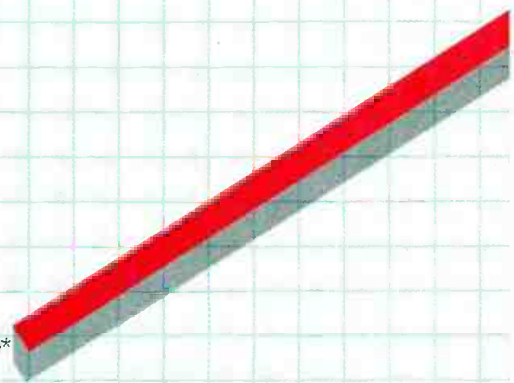
THE BEST

Warner Bros. Television Distribution
A Warner Communications Company



Transtar's Format 41 Has Gone . . .

3.1
(April-May-June)*



...Gone through the roof in ratings:

The ratings are in for Joy 107 FM scoring #2 in Adults 25 to 54 in the Miami-Ft. Lauderdale Fall 1984 book... its first book on Transtar's **FORMAT 41***. The growth since it started has been chronicled in the monthly Arbitrends. Starting with a Spring 1984 share of 3.1 (12+), Joy 107 now earns a 5.6 (12+) share... and it's all concentrated in the money demo's.

*A service mark of Transtar Radio Network.

4.9
(June-Oct-Nov)*

4.1
(May-June-Oct)*

5.6
(Fall 1984)**

...Gone through the roof in sales:

Joe Amatore, Owner and President of Joy 107 FM, says it best: "This is a lucrative format because it focuses on the 'Earnings Boom.'

Both the listeners and the *buyers* love it. This station made an immediate impact in South Florida in audience and sales gains...*significant* gains. This is a marvelous format, but it's tricky. Until Transtar came along we found doing the format was not as easy as it seemed. It's damned hard to get the right songs, the exact right sequence, and just the *right* talent approach. Transtar knows how to make this tricky format win *big*."



Joe Amatore
Owner/President Joy 107 FM

...Gone to exclusive affiliates in these major markets:

Miami-Ft. Lauderdale (FM), Washington D.C. (FM), Sacramento (AM), New York (FM), Chicago (FM), Minneapolis-St. Paul (FM), Portland, Oregon (FM), New Orleans (FM), and in many medium and small markets. Call us now before it's gone in *your* market.

*Arbitrend Shares 12+ AQH M-S 6A-12M

**Fall 1984 Arbitron 12+ AQH M-S 6A-12M

1-800-654-3904

TRANSTAR
The Quality Satellite Network

This week

Feb. 19—Ohio Association of Broadcasters general sales workshop. Hilton Inn East, Columbus, Ohio.

■ **Feb. 19**—Women in Communications, New York chapter, meeting, "Career Night." First Women's Bank, New York.

Feb. 20—Deadline for entries in International Reading Association's Broadcast Media Awards for "outstanding television and radio programing related to reading, literacy or promotion of the lifetime reading habit." Information: (302) 731-1600.

Feb. 20—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Joseph M. Cohen, president, Madison Square Garden Network. Copacabana, New York.

Feb. 20—Society of Cable Television Engineers, Chattanooga (Ga.) chapter, meeting. Holiday Inn South, Atlanta.

Feb. 20—Women in Film and Video, New England chapter, meeting, "Working It Out: The Producer as Team Manager." WBZ-TV Boston. Information: (617) 497-5680.

Feb. 21—16th National Abe Lincoln Awards, sponsored by Southern Baptist Radio and Television Commission. Will Rogers Memorial Center, Fort Worth. Information: (817) 737-4011.

Feb. 21—Ohio Association of Broadcasters Cleveland managers' luncheon. Bond Court hotel, Cleveland.

■ **Feb. 21**—Women in Cable, Washington chapter, meeting, "Institutional Networks: Burden or Bonanza?" National Cable Television Association, Washington.

■ **Feb. 21**—Women in Cable, Bay Area chapter, winter meeting. Topic: "VCR: Friend or Foe?" LeNuccio's restaurant, Dublin, Calif. Information: (415) 828-8510.

March 7-9—16th annual Country Radio Seminar, sponsored by Country Radio Broadcasters Inc. Opryland hotel, Nashville.

March 14-17—First NATPE International production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

March 26-27—Cabletelevision Advertising Bureau's fourth annual cable advertising conference. Sheraton Center, New York.

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

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

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

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

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

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

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

May 15-18—Public Broadcasting Service/National Association of Public Television Stations annual

■ **Feb. 21**—Women in Telecommunications, Empire chapter, meeting. GTE Sprint, New York.

Feb. 21-22—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Century Plaza, Los Angeles.

Feb. 21-22—"Plugging into cable television," seminar designed to help nonprofit organizations utilize local cable channels, sponsored by National Federation of Local Cable Programers. National Education Association building, Washington. Information: (202) 544-7272.

Feb. 22-24—Oklahoma Association of Broadcasters annual winter meeting. Sheraton Kensington, Tulsa, Okla.

Feb. 23—11th annual Media Law Conference, sponsored by Florida Bar, Miami Herald, Miami News, WPLG(TV), WSVN(TV), WTVJ(TV), all Miami, and group of Miami law firms. Miami Airport Hilton and Marina, Miami.

Also in February

Feb. 25-26—National Cable Television Association board meeting. Key Biscayne hotel, Key Biscayne, Fla.

Feb. 25-27—Television Bureau of Advertising/Sterling Institute managing sales performance program for sales managers. Sahara, Las Vegas.

Feb. 25-27—"Forging a Global Telecommunications Strategy," national policy conference sponsored by Georgetown University, Center for Strategic and International Studies. International Club, Washington. Information: (202) 293-9151.

Feb. 26—Pennsylvania Association of Broadcasters winter conference and Gold Medal dinner. Marriott Inn, Harrisburg, Pa.

Feb. 26—American Advertising Federation second

annual West Coast advertising public policy seminar, "The Rules of the Game." Beverly Hilton hotel, Los Angeles. Information: (202) 898-0089 or (415) 421-6867.

Feb. 26-27—"The Revitalization of AM Radio," regional seminar sponsored by National Association of Broadcasters. Sheraton Orlando International Airport Inn, Orlando, Fla. Information: (202) 429-5415.

Feb. 27—American Women in Radio and Television, Washington chapter, biannual salute to new members of Congress. Russell Senate Office Building, Caucus Room, Washington.

Feb. 27—Television Bureau of Advertising regional sales training conference. Americana Dutch Resort, Orlando, Fla.

■ **Feb. 27**—Women in Communications, New York chapter, meeting. Speaker: Judith Crist, film and drama critic, author. Summit hotel, New York.

Feb. 27-28—American Women in Radio and Television biannual public affairs seminar. Speakers include Representatives Nancy Johnson (R-Conn.), Pat Schroeder (D-Colo.), Mickey Leland (D-Tex.) and former FCC Commissioner Anne Jones. Hyatt Regency Capitol Hill, Washington. Information: (202) 296-0008.

Feb. 28—Philadelphia Cable Club luncheon meeting. Adams Mark hotel, Bala Cynwyd, Pa.

■ **Feb. 28**—Women in Communications, Detroit chapter, meeting, "Women and Economic Opportunity." Dearborn Inn, Detroit.

Feb. 28-March 1—"Revitalization of AM Radio," seminar sponsored by National Association of Broadcasters. Adam's Mark hotel, Charlotte, N.C. Information: (202) 429-5415.

March

March 1—Northern California Broadcasters Association luncheon. Speakers: Charles Benard and Neil

Major Meetings

al meeting. St. Francis hotel, San Francisco.

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

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

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

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

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

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

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

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

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

Sept. 11-14—Second annual Radio Convention and Programming Conference, jointly sponsored by National Association of Broadcasters and National Radio Broadcasters Association. Dallas Convention Center, Dallas.

Sept. 11-14—Radio-Television News Directors Association international conference. Opryland, Nashville. Future convention: Sept. 10-13, 1986, Anatole, Dallas.

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

Oct. 27-Nov. 1—Society of Motion Picture and Television Engineers 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

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

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

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

Jan. 4-8, 1986—Association of Independent Television Stations 13th annual convention (tentative).

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

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

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

DALLAS POWER **FOR** AFFILIATES!

RANK IN TIME PERIOD

MARKET	STATION	MON—FRI	RTG	SH	RTG	SH	WOMEN 18-49	WOMEN 25-54
Dallas**	WFAA/A	3:00-4:00pm	11	35	1	1	1	1
Phoenix**	KPNX/A	3:00-4:00pm	6	26	1	1	1	2
Nashville**	WKRN/A	4:00-5:00pm	8	21	2	2	2	2
Memphis**	WHBQ/A	3:30-4:30pm	9	24	1	1	1	1
Albany*	WTEN/A	4:00-5:00pm	8	25	2	2	1	1
Tulsa**	KOTV/C	3:00-4:00pm	9	36	1	1	1	1
Richmond*	WXEX/A	4:00-5:00pm	8	29	1	1	1	1
Flint*	WJRT/A	4:00-5:00pm	8	26	1	1	1	1
Wichita- Hutchinson**	KAKE/A	3:30-4:30pm	6	25	1	1	1	1
Knoxville**	WTVK/N	5:00-6:00pm	7	17	2	2	2	2
Paducah**	WPSD/N	3:30-4:30pm	7	24	2	2	1	1

First DALLAS... Now KNOTS LANDING!

LORIMAR®

Resnick, co-op consultants, San Francisco. Trader Vic's, San Francisco. Information: (415) 928-7424.

March 5-6—Ohio Association of Broadcasters congressional dinner. Hyatt Regency Capitol Hill, Washington.

March 7-9—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

March 8—International Radio and Television Society 45th anniversary/Gold Medal banquet, honoring Ralph Baruch, chairman, Viacom International. Waldorf Astoria, New York.

■ **March 9**—Federal Communications Bar Association seminar, "New Roles for Lawyers in International Telecommunications." Washington Marriott, Washington.

■ **March 10-12**—"Telecommunications Opportunities for the Minority Entrepreneur," sponsored by *National Telecommunications and Information Administration* and *Storer Communications*. Vacation Village

Convention Center, San Diego. Information: (202) 377-1835.

March 11-13—PRIMA (Public Radio in Mid-America) winter meeting. Montelone hotel, New Orleans. Information: (319) 353-5665.

March 13—American Women in Radio and Television 10th annual Commendation Awards luncheon. Awards to be presented by actress Loretta Swit. Waldorf-Astoria, New York.

March 14-15—Oklahoma AP Broadcasters annual convention. Marriott, Tulsa, Okla.

March 14-17—First NATPE International Production Conference. New Orleans Hilton. Information: (212) 949-9890.

March 15—Ohio Association of Broadcasters Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

March 15—Deadline for entries in International Gold Medallion competition, sponsored by *Broadcast Pro-*

motion and Marketing Executives. Information: BPME, department of telecommunications and film, San Diego State University, San Diego, 92182.

March 15—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: (517) 355-8372.

March 15-16—International satellite and cable television communications law symposium sponsored by *UCLA Communications Law Program* and *International Bar Association*. Speakers include Richard Colino, Intelsat; Mimi Dawson, FCC commissioner; Fred Landman, Panamsat. Schoenberg Hall, UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

March 15-17—Intercollegiate Broadcasting System national convention. Washington Hilton, Washington.

■ **March 19**—"Current Issues in the Development of International Communications," second annual executive seminar sponsored by *Hogan & Hartson*, Washington law firm. International Club, Washington. Information: Barbara Kline, (202) 331-4690.

March 19—Television Bureau of Advertising regional sales training conference. Sheraton Inn (Airport), Portland, Ore.

■ **March 19**—Missouri Broadcasters Association sales seminar. Ramada Inn, Sikeston, Mo.

■ **March 20**—Missouri Broadcasters Association sales seminar. University Plaza Holiday Inn, Springfield, Mo.

March 20—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

■ **March 20**—Women in Communications, *New York chapter*, meeting. Speaker: Isaac Asimov, writer. Summit hotel, New York.

March 21—International Radio and Television Society newsmaker luncheon, featuring Brandon Tartikoff, NBC; Lew Erlich, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

March 21—Television Bureau of Advertising regional sales training conference. Meridian (downtown), San Francisco.

■ **March 21**—National Association of Black Owned Broadcasters first Media Awards dinner, honoring Representative Mickey Leland (D-Tex.) and FCC Commissioner Henry Rivera. Sheraton Washington, Washington.

■ **March 21**—Missouri Broadcasters Association sales seminar. Hilton hotel, Columbia, Mo.

March 21-23—New Mexico Broadcasters Association annual convention. Guest: CBS's Van Gordon Sauter. Inn at Loretto, Santa Fe, N.M.

■ **March 22**—Missouri Broadcasters Association sales seminar. Sports Complex Holiday Inn, Kansas City, Mo.

March 24-31—Prix Futura Berlin, conference with panels on radio drama, radio documentaries, TV drama and TV documentaries. Berlin. Information: (030) 308-26-00 or 308-26-01.

March 26—Academy of Television Arts and Sciences forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Beverly Wilshire hotel, Los Angeles. Information: (818) 506-7880.

March 26—Television Bureau of Advertising regional sales training conference. Amfac (West Tower), Dallas.

March 26-27—Cabletelevision Advertising Bureau's fourth annual cable advertising conference. Sheraton Center, New York.

March 26-27—Pennsylvania Association of Broadcasters visit to Congress. Washington.

March 27-28—Illinois Broadcasters Association

There are over
Six Million Households
in the New York ADI who
could be watching *your* programs.

In the New York market,
WNYC-TV has
what the other channels don't:

**Airtime Available
By The Hour**

For more details on this extraordinary offering,
call Judy Umlas at (212) 669-7738

WNYC TV

One Centre Street, New York 10007

Errata

Parent committee for Senate Subcommittee on Alcohol and Drug Abuse is **Labor and Human Resources**, not Judiciary Committee, as reported in Feb. 11 issue.

DALLAS POWER

FOR

INDEPENDENTS!

MARKET	STATION	MON—FRI	RTG	SH	W18-49
					(000) % INCREASE 11/84 VS. 11/83
New York*	WOR	7:00-8:00pm	5	8	+34
Los Angeles*	KHJ	7:00-8:00pm	6	9	+63
San Francisco**	KTZO	7:00-8:00pm	3	5	+44
Detroit*	WXON	7:00-8:00pm	4	7	+37
Cleveland*	WCLQ	7:00-8:00pm	3	5	+85
Houston**	KTXH	7:00-8:00pm	8	12	+229
Miami*	WDZL	7:00-8:00pm	3	5	+175
Tampa**	WTOG	12:00-1:00pm	4	14	+100
Sacramento**	KRBK	7:00-8:00pm	6	9	+62
San Diego*	XETV	7:00-8:00pm	6	11	+75
Orlando*	WOFL	8:00-9:00pm	4	6	+150
Oklahoma City*	KAUT	6:00-7:00pm	7	12	+250
Birmingham**	WTTO	7:00-8:00pm	7	10	+90
Salt Lake City**	KSTU	10:00-11:00pm	2	5	+14
Grand Rapids**	WXMI	7:00-8:00pm	4	8	+15
Louisville*	WDRB	7:00-8:00pm	7	12	+83

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WNEW-TV
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in locally-produced programming**

**and
Bob Bennett
recipient of the NATPE
President's Award for
"a lifetime of service to television"**



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spring meeting and awards banquet. Convention Center, Springfield, Ill.

March 27-29—*Locator Network of America* semi-annual meeting. Loew's Anatole hotel, Dallas.

March 27-31—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Opryland hotel, Nashville.

March 28—*Television Bureau of Advertising* regional sales training conference. Atlanta Hilton (downtown), Atlanta.

March 29—Deadline for entries in annual awards competition sponsored by *National Broadcast Editorial Association*. Fee is \$75. Scripts, tapes required for each of 12 monthly editorials. Contact Joe Mannion, WFL-TV, Box 1410, Tampa, Fla., 33601; (813) 229-7781.

March 30—*Cable Marketing Association of Greater Chicago* first "CableGala." Chicago Field Museum of Natural History, Chicago. Information: (312) 530-4477.

April

April 1—Deadline for entries in Major Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* with cooperation of *National Radio Broadcasters Association*. Information: Munire Terpis, Armstrong Foundation, Room 1342A S.W. Mudd Building, Columbia University, New York, N.Y., 10027; (212) 280-8703.

April 1—Deadline for entries in *International Radio Festival of New York*. Information: International Radio Festival, 246 West 38th Street, New York, 10018.

April 1-3—*SPACE/STTI (Society for Private and Commercial Earth Stations/Satellite Television Technology Inc.)* show. MGM Grand, Las Vegas. Information: (703) 549-6990.

April 2—*Television Bureau of Advertising* regional sales training conference. Holiday Inn (Westport), St. Louis.

April 3—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

April 5-6—Seventh annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 8—Deadline for entries in Banff Television Festival, recognizing "excellence in television films and programs." Information: (403) 762-3060.

April 8-9—32d annual Unity Awards in Media (UAIM), recognizing excellence in media reflecting "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

April 9—*Television Bureau of Advertising* regional sales training conference. Marriott (Bloomington), Minneapolis.

April 10—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

April 11—*Television Bureau of Advertising* regional sales training conference. Hyatt Regency (Dearborn), Detroit.

April 11-12—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 12-18—11th annual Documentary Festival, sponsored by *Global Village*. New York City's Public Theater, New York. Information: (212) 966-7526.

April 13—*American Bar Association Forum Committee on Communications Law and National Association of Broadcasters* fourth annual workshop for lawyers, "Representing Your Local Broadcaster," held in conjunction with NAB convention (see below). Dunes hotel, Las Vegas.

April 14-17—*National Association of Broadcasters* 63d annual convention. Las Vegas Convention Center, Las Vegas.

April 14-18—Computer Graphics '85, conference and exposition sponsored by *National Computer Graphics Association*. Dallas Convention Center, Dallas. Information: 1-800-543-8000.

April 14-20—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

April 15—Deadline for entries in 29th annual National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036; (202) 955-7710.

April 15-16—*National Association of Broadcasters* second minority television programming exhibition, during NAB annual convention. Las Vegas Convention Center, Las Vegas.

April 16—*Academy of Television Arts and Sciences* forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

April 16—*Television Bureau of Advertising* regional sales training conference. Americana Inn (Airport), Albany, N.Y.

April 18—*Television Bureau of Advertising* regional sales training conference. Hilton (Downtown), Philadelphia.

April 19-21—*California AP Television-Radio Association* 38th annual convention. Monterey Sheraton, Monterey, Calif. Information: Rachel Ambrose, (213) 746-1200.

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

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

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

April 24—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 24—Presentation of *Ohio State Awards*, for "excellence in educational, informational and public affairs programming." Awards administered by Ohio State University's WOSU-AM-FM-TV Columbus, Ohio. National Press Club, Washington.

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

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

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

April 26-28—*Carolinas UPI Broadcasters Association* annual convention and awards banquet. St. John's Inn, Myrtle Beach, S.C.

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

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

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

May

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

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

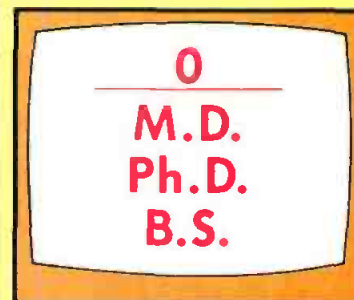
May 6-7—Videotex Information Systems Exposition and Conference, sponsored by *Videotex Industry Association* and *Cahners Exposition Group*. Sheraton Center hotel, New York.

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

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BROADCASTERS.

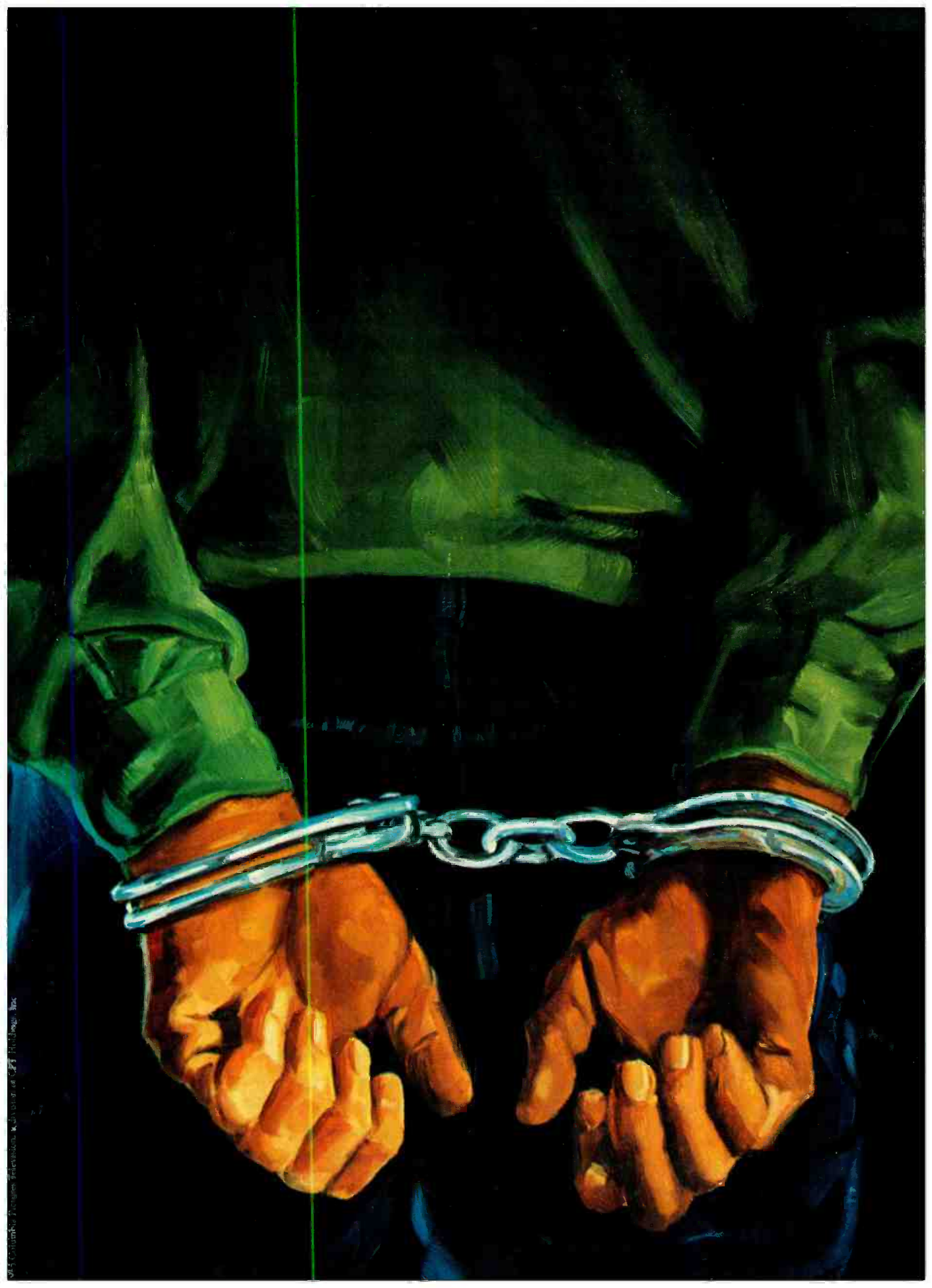
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THE BATTLE'S JUST BEGUN...

BLACK SHEEP SCORES RECORD HITS IN CHICAGO AND DALLAS!



The February overnights are just coming in and ***Black Sheep Squadron*** has already scored the **highest time period ratings and shares ever on WPWR-TV Chicago and KTXA-TV Dallas.**

In Chicago on WPWR-TV, where it's stripped at 6:00pm, *Black Sheep* increased the previous

time period rating by 50% and in Dallas on KTXA-TV, where it's stripped at 7:00pm, it raised the time period rating by a whopping 100%!

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Action-packed hours with a touch of humor. Strip them, play them once-a-week or both! Call now for details on our unique marketing plan: 3 runs cash/1 year advertiser-supported. (212) 605-2786.

MCA TV

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Open Mike

Mistaken meaning?

EDITOR: Having attended the California Broadcasters Association convention in Palm Springs, Calif. [Jan. 6-8], I heard Senator Bob Packwood's debate with Charles Ferris. As I am a director of the National Association of Broadcasters as well as an officer of the CAB, I was concerned with the remarks quoted in your article (BROADCASTING, Jan. 14). I have listened to tapes of the debate, and I believe your publication's interpretation of Senator Packwood's remarks was not entirely correct.

The article, in quoting Packwood's California speech, stated the NAB "couldn't argue their way out of a paper bag. . .". In the speech, Packwood clearly stated "lobby." If one listens in entirety to the Packwood remarks, it is apparent that Senator Packwood refers to the NAB and broadcasters as one entity. In other words, he uses NAB generically in referring to broadcasters. Further, Packwood compared car dealers and broad-

casters as existing in every town, but it is obvious that the NAB does not exist in every town—and not all broadcasters are members of NAB.

Senator Packwood raised the question of whether broadcasters could be much more effective in terms of grass-roots lobbying. That is a legitimate concern. However, BROADCASTING used that thought in order to develop an article questioning the lobbying ability in Washington of the NAB's government relations staff. I believe that is the fatal flaw in the article. The article attempts to fortify its position by quoting one named source (the counsel to the House Telecommunications Subcommittee) and several anonymous sources. It appears to me that the negative remarks concerning the NAB in your article had little to do with the remarks made by Senator Packwood with reference to grass-roots lobbying efforts by broadcasters in their local communities.

There exists a grass-roots lobbying effort involving about 1,000 broadcasters in all of

Stay Tuned

A professional's guide to the intermedia week (Feb. 18-24)

Network television **ABC:** *Hollywood Wives* (three-part drama), continuing Monday and Tuesday 9-11 p.m.; *Deadly Messages* (thriller), Thursday 9-11 p.m.; "Star Trek II: The Wrath of Khan" (science fiction), Sunday 8-10:30 p.m. **CBS:** *Murder With Mirrors* (suspense drama), Wednesday 9-11 p.m.; *Bugs Bunny's 3rd Movie: 1,001 Rabbit Tales* (animated special), Friday 8-9 p.m. **NBC:** *Disneyland's 30th Anniversary Celebration*, Monday 8-10 p.m.; *Bob Hope Lampoons Television 1985—Dynasty Meets The A-Team and Cheers*, Sunday 8-9 p.m. **PBS** (check local times): *American Playhouse: "Some Men Need Help"* (drama), Monday 9-10:30 p.m.; *More than the Music* (documentary), Wednesday 10:30-11 p.m.; *Dance in America: "American Ballet Theater at the Met,"* Friday 9-10:30 p.m.; *The Precious Legacy* (documentary), Friday 10:30-11 p.m.; *Ticket to Seoul* (documentary), Sunday 10-11 p.m.



ABC's *Deadly Messages*

Network radio **CBS Radio Network:** *Your Taxes* (information), Saturday and Sunday, check local listings.

Cable **A&E:** *The Old Men at the Zoo** (satirical series), Monday 10-11 p.m.; *Events in a Museum* (satirical comedy), Tuesday 8-9:30 p.m.; *Under the Hammer* (satirical comedy), Tuesday 9:30-11 p.m.; *The Authentic Messiah*, Thursday 9 p.m.-midnight; "Overlord" (British film), Saturday 8-10 p.m.; "Rainy Day Women" (British film), Saturday 10 p.m.-midnight. **HBO:** *Finnegan Begin Again* (romance), Sunday 8-10 p.m.

Syndication **WCRB Productions:** *The Boston Pops Orchestra*, week of Feb. 18 on 100 stations, check local times.

Play It Again **CBS:** "Rocky," Tuesday 8:30-11 p.m.

Museum of Broadcasting Sports production seminar on local sports at wCBS-TV with Warner Wolf, reporter; Carmine Ancotta, producer/writer, and Cliff Gelb, writer, Thursday 12:30-2 p.m. **KTLA:** *West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programing, now through March 15. **Hallmark Hall of Fame:** *A Tradition of Excellence*, examination of key role sponsor has played in development of programing, focusing on 14 dramatic themes, now through April 18.

*indicates premiere episode

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THE ULTIMATE "PLAY ALONG" GAME SHOW STRIP!

CAN YOU GUESS
THIS CATCH PHRASE?

**BLOOD
WATER**

Blood Is Thicker Than Water

ALREADY BOUGHT BY

KXAS-TV Dallas

WTAE-TV Pittsburgh

WSB-TV Atlanta

PLUS
40 MORE
BLUE-CHIP
BROADCASTERS.

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Unique
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What you see above is yet another installment of TV's longest-running horror series: "The Lost Commercial."

The villain is the antiquated 2-inch cart machine—notorious for making valuable commercial air time vanish into thin air. And its appetite for destruction seems endless. Statistics show it's not unusual for a station to squander upwards of \$15 million yearly on makegoods alone.

But the nightmare is ending. Because Sony announces the first real advance in cart machine technology in over a decade. The new Betacart™ multicassette system.

THE CART MACHINE VS. THE SMART MACHINE.

What the old cart machine tried to do by mechanical means, the Sony Betacart achieves through superior intelligence.

Microprocessors keep constant track of 40 cassettes. They maintain the alignment of the system's four BVW-11 decks and its elevator. They run self-check diagnostic routines.

And, in the belief that an ounce of prevention is worth many times its weight in makegoods, they solve problems before they occur—such as warning a technician that he's about to remove a cassette that's due to air shortly.

The Betacart is communicative in other ways, too. It's smart enough to guide your technicians through its operation, and will even interface directly with your station's main computer.

MAINTAINING MACHINERY VS. MAINTAINING PROFITS.

The end result of all this electronic

THE MACHINE INSPIRED BY BILLIONS OF DOLLARS WORTH OF COMMERCIAL FAILURES.

sophistication is the kind of mechanical simplicity that virtually eliminates breakdowns—not to mention the makegoods, excessive downtime and high maintenance costs that are generally part of the package.

And, as its name implies, the Sony Betacart uses Betacam cassettes—which cost less than a third of what 2-inch cartridges cost. Its format also makes the system ideal for ENG use during newscasts—thanks to its compatibility with the Betacam™ camera/recorder, along with its multiple video and audio outputs and freeze/instant-start capabilities.

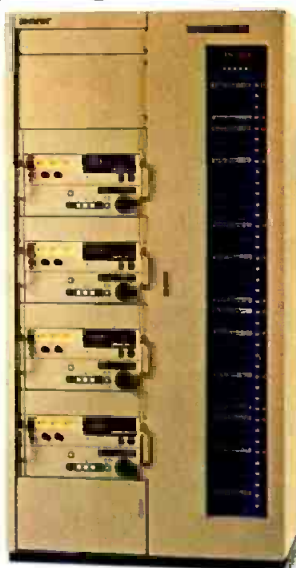
All these advantages, plus its low initial cost make the Sony

Betacart multicassette an investment that will pay for itself quickly. And it will keep paying off in new ways. Its stereo capability, for example, will allow you to capitalize on the coming introduction of stereo TV broadcasting.

For more information, call in New York/New Jersey (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) 841-8711.

After all, to err may be human. But there's nothing divine about having to forgive a machine.

SONY
Broadcast



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For four sweeps in a row, THREE'S COMPANY went to the front in 1984.

Passing M*A*S*H—and every other half-hour situation comedy—every time.*

THREE'S COMPANY has been the Number One half-hour sitcom in syndication for a full year. Which isn't surprising when you consider what it has going for it.

Irresistible characters with strong fan loyalties across the nation.

Wonderfully funny situations spotlighting the superb comedic talents of stars John Ritter, Joyce DeWitt, Priscilla Barnes, Suzanne Somers, Norman Fell, Audra Lindley and Don Knotts.

And overwhelming appeal for young women, young adults, and teens.

Get THREE'S COMPANY, the powerhouse strip that outranks them all.

It'll make a clean sweep on your station, too.

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the states. This group is referred to as the Legislative Liaison Committee. Recently, the NAB's Congressional Liaison Committee developed an outreach program and grass-roots lobbying program that will help to make the LLC a more dynamic lobbying source.

The NAB is working hard in its lobbying efforts. If Senator Packwood believes the NAB is not as effective as it should be, then it is our job to change that perception—and the perception of the NAB held by others as indicated in your article of Jan. 14. The NAB's problem may be the manner in which it is perceived rather than its effectiveness.—*Bob Fox, president, KVEN(AM)-KHAY(FM) Ventura, Calif.*

The dialogue continues

EDITOR: Why is it that owners and managers of FM radio stations are so petrified of AM stereo? Mr. Arthur Thompson wrote such nonsense in his Feb. 4 "Open Mike" that I had to reply. If he were an engineer or the holder of an FCC first class license as I am he would not present such a shallow case. I will not go into technical detail because it would be lost on Mr. Thompson. I will ask him one simple question: Have you heard AM stereo? It sounds better. AM will travel a much greater distance while holding its stereo signal. FM will not. AM stereo has a much more powerful sounding beat than FM stereo. Do not take my word for it. There was a test done in the Detroit area about six months ago where listeners sampled different formats. Some stations were AM stereo and some were FM stereo. The listeners were not told which station was which. The majority chose the AM stereo stations for better sound quality.

Mr. Thompson is probably a very good station manager, but I wish that he would leave the engineering to us.

Keep looking over your shoulder, here comes AM stereo.—*Peter Maynard, Englewood, N.J.*

More good deeds

EDITOR: Charles T. Jones of WIS(AM) certainly has a point in his letter in "Open Mike" in your Jan. 21 edition. Our critics seldom know of all the good deeds done by broadcasters.

During 1984, for instance, our telethon for Children's Hospital at Denver raised \$1,007,000, while our "Share the Spirit" food drive collected over 150 van loads of food and blankets for the needy.

A two-hour prime time special for the Rocky Mountain Adoption Exchange raised over \$70,000 to keep the agency, which coordinates the adoption of hard-to-place children, from going out of business.

Between Christmas and New Year's, we aired over 500 GRP's in an appeal for funds for Multiple Sclerosis. Our viewers responded with pledges exceeding \$35,000.

But we are not unique in television. There are community-minded stations throughout the country that provide air time and expertise for the betterment of their viewers.—*Lon C. Lee, vice president and program manager, KCNC-TV Denver.*

Introducing AP NewsPower 1200

Now you can break the AP news story you want 18 times faster.

AP has its fastest breaking news story ever. Our NewsPower 1200.

It delivers AP quality news and features at 1,200 words per minute, 18 times faster than the standard AP Radio Wire.

Weather in a flash. Sports as soon as there's a score.

NewsPower 1200 is so fast it can move sports scores the moment they happen. Dow Jones averages the minute the market closes. State and regional stories the second they break.

And weather information comes to you directly from the National Weather Service!

It delivers all the quality news programming radio stations expect from AP, on a system that's been fully researched, designed and tested to meet AP's exacting standards— and yours.

**Total control,
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NewsPower 1200 also gives you total control over the categories of



news you receive.
And the volume
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You can get everything
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or program the selections to your requirements.

The news you need, when you need it.

Every hour you'll get ready-to-air summaries of the top news stories, if that's what you want, in plenty of time for top of the hour newscasts.

State and regional news moves well in advance of your busiest day parts. And AP's highly salable features arrive in a fresh morning drive package.

**Speed, selectivity and reliability —
a powerful combination.**

If you're ready to get the weather faster, gain control over your news volume, and still keep the highest level of programming quality and salability — you're ready for AP NewsPower 1200.

For more information call your local AP

AP Broadcast Executive or Glenn Serafin,
collect, at the Broadcast Services Division
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**Associated Press
Broadcast Services.
Without a doubt.**

Monday Memo

A broadcasting/press commentary from George Schweitzer, VP, communications, CBS/Broadcast Group, New York

Life in the fishbowl: dealing with the press

Everyone has an opinion about broadcasting. (And thank goodness!) And though they usually won't admit it, many people really have a love affair with broadcasting. They use it more and more, they depend on it for information, they turn to it for entertainment, and they talk about it... constantly.

The position our industry enjoys with Americans puts us out front and in view not only for what we put on the air but also for how we run our businesses—who we are, what we do and why we do it. Like it or not, broadcasters work in a fishbowl. The role of communications—how we present ourselves to our various key audiences—becomes critical.

As a business, we communicate a diversity of messages and perspectives to many key audiences every day. In addition to our viewers and listeners, there are our employees, advertisers, the government, community leaders, educators, public interest groups, the creative community, the financial world and others.

When we do most of our talking to these audiences, we do it through the press. Increasingly, the 1980's have seen a growing fascination by the press about the media, and an explosion in covering and writing about all aspects of our business.

It was only a few years ago when we read and responded to BROADCASTING and *Variety* and maybe two or three other trade publications. Newspapers carried only the listings and occasional program reviews. Business pages and publications had but little interest in our industry. And broadcast coverage of the business was virtually nonexistent.

Now, you practically need a suitcase just to take home the current reading matter. Magazines and newsletters cover almost every aspect of our businesses. Most daily newspapers now have a TV columnist, maybe a separate critic, even a sports TV writer and one who covers radio, business and the new technologies, too.

Today, most television reporters don't care what a star's favorite hobbies or recipes are; they're interested in his thoughts about pay-per-view, whether he has a VCR (and whether he "zaps" the commercials), whether he has a dish in his backyard and how many profit participation points he holds in his show.

The growth of cable and home video have added to the competition for press coverage. More program outlets and program services are seeking and getting their own publicity, generating stories that compete with the traditional broadcast businesses for space.

As this communications environment has become more complex, so has the process that informs it. Time was when calls from



George F. Schweitzer is vice president of communications and information for the CBS/Broadcast Group. He is responsible for all aspects of the group's communications strategies, policies and operations, concentrating on the events, issues and philosophies that underlie all CBG activities. Before joining the group in 1982, Schweitzer was vice president, communications and operations, CBS Sports (1980-82), and director, communications, CBG (1979). Schweitzer joined CBS in 1972 and held several positions in radio and television production, including production supervisor of many CBS Television Network, CBS News and CBS Sports broadcasts. From 1976 to 1978 he worked in the group's Program Practices Department. He was a producer of *Captain Kangaroo* for Robert Keeshan Associates (1978), where he also organized the CBS Workshops on Children's Television.

reporters went to the PR executive. If he or she didn't know the answer, the PR person got in touch with the executive that did, got the information, and called the reporter back. No more.

Today, the press has more access than ever. Reporters dial direct. And when they reach out and touch, you had better be prepared. Information moves much more quickly today, and there are many, many more players in the game. It's not just broadcast executives and stars that are interviewed, but agents and advertisers too. Even Wall Street financial analysts are becoming popular and accessible sources for stories that range from pure business analysis to handicapping program selections.

The process has hatched many more stereotypes, buzz words and cliches. It doesn't take long for a phrase or a line to become part of the "lore"—whether it is true or not. This is especially prevalent when dealing with dollar figures—sales, salaries, costs, profits. And, like traditional folklore, industry "legends" are nearly impossible to cor-

rect.

Those who have a bone to pick with our business continue to get their share of coverage. They're accessible, they're often colorful, and their views play up the David vs. Goliath scenario that makes for good copy and appeal to some basic prejudices about our business. I am occasionally surprised by the volume of coverage some of those folks get with their often unquestioned, unscientific and unsupported attacks or claims. But that happens to a lot of industries. And good reporters are now asking questions about these groups, not simply giving them the space. We need to do the same.

Another part of this process is that there's no story in the continuity of success. "Things are Great at CBS" is not a headline... but it's news when we stub our toe. People like to read about the champ falling, or the new challenger approaching. That's a natural part of human curiosity and the news process. And in the long run, I'd rather be performing well with less attention than being the long shot and getting all the stories.

But that is not to say that being successful means having no stories to tell. Far from it. Broadcasters are providing terrific services—on and off the screen. Now, more than ever, these activities demand exposure and explanation.

In addition to the traditional methods of press coverage, advertising and special promotions, we have to find more opportunities to reach our key audiences and explain what we do. Print, slide and video presentations—all tools at our disposal—are impressive, especially if they're part of in-person visits, too.

"Getting to know us" is a key part of the process. To be better communicators, we also need to:

- Stay informed about the business and the industry. Know the issues. Be prepared.

- Make communications an internal priority—staffs must be kept up to date on current and important issues.

- Rely on our communications/PR professionals. Remember that they should be judged not only for what's in the press but, in some cases, for what's not.

- Be realistic. Understand the difference between what's news and what isn't.

- Finally, no matter how the communications environment continues to evolve, establishing and maintaining credibility with the media—and all key audiences—is the most important aspect of any communications strategy.

Whether we're involved in programing, news, sports, finance, technology, sales or administration, we all have communications roles in our media fishbowl. And in this closely watched and endlessly analyzed business of ours, those are increasingly important roles to play. ■

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From two-year renewals by Storer...
to brand new additions such as KDFW-TV, Dallas and
WYFF-TV, Greenville-Spartanburg-Asheville...
to the Group W markets where it continues to be #1 in
four out of five even after eight and nine years on the air,
stations throughout the country are joining us
in our commitment to PM Magazine.

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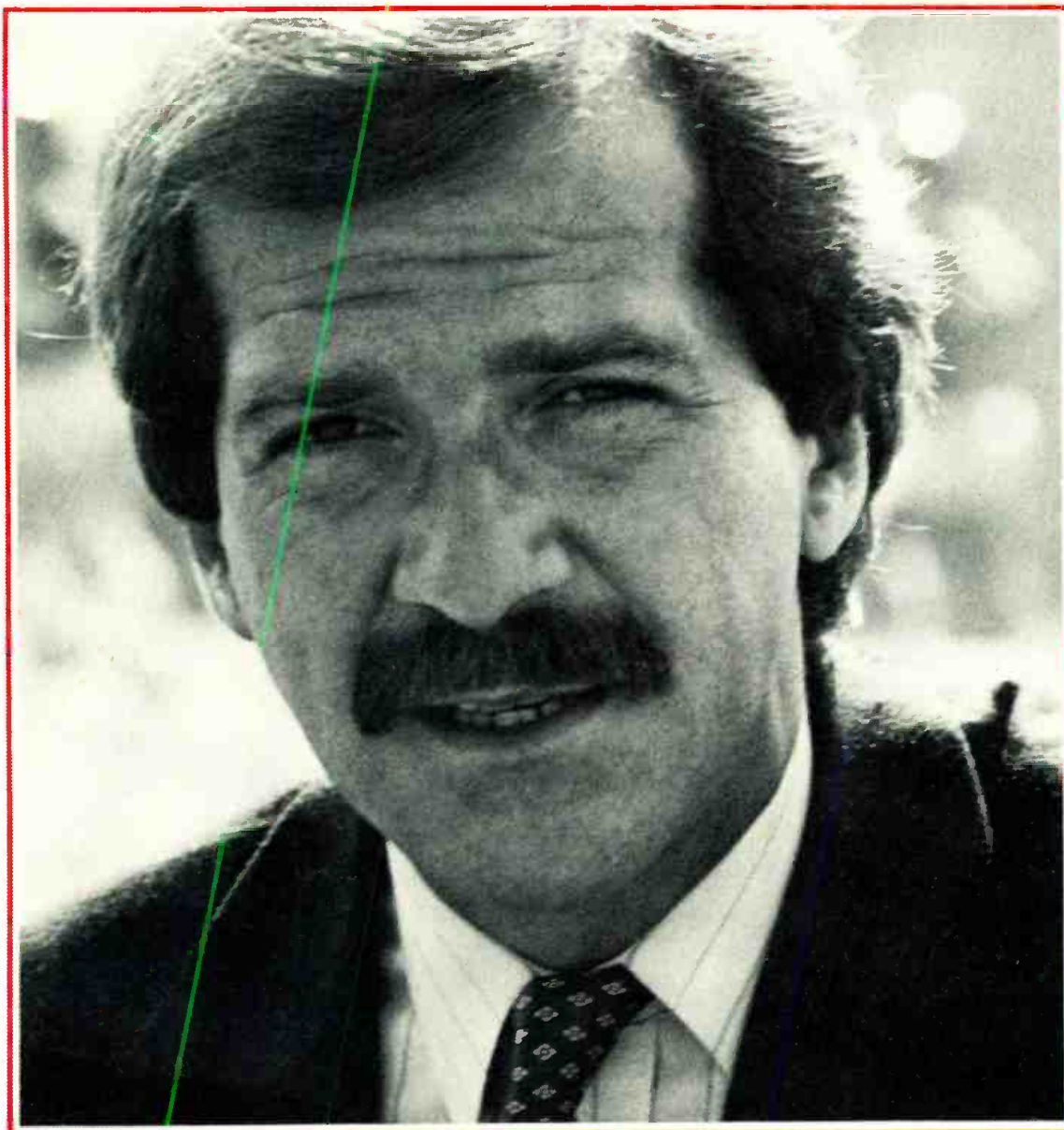
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TOP OF THE WEEK

The bittersweet chairmanship of Mark S. Fowler



The man who turned broadcast regulation around—and who made the marketplace a law unto itself—has come upon hard times in what may be the stretch run of his FCC career; inevitably, the more he has achieved the less there remains to do

There's no question about it: Mark Fowler has achieved.

In the first four years of his chairmanship, the FCC has relaxed its attribution rules, eliminated its regional concentration of control rule and relaxed its national multiple ownership limitations. It has authorized postcard renewals, eliminated its broadcast financial reporting requirement and implemented the so-called radio and television deregulation orders. It has authorized direct broadcast satellites, multichannel multipoint distribution service and post-sunset operations for AM daytimers. All in all, the Fowler FCC has addressed more than 250 mass media items and reviewed, changed or deleted 89% of the agency's some 900 mass media rules. In the process, the commission estimates that it has reduced the broadcast industry's paperwork burden from 33.5 million hours to about six million.

There are, however, signs that Fowler's pre-eminence in communications policymaking may have peaked.

In the heat Congress generated against the commission's tentative decision on the network syndication and financial interest rules and to the commission's original 12-12-12

multiple ownership order, it appears clear that Congress is sharing the telecommunications policymaking driver's seat. "The days are clearly gone when the FCC or its chairman could make decisions without regard to the concerns of Congress, properly considered," says Fowler now.

For example, although the commission inquiry that asks whether the FCC can eliminate the fairness doctrine is thought by some to be the last major item left on the chairman's mass media agenda, it's not believed that Congress would tolerate the FCC's doing that, assuming a majority of the commissioners could be found to support the effort in the first place.

And there are still other indications that the chairman's control at the commission may be slipping. For instance, he was unable to come up with a single vote of support in his effort to grant Rhodes Productions a waiver of the prime time access rule to market a recut version of its *Second City Television* comedy series ("Closed Circuit," Jan. 28).

Then, at the Association of Independent Television Stations convention last month, an FCC majority went public in opposition to the chairman on the TV stereo must-carry proceeding. After weeks of behind-the-scenes wrangling, which reportedly left certain of his colleagues smarting, Fowler had to settle for less, then less again, than he'd originally wanted (BROADCASTING, Feb. 11).

On still another front, there are murmur-

ings that the little that's left to deregulate in broadcasting may not be in the best interests of the broadcasters.

Nonetheless, the Fowler administration has had a most significant impact on the communications industry. And the fact that the Fowler FCC has achieved as much as it has in the mass media area is said to be all the more remarkable since the AT&T divestiture gave the commission so much to worry about in the telephone area.

Commissioner Mimi Dawson attributes Fowler's success to his managerial abilities. "He [Fowler] had a clear goal; he had a clear philosophy, and he knew how and why he was doing it," Dawson said. "That put us on a faster track, and a more stable track, than most commissions. And I tell broadcasters that they're very lucky to have had someone who knew the area so well that he could come in and hit the ground running and move rapidly."

Commissioner Dennis Patrick says one of Fowler's major accomplishments lies in "changing the terms of the debate." Under Fowler's leadership, he says, the agency's threshold question has become whether the FCC should regulate at all, not what sort of regulation might be appropriate. On First Amendment questions, Patrick says the question has become what the First Amendment prohibits the agency from doing, not what can the agency do despite the First Amendment.

Commissioner James Quello notes that Fowler initiated the inquiry that questions

whether the FCC can repeal the fairness doctrine. "Whether or not we have the statutory authority, he at least raised the question," Quello says. "He has had the courage to do that; give him credit."

And Commissioner Henry Rivera credits Fowler for having been able to address most of the items on his mass media agenda. "He has gotten most of his agenda through, or at least he's tried," Rivera said.

The unenthused

Not everyone has found the Fowler administration's accomplishments to be cause for celebration. The so-called public interest groups give him an especially harsh review.

Sam Simon, the executive director of the Telecommunications Research and Action Center, says his group disagreed "completely and vehemently with almost everything he has tried to do."

Andrew Schwartzman, executive director of the Media Access Project, says the Fowler administration would be remembered for "its drive" for eliminating regulations, "all too often without regard for the public interest and, indeed, internal consistency."

Some representatives of minority interests are equally severe in their appraisal. Pluria Marshall, chairman of that National Black Media Coalition, says Fowler has been an "absolute disaster" for minorities. "Any policies that minorities would benefit from, he has either opposed them, or refused to enforce them," Marshall said.

(Among other things, Marshall contended that Fowler has refused to "enforce the law" and designate licensees for the hearings that lead to the distress sales of which minorities can take advantage in acquiring broadcast stations at below-market prices. And there does appear to be some evidence of the Fowler administration's reluctance to designate. An FCC report last month showed that while there were 25 distress sales from the time the distress sale policy was adopted in 1978 through 1980, there have been only seven since 1981, the year Fowler stepped in as the agency's chairman.)

Broadcasters generally give Fowler upbeat reviews. But even though they are widely perceived to have been the primary beneficiaries of the Fowler administration, that doesn't mean broadcasters have liked everything his commission has done. The Fowler FCC's decision to get the agency out of the call-sign arbitration business, for instance, gave many broadcasters fits. His commission's decision to add more than 700 new FM's to the table of allotments in its Docket 80-90 decision has not endeared him to those broadcasters who might face additional competition as a result. And his commission's decision to let the so-called marketplace determine a standard for AM stereo—which, after almost three years, has thus far not resulted in a standard—was anathema to many. "That was a disaster," says Abe Voron, senior vice president for the National Radio Broadcasters Association.

On a personal level, Fowler is generally well liked. He's personable and unpretentious. He eagerly, for instance, points out to

a visitor a framed print of Norman Rockwell's "Freedom of Speech," which shows a man standing at a town meeting, on the wall of his office. "That says it all," Fowler says.

And in a town where the lobbying lunch is a way of life he is said to prefer ordering in hamburgers from McDonald's to share with a visitor over a game of chess. (His favorite menu: a quarter-pounder without cheese with a side of french fries and a Sprite.)

He also is said to have a knack for disarming, on a personal basis, those who oppose his positions with his down-home charm and sincerity. And, according to Rivera, who has opposed him on numerous occasions, he also has been big-hearted enough not to hold a grudge. "In my own personal instance, he could have made the situation for me very unpalatable and hostile, and by and large he has not done that," Rivera says.

But when it comes down to a question of policy, that's something else.

TRAC's Simon, for instance, tells the story of how Fowler, in the early going, told Simon that his door would always be open. But what that open-door policy turned out to mean in practice, according to Simon, is that Fowler "was always willing to repeat his point of view."

"A little bit of both"

Commissioner Quello says that Fowler does have a "very strong" feeling for the open marketplace. "Depending on what side of the issue you happen to be on, he's either got the courage of his convictions or he's damned stubborn, and I think a little bit of both," Quello said.

Fowler's uncompromising spirit was responsible, at least in part, for the agency's rocky relationship with Congress during the first four years of the Fowler administration.

It probably didn't help that the Fowler administration, early in the going, recommended to Congress that it repeal the fairness doctrine and equal opportunities law, obligations that have powerful supporters on the Hill. But some observers suggest the going first started getting rough when the FCC refused to implement Congress's original swipe at legislation authorizing the use of lotteries to award commission licenses. The FCC said that legislation was "unworkable." (The FCC implemented subsequent lottery legislation that was more to its liking.) "Congress had spoken," noted Tom Rogers, senior counsel to the House Telecommunications Subcommittee, "and they [the FCC] thumbed their noses at us."

Nor did it help that Fowler backed Stephen Sharp, the chairman's general counsel at the time, for a commission seat over the candidate of the Republican-controlled Senate Commerce Committee. The Senate Commerce Committee eventually approved Sharp's appointment, but it also passed a bill that cut Sharp's term back to less than a year, and hacked the commission back from seven commissioners to five. Some said the committee's cutbacks were acts of retaliation.

Later, all hell broke loose on the Hill in opposition to an FCC ruling on telephone

access charges. The same sort of opposition resulted in the FCC relegating to the scrap heap its tentative decision to eliminate its rule preventing the TV networks from acquiring financial interests in programs produced by others and to gut much of the rule prohibiting them from syndicating programming. Similar heat led the FCC to reconsider its 12-12-12 multiple ownership rule to meet the concerns of a select group of congressmen.

The House Telecommunications Subcommittee's Rogers said Fowler, in taking what Rogers described as such "extreme positions" on various issues, was more responsible than anyone for the "prominence" Congress took in communications.

In effect, Rogers said, Fowler spurred that involvement in what otherwise might have been regarded as some "pretty technical nitty-gritty issues" that the public wasn't going to get excited about. "Congress said, 'Look, we're not going to let a regulatory agency divert that drastically from what we think should be the course,'" Rogers said.

Former FCC Chairman Charles Ferris, who worked on the Hill for 15 years before he became chairman under President Jimmy Carter, says it may have been only that Fowler didn't have any experience on the Hill, where communications issues have been heating up since the mid-1970's. "I think it would be very hard for someone who didn't know Congress intimately to have avoided problems," Ferris says.

Dawson, however, suggests that it was the very controversiality of the issues themselves that spurred the congressional interest. "I'm not sure anyone can be as responsive to the Congress as the Congress thinks they ought to be," says Dawson, a former congressional staffer.

But whatever the catalyst for the adverse reaction, Fowler has taken steps to change things. And he has demonstrated, in the commission's reconsideration of the 12-12-12 multiple ownership rule that he can reach a consensus with Congress on a major policy issue.

The agenda remaining

Whether Fowler has addressed all of the major items on his personal mass media agenda is open to question. Commissioner Rivera says he thinks the fairness doctrine proceeding is the last major item Fowler has. And NRBA's Voron notes that some parties are arguing that the commission can eliminate the doctrine without congressional approval. "It's quite obvious if he gets enough encouragement, he'd like to do something about that," Voron said.

Fowler himself says he's not finished, but he's short on big-ticket specifics.

There's also the suggestion that some within the broadcasting community, in their own self-interest, may be hoping that Fowler has arrived at the end of his mass media agenda. John Summers, executive vice president, government relations, for the National Association of Broadcasters, notes that generally all that's left to deregulate are the commission's technical rules and more of

the so-called regulatory "underbrush." The association, however, is opposed to technical deregulation, and broadcasters, according to Summers, are "ambivalent" about the commission's so-called "underbrush" proceeding, which is aimed at getting rid of rules and policies that don't entail filing requirements but do aim at policing broadcast behavior. "The broadcasters feel a little bit uncomfortable with those policies being thrown out, fearing that their neighbor broadcaster might not be quite as honest, if you will, as they," Summers said. "So we're getting to the point where it's getting a little

uncomfortable."

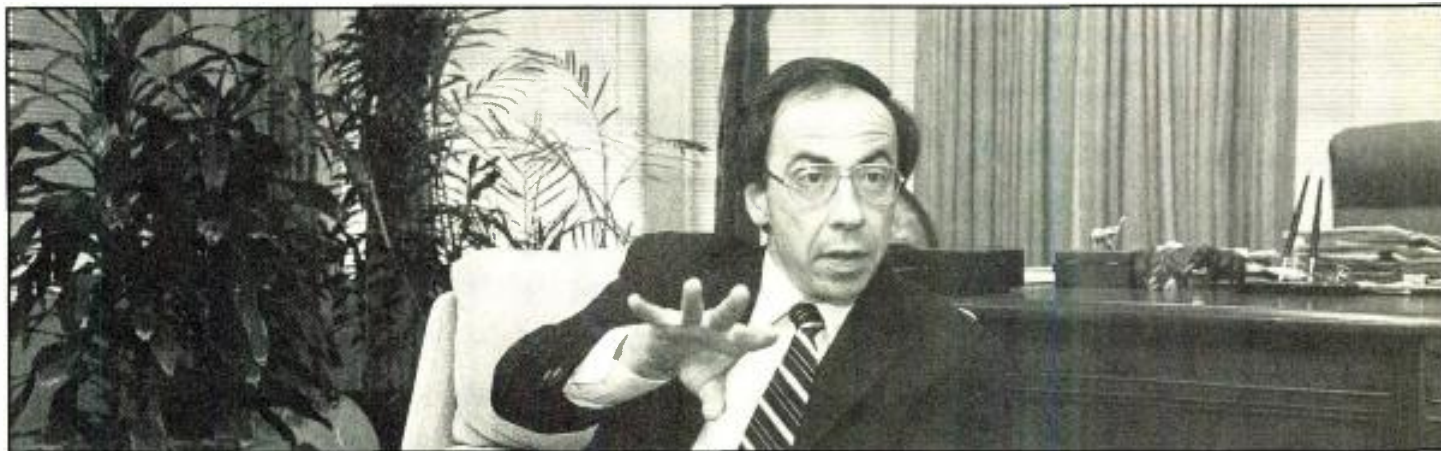
Adds Commissioner Quello: "From here on out, it could get to be counterproductive for broadcasters because all that's left are things like technical deregulation, VHF drop-ins and must carry."

If Fowler is giving serious thought to moving along, he's not tipping his hand. He told BROADCASTING last week that it was his current intention to fill out the rest of his term, which expires in June 1986. "Plans change, but that's my present intention," Fowler said.

One FCC source, however, speculated

that Fowler probably isn't sure from day to day whether he wants to stay. In fact, this source speculated that Fowler might be waiting "until someone makes him an offer he can't refuse."

But even were Fowler to step down tomorrow, he can rest assured that he has made his mark as an achiever. "I think he has accomplished more than any chairman in recent history in changing the face of the video marketplace," says Commissioner Dawson. "And by that measure, he could have been satisfied with his record, by his legacy, long before today." □



Quotations from the chairman

As part of BROADCASTING's preparation of this special report on the Fowler stewardship, Assistant Editor Doug Halonen sat down with the chairman to solicit his own view of the first four years. The transcript follows:

What have been your proudest accomplishments in the mass media area?

At the very top would be our efforts in the First Amendment area, to get government out of the business of content regulation, however it's disguised. It's no secret that I have for some time believed that the ultimate correct relationship between this agency and broadcasting should be the same as the print people enjoy—the print model. Ultimately broadcasters ought to be as free as newspapers or any other print medium, except for technical regulation.

Do you feel you have done as much as you can in this area without colliding with the Communications Act?

Yes. Obviously there are some statutory constraints that we recognize, and as long as certain laws or policies are on the books, we're going to continue to enforce them.

Such as?

Well, the equal time laws are statutory. There is an issue as to what the limits are on content regulation with respect to the renewal expectancy.

In your mind, is the fairness doctrine codified?

I will reserve my judgment until we look at the record. I think there are some very good arguments that it is codified, but there are other arguments that suggest it is not. I haven't had a chance to parse through all that to make a final determination in my own mind.

In the mass media area, what have been some actions of which you are least proud?

Least proud is not the way I would describe them. I would say that we have not always accomplished what we set out to do. For example, financial interest and syndication is a prime example of a pro-

ceeding that has been stalled. And everyone recognizes that it rose to the level of a political dispute between two very powerful entities, in which the Congress participated heavily. And I think that proceeding should have been able to go forward. But it's quite clear that it would be difficult for the foreseeable future for the agency to move on that.

Part of trying to do as much as you can is that sometimes you fail. But that doesn't mean that one ought not to try. Without sounding too absolutist about it, I'm pretty proud of everything we've attempted to do, whether we were able to bring it totally home or not.

What would you single out as the most important contribution you've made to broadcasters?

I think you can distill it to one simple phrase: attempting to maximize freedom to the maximum extent possible. Whether it's our efforts in the First Amendment area, and attempting to apply the clear wording of the First Amendment to this great industry, or eliminating useless rules that may have made sense at one time but clearly no longer do, or cutting a wide swath across rules that never made any sense, the just plain stupid category, many of which are in the underbrush initiatives.

I think we've eliminated the atmosphere of fear and distrust that pervaded this agency for decades. I think we have educated our career civil servants as to how businessmen truly do think and act, and that they don't always, as used to be the assumption, act out of evil or dark motives. That their motives, which may be in their own self interest, may also quite readily and apparently serve the public interest. I'm proud of our efforts to manage the agency more efficiently, to get applications on track, to get applications granted quickly. Transfer applications, for example, now take an average of 45 days. It wasn't always so. It used to be sometimes 4.5 months. We've cut roughly 84% of the paperwork in hours since May 1981. I'm proud of that.

We've had an ongoing regulatory review program, with a view of looking at every one of the rules in the Mass Media Bureau, every one of the policies. To date, we've acted on almost 89% of our rules, 89% of some 900 different rules in broadcasting—either eliminated

them, scrapped them totally, eliminated them in part or decided to retain them in part.

We have under way—with the ones we've already done and with additional NPRM's (notices of proposed rulemaking) already under way—we have 92.1% of our rules, either already addressed or being addressed, in the Mass Media Bureau. So we have a balance of roughly 7.9% of our rules yet to be reviewed, which are going to be completed in 1985. Then we will recycle, and begin again, and go through all the rules again.

The ownership changes. Attribution. I think we've taken quantum strides to relax and to liberalize the rules as to what we attribute for purposes of the multiple ownership rules, which has as a prime purpose to encourage investment in broadcasting. The multiple ownership rule, the rule of 12's liberalization, I think is very important. I think we're already seeing the results and effects of that in the marketplace.

What did you do specifically to eliminate the fear of broadcasters toward this agency?

Well, first of all, we simply scrapped a lot of the rules that didn't make any sense. Second, when our investigators or inspectors go to the stations, they're courteous, they're businesslike, they are not there to instill fear in the general manager when they walk in the front door; they're there simply to assure us that stations are abiding by the rules we do have on the books, in particular the technical rules; they're there to help if there are problems with compliance that are bona fide problems.

A charge by some of your critics is that you haven't been enforcing the rules left on the books. They suggest that you're getting involved in the enforcement process before an item can come up from the bureau, looking for some way to excuse a violation, instead of making a full-blown case out of it. Do you agree?

No. I think our rules have in many cases been misapplied, that there has been a great amount of fuzzy thinking in the past when decisions were made, for example, as to whether to designate a station for hearing or not. And we have embarked on an educational effort to make sure that our people think more precisely and clearly about what the laws and what the facts mean, or could mean, as applied to this case. Let's not always assume the darkest explanation; there may be very reasonable explanations for things that facially appear to violate our rules. And more is required than superficial examination and analysis when making a designation determination. And I will say, where I am convinced that a designation is required, I have directed that that be done. In fact, just over this past weekend, I directed that a designation occur. I wanted to be satisfied. And I think it's important that we understand when we designate someone, especially a small radio broadcaster, you're throwing the considerable resources of the federal government against a licensee. And even if that licensee ultimately shows that there was no material violation of the rules, or there is a plausible explanation in mitigation, the costs involved often can be very destructive. So that's a responsibility we take very seriously, and I think we have to be precise before making designation decisions. If that's a criticism, then I accept it. But I think it's misguided.

Do you have figures that would compare the number of your designations with previous administrations?

No, but I will say that since May 1981 there's never been a lynch mob at the front door of any broadcast licensee, and there won't be.

What do you see as your biggest mass media victories?

I feel uncomfortable answering that kind of question because I don't like to personalize these things. It really is a matter of philosophy and how one views government's proper role.

The entire panoply of actions reflects my philosophy, which is the philosophy of the President—or, better stated, his philosophy is my philosophy. And our task has been nothing less than to make America once again a free enterprise zone.

What do you see as your biggest mass media defeats?

I don't know if defeat is the word. Just as I don't like to personalize

successes, I'm even more adverse to personalizing defeats [laughter]. But certainly there are areas where we haven't been able to go as far as we wanted to. Financial interest and syndication is one area. The equal employment opportunity area has troubled me for a long time.

Where would you like to go with EEO?

Well, I have stated that I think it is wrong, for example, to award licenses based on skin color. We have to move to a color-blind society. The other side of that is that where licensees discriminate against people based upon skin color, I'd be the first one, when shown a record of discrimination, to vote to designate that license for hearing. But I think, for example, the lottery, which gives minorities two balls instead of one because of skin color, is plain wrong and unconstitutional. I said that at the time; I still believe it. And I think the country is changing; I think the President has shown great leadership; I think that will change.

How about station EEO guidelines, requiring certain percentages of minority employees?

They smack of quotas, pure and simple.

Would you get rid of those if you could?

I think the day will come when that happens. I think it will be right for the country. And, ultimately, from a minority's standpoint, I would argue it's best for them over the long term, clearly. Because as long as there is this idea that one American can be discriminated against based on skin color, it is a loaded gun that can be just as surely used against minorities at some time in the future by someone who claims that there's a public interest need to do so.

Would you have preferred to have been the chairman who re-examined the need for the prime time access rule?

I said in a speech early on that the PTAR was a rule that, while it did not frontally attack the First Amendment, was headed the wrong way on a road with an exit sign. That falls under the category of rules that are intrusive, that are really not necessary, that may, arguably, disserve the public interest—I think there is evidence that it does—but are politically infeasible to change, much like financial interest and syndication, where there are entrenched interests who require those rules, either to exist and/or to maximize profits. It really has nothing to do with the public interest. But I have also stated that I do not intend, while chairman, to bring that up, to change it in any way. There are things that frankly are far more important in the scheme of things. Why take on something that's going to cause great political chum when there are other things that are far more important?

Every once in a while, someone says, "Oh, he's going to change PTAR," just as they allege we're going to change the must-carry rules. Both are not correct. There's no reason to. There are other things that are frankly more important, and those are not top priorities and won't be.

People were using the argument against you on the Rhodes Productions PTAR waiver request, that "Oh, he can't get rid of PTAR, so he's going to get rid of it with waivers."

Not true. The Rhodes waiver request was the classic case of "for every reasonable rule there's a reasonable exception." And that was a reasonable exception.

But four of your fellow commissioners didn't see it that way. They were being unreasonable [laughter].

Some have said that you wanted at one point to bring up the overall must-carry rules for review.

Not true. Never true. There have been others on the commission who have called for having the must-carry rule re-examined. I have never been one of those. That's the record.

Do you see 12-12-12 as being a personal victory of sorts?

I feel uncomfortable, again, classifying things, personalizing things. I think the commission did as much as it could, under the circumstances, to provide as much freedom to broadcasters as we could.

And in that respect, it's a win. I think the record is going to show that once this occurs, a future FCC should be able to come back and liberalize these even further. Because I think there will be clear public interest benefits that will become obvious.

Do you feel that you've made any significant mistakes?

Oh, sure. I can think of at least two big mistakes. But they can't be described now. When I leave office, I can tell you what they are. Votes I wish I hadn't cast.

How has your administrative philosophy changed?

It hasn't changed. I came into office with five objectives. I was fortunate to gain the general support of the five commissioners on those objectives. I thought the first task was to set up an efficient management system, so the agency runs efficiently. I selected bureau chiefs who I thought could get the job done, and charged them with implementing these objectives, and in coming up within certain time frame action plans to meet these objectives.

The atmosphere or the environment in which the agency operates has changed. It requires closer consultation with the Congress. The days are clearly gone when the FCC or its chairman could make decisions without regard to the concerns of the Congress, properly considered. And we have spent a great amount of our time in that effort.

I faced an agency that was sitting astride an exploding number of technologies, which required a lot more work. Thousands more applications were being filed, whether for MMDS or LPTV or paging devices, or cellular telephones in cars, in the face of a declining budget. So we had to abandon tasks; that's one thing we did. So, to answer your question, I don't think my basic philosophy of administration changed, but obviously it has evolved over a period of time, and you learn things over time, and become better at it, I hope.

Why was the FCC's relationship with Congress so strained? Did it start with the Steve Sharp nomination and the lottery legislation?

Yes, absolutely.

Why did that happen? Was it necessary?

The lottery legislation, which we were initially asked to implement, we found to be unworkable. And in a polite way, we told the Congress that. If we could have implemented it, we would have. But the way it was written, there was no way that it would work, so we would have been doing less than our duty not to so have advised. Which we did, and we were criticized, but I think we did the right thing.

We got new legislation, and we did implement that. And the fact that I did not like one piece of it, the minority preference part, in no way derogated from my duty and my intention to faithfully implement it. And I think that's true for the other commissioners as well.

What about Sharp?

That was a matter where there was a disagreement as to whom the nominee should be, and that was well out of my hands. Personally, as I view it, that was a matter between the White House and members of Congress.

But it was no big secret at the time that you were backing Sharp's nomination, which seemed to rile certain members of the Senate Commerce Committee.

Well, I view that as basically a question for the President. I mean, it's his ultimate determination, so I don't see that as one I was involved in personally, once that decision had been made.

What was the major impact Congress had on this agency in response to something it didn't like over here? And I'm thinking about Congress's decision to approve Sharp finally, but to cut his term down to less than one year, and to cut the commission from seven commissioners to five?

Well, that's a prerogative of the Congress. And the reduction from seven to five was a good thing, as it turns out, for both budgetary reasons and because it makes it easier to coordinate with four other commissioners rather than six other commissioners. And I don't

think it's made any difference in the ultimate disposition of issues. So I think it was, on balance, a very good thing that the Congress did.

But why were relations with Congress so strained?

I think there were some disagreements, but on the other hand, I think there was a great amount of agreement. Many of the deregulatory initiatives were applauded, particularly on the Senate side, which would not be surprising. On the House side, I think our relations have steadily improved, and today I think the relations have never been better. It is a relationship that is composed of genuine two-way communication on a multitude of issues that face this agency at any given time. And I think it's healthy.

What have you enjoyed most about being chairman?

That's easy. The personal satisfaction in being able to have a hand in shaping policy, and, in my case, being able to enlarge freedom, whether in the First Amendment area, or in the ability of broadcasters to more directly react to marketplace forces. And the ability to clear out unnecessary or ill-advised rules and regulations. There's a lot of psychic income, if not monetary. And a second reward is that I have had an opportunity that I would otherwise not have had to meet some of the most talented, interesting and dedicated men and women in the entire country, who either reside in Washington or come to Washington on matters before the FCC. That has been a blessing. And I've learned a great deal from them.

What have you liked the least about being chairman?

Well, the personal costs come high in time away from the family. There's also very little personal time.

What else do you hope to accomplish in the mass media area?

I'm interested in fostering the dialogue on First Amendment concerns. The recent panels we had on the fairness doctrine are illustrative of that desire. That job is not finished. I suspect that ultimately any great progress will be made in the courts. I don't see that happening in the Congress. But I think the burden has shifted to those who think that content regulation by a central government is a good thing. And I think great progress has been made.

I think this will be a struggle that will be won ultimately. The day will come when broadcasters are not subject to any content regulation.

Do you feel that you are near the end of your mass media agenda as chairman?

No. We have to revisit all the rules that are still on the books. We have constantly got to address the means of making our processes run more efficiently with less red tape, and with the red tape we have fading in color.

Is there any single big item left on your agenda?

Yes. I sound like I'm fixated on this, but I'm still dedicated to the effort to remove content regulation. Although we have come a long way, there is still a long way to go, and everybody recognizes that.

Have you thought about whether you're going to fill out your entire term?

I still intend to. Plans change, but that's my present intention.

Who has been the primary beneficiary of your administration?

Without hesitation, the people. If I may elaborate, so it doesn't sound too self-serving: The fact that broadcasters are more directly able to define and satisfy perceived needs in the consumers, in this case listeners and viewers, is a net gain, I think, for America. There are thousands of examples, perhaps hundreds of thousands, in individual markets, which are the result of decisions broadcasters make very quietly every day of the week. It underscores the point that I made early on, and that is that broadcasters are subject to a national plebiscite every hour of every day, and they don't need to have the FCC looking over their shoulders to determine whether they're serving the public interest. I believed that then, and I believe it now. □

A new kind of Star Wars: the battle over C-band and Ku-band direct

John Malone and his TCI appear to be the most aggressive in going after this new frontier, but others are not far behind; up for grabs: all those million backyard dishes

As one scenario has it, John Malone, president of Tele-Communications Inc., the nation's largest cable operator, seems intent upon seizing control of the satellite broadcasting business in the U.S.

And if he doesn't, says a second scenario, someone else will.

According to industry sources, TCI and General Instrument have acquired an option to buy United Satellite Communications Inc., the medium-power Ku-band satellite broadcasting service that has been on the verge of bankruptcy for several months. Under terms of the option agreement with USCI's principals, these sources say, TCI and GI have been paying a modest amount to keep USCI afloat for the past three weeks. The initial four-week option expires this week, they say, but TCI and GI could extend the period to give themselves more time to decide whether they want to purchase the company.

At the same time, TCI reportedly is pursuing the low-power C-band satellite broadcasting business (or C-band direct, as it has come to be called). Like others, it would like to pull together a package of cable programmers who would scramble their C-band feeds to cable affiliates so that TCI could sell the package to owners of backyard dishes—who, by some estimates, now number over one million. Because none of the cable services are scrambled, the dish owners are now receiving all the services free. TCI has enlisted the support of other cable operators, including American Television and Communications.

And what does Malone have to say about all of this alleged activity? Nothing—at least not publicly. He refused to respond to pointed questions on the subject of his USCI involvement at a Washington Metropolitan Cable Club luncheon late last month and he and John Sie, senior vice president, TCI, have refused to return phone calls from BROADCASTING.

TCI's overall satellite broadcasting strategy is a mystery. "It has been playing its cards extraordinarily close to the vest," said one industry executive.

TCI is not the only one interested in the C-band direct business. Showtime/The Movie Channel, along with its part owner, Viacom International; Canaan Communications, headed by former Warner Amex Cable Communications executive Holmes Harden, and Home Box Office Inc. have all approached programmers with a plan for addressing the home satellite market. They all share the same basic idea: to gather together a group of programmers, scramble their feeds and make the dish owners pay a subscription fee for a box to descramble them.

At one time, HBO was the most aggressive proponent of C-band direct. It began

advancing the idea of such a service comprising programmers on the Galaxy I satellite shortly after the launch of the satellite in June 1983. And it was the first to move forward with plans to scramble using M/A-Com's Videocipher II system.

But HBO, now more concerned with maintaining the growth of its conventional pay cable services, reportedly has pulled in its horns on C-band direct. "We believe that at least for the moment HBO may have dropped out," said Harden. "I'll venture to say you won't be able to find anyone to whom they have made a proposal lately." According to one programmer, HBO is not dropping out of C-band direct, but has simply decided to follow the lead of TCI and ATC. (ATC and HBO both are units of Time Inc.)

Canaan is approaching cable programmers proposing to act as a middleman between them and the backyard dish market. It would scramble the feeds of the participating services and then offer them as a package to the dish owner for a monthly subscription fee of between \$20 and \$25. In addition to covering all the costs of scrambling for the participating networks, Canaan would share its monthly revenue with the networks on a per-subscriber basis.

So far, Harden says he has signed letters of intent with more than 15 programmers on four different satellites, including "more than one of the top five services." But the group is apparently not attractive enough for Canaan to move forward with the rollout of a service. Harden is continuing to search for additional programmers.

Harden estimates that it will cost between \$75 million and \$100 million to scramble the feeds of the services he hopes will join the Canaan family. If Canaan ends up with 20 services, equipping each cable headend would cost more than \$10,000. Harden has yet to settle on a scrambling system, adding that quotes on gear from the various manufacturers vary greatly.

Although Canaan doesn't have any money—that, according to Harden, will come after he signs up the programmers, and will be arranged through a combination of investment capital and bank debt—Harden believes he is in the best position to lead the industry into the world of C-band direct. "Who can run the service most efficiently?" he asks. "I say, 'We can.' We don't have a lot of other businesses to worry about or a lot of overhead. It would be our only business."

Showtime/The Movie Channel—a joint venture of Viacom International, Warner Communications Inc. and American Express—has a head start on other parties trying to put together a package of programming for C-band direct service. Not only can it count on Showtime and The Movie Channel, but also, through various ownership ties, at least four other services: Lifetime, MTV, VH-1 and Nickelodeon. Lifetime is partly owned by Viacom. The others are owned by MTV Networks Inc., of which Warner Communications and American Express are prin-

cipal shareholders.

Ken Gorman, executive vice president, Viacom, would not discuss Viacom's C-band direct plans, but said he was highly skeptical about reports that TCI was moving into the business. "I've heard the rumors, but I don't believe them."

TCI seems to have ample motivation for taking a strong position in the satellite broadcasting business. Malone has long felt that satellite broadcasting is a natural incremental business for cable operators. One of the most difficult aspects of the business is installing and maintaining the subscribers' reception and descrambler equipment. And cable operators have the skills and equipment needed to perform those functions.

What's more, in addition to providing potentially lucrative new sources of revenue, successful Ku-band and C-band services would probably discourage the introduction of other satellite broadcasting services, which would help protect TCI's enormous investment in cable television. (It serves some three million cable subscribers.)

Backed principally by Prudential Insurance, USCI launched its five-channel service on Nov. 15, 1983. Its broadcast satellite, Telesat Canada's Anik C-II, beams the service throughout the Northeast and Midwest to subscribers with small (between .75-meter and 1.2-meter) dishes. It managed to introduce the service in several markets and sign up 11,000 customers before it began to run out of money. It had to cease marketing in March 1984 after it failed to raise an additional \$40 million in a private stock offering.

USCI is a valuable property for someone who believes in medium-power Ku-band broadcasting. It is, despite its problems and continual losses, an up and running business with existing customers and some regular revenue flow. In addition, it holds a lease with Atlantic Satellite for a six-channel Ku-band uplink in Northvale, N.J., and has the necessary telephone and billing systems for a national service. It also has a working relationship with a major motion picture studio, which would come in handy should TCI not be able to work out a deal with the established pay cable programmers.

TCI could succeed where USCI's current management team failed. Because it is such a large cable operator, it has enough leverage among programmers to assemble a highly attractive programming package. USCI has had trouble filling all of its channels from the start. The only cable service it now has is ESPN and, according to USCI sources, it has had to pay dearly for it—by one account, \$100,000 a month.

That TCI is interested in both Ku-band and C-band services makes a lot of sense to some in the industry. By controlling both, TCI could offer a C-band package in rural and outer suburban areas where the necessary eight-foot or 10-foot dishes would not be too obtrusive and a Ku-band package in cities and close-in suburbs where the smaller dishes are desirable.

Neither TCI nor anybody else can make a

go of it with a Ku-band business, said one programmer, as long as the consumers can buy a C-band dish for a few thousand dollars and pick up all the cable channels for free. TCI has "to shut down" the free distribution of services at C-band, if it's to have any chance of success at Ku-band.

If TCI's intention is to gain control of the C-band direct business simply to discourage its development, it may ignite some controversy. The increasingly powerful home satellite industry probably would demand federal legislation directing the industry to restore the C-band signals. "We believe it would provoke a congressional response," said Harden. "There's a very important senator who has a dish in his backyard. His name is Barry Goldwater [R-Ariz.]."

A pre-emptive TCI move into DBS with other cable programmers could have other

ramifications. It could spark Justice Department action against them on antitrust grounds. It also could spark a strong reaction from some of the cable programmers fearful of the additional power the operators would have if they controlled two media: cable and DBS. "When someone is pounding you over the head with a bat," said one programmer, "you don't give him a bigger bat."

No one knows for sure what TCI or, for that matter, what any of the other C-band direct players really has in mind. But as one equipment manufacturer said, it's certain "someone, somehow" will capitalize on the backyard earth stations by scrambling cable feeds and charging backyard earth station owners for descramblers. "It's the largest cable system in the world, except that the subscribers are scattered all over the country and nobody's getting paid for it." □

that the commission seek comment aimed at coming up with specific guidelines the FCC could use to determine whether particular swaps would be in the public interest. Rivera also questioned whether comment shouldn't be sought on the impact the decision would have on the value of commercial UHF's.

On the coverage loss issue, Chairman Mark Fowler and Commissioner Dennis Patrick both said they would place "emphasis" on the public broadcaster's judgment.

Fowler also said he thought he would be more interested in whether the coverage was "comparable" rather than "congruent." (And he suggested 80% as a possible measure of comparable coverage.)

Commissioner Mimi Dawson and Patrick both indicated that they won't be swayed by those arguing against the proposal because it might result in their being faced with additional commercial competition. "I'm very excited about the potential competition," Dawson said.

In its rulemaking, the commission is also requesting comment on whether the proposal should be limited to stations operating in the same community of license, or whether it should also be applied to stations licensed to different communities within the same market; whether it should apply to both operating stations and permittees; whether the funds raised from the transactions should be restricted to use for broadcast operations, and whether some of the funds raised should be shared with other public broadcasting licensees. □

FCC moves on V-U trades

Commission wants to allow such swaps without subjecting traders to competing applications

The FCC last week proposed to let noncommercial VHF operators swap facilities with commercial UHF's without exposing them to competing applications from third parties. But it said it wanted assurance of its legal authority to keep third parties out.

Under the game plan proposed, noncommercial/commercial TV channel swaps would be just a bit more complicated than a normal commercial television sale. The complication: The FCC would permit the public to comment on each swap proposal in an individual rulemaking. Should the FCC decide that a swap is in the public interest, the trade would be approved and the designations of the channels as commercial and noncommercial would be reversed.

The stickiest issue raised in the proposal is whether the commission can permit those swaps to happen without allowing other interested parties to apply for the channels. That's because both the case law (*Ashbacker*, in particular) and FCC practice call for new stations and applications for changes in channels to be opened to competing interests. At the meeting, Charles Schott, chief of the FCC policy and rules division, said the bureau believed the commission had the discretion to deny third parties an opportunity to apply for the facilities. And after the meeting, Jim McKinney, FCC Mass Media Bureau chief, said that the issue was the key, since parties aren't likely to swap channels if in doing so they must put their licenses in jeopardy. "If you don't get around *Ashbacker*, swaps won't work," said McKinney.

At the meeting, Commissioner James Quello, who has emerged as the lead commissioner on the item, said his own "informal survey" showed that public broadcasters want the option to swap. But he also said he thought any funds raised from the swaps should be reserved for public broadcasting purposes. In addition, he said a key issue in determining whether a particular swap

would be in the public interest would be the magnitude of service loss to the public. If there was a loss of service, Quello said he thought the commission would have a "kind of tough job" determining whether that loss would be outweighed by the amount of money the noncommercial entity got for swapping. Furthermore, Quello said he thought what people in the affected community thought about a swap might be important.

Commissioner Henry Rivera suggested

FCC majority vs. Fowler: week 12

Still smarting over FCC Chairman Mark Fowler's handling of the TV stereo must-carry proceeding, Commissioners James Quello, Mimi Dawson and Henry Rivera last week issued a joint statement aimed at clarifying the commission majority's position on the proceeding: It approves of must-carry for program-related multichannel television sound (MTS).

"If there is any remaining doubt as to the commission's intention in this regard, it can be clarified easily upon reconsideration," the majority said in what one commissioner described as a "challenge."

The majority's statement comes in the wake of the FCC's decision two weeks ago to leave the docket in the proceeding open, without imposing must-carry (BROADCASTING, Feb. 11). The majority said its statement was needed to insure that the commission's decision wouldn't be misunderstood.

In their separate statement, which was released with the commission's decision, Fowler and Commissioner Dennis Patrick had asserted that the FCC "does decline to reach the decision about the need for, and propriety of, mandatory carriage of program-related MTS."

Said the majority in its statement, however: "We agreed to delay implementation of mandatory carriage at this time because there is uncertainty as to how soon stereo broadcast service will become broadly available and—most importantly—because the technical capacity of cable operators to deliver high quality stereo service at reasonable cost is still evolving. Nevertheless, it should be recognized that a majority of the *present* [their emphasis] commission approves of mandatory carriage for program-related MTS. It would be a serious mistake to believe that this decision need await a 'future commission' or that implementation of mandatory carriage has been rendered a remote possibility."

The majority also said that it, like Fowler and Patrick, was concerned that the commission not hamper cable industry growth or innovation. "It is to assuage such concerns that the opinion clarifies that the commission will not dictate the technical means by which stereo service is to be delivered."

Not so incidentally, one commissioner told BROADCASTING that precedent indicates that a majority of commissioners can bring an item up for a vote over the chairman's objections.

Both sides on ad ban dig in for long fight

First round appears to have gone to industry forces, but all concede battle has only begun; threat of ban could recur anywhere, any time

After the first clash between the forces for and against a ban on beer and wine advertisements on radio, television and cable during a Senate hearing two weeks ago, it appeared that the decision had gone to the industry (BROADCASTING, Feb. 11). Senate Commerce Committee Chairman John Danforth (R-Mo.) went on record opposing a ban, and Federal Trade Commission Chairman James Miller testified that his agency would not address the issue. Nonetheless, both sides agreed last week, "the fight is far from over."

"Our campaign is only now starting," said George Hacker, associate director for alcohol policies at the Center For Science in the Public Interest, which is the leading force behind Project SMART, a coalition of citizen groups calling for an end to the ads or for mandatory counteradvertising. Indeed, Hacker said, SMART "has barely gotten off the ground."

And while some observers felt SMART's campaign had "peaked" after the hearing, others, including Hacker, think that is "non-sense." Hacker characterized the hearing convened by Senator Paula Hawkins (R-Fla.), chairman of the Subcommittee on Alcohol and Drug Abuse, as SMART's "opening shot." He stressed that there will be other arenas in which to debate the issue.

Neither Danforth's nor Miller's stand on a ban is viewed as a deterrent, Hacker said. He was not surprised by Danforth's position; Anheuser-Busch, he pointed out, is part of the senator's constituency. He complained that SMART had been unable to meet with Danforth's staff to discuss its concerns. "We've not been able to get through to his staff," Hacker said. Moreover, he felt it was "disappointing" that the chairman would make up his mind "after looking at one company's activities." If Danforth had looked at the Bud Light ads, Hacker said, "he would probably be more cautious."

Hacker also expressed frustration with the hearing. Most of the time (three hours) was devoted to testimony from the industry panel while the views of the proponents of a ban were "crammed into an hour," he charged.

Hacker would not reveal when SMART planned to present a petition to Congress in support of a ban or counteradvertising, for which it hopes to get one million signatures. And he was reluctant to discuss what SMART might do next. "We're not going to allow the press or broadcasters to determine our timetable," he said.

In any case, the issue appears far from dead. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) plans to hold a hearing on the subject, most likely in March. (Wirth, however, is reported to be neutral on the issue.) Another forum for debate could be the discussions on authorizing legislation for the FTC. The House Subcommittee on Commerce, Transportation and

Tourism, which has jurisdiction over the FTC, is expected to hold hearings on the FTC authorization next month. There are, however, no plans to convene a hearing on beer and wine ads.

James Florio (D-N.J.), chairman of the subcommittee, said the issue of an ad ban would fall under the purview of the Telecommunications Subcommittee. However, Florio said he is "sympathetic to the idea of the need to monitor inappropriate promotional practices that have the effect of attempting to induce some young people and problem drinkers to use alcohol."

Florio told BROADCASTING he is planning to ask Miller to discuss his position on alcohol advertising during the FTC authorization hearings. "I plan to ask Chairman Miller to elaborate on what I've seen as statements on his part that there's a need for laws dealing with beer advertising practices. He seems to be asking the Congress to pass a law. We need some clarification as to exactly what it is that he is advocating," Florio said.

In response to Florio's remarks, Miller later told BROADCASTING the congressman may have read inaccurate reports of his stand on the issue. "I do not see the need for legis-

lation banning such advertising," Miller said. Moreover, he said there is no correlation between advertising and alcohol abuse.

There may be other opportunities for SMART to achieve its goal. An ad ban could be attached as an amendment to any measure that comes before the Senate. And there are a number of communications and annual appropriations bills slated for passage in this Congress that could serve as a legislative vehicle for an ad ban.

"I don't expect SMART to back off," said Dan Jaffe, senior vice president for government relations, American Advertising Federation, although he felt Danforth's letter and Miller's testimony were "extremely significant" developments.

In addition, Jaffe said the testimony presented during the hearing strengthened the industry case against a ban. "What came out at the hearings is that alcohol consumption is going down and that the fight is over brand shifting," Jaffe said.

But despite that progress, Jaffe thinks the issue will come alive again during the Telecommunications Subcommittee hearing and when SMART presents its petition. "No one can breathe a sigh of relief yet," Jaffe said. □

CNN's Levin escapes from Lebanon

With headlines and broadcasts around the world describing developments as they occurred, CNN correspondent Jeremy Levin made his escape last week after 11 months in captivity in eastern Lebanon at the hands of Islamic terrorists. CNN, of course, was on top of the story from the moment it broke, in the wee hours of Thursday morning (Feb. 14). But the three broadcast networks rallied quickly as news spread of the escape—the three morning news programs, ABC's *Good Morning America*, NBC's *Today* and CBS *Morning News*, each featured Levin's wife, Lucille, live from her Washington home Thursday morning, just hours after Beirut was abuzz with word of the escape. Each of the three broadcast networks also led its Thursday evening newscasts with the Levin story, and ABC followed up later that night on *Nightline* with an update and a report on how the U.S. deals with terrorists and hostage situations.

According to a CNN spokeswoman, the network first received word of the escape

Thursday around 4:30 a.m. NYT from AFP, the French press agency based in Paris which was seeking confirmation of the escape from CNN. An AFP stringer was apparently the first journalist to make contact with Levin in Baalbek in eastern Lebanon. That was where Levin was taken by a Syrian Army patrol which he met after making his escape, following a two-hour journey on foot through mountainous terrain to a main road. At Syrian headquarters in Baalbek, Levin gave the stringer a note for his family and a photograph of him was taken. Both the note and the photograph were then wired back to Paris and relayed to CNN in Washington where they were rushed to Levin's wife. CNN first went with the Levin story at 5:58 a.m. Thursday, although at that time it was basing the story on the unconfirmed AFP report. It wasn't until about 9 a.m. that morning that Levin's note and photo reached Washington.

Meanwhile, Levin was flown to Damascus, Syria, where it been arranged for him to be turned over to the U.S. ambassador to Syria, William Eagleton. CNN dispatched its Rome correspondent, Anthony Collings, to Damascus to meet Levin. Upon his arrival there, early Friday morning, Levin held a brief news conference describing his ordeal. About two hours later (4 a.m. NYT) CNN had the video of that press conference on the air. CNN did the first live interview with Levin, a brief phone conversation at a refueling stop in Greece on the way to West Germany. Earlier, in Damascus, an indication of his high spirits and good humor were revealed with the quip, "Tell [CNN executive vice president] Ed Turner I hope he doesn't take this last year out of my vacation." □



Levin on CNN



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ET IN ACCESS.

WABC, NEW YORK, 7:30PM. # 1 in Adults 18-34 and Adults 18-49! Beats WHEEL OF FORTUNE, DALLAS, FAMILY FEUD and ALL IN THE FAMILY! Already renewed for 1985-86.

KNBC, LOS ANGELES and WMAQ, CHICAGO. Bought by NBC O&O's for access in the 1985-86 season!

WSVN, MIAMI, 7:30PM. # 1 Rating and Share (14/24), and # 1 in Adults 18-34, 18-49 and 25-54! Beats WHEEL OF FORTUNE.

KSTP, MINNEAPOLIS, 6:30PM. # 1 in Adults 18-49 and 25-54. Beats WHEEL OF FORTUNE and NAME THAT TUNE.

WTVT, TAMPA, 7:30PM. # 1 Rating and Share (18/30) and every adult demo! Beats PEOPLE'S COURT and FAMILY FEUD.

WHAS, LOUISVILLE, 7:30PM. # 1 Rating and Share (14/25), and # 1 in Adults 18-34, 18-49 and 25-54! Beats WHEEL OF FORTUNE, DALLAS and NAME THAT TUNE.

ET IN LATE FRINGE.

WFAA, DALLAS, 10:30PM. # 1 Rating and Share (11/24), and # 1 in Adults 18-34, 18-49 and 25-54! Beats ALL IN THE FAMILY and THE TONIGHT SHOW.

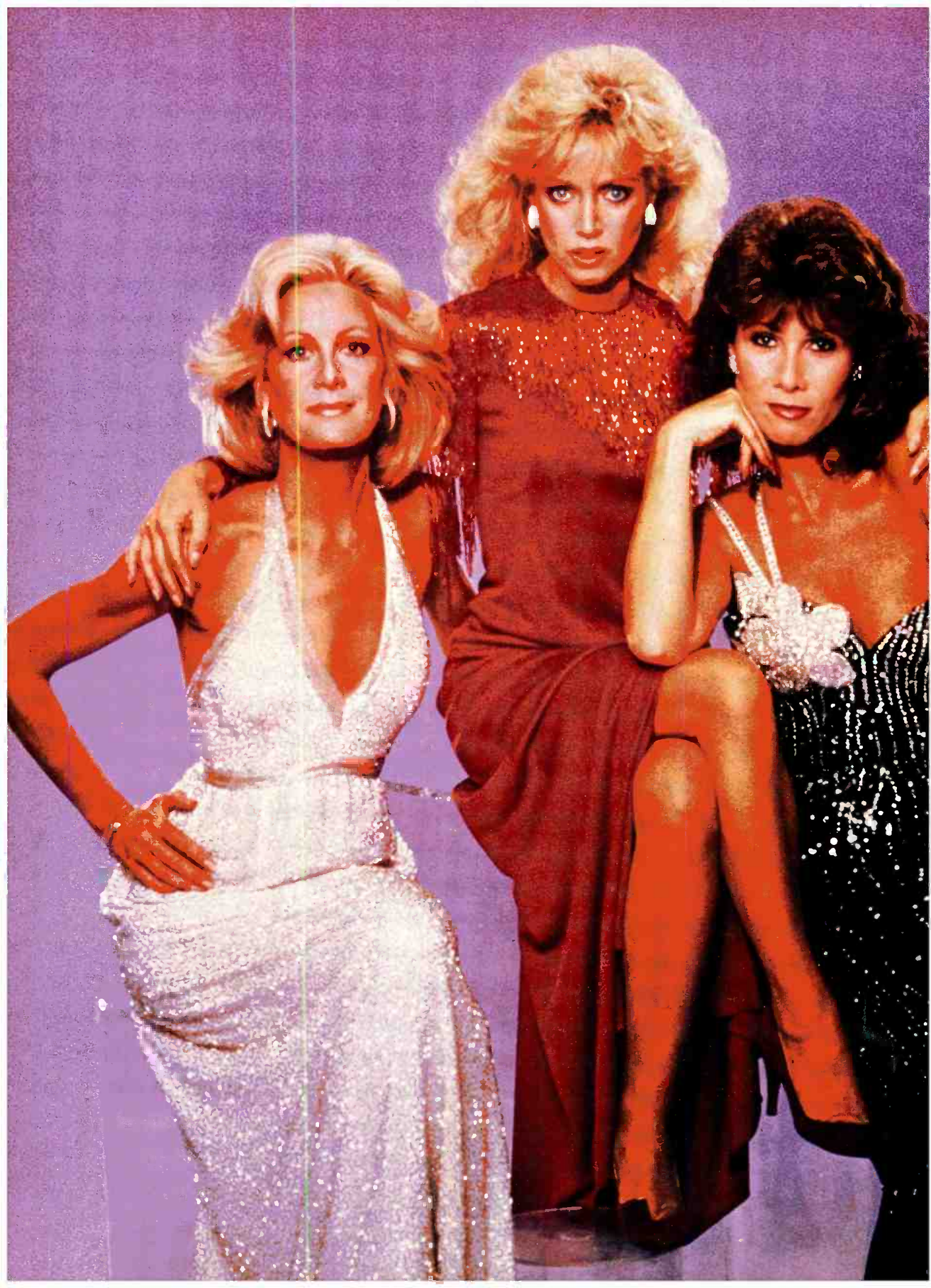
WJZ, BALTIMORE, 11:30PM. # 1 Rating and Share (7/27)! Beats M•A•S•H, BENSON and THE TONIGHT SHOW.

KTSP, PHOENIX, 10:30PM. # 1 Rating and Share (7/23)! Beats THE TONIGHT SHOW and ABC's NIGHTLINE.

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Wall Street's programing bulls

Programing-related companies producing strong performances in already bullish stock market

Recent activity in the stock market shows a new-found interest by investors in the "pure plays" in programing production, syndication and distribution—an interest that has been a bonanza for many Fifth Estate companies. The striking rise stems from a number of factors: program sales announcements, stock market dynamics, general economic optimism and even pure coincidence. But no matter the reasons, a number of programing-related companies are among the current hot stocks on Wall Street.

Since the day the exhibit hall opened at the Association of Independent Television Stations convention last month, eight programing-related stocks have increased an average of 49%, while the composite index for NASDAQ, the exchange where most of those stocks are traded, increased 17% (see chart). Whereas a few months ago there were three securities firms with an analyst keeping track of Telepictures, there are soon to be nine, with additions including Bear Stearns, First Boston Corp. and Paine Webber. A third example is the title of one late-January analyst's report: "The Golden Age of Television."

Joe Frazzano, senior vice president, research at Oppenheimer & Co., who wrote the report, notes a lot of "excitement" in the programing business: "I am hearing from a number of top executives that they are working 12- to 15-hour days. The reason is that they know if they click on certain shows it can be worth enormous amounts of money; up to \$100 [million] or \$200 million."

Michael J. Solomon, chairman and chief executive officer of Telepictures, when asked to explain the sudden interest in his company, referred to the growing number of

independent television stations, the decline of off-network programing and the profitability of barter syndication. He added that Wall Street had "panicked" when the FCC first considered repealing or weakening the financial interest and syndication rules: "Even Viacom, which is not a first-run syndicator, suffered. Now everybody in the industry knows that the FCC has decided not to push for that."

But the shift in supply and demand discussed by Solomon has been known for more than several months. And FCC Chairman Mark Fowler's decision to put financial interest and syndication on the back burner is also far from new. Why then is it just within the past few months, and particularly the recent four-week period, that investors have caught on to the profit and revenue potential of the syndicators and distributors?

Ted Mayer, an analyst for L.F. Rothschild, Unterberg, Towbin, said one reason is the uncertainty in forecasting results for these companies—it is only with specific programing sales announcements that investors could be sure of earnings improvement.

Barris Industries provides a good example of the difficulties in predicting earnings and revenue for the programing stocks, said Mayer: "Even after Barris has gotten orders for *The New Newlywed Game*, they still have to market the spot ads which they hold on barter. That means, for example, that they still have to decide whether they want to guarantee a seven or eight rating and the difference could mean \$2.5 million in pre-tax income, 70% of which would go to the bottom line. With just 5.7 million shares outstanding, that is a big difference in earnings-per-share."

In addition to the problem of forecasting which shows will be hits and how much they will earn, Frazzano suggested another reason for the delayed interest by investors: "I

think the market failed to anticipate the potential of these companies to some extent. By and large they are smaller companies and are not followed by many people on Wall Street. Fabulous results from syndication in larger companies, like MCA and Viacom, are masked by other divisions of those companies." He, along with Mayer, is one of the veterans covering the programing supply companies, having begun two years ago (both their firms make a market in some of these stocks).

The future of the programing stocks depends on a number of factors, including the direction of the stock market, the extent of advertising revenue growth and the competition of new entries to the business seeking to fill the syndication gap. The following are profiles of some of the companies that are high-flying at present:

■ While not a pure play in programing, Reeves Communications Inc. has been pulled along by the recent market interest, according to analysts and the company's executive vice president, William A. Wetzel. One of the reasons Wetzel thinks the stock has picked up recently is that "we have indicated that our concentration going forward is on the television side of the business." The company currently produces *Gimme A Break* on NBC and *Kate & Allie* on CBS.

Several recent developments have provided evidence of that change in direction and sparked interest in the stock, which had dropped from \$28 two years ago to a low of 3 3/4 within the past year.

One is that the company will soon get syndication money from *Gimme a Break*. Eighty-plus episodes of the NBC show have reportedly been sold for nearly \$70 million by MCA. Rothschild's Mayer said that alone should contribute 60 cents to 90 cents per share in fiscal 1986.

The company has also announced the sale of some assets, including its owned-Manhattan production studio and one of its European marketing operations. Other operations may also be sold to reduce debt, according to Wetzel.

There is also the hint that Reeves might establish its own distribution arm, to capture some of the 30% to 35% of syndication revenue currently going to MCA. Its arrangement with MCA ends in October 1986, just about the time Reeves might be expected to start syndicating *Kate and Allie*.

Parent of Grant-Reeves Entertainment and Alan Landsburg Productions, Reeves also provides facilities and services to other producers and syndicators. In 1981 the company diversified into the direct marketing business, overseas. The direct marketing business grew at first, but a strong U.S. dollar and the recession overseas combined to

Thirty-Day Wonders And Other Stories

	February 8 close *	Change over six months	Change since INTV ***
Barris Industries	12 1/4	165%	51%
Four Star	4 1/8	-8%	27%
Fries Entertainment	7 3/4	55%	44%
Robert Halmi	2	77%	60%
King World	25	150% **	92%
Lorimar	37	26%	23%
Reeves	9	29%	68%
Telepictures	20 3/4	27%	24%
Eight Stock Average		65%	49%
Dow Jones Industrial - NASDAQ Composite Index -	1289.97 288.35	6% 16%	8% 17%

* All prices are bid prices, where applicable.

** Stock was not traded publicly until December 10.

*** From market closing price on January 4, day before exhibit hall opened at INTV.



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Frazzano

reduce operating profits to \$1.5 million on sales of \$152.2 million for the year. During the same period, the company's television revenues have stayed flat, until last year when they increased 20% to \$77.6 million for the year ending in June. Operating income did not follow, however.

■ Fries Entertainment went public in January of 1984 and later switched from the over-the-counter market to the American Stock Exchange, a move that Chairman and Chief Executive Officer Charles W. Fries thinks helped the stock by giving it more visibility. Until recently, the company had been known as a producer of over 50 made-for-TV movies and mini-series. But recently it has expanded its plans and set up divisions for distribution and theatrical film production.

Three weeks ago the company announced preliminary sales of its package of 26 movies, *Fries Frame I*. Deals with stations in 10 of the top 20 markets have brought in \$7 million, more than double the company's revenue for the first six months of this fiscal year, ending May 31. The film package includes the 22 made-for-TV film library of Reeves, which Fries bought for \$5.2 million, plus assumption of residual contract terms, in December.

There are several projects that could further brighten the statistical outlook for Fries, which has been hurt this year by fewer made-for products delivered to the networks and costs associated with establishing its theatrical and distribution divisions. In development is a second package of films, of



Mayer

the horror genre, and a Stalin mini-series that has already received script approval from CBS but is waiting a production go-ahead from the network.

■ The stock market has reacted enthusiastically to the announcements made by Barris Industries Inc. this year that the company was, so-to-speak, coming out of retirement from the game-show business (BROADCASTING, Dec. 17, 1984). Within the past few weeks there have been additional announcements. Barris has reported \$12 million in sales for the *The New Newlywed Game*, which has been syndicated in over 70 markets for next fall. On Jan. 29, it sold stock holdings in Ply*Gem Industries for \$13 million, much of which will be used to expand its program production and studio lighting businesses. Chairman and Chief Executive Officer Chuck Barris has already indicated a new version of *The Dating Game* could be syndicated for the fall of 1986. The company has also decided to distribute its own product, unlike before.

Earnings-per-share for the first half of the fiscal year, ending May 31, are already triple what they were for the entire previous fiscal year.

■ The rapid surge of the stock of King World Productions from its Dec. 10 opening price to its current trading in the mid-20's is not a sure indication that the stock was originally underpriced, according to one investment banker who said that it opened in a weak market for initial public stock offerings. He also noted that the information supplied to prospective investors was based on past revenue and earnings rather than projections, as is required by law. Because the public offering was in December, King World Productions is still in its "quiet period" and executives of the company are limited by securities law in what they say.

King World's past revenue of \$29 million

and net income of \$3.3 million for the year ending Aug. 31, 1984, were both several times the previous year's numbers, but, as it now appears, will be no more than half the fiscal 1985 results.

The company's recent revenue gain comes mostly from distributing *Wheel of Fortune*, which accounts for 60% of the total, according to Frazzano. *Jeopardy* is also doing well and a third Merv Griffin game show, *Headline Chasers*, is also being distributed by King World. It has been sold in 34 markets, including five of the top six, giving it over 65% coverage of television households.

Despite all the good news, one security analyst sounded a note of caution for King World and others that are dependent on game-show programming: "The game show business is a good business but it is also a fad business. The previous fad lasted from 1978 through 1980 and this one will inevitably also fall out of favor. So what will happen is that it will probably get increasingly more difficult for them to report a better year. So far they are good through August of 1986."

Many of these companies have moved within the past year to broaden their base of operation and reduce their dependence on "programming fads" or the whims of networks. King World, last July, purchased Leo A. Gutman Inc., which owned a library of several vintage series and 67 feature films. More recently it set up a new division, King World Enterprises, to pursue programming ventures with station groups and advertisers ("In Brief," Feb. 11).

■ Telepictures has probably been the most active in trying to diversify its revenue sources and is, or has been involved in recent years, in the first-run syndication of animated children's shows, *Thundercats* and *SilverHawks*; a game show, *CatchPhrase*; a soap opera, *Rituals*, and a news show, *Newscope*. The company has also produced for the

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
AM Cable TV	Third	\$8,452	37	(\$978)	NM	\$0.27
ABC	Fourth	\$932,933	7	\$52,385	6	\$1.80
	Year	\$3,707,713	26	\$195,332	22	\$6.71
BBDO	Fourth	\$82,173	4	\$7,486	9	\$1.18
	Year	\$305,269	16	\$22,644	25	\$3.57
CBS	Fourth	\$1,420,000	3	\$36,100	-53	\$1.22
	Year	\$4,920,000	12	\$212,400	14	\$7.15
Knight-Ridder	Fourth	\$451,679	11	\$46,184	15	\$0.70
	Year	\$1,664,679	13	\$140,810	18	\$2.15
M/A-COM	First	\$197,404	17	\$8,800	24	\$0.21
Times Mirror	Fourth	\$748,670	8	\$83,737	2	\$1.21
	Year	\$2,804,829	13	\$232,703	17	\$3.38
Viacom	Fourth	\$89,177	23	\$9,803	-34	\$0.72
	Year	\$320,366	15	\$30,597	9	\$2.27

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Knight-Ridder reported broadcasting revenue increased 40% to \$18,157,000. □ Footnotes to **Viacom** earnings statement report that cable network, Showtime, took in fourth-quarter revenue of \$88.4 million, had operating income of \$4.1 million, pre-tax earnings of \$2.6 million and net income of \$1.6 million. Showtime's year-end figures were \$340.3 million in revenue, \$40.2 million in operating income, \$32.7 million in pre-tax earnings and \$20 million in net earnings. Comparable figures for 1983 were not provided. Viacom also said comparisons with last year were made difficult because of certain transactions last year that added to net income. Earnings from operations, it noted, increased by 74% for quarter and 62% for full year.

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

It looks like he may be on to something.

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

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

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

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

Mutual.

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

Mutual.

The Mutual Radio Network regularly

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

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

OR FLEXIBILITY.

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

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

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

HOW ABOUT A FREE SATELLITE DISH?

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

Nobody else offers anything else like it.

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

 Mutual's on a Roll.

THUNDERCATS

"THUNDERCATS," television's newest superheroes have roared across America!

The "Thundercats" one-hour special, airing in over 85% of the country, generated unprecedented viewer response and clawed established kids programs like "He-Man," "Superfriends," "Heathcliff," "Pink Panther" and "Voltron."

"Thundercats," already set to debut as a strip on over 110 stations this fall.

And the thunder is just beginning!

"It combines action and excitement with timeless moral lessons. We are pleased to be involved with such a first-class production."

Derk Zimmerman
Vice President, General Manager - WFLD-TV Chicago

"Our station had outstanding viewer response, with everyone wanting to know when they could see more."

Gerald R. Walsh
President, General Manager - WLVI-TV Boston

"With no established track record, 'Thundercats' performed outstandingly in a very competitive time period."

Bill White
Vice President, General Manager - KTTV Los Angeles

"'Thundercats' really worked with kids. It looks like we have a solid hit!"

Kevin O'Brien
Vice President, General Manager - WTTG-TV Washington D.C.

And Coming Fall '86... **SilverHawks**





YOU CAN ALREADY HEAR THE THUNDER!

NEW YORK

Saturday 2/2/85

Lead-in:	Wonderama		
WNEW THUNDERCATS		3.3	17
WOR	Local Talk Show	0.4	2
WPIX	Voltron/Hee Haw	0.9	5
WNBC	Snorks/Pink Panther	3.0	15
WCBS	Shirt Tales/Get Along	3.0	15
WABC	Superfriends	2.8	14

WNEW

8:00AM*

	Rating/Share		
	1.6	12	
	3.3	17	
	0.4	2	
	0.9	5	
	3.0	15	
	3.0	15	
	2.8	14	

LOS ANGELES

Friday 2/1/85

Lead-in:	Voltron		
KTTV THUNDERCATS		6.1	14
KTLA	Little House	4.1	10
KCOP	He-Man/Superfriends	4.1	10
KHJ	Newlywed/What's Happening	4.3	10
KNBC	News	5.7	13
KCBS	Quincy/News	5.6	13
KABC	News	7.0	16

KTTV

4:00PM**

	Rating/Share		
	4.9	14	
	6.1	14	
	4.1	10	
	4.1	10	
	4.3	10	
	5.7	13	
	5.6	13	
	7.0	16	

CHICAGO

Friday 2/1/85

Lead-in:	Tom & Jerry		
WFLD THUNDERCATS		10.5	23
WGN	Dukes of Hazzard	5.7	13
WMAQ	People's Court/News	7.7	17
WBBM	Quincy	9.3	21
WLS	News	10.0	22

WFLD

4:00PM*

	Rating/Share		
	6.1	17	
	10.5	23	
	5.7	13	
	7.7	17	
	9.3	21	
	10.0	22	

SAN FRANCISCO

Friday 2/1/85

Lead-in:	Bugs Bunny & Friends		
KTVU THUNDERCATS		5.2	16
KICU	Jackson 5, Bewitched	1.9	6
KBHK	Superfriends/Brady Bunch	1.8	6
KTZO	Barnaby Jones	1.6	5
KGO	Movie	4.1	14
KRON	News	4.7	15
KPIX	People-Talking/Tattletales	5.1	16

KTVU

4:00PM*

	Rating/Share		
	3.7	14	
	5.2	16	
	1.9	6	
	1.8	6	
	1.6	5	
	4.1	14	
	4.7	15	
	5.1	16	

DETROIT

Monday 1/28/85

Lead-in:	Porky & Friends		
WKBD THUNDERCATS		7.5	17
WXON	He-Man/Superfriends	4.3	10
WJBK	Anything-Money/Div. Court	5.3	12
WXYZ	Good Afternoon	8.6	19
WDIV	Jeffersons	11.3	26

WKBD

4:00PM**

	Rating/Share		
	7.7	18	
	7.5	17	
	4.3	10	
	5.3	12	
	8.6	19	
	11.3	26	

WASHINGTON D.C.

Monday 1/28/85

Lead-in:	Movie		
WTTG THUNDERCATS		8.2	26
WDCA	Superfriends/Heathcliff	2.2	7
WRC	Santa Barbara	3.3	11
WDVM	Guiding Light	4.6	15
WJLA	General Hospital	10.7	34

WTTG

3:00PM**

	Rating/Share		
	6.9	25	
	8.2	26	
	2.2	7	
	3.3	11	
	4.6	15	
	10.7	34	

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Source: * NSI ** ABB

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Telepictures
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Fries

networks made-for TV movies, mini-series and a series pilot for CBS, *His and Hers*. It also sells to the videocassette market, both here and abroad, publishes childrens' magazines, and in the past two years established a station group that by the end of this year should have five stations.

Some of the first-run efforts were short lived and Frazzano noted that, in general, 9.5 out of 10 industry efforts fail. But a winner, he said, can make all the difference: "While Telepictures will likely report \$15 million in pre-tax profits this year, they could earn equal amounts on either *Thundercats* and *SilverHawks*."

Thundercats has been sold in 85% of television markets for the fall of 1985 and *SilverHawks*, launched just before the NATPE convention for a fall 1986 start, has been sold in markets covering 55%, according to Solomon. Both shows are pre-sold for three-year periods. The chairman and chief executive officer said one reason the company has attracted attention is because those shows give some predictability to Telepictures's revenue and earning stream through 1988 and '89. He wryly remarked: "We have a problem which is that we haven't developed anything for the '89 season...yet." □

ABC, CBS report drop in earnings in fourth quarter

Both companies, however, report increases in year-end earnings

Reduced prime time ratings for ABC have already made themselves felt in the company's financial results, according to fourth-quarter and year-end financial results released last week. Those results showed that the network reported a modest profit decline on a revenue increase of less than 5%. But one ABC official noted that the network reacted quickly to the "lower than expected ratings and did a good job in managing its costs." Those cost increases have been estimated at less than 4%.

Lower daytime ratings did not cause a severe problem for the network, according to the ABC official, because the household decline was not as pronounced and the demographics held up better. This is especially

Bottom Line

Targeting CBS. New document submitted by Fairness in Media (FIM) to Securities and Exchange Commission indicates it has been rebuffed in request to meet with CBS Chairman Thomas F. Wyman, who suggested organization meet instead with other CBS officials. Filing, received by SEC on Feb. 8, said Wyman's proposal was "unacceptable. . . In view of these developments, FIM has concluded that the company does not intend to respond satisfactorily to FIM's concerns. Accordingly, FIM has decided to seek to affect a change in control of the company." Seven-page document said organization, which states it intends to change "policies" of CBS News, is considering proxy campaign to elect "either one or two directors," at company's 1985 annual spring meeting. It also said it is "conducting discussions" with unidentified "third person" about possible proxy solicitations and tender offers. □

New grades for Oak. Standard & Poor's has given Oak Industries convertible subordinated debt its lowest rating, because payment of interest on 10.5% notes is now in arrears. S&P also lowered ratings on other subordinated debt from CCC to CC and on senior debt from B- to CC. Moody's announced it is reviewing its rating on Oak debt. Moody's cut ratings of senior debt to Caa from B-3.

important for the network and the company because daytime has historically counted for more than half of the network's operating profit—reliable estimates place prime time's contribution at less than a quarter of the total.

For the quarter, record revenue and profits were in store for the owned television stations and ABC Radio, leaving the Broadcast Group with unchanged profits of \$108.7 million on a 5% increase in revenue to \$816.6 million. Overall, the company posted quarterly operating income of \$108.6 million, up 2%, on revenues of \$932.9 million, up 7%.

In the video enterprises division, losses decreased in the quarter to \$7.6 million from the \$9.9 million posted in the fourth quarter of last year. Revenue in the period increased from \$2.9 million to \$23.2 million, almost all of which was attributable to ESPN. A line item in the company's report, "minority interest," indicates a credit of \$669,000 which turns out to be Nabisco's share of the net-after-tax loss of ESPN. Multiplying that dollar figure by five (Nabisco's share is 20%) indicates the cable network posted a net-after-tax loss in the quarter of \$3.3 million.

At CBS, Broadcast Group profits for the quarter were \$132.5 million, up 15%, on revenue of \$838.9 million, up 8%. The company declined to comment on specific divisions within the group, which slightly improved its operating margins in comparison with last year's fourth quarter.

For the year, the CBS/Broadcast Group posted a 40% jump in operating profits to \$408.6 million, on a 14% increase in revenue to \$2,720,900,000, virtually identical to the percentage increases NBC reported several weeks ago ("In Brief," Jan. 28). This marks the third straight year of a 40% or more increase for NBC, which is still rebounding from the poor performance of previous years (see chart). There is still room between it and CBS and ABC, both of which earned more in the first three quarters of 1984 than NBC reported for the full year.

In 1984, the ABC Broadcast Group reported revenue of \$3,304,430,000, a billion of which was recorded in the Olympian third quarter. Operating income was \$427,818,000, up 17%.

For the company, ABC reported year-end

revenue of \$3.7 billion, up 26%, and net income of \$195.3 million, up 22%.

CBS Inc. reported year-end revenue of \$4.9 billion, up 12%, and net income of \$212.4 million, up 14%.

CBS net income dropped 50% in the fourth quarter, due to the performance of other divisions and certain accounting charges, including the discontinuance of the company's musical instruments business. Record Group revenue and profit declined, "reflecting," the company said, inability to match last year's sales of Michael Jackson's *Thriller* album. The CBS/Publishing Group reported declining profit on a slight increase in revenue.

Losses increased substantially in the line item, "Other," from \$9.5 million to \$48.9 million. That line records the results of CBS Toys, CBS Theatrical Films, CBS Software and "other miscellaneous operations." A "substantial majority" of that loss was attributed to CBS Toys, according to a knowledgeable source. The theatrical film operations of both CBS and ABC reported losses.

Ernie Levenstein, securities analyst with Shearson/American Express, said the write-offs and accounting changes that affected CBS's fourth-quarter results were greater than had been anticipated but would help the company next year, "when it will reduce the year-to-year comparisons with the large dilutions they face from their Ziff Davis purchase."

After the financial results were released last Tuesday, ABC's stock closed down three-eighths of a point on moderate trading. CBS closed down one point on light trading. □

Operating profit margins*

	ABC	CBS	NBC
1979	18.0	17.7	7.7
1980	15.2	14.5	4.9
1981	15.0	16.5	3.0
1982	13.4	12.5	6.0
1983	14.0	12.2	7.0
1984	12.9	15.0	9.2

* Income (before taxes, interest, joint ventures, and general and corporate expense) divided by revenue.

Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed						Wed	Wed					
	Feb 13	Feb 6	Change	change	Ratio	(000,000)		Feb 13	Feb 6	Change	change	Ratio	(000,000)	
BROADCASTING														
N ABC	66	3/4	70	- 3	1/4	- 4.64	10	1,930						
N Capital Cities	171	1/2	166	5	1/2	3.31	17	2,202						
N CBS	78	1/2	75	3	1/2	4.67	9	2,333						
O Clear Channel	17	3/4	17	1/2	1/4	1.43	20	52						
N Cox	50	5/8	51	-	3/8	- 0.74	17	1,429						
A Gross Telecast	29	1/2	30	1/2	- 1	- 3.28	7	24						
O Gulf Broadcasting	14	1/8	14	7/8	-	3/4	- 5.04	59	619					
O LIN	27		25	5/8	1	3/8	5.37	23	567					
O Mairite Commun.	14	5/8	12	1/2	2	1/8	17.00	18	122					
O Orion Broadcast	1/32		1/32					2						
O Price Commun.	13	3/8	14	5/8	- 1	1/4	- 8.55	67						
O Scripps-Howard	29	1/2	29	1/2			18	305						
N Storer	57	7/8	50	5/8	7	1/4	14.32	34	949					
O Sungroup Inc.	7		6	3/4		1/4	3.70	5						
N Taft	59	3/4	61	3/4	- 2	-	3.24	13	541					
O United Television	18		16	3/8	1	5/8	9.92	30	198					
BROADCASTING WITH OTHER MAJOR INTERESTS														
A Adams Russell	27	5/8	27			5/8	2.31	22	168					
A Affiliated Pubs	38	1/4	38			1/4	0.66	12	311					
N American Family	26	7/8	27	1/2	-	5/8	- 2.27	13	529					
O Assoc. Commun.	21		18	3/4	2	1/4	12.00	100						
N A.H. Belo	49	1/2	47			2	1/2	5.32	18	572				
N John Blair	23	1/8	16	7/8	6	1/4	37.04	13	185					
N Chris-Craft	41	3/4	38	3/8	3	3/8	8.79	267						
N Gannett Co.	53	3/4	54	1/8	-	3/8	- 0.69	21	4,308					
N GenCorp	39	7/8	38	1/2	1	3/8	3.57	11	856					
O General Commun.	76		71			5	7.04	17	38					
N Jefferson-Pilot	42	3/4	39	3/4	3		7.55	12	1,368					
O Josephson Intl.	10		9	1/8		7/8	9.59	77	49					
N Knight-Ridder	34	1/8	31	7/8	2	1/4	7.06	17	2,209					
N Lee Enterprises	32	1/4	30	3/4	1	1/2	4.88	18	429					
N Liberty	29		27	7/8	1	1/8	4.04	14	291					
N McGraw-Hill	46	1/2	45	3/4		3/4	1.64	17	2,334					
A Media General	74	5/8	68			6	5/8	9.74	14	521				
N Meredith	63	1/2	55	1/4	8	1/4	14.93	16	598					
O Multimedia	48	1/8	41	3/4	6	3/8	15.27	21	803					
A New York Times	38	1/2	38	1/4		1/4	0.65	17	1,521					
O Park Commun.	33		27	3/4	5	1/4	18.92	24	304					
N Rollins	20	5/8	19	5/8	1		5.10	30	301					
T Selkirk	20		19	7/8		1/8	0.63	43	162					
O Stauffer Commun.	52		52					13	52					
A Tech Operations	58	1/4	53	3/4	4	1/2	8.37	20	53					
N Times Mirror	48		45	3/4	2	1/4	4.92	14	3,297					
N Tribune	37	5/8	35	3/8	2	1/4	6.36	17	1,520					
O Turner Bcstg.	19	1/4	19	1/2	-	1/4	- 1.28	385	392					
A Washington Post	86	1/4	84	3/4	1	1/2	1.77	16	1,207					
SERVICE														
O BBDO Inc.	50	1/2	46			4	1/2	9.78	14	319				
O Compact Video	4	1/8	4	5/8	-	1/2	- 10.81		18					
N Comsat	31	1/2	29			2	1/2	8.62	13	569				
O Doyle Dane B.	20	1/4	19	1/2		3/4	3.85	16	108					
N Foote Cone & B.	52	3/4	47	3/4	5		10.47	10	181					
O Grey Advertising	144		145		- 1		0.69	10	86					
N Interpublic Group	34	1/2	34	1/4		1/4	0.73	12	373					
N JWT Group	25	1/2	25	7/8	-	3/8	- 1.45	8	152					
A MovieLab	5	3/4	5	3/8		3/8	6.98		9					
O Ogilvy & Mather	40	1/2	35	3/4	4	3/4	13.29	17	371					
O Sat. Syn. Syst.	7	5/8	7	1/4		3/8	5.17	11	44					
O Telemation	5	1/4	5	3/4	-	1/2	- 8.70	5	6					
O TPC Commun.			1/8			1/4	- 66.67							
A Unitel Video	6	3/4	6	7/8	-	1/8	- 1.82	12	15					
N Western Union	9	3/4	9	7/8	-	1/8	- 1.27		235					
PROGRAMING														
O American Nat. Ent.	1	1/2	1	1/2				8	4					
O Barris Indus.	11	3/4	10			1	3/4	17.50	196	67				
N Coca-Cola	60	7/8	63	1/8	- 2	1/4	- 3.56	13	8,061					
N Disney	75	3/8	68	7/8	6	1/2	9.44	124	2,542					
N Dow Jones & Co.	45	5/8	42	5/8	3		7.04	23	2,933					
O Four Star	4	1/4	4	1/4				4	3					
A Fries Entertain.	7	1/2	7	1/2				14	25					
N Gulf + Western	31	3/4	30	3/4	1		3.25	9	2,221					
O King World	21	1/2	25	1/2	- 4		- 15.69	29	107					
O Robert Halml	2	5/16	1	1/4	1	1/16	85.04	46	39					
A Lorimar	37	1/8	30	1/2	6	5/8	21.72	18	263					
N MCA	47	5/8	41		6	5/8	16.16	21	2,308					
N MGM/UA	12	7/8	12	1/2		3/8	3.00	15	639					
N Mizlou	219/32		219/32						12					
N Orion	11	7/8	9	5/8	2	1/4	23.38	26	112					
O Reeves Commun.	8	1/2	6	3/4	1	3/4	25.93	31	106					
O Sat. Music Net.	7	1/2	6	3/4		3/4	11.11		51					
O Telepictures	20		19		1		5.26	18	154					
O Video Corp.	19	5/8	19	5/8				13	33					
N Warner	24	7/8	23	5/8	1	1/4	5.29		1,508					
A Wrather	19	3/8	18	3/8	1		5.44		132					
CABLE														
A Acton Corp.	5	5/8	4	7/8		3/4	15.38		33					
O AM Cable TV	2	1/8	2	5/8	-	1/2	- 19.05		8					
N American Express	42		38	1/2	3	1/2	9.09	22	9,046					
N Anixter Brothers	17	7/8	18	3/8	-	1/2	- 2.72	22	325					
O Burnup & Sims	9	5/8	8	1/2	1	1/8	13.24	137	86					
O Cardiff Commun.			1/2	5/8	-	1/8	- 20.00	50	2					
O Comcast	23	3/4	22	1/2	1	1/4	5.56	27	293					
N Gen. Instrument	21	1/4	18	3/4	2	1/2	13.33	22	688					
N Heritage Commun.	21	1/8	20	1/2		5/8	3.05	40	160					
T Maclean Hunter X	26	1/4	25	5/8		5/8	2.44	36	967					
A Pico Products	5		4	1/2		1/2	11.11	23	17					
O Rogers Cable	7	3/8	6	1/2		7/8	13.46		165					
O TCA Cable TV	17	3/4	16		1	3/4	10.94	34	118					
O Tele-Commun.	25	1/2	24	3/4		3/4	3.03	82	1,066					
N Time Inc.	50	3/4	45	3/8	5	3/8	11.85	17	3,080					
N United Cable TV	34	3/4	33	3/8	1	3/8	4.12	58	382					
N Viacom	37	3/4	37	1/4		1/2	1.34	15	510					
ELECTRONICS/MANUFACTURING														
N Arvin Industries	22		21	3/8		5/8	2.92	6	166					
O C-Cor Electronics	8	1/4	9			3/4	8.33	118	25					
O Cable TV Indus.	4	1/4	3	7/8		3/8	9.68	25	13					
A Cetec	8	7/8	8	1/8		3/4	9.23	10	19					
O Chyron	10	1/4	10	3/4	-	1/2	- 4.65	19	94					
A Cohu	9	1/4	8	3/8		7/8	10.45	10						

Wrestling over regulation and the new technologies

Communications Act's golden anniversary is stage for serious debate over merits of recent government telecommunications policy

Fifty years and some months after the Communications Act of 1934 was enacted, members of the industry and ex-regulators last week explored the question of the impact of government regulation on the introduction of new telecommunications technologies. Given the explosive growth of the telecommunications industry, no one argued that regulation had been an insuperable barrier. And while most endorsed the present FCC policy of deregulation, there were those who saw a need for regulation. Sometimes, those seemingly contrary views were expressed by the same person. And it wasn't only the FCC that came under scrutiny; Congress did, too, as did U.S. Judge Harold Greene, who is presiding over the breakup of AT&T—and not always favorably.

The discussions occurred at the first of what is to be a series of conferences sponsored by the Golden Jubilee Commission celebrating the 50th anniversary of the Communications Act. And the 175 persons who attended were given a quick history of 50 years of telecommunications regulation. It was a time, Dr. William O. Baker, retired chairman of the board of Bell Telephone Laboratories Inc., said in one of three panels, of a dramatic drop in the costs of technology and of an expansion of services. "The FCC didn't stop any of this," he said. "The FCC has been a party, maybe not always a willing party or a high-speed party but a party."

It also seemed, during the last 15 years or so, according to former FCC Commissioner Glen O. Robinson, now a professor of law at the University of Virginia, that the deregulatory path the commission has followed, at least in the common carrier area, had been part of a deliberate plan. "There was," he said, in opening a panel on "Regulatory Responses to Introduction of New Technology and Service," "an appearance of a nexus of



Jubilee organizer Max Paglin

events" from the 1969 Carterphone decision which permits the attachment of non-Bell equipment to the telephone, and the 1982 Computer 2 decision which permits AT&T to offer enhanced services and deregulated telephone equipment.

But Robinson, who served on the commission from 1974 to 1976, knew there had not been such a long-range plan. And Bernard Strassburg, who served as chief of the FCC's Common Carrier Bureau for 10 years, until his retirement in 1973, made that clear, when his turn came on the panel Robinson moderated. "Competition was never intended," he said. "That wasn't what we had in mind. We had a great deal of respect for the [AT&T] network. It worked well, through the monopoly environment. It was regulated, but we had, with all its warts, a productive system. Prices came down, costs came down, usage went up. Long distance was affordable by almost everyone." And in that connection, he noted that things may be coming full circle in telephone charges. At the time the Communications Act was passed, local service was subsidizing long distance. Later, the subsidy went the other way. "Now, with access charges," Strassburg said, "customers seem to be subsidizing the suppliers of long-distance service."

Whatever the cause, Sidney Topol, chair-

man of the board and chief executive officer of Scientific-Atlanta Inc., said, in a panel on technology's restructuring of the industry, that the commission's "open skies" policy of the early 1970's that deregulated earth station ownership was "brilliant." He said it led to the proliferation of earth stations—which Scientific-Atlanta builds—and the expansion of delivery not only of entertainment programming, to cable television systems, but data also, to businesses. Topol said the cost of earth stations has dropped "from \$250,000 to \$2,000-\$3,000," adding, "Over one million earth stations are operating in North America." He said the American experience has left foreign countries "impressed and envious."

Michael Sherlock, executive vice president, operations and technical services, for NBC, also cheered deregulation. It is an essential ingredient in creating the climate that is conducive to the kind of investment that led to NBC's agreement with the Communications Satellite Corp. to transmit NBC programming to affiliates by satellite. "Deregulation should continue to expand and be applied to broadcasting," he said. But Sherlock also saw some benefit in regulation—in connection with a proposal, now shelved at the FCC, to make the current must carry rule to which cable systems are subject applicable to stereo TV.

Sherlock said "enormous costs" are involved in providing stereo service—\$15 million for the network in the "short-run" and \$100,000 to \$200,000 for the technical changes in equipment each affiliated station would have to bear. "The ultimate costs are not known." NBC is prepared to provide the service even though "maybe 40% of cable homes can't receive it," Sherlock said. He also indicated he favored regulation requiring carriage of TV stereo. He noted that the delivery of AM stereo was delayed for years by the FCC's failure to set standards for the service.

But, Sherlock was asked, doesn't he feel there is an inconsistency in his position? His support of deregulation does not apply to



Brown, Sherlock, Taylor and Geller



Baker, IBM's Dr. Paul Green Jr., Sterns and Topol

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More L.A. sheriff. The National Association of Broadcasters has opposed the proposed allocation of UHF TV ch. 19 to the Los Angeles county sheriff.

In comments at the FCC, the NAB said the FCC's proposal (BROADCASTING, Oct. 1, 1984) was "arbitrary and capricious" because it had not been based on a "rational" finding of need by the sheriff for additional spectrum.

If, after "rational findings" are made, the commission should conclude that the sheriff is in need of additional spectrum, it should consider allocating spectrum from above the UHF TV band, the NAB said.

The Association of Maximum Service Telecasters, however, said that by limiting the sheriff's use to the upper 1.5 mhz of channel 19 for base stations that are "carefully sited to restrict interference to a small number of homes," restricting his mobile radios to channel 20, and making the sheriff responsible for remedying interference complaints, the commission could permit the use of part of channel 19 without causing objectionable interference to KSCI(TV) San Bernardino, which operates on ch. 18.

"In focusing on channel 19 or on other UHF television channels, the commission should not lose sight of the broader question—whether, on balance, the [sheriff's] department, other public safety agencies, the commission and the public would be better off if frequencies outside the UHF television band were used," AMST said.

In its own filing, the sheriff said the commission should "act expeditiously" because his situation was in a critical phase. "The department is now reaching a point where it can no longer fully carry out its statutory and public service responsibilities without the relief it has been seeking," the sheriff said.

everything, Sherlock said. "There is a practicality to be brought in. Deregulation may not always make sense," he said. "There may be an extreme situation. 'I think this [stereo TV must carry] is one of those cases.'" Archer Taylor, senior vice president, engineering, of Malarkey-Taylor Associates, a cable television consulting firm, in a panel on "Mass Media at the Crossroads," offered an observation that may or may not have been made with Sherlock's comments in mind: "Each branch [of the telecommunications industry] wants competitors to maintain the status quo while expanding its own horizons."

Perhaps the only voice speaking positively of regulation—rather than simply saying it has not been too much of an impediment or that regulators knew when to trim or remove it—was that of Joseph L. Stern, president of Stern Telecommunications Corp., an engineer with a background in broadband communications and emerging technology, who served on two panels—"Technology's Restructuring of the Telecommunications Industry" and "Regulatory Policy Responses to Introduction of New Technology and Service." And the kind of regulation he favored was not of the shackles variety that has long been a source of complaint by broadcasters.

He said commission regulation as well as technology has led to the establishment of new services—clear channel broadcasting and color television, among others. "The rush to deregulate may have gone too far," he said. "The partnership [between government and industry] must be maintained to develop new technology properly." And in that regard, he cited the need to develop more economical direct broadcast satellites—he talked of medium-powered as opposed to high-powered satellites—and the need for information on such matters to guard against possibly harmful radiation from broadcast transmitters. "The FCC needs to take a leadership role in developing the industry," he said.

One of those most aggressive in calling for elimination of restrictions was Henry Geller, who headed the National Telecommunications and Information Administration under President Carter and served as

deputy general counsel and general counsel of the FCC during most of the 1960's and was regarded then as a hard-nosed regulator. He said the restrictions imposed on the Bell operating companies as a result of the AT&T divestiture being overseen by Judge Greene that prevent them from providing information services was poor policy. "We're going against technology," he said, a mistake, he added, of the consent decree that, in 1956, ended the Justice Department's first antitrust suit against AT&T. He said both the FCC and Congress erred in not seeking to attack that portion of the consent decree—the commission through a proposal to modify it and Congress through legislation. As for the commission, Geller said that the Communications Act "holds sway" when it conflicts with antitrust law.

Geller also called for greater freedom to compete for both cable systems and telephone companies. He said Congress, when faced last year with the controversial question of whether to permit cable systems to engage in data communications, "punted"—left the issue to the commission and the courts. He said it should have authorized the service. At the same time, he said, Congress should have removed some of the competitive disadvantages of telephone companies in the subsidies they are obliged to pay for local service."

And he said that while the statute passed last year deregulating cable television was correct in concept, "the implementation of the act was flawed." He said Congress took print basically as a regulatory model, which he thought proper, but then, he noted, it retained such content regulation as the fairness doctrine and the equal time law, and permitted cities to review broad categories of cable programming. And while the act provides for leased access—a concept he has long favored—he said the provision is drafted in a manner that makes it unlikely to be used.

Such calls for sweeping deregulation are not, evidently, what Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, would endorse. In remarks at lunch (see story at right), Dingell said, "One particularly destructive weed [idea] is the idea that the gov-

ernment should deregulate the industry as fast as the laws and rules can be stricken from the books." But Dingell also indicated that "proposals" based upon nostalgia for the comfortable days of monopoly regulation are not acceptable either.

The theme of the conference and the questions it raised that the speakers addressed were signs in themselves of a change in the times, as former FCC Commissioner Tyrone Brown noted in opening remarks at the panel on "Mass Media at the Crossroads." Brown, who served on the commission from 1977 through 1981 and is now partner in the law firm of Steptoe & Johnson, said, "Social issues are not involved, so it seems they are not considered a matter of concern for the commission." He also indicated he does not feel that should be the case. The conference, he noted, is discussing a technology that reaches "all the people," and added, "I don't see the commission able . . . to deal with economic issues and not the social issues inherent in them."

Dingell warns against FCC action to repeal fairness doctrine; predicts international trade and telecommunications issues will occupy more of Congress's time than broadcasting, cable matters

International trade and telecommunications issues are more likely to occupy Congress in the future than cable and broadcasting matters. That was what House Energy and Commerce Committee Chairman John Dingell (D-Mich.) predicted last week during a luncheon address at the first conference sponsored by the Golden Jubilee Commission on Telecommunications.

Dingell felt there was "not much need" to revisit the cable and broadcasting issues de-



Dingell

bated in the last Congress. He did, however, underscore the need for congressional intervention to prevent the FCC from repealing the fairness doctrine. "Last week I was saddened to feel it necessary to warn the FCC against continuing its foolish assault on this fundamental protection for free speech. My defense of this doctrine extends to its corollaries, the political editorial and personal attack rules, which the commission is target-

ing for extinction as well," the chairman said.

Furthermore, he warned, "any attempt to repeal these vital democratic safeguards, or to administratively emasculate them, will be met with swift and sure legislative response." Dingell cited disagreements between Congress and the FCC in the past on such major communications policy issues as the FCC's financial interest and syndication rules, access charges and the multiple ownership rules. "Although I see signs of change, I hope that the commission will not require the Congress to add the fairness doctrine to this list."

The chairman thinks most of his committee's interest will focus on "domestic and international common carrier policy and foreign commerce and trade in telecommunications products and services." Dingell pledged the committee will continue to scrutinize the industry and FCC decisions "to insure that the public continues to receive affordable basic service and fair access to new products and services."

One way to reduce the cost of communications services to large U.S. corporations, he suggested, might be achieved through approval of pending applications at the FCC for alternative satellite systems. "However, these systems may also threaten the benefits the U.S. currently receives from the single global system operated by Intelsat," Dingell said.

Moreover, the chairman thinks the country's telecommunications policy lies within the purview of the Department of Commerce. "I am curious at the rather strange fashion in which policies are now being made with regard to international telecommunications policy at the Department of State, and at the difficulty there is in having the necessary participation of all in a fair and open judicial proceeding at the FCC. I would observe that it is not only a question relative to telecommunications policy but also the position of the United States world hardware market, are affected by the decisions that will be made here. Regrettably, the policies of the United States on this matter are being conducted in dark places without full participation by all and in fashions that do not purport with the policies that Congress has set out either with regard to the mandatory structure of the government or fair opportunity for all persons to be heard." He said his oversight subcommittee would look at this.

Dingell also promised to scrutinize the FCC's rulemaking on separate satellite systems "very carefully to see that each important issue, including the issue of flexible pricing for Intelsat, is given full and open consideration and to insure that all parties have a fair opportunity to comment on the FCC's proposed resolution of these issues." And he said there may be hearings on this topic.

Dingell also expressed his view on telecommunications policy in general. During his tenure as chairman, he said, "proposals to restructure the industry have flourished in the rich soil of technological innovation." Indeed, Dingell continued: "While I am a firm proponent of letting a thousand flowers bloom, I believe that what now seem attrac-

tive flowers may prove to be ideological weeds that may choke and destroy the industry rather than promote its healthy development." In particular, he added, "one destructive weed is the idea that the government should deregulate the industry as fast as the laws and rules can be stricken from the books." □

CIA presses its case against ABC

Agency seeks reconsideration of FCC denial of its fairness complaint

The CIA is back at the FCC again.

It has asked the commission to reconsider staff action denying its fairness complaint against ABC (BROADCASTING, Jan. 14). And, in a petition for reconsideration and amended complaint, the CIA is alleging, once again, that the network had engaged in "irresponsible" journalism and had been in violation of the fairness doctrine, the personal attack rule and the commission's news distortion policy.

This time around, however, the CIA also is asserting that the commission can launch an inquiry into ABC's behavior under its general obligation to regulate the use of the airwaves in the public interest.

At issue are ABC *World News Tonight* broadcasts of Sept. 19, 20 and 26 (BROADCASTING, Dec. 3, 1984). In one excerpt cited in the complaint, ABC broadcast a statement by a Scott Barnes, who asserted that a CIA contact had tried to recruit him to kill Ronald Rewald, a Hawaii investment banker who is under indictment for perjury, fraud and tax evasion. Rewald's firm reportedly was involved in CIA activity; it's unclear to what extent.

The CIA claims that the evidence in its amended complaint demonstrates that ABC relied on Barnes and Rewald, sources the CIA alleges ABC knew were unreliable; presented those sources to the public with no warning that their testimony was subject to doubt; constructed its broadcast in such a manner to suggest that those sources were reliable and that their stories had been corroborated; ignored all credible evidence which "put to rest the fanciful stories told to ABC," and "acted with a reckless disregard by not verifying in advance the serious charges contained in its broadcasts."

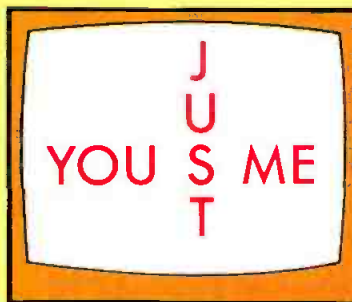
In its filing, the agency contended that the FCC could launch an inquiry under its mandate to regulate the use of the airwaves in the public interest.

"Fairness and deliberate news distortion aside, it clearly cannot be in the public interest for any licensee to air charges of heinous criminal misconduct against any individual or group with reckless disregard for the truth or accuracy of those charges, and, indeed, with actual information that the charges are untrue," the CIA said. "By broadcasting erroneous and unreliable information, ABC has misled the public with a false sense of reliability. Such action is truly inimical to the

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public interest. Surely ABC's conduct in this matter reflects, at a minimum, a cavalier and irresponsible attitude toward the network's duties as a public trustee."

This time around, the agency has asked

the FCC to, at a minimum, require ABC to respond to the CIA's complaint, to conduct an "appropriate" investigation, and "to grant further relief as it [the commission] may deem appropriate." □

The long road for Radio Marti

A series of directors, problems in gaining security clearance, not enough programming have caused delay of Cuban-bound broadcasts

Radio Marti, conceived in controversy, is now in the 16th month of a gestation period that cannot be encouraging to those who have fought for it to break what the Reagan administration regards as the Castro government's monopoly on news in Cuba. Members of Congress who pressed for establishment of the service have long since lost patience with the inability of the administration to put the station on the air (BROADCASTING, Feb. 11). Two would-be directors of the service have come and gone, the second indicating that he, like some congressional critics, believes it a mistake for the government to wait until the station is prepared to meet a goal of 14 ½ hours of programming daily before inaugurating the service. He has also raised questions of whether the Cuban-Americans being hired can meet the statutorily mandated standards of accuracy and objectivity. If that weren't enough, the U.S. Advisory Commission on Public Diplomacy last week, in its annual report, restated its conviction the service is being born into the wrong home. It belongs in the Board for International Broadcasting, not the Voice of America, as Congress has directed, the commission's report says.

But it is the delay in putting the station on the air that may be the most troubling issue. The delay has even begun to generate rumors that the administration is holding the service hostage to efforts to improve relations with Cuba. Officials deny such much conspiracy exists. Gene Pell, the VOA director-designate, who has been spending much of his time at the Radio Marti quarters, a few blocks from VOA headquarters, trying to move things along, said the scenario sounds "crazy" to him.

The stumbling block appears to be the determination on the part of the U.S. Information Agency, the ultimate authority for the station, to wait until Radio Marti is prepared to fill the goal of 14 ½ hours of programming daily, seven days a week, developed in discussions with Congress during the legislative proceedings on the project. One former official who had participated in the development of Radio Marti calls the determination to hold to the goal "outrageous" and describes it as a "magnificent obsession" of USIA director Charles Z. Wick. And Paul Drew, who resigned as director-designate of Radio Marti in January, indicated support for the position of Senator Paula Hawkins (R-Fla.), one of the principal legislative backers of Radio Marti, who has said the station should begin broadcasting with only a few hours of programming. "What difference does it make?" Drew asked, "The Cubans don't have anything now."

Drew, who has returned to his media consulting business in Los Angeles, indicated the station is not likely to be prepared to do 14 ½ hours of programming daily any time soon. He said the station would need 85% of the personnel allocated to four areas—news, programming, focus (in depth reporting) and technical. And, he said, a substantial bank of material would have to be on the shelf. (The reason, he added, is that deadlines are not met by contractors or staff.) But, Drew said, the station had only some 20% of the people in those four areas. All told, Radio Marti has some 100 of the 188 employees it is authorized.

But Wick, in a meeting with reporters last week on USIA's invitation to the Soviet Union to agree to addresses by U.S. and Soviet leaders on the television systems of each other's country (see page 72), showed no sign of changing his mind. "We decided to wait until we could meet our goal of 14 ½ hours," he said. And he thought that could be achieved "shortly." But he noted staffing the station has taken longer than expected because of the difficult security clearance process involved in checking the background of many people who had spent a large part of their lives in Cuba. Recruiting people with the required qualifications has been difficult enough, officials say—finding prospects fluent in Spanish (Cuban-accented Spanish for on-air personnel), with backgrounds in journalism and radio and a willingness to relocate from Florida to Washington and its uncongenial climate in winter. Then, too, there is what officials say is the insistence on meeting the VOA standards of accuracy, objectivity and comprehensiveness.

One of the reasons Drew gave for resigning was his feeling that he did not think he could develop a service "to VOA standards" within the deadlines of those in Congress who wanted the station on the air by the 132d birthday of the Cuban patriot, Jose Marti, for whom the station was named. Elaborating on that in an interview, he said, "A lot of people on the staff are not American citizens—they are Cubans and Cuban-Americans. I'm not sure they understand the language about accuracy and objectivity."

Looking for a leader. The Board for International Broadcasting has begun a search for a successor to James Buckley, president of Radio Free Europe/Radio Liberty, which operates under BIB. Buckley, a former high-ranking State Department official, has given notice he intends to leave the post, in Munich, Germany, at the end of the year. He had taken the assignment in November 1982 with the understanding that he would keep it no more than three years.

(According to a breakdown provided by VOA, 62 employees thus far hired are Cubans, Cuban-Americans and other Hispanics, while the remaining 41 are "all others," which includes North Americans.) He also said that dry-run broadcasts he had heard had not shown him evidence "that there was great concern" regarding acceptance of VOA standards.

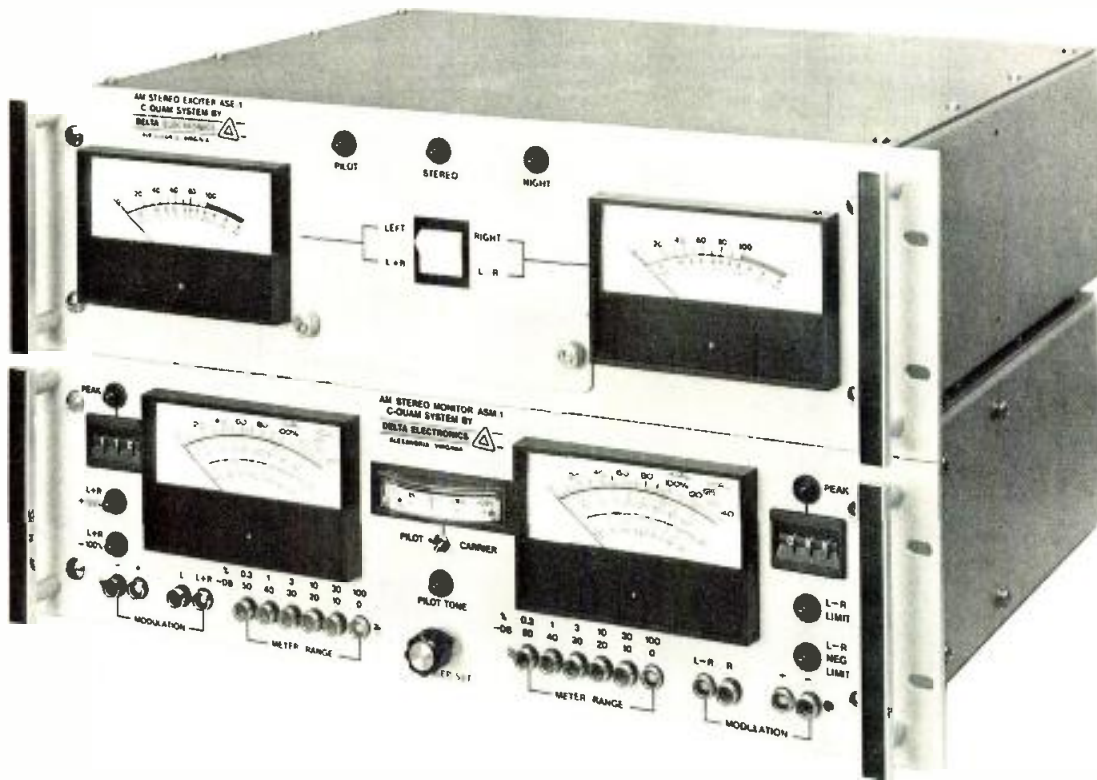
What's more, Drew does not think the deputy director in charge of news and programs, Humberto Medrano, can enforce compliance with the VOA standards. Medrano, who was recruited by a VOA task force that conducted a search for staff among the Cuban community in south Florida, had been editor of the Cuban newspaper, *Prensa Libre*, until 1960, and, after his arrival in the U.S., had been a commentator on WOCN(AM) Miami and a columnist for *Diario Las Americas* there. Drew does not consider that an adequate background for Medrano's job. And while he denied reports he had attempted to have Medrano removed, there relationship evidently was not a friendly one. "He was a disruptive force," Drew said of Medrano. "He was trying to run the station. He made up stories I was representing the NAB [the National Association of Broadcasters had waged a vigorous campaign in Congress to include provisions in the Radio Marti legislation designed to reduce the danger of Cuba retaliating for the new station's broadcasts by jamming American outlets] and trying to sabotage Radio Marti."

Medrano could not be reached for comment on Drew's remarks. But present and former VOA officials defend the staff and the methods that have been developed to insure compliance with standards. Editorial guidelines have been prepared for the staff stressing the importance of broadcasting news that is "accurate, objective and comprehensive." A consultant, Oscar Underwood, was retained last month to review and critique the product of the station. And Pell said he has been "encouraged" by what he has seen and heard at Radio Marti. As for Medrano, he was described by Kenneth Tomlinson, who had been VOA director when he was hired, as "a fine old gentleman." Tomlinson said he had not expected Medrano to produce programming, "but to do special scripts and programs."

Recruitment of high-level executives for the new service has been a problem. Emilio Milian, another Cuban-American journalist from Miami, had been Wick's first choice to run Radio Marti. But he left his post as consultant last spring, a few weeks after his arrival in Washington. VOA officials gave as the reason his inability to bring his extended family to Washington. However, sources in a position to know say he and VOA officials mutually agreed that he was not the right person for the job. There was "a pleasant parting," as one source put it. And Drew took himself out of the job after he came to the realization he was not the right person, either (BROADCASTING, Feb. 4.)

Radio Marti has been controversial since the inception of the idea early in the Reagan Presidency. The President has always shown an interest in the project that is seen as a means of informing Cubans of, for instance, Cuban military casualties in Africa and of

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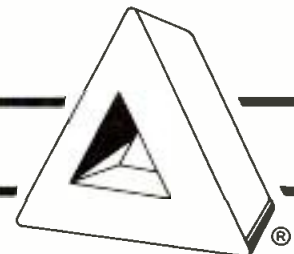
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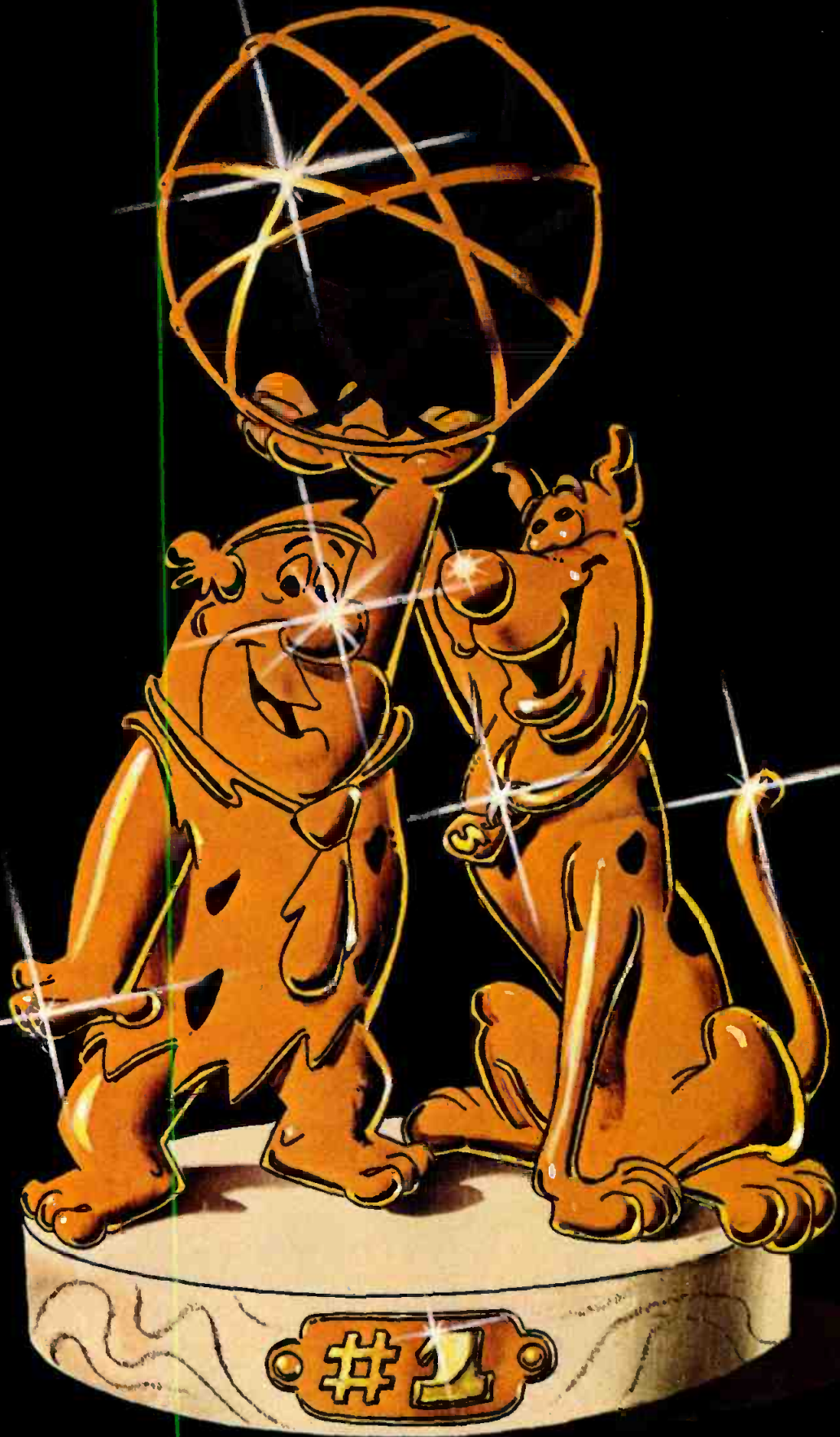
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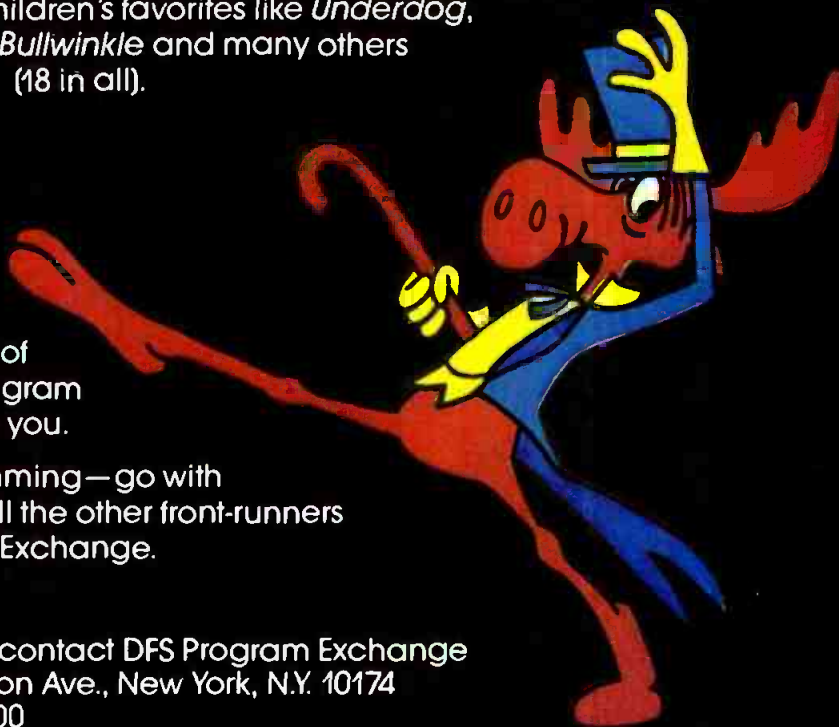


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*Source: Nov. '83—July '84 ARB Syndicated Program Analysis

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Cuban actions in Central America. It has been backed most enthusiastically by Cubans and Cuban-Americans in southern Florida who began settling there after the Castro revolution. And their congressional delegation has led the fight for the service on Capitol Hill. But even apart from those who question it on policy grounds, the project has caused broadcasters to fear that Cuba would respond to the broadcasts by increasing the jamming of American stations that has been a problem for years.

As a result of those concerns, the authorizing legislation Congress approved placed the station within VOA and made it subject to the VOA's standards, rather than making it a part of the BIB. The administration had proposed the BIB as home for Radio Marti since it was to serve as a surrogate station for Cuba, as BIB's Radio Liberty and Radio Free Europe are surrogate stations for the Soviet Union and other East European countries. But Congress was moved, at least in part, by the hope that radio broadcasts under the mantle of the VOA would not trigger Cuban jamming; the VOA facilities on Marathon Key in Florida, which Radio Marti is to share, had not suffered Cuban interference.

But the legislation that emerged produced what one former administration official has described as "an administrative monstrosity." The Radio Marti director is appointed by the USIA director and reports not only to that individual but to the director of the VOA and to the chairman of the Advisory Board for Broadcasting to Cuba, which was also created by the legislation. (Incidentally, only one member of what is to be a nine-member, bipartisan commission thus far has been appointed—the chairman, Jorge Mas, a wealthy Miami businessman. But the commission's \$50,000-a-year executive director's slot has been filled, by Stuart Sweet, former legislative director on Hawkins's staff.) What's more, critics said it was a mistake to place what was originally conceived of as a surrogate station for Cuba within the VOA, whose mission is to report on the U.S.

to the rest of the world.

Throughout much of the history of Radio Marti, accompanying broadcasters' expressions of concern about retaliatory jamming, there was private comment from hawkish backers of the project that, as one statement had it, "a surgical strike" could take care of such problems. Earlier this month, Kenneth Giddens, who owns WKRQ-AM-FM-TV Mobile, Ala., and who served as VOA director under Presidents Nixon and Ford, raised the anxiety level a bit when he was quoted in *The Wall Street Journal* as making such a remark at a meeting of the advisory commission on public diplomacy. When the possibility of Cuban jamming was discussed, Giddens is said to have remarked, "Maybe that's the time to blow up a few of Castro's transmitters."

Wick, at his press conference last week, brushed the remark off as "a private opinion that was used in a wry, apocryphal sense."

But at the moment, Wick's concern is not jamming but getting Radio Marti on the air. □

Cable act debriefing

Mooney says its up to courts and lawyers to resolve fine points of bill passed last year

Those attending a Washington seminar on cable law sponsored by the *Legal Times* heard a nuts and bolts breakdown of the Cable Communications Policy Act of 1984—its provisions as well as its ambiguities.

National Cable Television Association President James Mooney told the more than 40 city representatives and communications attorneys attending the day-long seminar that it was now the legal profession's job to make the law work. "If there are ambiguities, they must be resolved. If there is resistance, it must be overcome in the courts," he said. Much of the burden of putting deregulation into effect, he added, "will have to be borne by counsel for our companies."

Mooney reviewed the negotiations lead-

ing to the bill's passage and the cable industry's goals during the process. He acknowledged that "the bill is far from perfect" and contains many "ambiguities." However, "to return to our basic objectives in this legislation—rate deregulation and [franchise] renewal protection... we did more than all right." Mooney said the bill is not self-enforcing. It "represents not so much a set of goals accomplished as it does a strategy and a means for achieving those goals." The cable industry won't achieve its potential, he concluded, "as long as the cable companies and the cities are at each other's throats."

The seminar's panel sessions covered a range of topics, including franchise requirements; renewals and modifications; equal employment opportunity; filing and hearing procedures, and privacy requirements.

Representatives of both sides of the cable fence addressed the group, including Washington attorneys Charles Walsh of Fleischman & Walsh; former FCC Commissioner Tyrone Brown of Steptoe & Johnson, and George H. Shapiro of Arent, Fox, Kintner, Plotkin & Kahn. Among those representing Congress's perspective were Thomas Rogers, senior counsel, and Howard Symons, counsel, to the House Telecommunications Subcommittee, and Larry Irving, legislative director and counsel for Representative Mickey Leland (D-Tex.). Washington attorney Jay E. Ricks of Hogan & Hartson, and former FCC Chairman Richard E. Wiley moderated the day's panels.

Some of the unresolved or "ambiguous" portions of the act, according to Symons and Shapiro, are in the franchise renewal section. Symons cited language, inserted in the bill by Senator Howard Metzenbaum (D-Ohio), which gives the public the right to receive notice and to comment on some of the renewal proceedings. "There is no legislative history for the Metzenbaum amendments," Symons said, "so it remains to be seen just what effect it will have... Is the public simply a passive bystander, able to comment, or does the ability to comment and the right to obtain notice give the public some kind of standing to challenge a renewal decision, either a denial or a grant of renewal independent of the cable operator or the franchising authority?" That is not clear, he said, adding that it is an area which "citizen groups no doubt will wind up enforcing" in the future.

According to Shapiro, "one of the first areas of litigation" may be franchise renewals. "One of the problems with the cable act," he said, is that "once you initiate [renewal] proceedings, what happens if they're not over by the end of the franchise?" Also, he said, there are no provisions to address the possibility of appeal of a renewal decision. His advice to cable operators in the meantime: "Any cable operator who has a cable franchise expiring in less than 60 months should invoke the formal procedures of the act. And then, immediately seek suspension of those formal procedures and attempt to negotiate a renewal under the informal procedures." If the application for renewal is first denied under the informal provisions, he said, a cable operator "may have waived his right to attempt to use the formal proceedings." □

Washington Watch

On board. Although It is not officially reorganized, Senate Commerce Committee will have new lineup on Democratic side. (No changes are anticipated on Republican side.) Commerce members in last Congress, Senators Donald Riegle (D-Mich.) and Frank Lautenberg (D-N.J.), are expected to give up their seats and seek assignment elsewhere. Two new members of chamber have already laid claim to those seats. They are: Al Gore (D-Tenn.) and John D. Rockefeller IV (D-W.Va.). Gore, former member of House Telecommunications Subcommittee, plans to continue taking interest in communications issues. It is uncertain whether Rockefeller will play active role in communications matters. His wife, Sharon P., is director of Corporation for Public Broadcasting. □

DBS standards proposed. FCC has proposed technical standards for direct broadcast satellite service. In notice of proposed rulemaking, FCC has requested comment on technical parameters recommended by Advisory Committee on Technical Standards for DBS service. □

Spectrum request. Central Committee on Telecommunications of American Petroleum Institute has asked FCC to launch rulemaking to make spectrum in 12.2-12.7 ghz band, which has been earmarked for direct broadcast satellite service, for use on primary basis by private operational-fixed microwave service. Committee said it had "become apparent" that DBS, which doesn't appear to be getting off to rousing start, won't be requiring amount of spectrum originally anticipated by commission.

BET: still small, but determined

The five-year-old service is suffering from lack of access to many major cities, but Bob Johnson is optimistic the cable industry can't do without his programming

Black Entertainment Television hasn't been keeping up. Although it's one of the oldest basic cable services, having celebrated its fifth anniversary last month, it's still one of the smallest, reaching, by its own count, just 8.5 million cable homes.

Since its debut on Jan. 25, 1980, BET with its black-oriented programming has watched other services—some older, some younger—race past it, accumulating many more cable affiliates and, in some cases, two or three times as many homes. ESPN, launched just a few months before BET, has become the nation's largest basic service, serving more than 35 million homes. CNN, which debuted June 1, 1980, reaches over 30 million homes. MTV, which came on the scene with its innovative music video format Aug. 1, 1981, now serves 25 million homes. The Nashville Network, which was launched on March 7, 1983, is seen in 22 homes. The list goes on.

The reasons for BET's slow growth are many and varied, ranging from the inability of the cable industry to wire large cities where great numbers of black viewers reside to what BET President Bob Johnson calls the lack of sensitivity among white cable operators toward their black subscribers and what others call "overt racism."

But BET has a lot going for it, not the least of which is Johnson himself and his unfailing energy and optimism that BET will surpass most of the other basic services borne on the shoulders of the massive "black consumer market." "We are going to survive," he says. "We've got a good head for the business. We've got the financial backing of our partners. We've got an economic consumer base that advertisers want to reach and we've got an audience that watches more television than any other group in the country."

BET has evolved into what is essentially a black music video service, airing 18 hours a day many of the music video clips of black artists that MTV and VH-1 have overlooked. Provided by record companies, music television is an inexpensive and, as MTV and others have proved, attractive form of programming, for which Johnson makes no apology. Indeed, he sees it as positive. "Black music is an integral part of black life."

The other facets of BET's programming include motion pictures featuring blacks, some off-network series with black actors (the original *Bill Cosby Show* and *I Spy*), some talk and how-to shows and taped black

college football and basketball games.

When BET first came on the scene, it seemed certain that most of the big cities would be wired or well on their way to being wired by now and that BET's viewership would grow rapidly with the addition of the cities' large black populations to the cable universe. Flushed with pay television revenues, major cable operators battled for big-city franchises between 1979 and 1981. But some time between then and now, reality intervened.

Franchising processes got bogged down in municipal politics and, in cities where franchises were awarded, the cable franchisees

sponder on Westar V and began offering six hours of programming a day, seven days a week. And it wasn't until last October that it expanded its programming day to 24 hours and joined most of the other basic cable services as full-timers.

As a two-hour-a-week service, says Scott Kurnitt, vice president of programming, Warner Amex Cable Communications, BET was "hardly more than a program." And as a six-hour-a-day service, he says, it was a problem for cable operators who lacked the "technical expertise" to switch in other programming during the 18 hours it was dark. For some, he adds, it just wasn't worth the ef-



BET's President Bob Johnson

found systems expensive to build and their services tough to sell. As a result, Washington, Baltimore, Cleveland, Detroit, Philadelphia, Chicago and major parts of New York and other cities are still not wired and BET has been denied hundreds of thousands of potential viewers. "If the urban market is not wired we are going to have a very limited business economically," Johnson says.

(Johnson knows first-hand the frustration of getting the big cities cabled. After years of political in-fighting, District Cablevision Inc., a company he heads, was tentatively awarded the cable franchise late last year for Washington. But a losing bidder filed a lawsuit against DCI and the city, making it difficult for DCI to raise money and delaying indefinitely the start of construction.)

BET has also suffered because of its part-time status. At first, it was nothing more than a two-hour and, later, three-hour segment on the USA Network each Friday night. It didn't become what most would consider a full-blown network until August 1982 when it moved to its own satellite tran-

fort.

That BET charges an affiliate fee—now three cents per subscriber per month—has also hurt. CBN, Lifetime, The Nashville Network, VH-1 (in combination with MTV) and others competing head-to-head with BET for space are offered free to cable systems.

Unlike some of the other cable services, BET has not been marketed aggressively. "They have had precious few marketing dollars," says Charles Townsend, vice president, marketing and programming, United Cable, "and very few people out beating the bushes" for cable affiliates.

As a "narrowcasting" service, Townsend says, BET is not among the first services United looks at when it seeks to fill a system with limited channel capacity. Such broad-appeal services as ESPN, CNN and the various superstations, he says, have the best chance of carriage. "You want to put things on that satisfy most of the people," he says.

But other narrowcasting services have prospered, Townsend adds. SIN, which ad-

dresses Hispanic people with its Spanish-language programing, is "doing very, very well," he says. "You begin to wonder why BET isn't doing better."

Johnson believes that one of the biggest stumbling blocks to the rapid growth of BET is the attitude of most cable operators. "There is a lack of awareness of the importance and buying power of the black consumer market, and the desire of the black consumer market for black programing," said Johnson. "It's bred out of ignorance or a lack of sensitivity."

"I can see a cable operator saying, 'I'm in a lily-white community and I've got limited channels and I don't see BET being valuable in this market,'" says Johnson. "But I cannot accept cable operators telling me: 'I've got a 20%, 30%, 40%, 50%, 60% black market and I've made all my programing selections and not one is a black programing service.'"

In a speech last August at the annual convention of the National Association of Black Journalists, Johnson called operators who serve a significant number of blacks, but offer no black programing, "programing slum lords." They are "no less guilty," he told the journalists, than the slum lords "who provide inadequate dwellings to black tenants who have no other alternatives" at the "maximum rent possible."

In Johnson's mind, every cable system whose subscribership is more than 8% black ought to be carrying BET. For many cable operators, he says, "the black market becomes a blind spot. They don't see. It's there, but it isn't there. . . . It's just blatant out and out economic discrimination."

Johnson's talk about "insensitivity" and "programing slum lords" may be somewhat overstated. During the speech to the black journalists, Johnson cited several systems as the most egregious examples of "programing slum lords," including systems serving Greenville, Miss. (53% black), and Grambling, La. (99% black).

As it turns out, the Grambling system is a black owned-and-operated system with just 500 subscribers. Willie Goliday, manager of the system, says he is considering adding BET and that the primary reason he hasn't done so earlier is because the cost of adding BET while it was on Westar V was prohibitive for the small system. It would have required the installation of a second earth station, he says. And, according to John Marshall, general manager of McCaw Communications' Greenville system, BET was added to the system's programing lineup a few weeks prior to the speech.

But Bill Johnson, president of KBLE Ohio Inc., a small black-owned cable MSO, says that part of BET's problem has been "overt racism." A white cable operator with a free channel will choose among CNN Headline News, VH-1 or The Nashville Network and not even consider BET, he said.

Bill Johnson is just now getting around to adding BET on his cable systems because, he says, much of the current BET programing, particularly such off-network fare as *I Spy*, perpetuates black stereotypes. But with a renewed commitment from Bob Johnson to develop "new and positive programing" and drop some of the programing that is offensive to some blacks, Bill Johnson felt it was time "we got behind BET and contributed our eyeballs to give BET the muscle" to develop new programing. "Once we take the excuse out of [Bob Johnson's] mouth, he will be in deep trouble if he doesn't develop the programing."

According to Johnson, BET's capital from its three backers and minority shareholders—Tele-Communications Inc., Taft Broadcasting and Home Box Office Inc.—has dribbled in over the past five years. They have contributed more or less equally around \$5 million either in equity and loans or in kind, he says. "Relative to what some of the other services have spent," says Townsend, "that's lunch money."

In November 1979, TCI provided the capital that got BET off the ground—\$180,000 for 20% of the company and a \$320,000 loan. Taft bought in in February 1982, paying around \$360,000 for its 20% interest, and joined TCI in making loans to BET in response to Johnson's "cash calls." In September 1984, HBO gave BET use of one of its satellite transponders on Galaxy I, earning HBO a 16% interest in BET and covering its future loan contributions for an indefinite period. When HBO came in, TCI's and Taft's interest shrank to 16%. BET's three backers are making their ongoing capital contributions in the form of loans so that Johnson can retain a majority interest and BET can continue to be a black-owned company.

From the start, BET has been a financially lean organization. Although it moved into new offices in the toney Georgetown section of Washington last September and threw a fifth anniversary party for itself at the swank Four Seasons hotel that cost tens of thousands of dollars, the organization appears to be anything but profligate. Headquarters' 18 employees, including the handful of vice presidents, are required to sign in and out.

It's hard to get a fix on where BET is

financially because Johnson will not get specific. All he will say is revenues (from advertising and subscriber fees) for 1984 were better than \$5 million and will jump 30% in 1985. Paul Kagan Associates, which tries to keep track of the basic services' annual ad revenues, estimated BET pulled in \$2.5 million in 1984 and would garner \$4.5 million this year. Johnson said BET expects to hit the breakeven point some time in 1986, at which time, he added, it will be obliged to begin paying back the loans from its three backers.

Now that BET is an around-the-clock service and on a satellite (Galaxy I) accessible by most cable systems, Johnson believes BET is finally on its way. Despite the problems, he believes most big cities will be wired or well along toward that within three years, giving BET the viewership it needs to prosper creatively and financially.

Johnson has no doubts, at least none he is willing to reveal publicly, that blacks will support through their viewership a black programing service. "It isn't something we have had to manufacture," he says. "Some of the other services are trying to create an audience. We've got an audience that wants the programing we've got."

According to Johnson, the "black consumer market" upon which BET will be built is economically powerful. The 27 million black Americans spend \$180 billion, more than they earn, he says, and the average black American watches more television than the average American.

BET was founded on the principle that, as Johnson puts it, "blacks will watch black programing before they will watch white programing, everything else being somewhat equal." Coincidental viewership surveys conducted periodically by the A.C. Nielsen Co. seem to bear that out, indicating, if nothing else, that BET does well in black homes. In an Oct. 30, 1984, prime time reading of black BET homes, BET pulled a 4.4 rating and a 6 share, outdrawing all other basic services listed, except superstation WTBS(TV) Atlanta, which had a 5.6 rating and 8 share. BET didn't do quite as well during a January 1985 prime time survey of the black homes, capturing a 3.5 rating and a 5 share.

Unlike many of the other basic services, Johnson believes BET will be able to keep its programing costs down, simply because it can draw on black talent that isn't in great demand by other networks. "Nobody is out chasing the same football games as we are," Johnson says. "Nobody is out chasing the same talent as we are."

What's more, the cable industry believes, according to Johnson, that BET "is important to [its] overall well being. . . . If BET did not exist, the cable industry would have to create it because you can't keep going up to Capitol Hill and to city councils to talk about how you are committed to diversity and not provide minorities with specialized programing."

BET has gotten as far as it has, Johnson says, for reasons that have nothing to do with the marketplace. He says 20% of BET's support from the cable and advertising industries stems from their belief that supporting BET "is the right thing to do." But that's down from 50% three years ago and 90%

HBO to the rescue? Home Box Office will take over the affiliate marketing of Black Entertainment Television by the end of the month in an effort to speed up the growth of the black-oriented basic cable network, according to BET President Bob Johnson. Neither Johnson nor HBO would discuss details of the arrangement; they said a formal announcement was forthcoming. In helping BET, HBO will be helping itself, having obtained a 16% interest in the service last year.

Marketing a basic service will not be a first for HBO, which is the industry's pre-eminent pay television programmer (HBO and Cinemax). In 1981 and 1982, HBO handled the affiliate marketing of the USA Network, in which Time Inc., HBO's corporate parent, owns a one-third interest. Don Anderson, HBO senior vice president, will reportedly be responsible for the marketing of BET. According to one cable executive, "HBO is going to convince BET to put some dollars behind marketing, and perhaps the increased emphasis will help it increase the number of subscribers."



BET's management team from top to bottom: Bob Johnson, president; Jeff Lee, vice president, network operations; Carol Coody, vice president, corporate affairs; Ed Maddox, vice president, affiliate relations, and Paulette Johnson (Bob's sister), vice president, finance. Not shown are Janis Thomas, vice president, advertising, and James Ebron, vice president, network advertising sales.

when the network started, he adds.

TCI, which has spent more money on losing franchise battles than it has invested in BET, has "gotten a return on its investment already," says KBLE Ohio's Bill Johnson. As TCI moves into the heavily black urban markets through franchising and acquisitions, he said, its interest in BET has been used effectively to refute charges that it "is not giving anything back to the black community."

BET seems to be doing well with the advertisers, which the network is counting on for the bulk of its revenues. Janis Thomas, vice president, advertising, has a long list of prominent advertisers currently buying time on the network. It includes Coca-Cola, Campbell Soup, Procter & Gamble, Hershey, Ford, Eastman Kodak, J.C. Penney, Kraft and McDonald's.

In essence, BET has an eight-hour program schedule that is repeated twice. According to Thomas, 55% of the advertising time on the eight-hour block is sold to major advertisers; the rest is used for per-inquiry advertising. Thirty-second spots go for \$800 on the rate card, she says, but the average price is in the neighborhood of \$650.

"It's a fine vehicle," says Ira Tumpowsky, senior vice president, group supervisor, cable television, Young & Rubicam, who has led several clients to BET. "It reaches a segment of the population that a number of clients are interested in and it reaches them in an environment that a black audience can relate to quickly and easily."

Although BET has not set the cable world on fire, it can at least make a claim that some

of the more ambitious and better financed cable programming ventures cannot: It's still around. □

Probing VCR-pay cable compatibility

Showtime/The Movie Channel releases study showing VCR's and pay services work hand in hand

Both Showtime/The Movie Channel Inc. and Group W Cable revealed studies last week the companies said indicated that cable and videocassette recorders are complementary program delivery technologies. Taking it one step further, Group W Cable said its research would be the basis for a nationwide campaign designed to inform its subscribers on how best to use cable and VCR's in tandem.

The Showtime/TMC study was based on two telephone interview surveys, one a national probability survey (designed to reflect the total U.S. television household universe), and the other focusing on pay-TV and VCR households. Among the study's conclusions:

- About 35% of VCR owners subscribe to pay TV, compared to 21% of nonowners. Among those who took pay, VCR owners were heavier multipay subscribers, averaging 1.7 services compared to 1.4 services for nonowners. Of VCR owners who did not subscribe to pay, 28% said they would be "likely to subscribe in the future," compared to 16% of nonowners.

- The percentage of pay subscribers who discontinued all pay services was lower for VCR owners than nonowners, while downgrade rates for both groups was almost identical, 22% and 23% respectively. Only 6% of VCR owners who dropped or downgraded a pay service after acquiring their recorders claimed that the VCR purchase was a factor in that decision.

- Pay subs who owned VCR's taped an average of 1.5 movies a week, compared to 1.1 for nonsubscribers. Two-thirds of the movies taped by pay subscribers were pay movies.

- More than half the total sample in the study planned to subscribe to pay services or rent home video product in the future. Of those, 20% leaned toward subscribing only to pay, while 12% expected to use home video only, and 21% said they planned to do both.

- Among respondents in areas where cable was unavailable, almost twice as many VCR owners (56%) expected to subscribe to pay cable when it became available than nonowners (30%).

- The demographics of pay subscribers and VCR owners were similar. Both groups were younger and had higher incomes than the general population.

- Most pay subscribers (72%) said they watched about the same amount of pay programming since acquiring a VCR, and of the remaining portion of the sample, 18% said they watched more pay and 10% said they watched less pay.

Stuart Gray, Showtime/TMC's vice presi-

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dent of research, said he believed that the study indicates that for a substantial portion of the potential viewing audience, pay cable and VCR ownership is "not an either/or proposition. They are interested in doing both." He noted that of the sample neither subscribing to pay nor owning a VCR, 29% said they would likely subscribe to pay, or buy a VCR and subscribe to pay. It should be stressed, however, that 61% of that segment said they would likely do neither, while 10% said they would likely rent cassettes only.

The Group W Cable campaign, said Kazie Metzger, the MSO's vice president of strategic planning and development, is made up of several elements. First, the company has introduced VCR installation as a new service. Free booklets with instruction on VCR in-

stallation are also being distributed for those viewers motivated to install the machines themselves.

Also part of the campaign are point-of-purchase displays, bill insertions and local advertisements with VCR information. Customer service and sales representatives will also be trained in VCR installation and usage. The campaign is based on research that corroborates earlier indications that cable customers are more likely to own VCR's than the general television household universe. "The word from our subscribers," said Metzger, "is that they need to know more about how to install their VCR with a cable hook-up, and how to get the greatest value out of this new home entertainment combination." □

studios.

The production of the three P&G series will be supervised by Riverview Productions Inc., a new subsidiary of Benton & Bowles. Philip Dixson, president of Riverview, said P&G decided to go with MTC in part because for the first time, P&G would be able to produce three out of its four network daytime serial dramas in one place. Until now, he explained, all three serials have been produced at separate locations—*Another World* at NBC's Brooklyn studios; *As The World Turns* at CBS's Broadcast Center and *The Guiding Light* at Reeves Teletape studios (recently sold) on Seventh Avenue and 26th Street. He acknowledged that P&G considered moving its serial dramas to other production facilities outside New York, including studios on the West Coast, the other boroughs of New York and in New Jersey.

Cooperman put the value of the P&G contract at about \$40 million, covering about 40% of MTC's estimated \$100-million cost. MTC officials said the rest of the money would come from private financing.

Officials were also highlighting the fact that they were establishing a facility in East Harlem, and would establish a training program for area residents. Cooperman said the complex is designed to handle 1,400-1,800 workers, although how many of those posi-

New York goes after Hollywood

Television production facility, Manhattan Television Center, opens with goal of re-establishing city as major production center; Procter & Gamble is first client

Procter & Gamble helped give the New York production community a shot in the arm last week as it was announced as the first tenant in a new, \$100-million television production facility that its developers hope will be the drawing card in re-establishing the Big Apple as a major television production capital.

The new facility, called the Manhattan Television Center, comprises 500,000 square feet of space, including seven 14,500-square-foot sound stages. Three of the studios will be used to produce three P&G daytime serial dramas: *As The World Turns*, *Guiding Light* and *Another World*. MTC will also be "state-of-the-art," including control rooms, computer-operated lighting grids and post-production facilities.

"This will be the largest full-service studio on the East Coast," proclaimed Arol Buntzman, chairman and CEO of MTC. Buntzman, a New York real estate developer, said the facility would also include a direct satellite uplink.

The facility will be constructed and renovated in an old wire factory abandoned in 1979. It is located in the Pleasant Village area of East Harlem in Manhattan on three blocks extending from 116th Street to 119th

Street along Franklin D. Roosevelt Drive. Officials said jitney service would be provided between the facility and midtown locations.

MTC is also expected to house, under one roof, "all support services" related to television production, including set design, set and costume facilities, editing bays, screening rooms, rehearsal halls, storage rooms and offices for producers, directors, writers and talent. Technical consultant is New York-based Imero Fiorentino Associates.

According to Alvin Cooperman, an independent producer and former NBC specials vice president who has been named MTC's chief operating officer, the new facility will help the networks combat their favorite pet peeve: spiraling production costs. A key phrase Cooperman and other MTC officials used repeatedly at the press conference to announce the center was "production efficiency." Cooperman said production at MTC will be cheaper than in Los Angeles, where the process takes place under multiple roofs. At MTC, he explained, it's a one-stop shop.

Cooperman expressed the hope that MTC would be the launching of a "renaissance" for television production in New York, and P&G's presence at the facility would attract others.

At present, the only two prime time series regularly taped in New York are CBS's *Kate & Allie* at the Ed Sullivan Theater and NBC's *The Cosby Show* at NBC's Brooklyn, N. Y.,



Cooperman

tions would actually be new jobs was left unclear. However, citizen groups and local politicians are sure to keep an eye on the project. City Council member Carolyn Maloney, while congratulating the developers on the project, said in a statement, "I have received commitments that the community residents will benefit from a hiring program. We need jobs desperately and I will monitor the development group's hiring practices to insure that neighborhood residents are hired."

Among the dignitaries on hand for the announcement were New York Mayor Edward Koch and Manhattan Borough President Andrew Stein. Koch said New York currently rivals Hollywood for on-site theatrical production, and "I hope we surpass the West Coast on television [production] as well." He noted that New York is home to the "most talented people in the world... and that's not parochial." He explained that it takes only



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six months to become a New Yorker. What's a New Yorker? Koch asked rhetorically. "It's a state of mind," he answered. "If you walk faster, talk faster, think faster—that's a New Yorker," explained the mayor, who added he expects to win his next election and be around next year for the ribbon-cutting ceremonies.

Manhattan Television Center is scheduled to open in the spring of 1986. □

Among those taking part in the dedication of the new Manhattan Television Center was "Hizzoner," Mayor Edward Koch. He is flanked by soap opera actresses (l-r): Jane Cameron (Another World), Victoria Wynham (Another World), Judi Evens (Guiding Light) and Colleen Zenk (As the World Turns).



'Cosby' and 'Dirty Dozen' deliver week for NBC

With *The Cosby Show* the top-rated program for the second consecutive week and the made-for-TV movie sequel, *Dirty Dozen: Next Mission*, delivering a rare Monday night victory, NBC won the prime time ratings for the week ended Feb. 10 by 1.2 rating points over the nearest competitor, CBS.

For the 20th week of the 1984-85 prime time season, A.C. Nielsen's national rating service ranked NBC with an 18.2 rating and 27 share of the television audience, compared to a 17/26 for CBS and a 16.6/25 for ABC. It was NBC's third weekly win of the season.

And despite the President's State of the Union address on Wednesday, which depressed viewing levels for the night, HUT levels for the fifth consecutive week were above their year-ago marks. Thanks to a heavy load of sweeps-type programming in the TV movie slots, HUT levels achieved their highest average all season: 68.9, up 3% from the 66.9 for the comparable week last year.

The combined network rating/share totaled 51.8/78, flat compared to the same week a year ago. NBC had four of the top 10 shows, compared to four for CBS and two for ABC. NBC won Monday and Tuesday; CBS won Thursday, Friday and Sunday, while ABC took Wednesday and Saturday.

Sweeps-positioned made-for-TV movies populated the top 20-ranked programs, including NBC's *Dirty Dozen: Next Mission* (sixth); ABC's *Consenting Adult* (seventh); the first part of CBS's mini-series, *The Atlanta Child Murders* (12th), and NBC's *Poison Ivy* (17th). ABC's controversial TV movie, *Surviving*, came in 23d, performing about average for an *ABC Sunday Night Movie*.

All but one midseason replacement ranked in the bottom 25 shows of the week. The fourth episode of ABC's *MacGruder & Loud* aver-

aged a 15.1/22, its lowest performance yet, ranking 38th out of 65 shows. The second episode of NBC's *Code Name: Foxfire*, which replaced *V* at 8-9 Friday (NYT), fell 27% from its premiere two weeks earlier and averaged a 14.9/23, ranking 41st out of 65. ABC's *Street Hawk*, which plays opposite *Dallas* on Friday, averaged a 13.3/20 for its sixth broadcast, up about a rating point over the week before. CBS's *Otherworld*, on its third outing, averaged a 10.8/18, and NBC's new prime time serial drama, *Berenger's*, averaged a 9.3/16 and languished, as it has for four of its seven broadcasts, in the bottom five ranked shows of the week.

Midseason replacements *Crazy Like a Fox* (CBS) and *Sara* (NBC) were pre-empted.

Some highlights:

■ ABC's *Hardcastle & McCormick*, which was moved from Sunday at 8-9 to Monday, 8-9, effective Dec. 31, 1984, replacing *Call To Glory*, has shown a significant leap in the ratings. It was averaging a 14.9/22 in its old time period, but since moving into its new slot it has averaged a 17.4 rating, up 17%. Moreover, it has improved the Monday 8-9 time period by 40%.

■ Since CBS moved *The Jeffersons* and *Alice* from their Sunday berths at 9-10 to make room for *Crazy Like a Fox* on Jan. 8, the ratings of those shows have slipped 25% and 27%, respectively, and on each occasion have ranked behind *Three's A Crowd* and *Who's The Boss?* on ABC in their new Tuesday 8-9 slot. However, the upside is that *Crazy Like a Fox* has boosted the Sunday 9-10 time period by 40%, and while the ratings for *The Jeffersons* and *Alice* are lower, they are about average for CBS's Tuesday 8-9 slot this season, which carried special programming for much of the fourth quarter.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	26.1/37	24.	Scarecrow & Mrs. King	CBS	17.9/25	47.	T.J. Hooker	ABC	14.5/24
2.	Dynasty	ABC	25.9/41	25.	Who's the Boss	ABC	17.3/24	48.	E/R	CBS	14.4/20
3.	60 Minutes	CBS	25.7/38	26.	Fall Guy	ABC	17.2/25	49.	Airwolf	CBS	14.4/23
4.	Dallas	CBS	25.0/38	27.	Webster	ABC	16.9/28	50.	Mike Hammer	CBS	13.3/24
5.	A Team	NBC	24.0/34	28.	Hardcastle & McCormick	ABC	16.8/23	51.	Street Hawk	ABC	13.3/20
6.	Dirty Dozen: Next Mission	NBC	23.8/34	29.	Miami Vice	NBC	16.4/27	52.	The Bad Seed	ABC	12.9/19
7.	Consenting Adult	ABC	23.1/33	30.	Three's A Crowd	ABC	16.4/23	53.	V	NBC	12.7/19
8.	Family Ties	NBC	22.5/32	31.	Diff'rent Stokes	NBC	16.2/27	54.	Punky Brewster	NBC	12.5/18
9.	Simon & Simon	CBS	22.4/32	32.	Benson	ABC	16.2/25	55.	It's Your Move	NBC	12.3/20
10.	Knots Landing	CBS	21.9/35	33.	Night Court	NBC	16.2/24	56.	Matt Houston	ABC	12.0/20
11.	Riptide	NBC	21.9/32	34.	20/20	ABC	15.9/28	57.	Corsican Brothers	CBS	11.9/18
12.	Atlanta Child Murders, part 1	CBS	21.8/31	35.	Kate & Allie	CBS	15.7/21	58.	Silver Spoons	NBC	11.8/18
13.	Falcon Crest	CBS	20.3/33	36.	Finder of Lost Loves	ABC	15.4/27	59.	Ripley's Believe It Or Not	ABC	11.7/17
14.	Highway to Heaven	NBC	20.0/29	37.	Love Boat	ABC	15.3/25	60.	Jeffersons	CBS	11.3/16
15.	Remington Steele	NBC	19.9/33	38.	MacGruder & Loud	ABC	15.1/22	61.	Otherworld	CBS	10.8/18
16.	Murder, She Wrote	CBS	19.9/31	39.	Newhart	CBS	15.1/21	62.	State-Union Analysts-1	CBS	10.5/15
17.	Poison Ivy	NBC	19.8/29	40.	Cagney & Lacey	CBS	15.0/22	63.	Alice	NBC	10.0/14
18.	TV Bloopers & Prac. Jokes	NBC	19.3/27	41.	Code Name: Foxfire	NBC	14.9/23	64.	Berenger's	NBC	9.3/16
19.	Magnum, P.I.	CBS	18.7/27	42.	Charles in Charge	CBS	14.8/22	65.	State-Union Analysts-2	CBS	6.8/11
20.	Hill Street Blues	NBC	18.6/30	43.	Dukes of Hazzard	CBS	14.7/23	66.	Alice	CBS	6.7/11
21.	Knight Rider	NBC	18.3/28	44.	Double Trouble	NBC	14.6/24				
22.	Cheers	NBC	18.2/28	45.	Gimme a Break	NBC	14.5/23				
23.	Surviving	ABC	18.1/28	46.	20/20	ABC	14.5/22				

*Indicates premiere episode

Wick proposes Soviet-U.S. TV exchange

USIA chief says leaders of two countries could engage in reciprocal television broadcasts

Last November, the Soviet Union accused the U.S. of attempting—through the U.S. Information Agency's Voice of America and Worldnet television service—to carry out "propagandist aggression" against the Soviet Union and other countries "regardless of their wishes." Last week, the U.S. responded with a challenge to the Soviet Union to engage in reciprocal television broadcasts by U.S. and Soviet leaders. The U.S. also invited Soviet officials and journalists to participate in the Worldnet program.

USIA director Charles Z. Wick offered the challenge in a letter to Leonid M. Zamyatin, chief of the International Information Department of the Soviet Communist Party. Zamyatin, in an article in Moscow's *Literaturnaya Gazeta* on Nov. 28, had delivered a blistering denunciation of American "propaganda... aimed, in effect, at shaking and undermining the Soviet system." He had cited what he said were VOA efforts "to break up the unit of Soviet society," and talked of Worldnet programming as constituting "television propaganda aggression from space by means of direct television broad-

casting."

"Real ideological warfare is being waged against us," Zamyatin said. "Bourgeois information organs have become an instrument of interference in states' internal affairs." And he said that "not since the time of the 'cold war,' has there been such a massive, direct participation by U.S. leadership figures and top military men in the country's official propaganda as there is now."

The last appears to have been a reference to the Worldnet service, which was inaugurated on Nov. 3, 1983, and which provides a two-way audio and one-way video link between the U.S. and 40 U.S. embassies to enable foreign officials and journalists to question members of the U.S. government.

Wick, in the letter he released at a news conference on Tuesday and which has not yet been answered, said he was not surprised by Zamyatin's "unwarranted criticisms of Worldnet and of our agency." But, he told Zamyatin, "you should understand that our country does not claim, as you do, that opposing ideas 'subvert' our system. We recognize instead that diversity of public opinion is one of the great strengths of America." He noted that Soviet spokesmen are permitted to state their views on American television and in print, and that Soviet journalists and officials are interviewed on American television "literally dozens of times per year." The Soviets, for their part, he said, jam VOA broadcasts "in direct violation" of international agreements. "Surely," Wick said, "the time has come for greater equality of treatment."

Wick offered two suggestions for generating what he called "a constructive dialogue." First, he suggested that Zamyatin "arrange for Soviet television to carry an address by one of our top leaders which would be reciprocated on American television by one of your top leaders." Wick acknowledged at the press conference that the government could not guarantee American networks would carry a Soviet leader's remarks. But, he said, "we feel this dialogue will attract attention." And, as he noted in his letter, there is precedent for such an exchange of televised speeches by leaders of the U.S. and U.S.S.R. He recalled that Leonid Brezhnev and Richard Nixon addressed each other's countries in 1972 "with considerable positive effect."

Second, he proposed that Zamyatin and other Soviet officials and journalists participate in the Worldnet program. Wick suggested the two sides "jointly plan a one- to two-hour satellite television dialogue on Worldnet," in which the Soviets would question senior U.S. officials. "At the same time," Wick added, "you should plan with U.S. media a similar program in which American journalists freely and spontaneously question senior Soviet officials." Wick added that such ventures could help make communication between the two countries "more reasoned and reciprocal."

In response to questions, Wick indicated that the technology that would enable the USIA to transmit television signals to Moscow is not yet available. But he appeared to have misspoken. USIA officials are known to have been in Paris last week completing negotiations for lease of a French transpon-

der on the new European Communications satellite which will enable USIA to transmit its television programming to East Europe as well as West Europe. Once a receive-only antenna is installed on the embassy roof in Moscow, in accordance with an agreement already reached with the Soviet government, the Americans in the embassy will be able to watch Worldnet programming. The transponder is to be leased two hours a day, five days a week, for a total of 520 hours a year.

However, the two-way audio system that would enable Soviet journalists to question U.S. officials in Washington is not yet a part of the plans that have received Soviet clearance. Nor will the pictures be available for reception elsewhere in the country. At present, one official said, the program service will be only "a telephone service with pictures." □

Blair forms Spanish programming division

In response to what it called a growing demand for Spanish-language television programming, John Blair & Co. has formed BlairSpan as a wholly owned subsidiary. Lennart Ringquist, executive vice president of Blair's Owned Television Stations Division, has been named president of BlairSpan and will operate from New York. Rafael (Bill) Ruiz, vice president and general manager of Blair-owned WKAQ-TV San Juan, P.R., has been appointed executive vice president and general manager of BlairSpan.

The new company will be the exclusive producer and distributor in the United States, Latin America and Europe of "novel-



Ringquist

ias" (soap operas), created and produced by Telemundo, Blair's San Juan television center, and of musical, variety, game and other programs produced at WKAQ-TV. BlairSpan will function as a unit of Blair's Owned Television Stations Division headed by Reid L. Shaw, president.

Shaw noted that Ringquist and Ruiz had been working on developing BlairSpan for nine months and said they found "enthusiastic acceptance" of the programming produced at Telemundo, which houses seven modern sound stages. He added that "it became clear that a new operating structure was necessary to service existing program demand and to develop Blair's potential for future growth in the worldwide Spanish market." □

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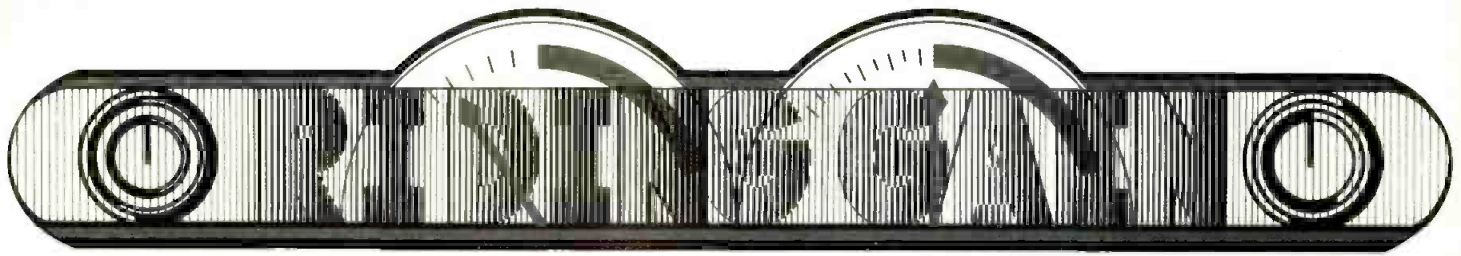
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The week's worth of news and comment about radio

Radio's day

Radio broadcasters will have, for the first time, a day of workshops all to themselves at the upcoming National Association of Broadcasters convention and international exposition in Las Vegas (April 14-17), if they arrive a day early.

On tap for Saturday, April 13, is an AM technical improvement workshop (part of the special engineering sessions that day) where attendees will hear results on a report prepared by NAB's AM Improvement Subcommittee (BROADCASTING, Oct. 29, 1984). Other sessions will address personality radio and talent contract negotiations. There will also be six concurrent roundtable discussions beginning at 11 a.m.

At 1 p.m. that afternoon, the NAB will present a new session on the 1983 Radio WARS study, commissioned by the association and conducted by the research firm of Reymer & Gersin, Southfield, Mich. The study, which outlined the "psychographic" makeup of listeners of nine radio formats, was first released at the 1983 NAB Radio Programming Conference (RPC) in San Francisco (BROADCASTING, Sept. 5, 1983). This

year, Reymer & Gersin staffers will utilize the data to analyze the psychological makeup of radio listeners, regardless of format, in order to discuss effective ways for stations to reach them through advertising and promotion.

In addition to the Saturday schedule, radio issues will be addressed throughout the convention. On Sunday afternoon (April 14) at 1 p.m., just prior to the opening session, there will be forums on daytime broadcasting and minority employment as well as a radio computer "showcase." Other workshop topics range from community promotions to financing acquisitions. And the annual syndicators/program producers breakfast will be held early Monday morning (April 15) at 7:00 a.m.

What looks to be among the highlights for radio attendees is a Monday morning management session that will feature two executives from the international consulting firm of McKinsey & Co., New York, which developed the basic principles for the book "In Search of Excellence: Lessons from America's Best-Run Companies." For this session, the firm, in conjunction with the NAB, explored management excellence in

the radio industry by studying 10 of the "best run" stations in the country to see how they have maintained their "high performance levels." A follow-up discussion is scheduled for later that morning, when NAB will present its findings from a survey looking at successful techniques employed by some 900 stations nationwide.

On Tuesday's (April 16) agenda is the radio luncheon where William Quarton, veteran broadcaster and chairman of KWMT Inc., Fort Dodge, Iowa, will receive the "Spirit of Broadcasting" award. Also, the annual Hall of Fame award will be bestowed upon radio and television personality Casey Kasem and Fred Palmer, broadcast sales expert and owner and president of WATH(AM)-WXTQ(AM) Athens, Ohio. And, as in previous years, the Radio Advertising Bureau has organized a series of sales sessions, which are also slated for Tuesday.

The decision to have a separate day of radio workshops was based, in part, on the success of a separate day of engineering meetings prior to last year's convention, said an NAB spokeswoman. (The NAB Science and Technology Department will be conducting five engineering workshops on April 13 this year.) "We also wanted to add more radio sessions for programers," she said.

Bringing it all back home

A new satellite delivery system designed for backhauling radio transmissions of sporting events—delivering the signals of away games to the home city—is being launched by IDB Communications, Los Angeles. Called the "Sports Satellite Interconnect," its initial use will be to backhaul transmissions of Major League Baseball games this season, said company president Jeff Sudikoff.

According to Sudikoff, the company plans to install transmit/receive earth dishes in the 22 professional baseball cities. In the majority of cases, the dishes will be installed at the originating station for broadcasts, he said. Sudikoff noted that IDB had existing facilities in three of these cities and will be constructing 17 more dishes (IDB will operate the two dishes Telesat Canada is constructing for Toronto and Montreal).

IDB Marketing Director Peter Hartz said that 18 of 26 Major League Baseball rights holders have signed up for the satellite system. (Four teams are still considering IDB's proposal and four have opted to use either land lines or a combination of the World Communications satellite system and land lines for transmitting the signal.) Hartz said that the primary advantage of the IDB system is that it allows for a "single satellite hop" from the stadium site of the away game back to the home city. Land lines are used for the local loops. "We are trying to minimize the involvement of the phone



Radio vibes. "I strongly feel radio is a much more visual medium than television," proclaimed CBS news correspondent Charles Osgood during an International Radio and Television Society's (IRTS) newsmakers luncheon at New York's Waldorf-Astoria hotel. Osgood, who anchors both morning newscasts for the CBS Radio Network and the 15-minute Sunday night newscast for CBS Television, was one of five radio panelists discussing the medium's programming. Osgood told the audience that although his first newscast was in television, he felt "reborn" when he entered radio.

Also on hand for IRTS's panel discussion were Gary Stevens, president of Doubleday Broadcasting, and New York radio personalities John A. Gambling of WOR(AM) and William B. Williams of WNEW(AM). Virtually all agreed that radio's biggest strengths are its flexibility and creativity, which stimulate the listener's imagination.

Pictured above are (seated, l-r): Sklar, Williams and Osgood. (Standing, l-r): Gambling; James Greenwald, chairman, Katz Communications, New York, who served as panel moderator, and Stevens.

companies," he said. Hartz added that the originating stations will also be able to use IDB's dishes to feed all games to their regional network for only the cost of the satellite time.

The cost of the IDB system, which is scheduled to be in place by April 1, runs slightly higher for National League games because the company is also providing the visitors' radio booth with two business phones as well as a "dry pair" of phone lines to the dugout for interviews and the Sports-ticker wire service. All those services are provided in the American League by the home teams. Backhauling for the National League team rights holder will run \$500 per game for all 81 away contests. The American League cost is \$465 per game. All transmissions will be sent via Westar III, transponder 2.

Sudikoff said he would like to eventually expand the Sports Satellite Interconnect to carriage of National Football League games and National Hockey League contests. The company, thus far, has invested approximately \$1.2 million in the system (construction of earth terminals and transponder space), he said.

Playback

With the arrival of income tax season, several radio networks are offering a number of self-help special reports on filing returns.

Beginning today (Feb. 18), *Money* magazine tax expert Richard Eisenberg will host a weekday, 30-part tax tip series on the Mutual Radio Network. Each 60-second segment will run during Mutual's *America in the Morning* broadcast through March 29.

ABC Radio Networks is airing three tax series, tailored to the different demographics of its networks: information, direction and entertainment, and the youth-oriented networks (contemporary, FM and rock radio). Anchors are ABC News correspondents Tony Sargent, Phil Greer and Sheilah Kast, respectively. ABC is bulk feeding 30 one-minute reports in each series, leaving air dates up to the individual stations.

And the RKO Radio Networks (RKO One and RKO Two) will again offer *Tax Tips*, a 60-second, weekday series anchored by RKO economic correspondent Dean Shepherd and by Stuart Becker, president of Stuart Becker & Co., a New York-based accounting firm which specializes in individual tax

planning. The series will air from March 4 to April 5.

The United Stations, New York, is set to launch the new contemporary hit entertainment program, *The American Music Magazine Starring Rick Dees*, next Monday (Feb. 25). The weekday one-hour show, which will be hosted by KIS(FM) Los Angeles radio personality Rick Dees, is described as featuring music and news about the artists and personalities in top 40 radio ("Riding Gain," Oct. 22, 1984). The series has cleared stations in 75 of the top 100 markets.

A new 15-minute weekly arts-oriented magazine series, *Alaskanarts*, is now available to Alaskan public radio stations via the Alaska Public Radio Network. Each program, produced by Margo Melnicove in association with noncommercial KTOO-FM Juneau, contains two or three features designed to increase public awareness of artists (including those from "the lower 48"), and arts events and issues. The series is funded by the Alaska State Council on the Arts, National Endowment for the Arts, and members of APRN.

Journalism

AEI critiques network coverage of presidential campaigns

Articles in 'Public Opinion' find slight liberal bias in stories aired on CBS and NBC, but note that voting was unaffected

For those who suspect the network news operations of a liberal bias in their political reporting, the current issue of *Public Opinion*, the publication of the conservatively oriented American Enterprise Institute, offers some support. The December/January issue, loaded with analytical articles on the Reagan landslide last November, contains two on network coverage of the conventions and the campaigns. Although not accusing the networks of bias, the articles at least raise the question of whether the networks were leaning toward the left.

Another piece, on the political ads produced and aired by the Reagan-Bush and Mondale-Ferraro campaign committees, is completely bipartisan in its theme that none of the ads did much to affect the election results. "The voters," said the piece, "loved Reagan in November as much as they had in January, and \$50 million in TV advertising was just so much background music to the affair."

But it's the analysis of the coverage that is likely to annoy the network brass. In a piece on "Convention Coverage," William C. Adams, an associate professor of public administration at George Washington University, says CBS and NBC ("limited resources" are said to have prevented an examination of all the networks) generally neglected what the author thought was the main story of the Democratic national convention in San Francisco—the disaffection of moderate to con-

servative Democrats. He also says the networks failed at both conventions to examine the issues that proved decisive during the ensuing campaign—the growing economy and the decline in inflation.

Adams says that CBS and NBC in their coverage of the Democratic convention focused on the question of Democratic unity, but treated the question as dependent principally on harmony among Walter Mondale, Jesse Jackson and Gary Hart. Moderate and conservative Democrats were rarely interviewed, Adams said, even though a CBS *News/New York Times* poll before the convention showed that only 61% of the Democratic voters intended to vote for Mondale. And the "substantial minority of nonliberals (43%) [at the convention] was dismissed by the networks," Adams says.

"By failing to dissect the Democrats' desertions and their ideological distance from the rank-and-file," Adams says, "the networks missed one of the critical stories of 1984."

"In light of massive Democratic defections," Adams says, one would have thought correspondents would ask questions about the issues on which the Republicans were making headway, including the growing economy and the decline in inflation. Instead, he adds, at both conventions correspondents drew their questions "overwhelmingly" from the Democratic agenda. Republicans "were hit repeatedly" with questions about such matters as arms control and the Equal Rights Amendment, Adams says, "while Democrats rarely had to respond to the Republicans' issues." And what did the CBS and NBC correspondents ask

"politicos" at both conventions about "the first postwar economic boom to increase family income and reduce unemployment without fueling inflation?" Adams asked. His answer: "Nothing."

Adams also thought it worth noting that network correspondents not only emphasized conservative congressional Republicans in their coverage of the Republican convention but "noticed, classified and commented upon" the "ideological dispositions" of the Republicans far more often than they did those of the Democrats. His statistics: On the average of once every six minutes, viewers of the proceedings in Dallas were told the Republican party was in the hands of "very strong conservatives" or "the right wing" or "the hard right." Viewers of San Francisco proceedings, however, heard the Democrats characterized only once every hour, as "a fairly liberal crowd" (CBS's Dan Rather) who "upheld standard, liberal Democratic values" (CBS's Walter Cronkite).

Much of the material in the article on "General Election Coverage," by Maura Clancey and Michael J. Robinson—Clancey is a provost fellow in the Arts and Humanities Division of the University of Maryland and Robinson is a visiting scholar at AEI and directs the Media Analysis Project at AEI and George Washington University—had been covered in two previous reports (BROADCASTING, Oct. 1 and 22, 1984).

The authors, who with three colleagues analyzed 790 stories that ABC, CBS and NBC broadcast on the election campaign, focused on 625 that dealt specifically with the presidential and vice presidential cam-

paigns. Their analyses provided documentation for the perception of Republicans, at least, that the network news treatment of President Reagan and his running mate, George Bush, was far more negative than that accorded Mondale and Geraldine Ferraro. But they also say that "right-of-center press watchers" are "mostly *wrong* in ascribing that imbalance to liberal bias."

Such a charge, they say, cannot withstand such questions as, "Why did we find virtually no liberal bias on the policy issues of 1984?" "Why did the liberal media never bother to mention Sonia Johnson or any of the other leftist candidates in the general campaign?" And, "Why in 1980, when the media had the chance to nip Reagan in the bud, did they give him less grief than they gave [President] Carter? And why did they play it so negatively when Teddy Kennedy—a flesh and blood Kennedy—ran for President?"

Clancey and Robinson offer their own reason for the kinder treatment given the Democratic ticket than the Republican. (Actually, less harsh would be a more accurate description than "kinder"; a "cosmic index" the researchers devised to balance "horse race" and "leadership" press coverage showed Reagan-Bush with a minus 37 score and Mondale-Ferraro with a minus 15.) They talk of the four "I's":

- "Impishness" involves what the authors believe is reporters' tendency to contribute to the closeness of the "horse race" they prefer to cover.

- "Irritation" that grows out of the feeling that the White House had exploited "photo opportunities" to the President's advantage and the conviction that Reagan has been a Teflon president.

- "Incumbency," which explains, for the authors, why Carter did so poorly in the coverage he received in 1980. "Reporters simply feel that they have a special mission to warn Americans about the advantages any incumbent has," the authors say.

- And "Irrevocability" is a condition determined by the 22d Amendment to the Constitution that limits a President to two terms. "What more did the media need to justify a double standard in press coverage than Reagan's irrevocability in office?"

"Given all of this," the authors say, "it was predictable that all the networks would practice a little compensatory journalism." Such journalism, they add, should not surprise anyone who understands the press. What is surprising, they say, "is how little difference any of this compensatory journalism seems to have made."

Clancey and Robinson say that kind of journalism requires a second look—which they will give it in a subsequent piece. Why, indeed, did the voters pay so little attention "to the news agenda and news spin that the networks were handing out" in 1984?

The article on the campaign ads, by Edwin Diamond, an adjunct professor in the department of political science at the Massachusetts Institute of Technology, and Stephen Bates, a Harvard law school student, debunks some of the conventional wisdom regarding the Democratic ads—though in a way not calculated to please unequivocally those responsible for the advertising. For in-

stance, the authors say the advertising campaign was not poorly managed; skillful time-buying provided the Mondale campaign with far more viewers per dollar than did Reagan timebuyers for the President's commercials. "The Mondale problem was not advertising technique," the authors say, "but political judgment." Similarly, the authors say the Democratic advertising campaign was not, as charged by a member of the Tuesday Team of Madison Avenue professionals that produced the Reagan-Bush ads, "themeless and visionless." Rather, the themes and visions communicated, according to the authors, "were the wrong ones."

The authors are also less than impressed with the work of the Tuesday Team—those elegantly photographed, lush spots often criticized in the press as "slick." But the slickness, the authors quote a political consultant, Douglas Watt, brought in to serve as media director, was deliberate. "We wanted high production values." Among other reasons, "Nancy Reagan demanded them, and we wanted to serve her demands." But the authors say that the most important Reagan spots were "the straight stuff used right after the [first] debate," when his performance was being criticized in much of the media as indicating he did not have a firm grasp on his job. "The idea was simple: Let Reagan be Reagan." The authors quote a "Republican campaign insider, admittedly no admirer of the Tuesday Team," as saying: "Following the first debate, we had to show that Reagan was upright, in charge, with all his abilities intact. Reagan on camera for as many ap-

pearances as possible was the ticket."

But the biggest debunking of all dealt with the effect of the advertising generally, on which the two sides are believed to have spent between \$23 million and \$27 million. The authors say: "We found presidential campaign advertising was a sideshow to the election, and not the main event. Real-world factors—incumbency, a voting class that saw itself at peace and prosperous, candidate debates that first stirred and then allayed apprehension—were much more important in shaping the outcome. The voters [according to the polls] loved Reagan in November as much as they had in January, and \$50 million in TV advertising was just so much background music to the affair." □

Hewitt defends CBS's news programing

'60 Minutes' producer says he feels sorry for Westmoreland, that general is being used

Don Hewitt, executive producer of CBS News's *60 Minutes*, last week vigorously defended that program and the controversial 1982 Vietnam documentary that prompted a libel suit by General William Westmoreland. Speaking at a Hollywood Radio and Television Society luncheon Tuesday (Feb. 12) at the Beverly Wilshire hotel in Beverly Hills,



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Calif. Hewitt predicted that Westmoreland would lose his case against the network.

"But no one that I know—especially Mike Wallace—takes any pleasure in General Westmoreland's discomfort," Hewitt added. "He was used by a man named Dan Burt and the Capital Legal Foundation. He was a cause celebre. A guy said he was going to bring this suit to bring down a major news organization. I think General Westmoreland was a loser the day he went into the courtroom and, quite frankly, I feel very sorry for him."

Without elaborating, Hewitt claimed that had he produced the Westmoreland documentary, "I would not today be in the same trouble as [producer] George Crile is in. I don't doubt that. But had I produced that broadcast I'm not sure that it would have been as good as George Crile's. That broadcast was right on the money. . . . Some CBS standards and practices were violated, but the content was absolutely honest, and today there are generals and colonels at Westmoreland's command who are testifying under oath that things were even worse than we said they were in terms of playing around with the numbers."

Hewitt repeated his opposition to the codifying of journalistic standards and practices: "I think it's kind of stupid. I think all a newsman ever has to answer is, 'Have you ever knowingly done violence to the truth, and is what you're putting on the air an honest representation of what the audience thinks it is?' If you can answer those two questions, the rest is baloney."

In response to a question from a local NBC anchorwoman as to why her network has been unable to duplicate CBS's success with *60 Minutes*, Hewitt said that the program's five on-camera correspondents are its greatest strength. He suggested that NBC, with John Chancellor, Edwin Newman and Tom Brokaw, and ABC, with Ted Koppel, Peter Jennings, Barbara Walters, Sam Donaldson and David Brinkley, could "make it very big" with broadcasts combining those personalities. "CBS is the only network that has enough bench strength to do that and not leave the rest of the place naked," Hewitt contended. "What [the correspondents] do, better than anyone else, is tell stories. Good story-telling is what [entertainment programming] is all about, and what we're all about. The only difference is, we can't take any license with the stories we tell. . . . Our style is not to deal with issues, but to tell the people stories about issues. People really don't want to hear about issues."

During his prepared remarks, the news executive also defended the entertainment division's production of *The Atlanta Child Murders*, arguing that "the public isn't dumb and they know very well what they're watching and they know it's a drama when they see one." Hewitt said that producers of last week's CBS docudrama about the multiple child murders "probably took some license, as I'm sure Dickens and Shakespeare did with their docudramas."

Hewitt observed that both the print and broadcast media "suffer from the same holier-than-thouness. We've got to stop acting as if journalism is a priesthood. We were all hired. We weren't ordained. We've got to

stop hollering First Amendment every time we get hit, as if that's the only thing in the Constitution. Other people have rights, too."

But print reporters can get away with so-called "ambush journalism" more easily than their television counterparts, he claimed. Hewitt also conceded that *60 Minutes*, "like any good newspaper," tries to be entertaining. "There's a fine line between

reality and show biz, and the trick is to walk up to that line, touch it with your toe, and make sure you do not cross it, if you do a show like I do."

Hewitt closed his remarks by noting that, during a recent week, the combined ratings of the three network news programs was a 64 share, which he suggested shows viewers are not as "turned off" by news as is sometimes suggested. □

Turner sending CNN to Europe

He signs deal for Intelsat channel to beam 24-hour news service overseas

Blending business with his one-man campaign to achieve world peace through telecommunications, Ted Turner will distribute his Cable News Network to broadcasters, hotels, American embassies and cable systems throughout most of Europe beginning late next summer ("In Brief," Feb. 11).

To get the CNN signal across the Atlantic, Turner signed an agreement with Comsat and British Telecom International to lease a full-time, trans-Atlantic satellite channel on the Intelsat system for seven years beginning Sept. 1.

According to Turner, who announced his plans at a press conference at Comsat's Washington headquarters, payments to Comsat and BTI over the life of the lease will amount to around \$25 million. The agreement includes an option to lease a second trans-Atlantic channel.

Intelsat's Intelsat V satellite above the Atlantic will give CNN wide coverage. According to a map passed out at the press conference, the satellite's "footprint" will stretch from the tip of Scotland to Athens and from Madrid to Moscow, centering on Lyons, France, and covering the southern half of Scandinavia and a small portion of northern Africa. The signal can be received virtually anywhere within the footprint, Turner said, with a two-meter or three-meter earth station.

The initial, if not principal reason, CNN will be on the Intelsat bird next fall is to facilitate distribution of CNN among European broadcasters. According to CNN President Burt Reinhardt, CNN has had a reciprocity agreement with members of the European Broadcasting Union, allowing for an exchange of news clips. Currently, he said, the EBU members have to collect clips from CNN (as well as from the broadcast networks) in New York and retransmit them via Intelsat to Europe. Once the CNN signal is on Intelsat full time, however, they will be able to install Ku-band earth stations and downlink CNN directly at their studios.

For the first 90 days, the participating European broadcasters will not be charged anything for the direct service, Reinhardt said, but, thereafter, they may be asked to pay "a technical satellite transmission charge" to help CNN pay its Intelsat bill. If any broadcaster wants to use large segments of CNN, he said, it will have to work out some kind of deal with Charles Bonen, Turner's sales representative in London.

Turner has other plans for its European signal beyond distribution of news to Euro-

pean broadcasters. In phase two, Turner said, CNN will be sold to hotels, American embassies and "other U.S. installations." Henry Gillespie, chairman of Turner Program Service, which markets CNN abroad, said he expects to announce shortly CNN's first hotel affiliate. In phase three, which Gillespie said will not be implemented for at least a year, CNN will be offered to cable systems.

Part of Turner's enthusiasm for the European service stems from his success with his Pacific service. Television operations in Japan and Australia have been importing CNN for two years via a full-time Intelsat channel, according to Gillespie. JCTV, a Tokyo cable operator, picks up CNN 17½ hours a day and retransmits to Tokyo homes and hotels; TV Asahi, a Japanese broadcast network, uses it for an early morning news show, and Channel 7 Sydney, an Australian broadcaster, excerpts clips for its news broadcasts, he said. The Pacific service has proved lucrative, he said, primarily because the Intelsat channel is leased to Channel 7 Sydney and its cost is borne by the users.

Turner acknowledged that he has yet to sign one customer of any kind of European service, but he said money wasn't his only motivation in the project. He said he hopes the proliferation of CNN in Europe will aid international understanding and, ultimately, world peace. If "the arms race is going to end and the major nations are going to act like mature adults," he said, "communications is going to be the way to do it."

The CNN signal will be available to Soviet bloc countries, Turner said, adding that he believes some of them will pick it up and watch it. "Fidel Castro watches it all the time. I know that. He told me when I was down there."

Nonetheless, Turner predicted that his European initiative would break even within 18 months. The cost of the Intelsat capacity, he said, is the project's only significant cost.

CNN will uplink its signal directly from CNN headquarters in Atlanta to the Intelsat V satellite at a C-band frequency, but the satellite will retransmit it back to earth at a Ku-band frequency. The band-switching (or "cross-strapping" in satellite jargon) will permit the use of Ku-band downlinks which are less prone to terrestrial microwave interference than their C-band counterparts.

To make things as easy as possible for the Europeans, Turner purchased two standards converters from GEC-McMichael/Marconi Studio Systems for an estimated \$350,000. They will be used to convert the CNN signal to PAL, the most pervasive European broadcast standard, before it leaves Atlanta. □

Down on the Empire State

Twelve New York FM stations still aren't sure what caused the master antenna they share atop the Empire State Building to shut down twice on Feb. 9, costing them nearly an hour of afternoon air time. The stations, WBAI, WBLS, WEVD-FM, WHTZ, WKTU, WNCN, WLTV, WNEW-FM, WNYC-FM, WQXR-FM, WRFM and WRKS-FM, first went off the air between 4:05 and 4:40 p.m., and then again from 4:57 to 5:18 p.m., according to Fred Moore, WNEW-FM chief engineer.

The master antenna was shut down by protective circuitry designed to prevent overheating that could destroy it and the transmitters supplied separately by each of the stations. The antenna system was made by Alford Manufacturing of Boston and installed in the mid-1960's. It has been upgraded consistently, according to Neil Smith of Smith & Powstenko, consultants responsible for the site.

The chief engineers of all 12 stations met at the site, took the stations off the air and inspected their transmitters for possible defects that could have led to the triggering, Smith explained. To be safe, he added, the circuitry has been set at a higher level to prevent shutdowns, and a chief engineer from at least one of the stations was to be on hand each day last week in case problems arose.

"There are very few occasions when this kind of problem occurs," Smith said. "It's happened a total of maybe three or four times since the installation 20 years ago. But you don't want to get overconfident—a lot of general managers can get very upset."

Microdyne hopping

Nineteen eighty-five has been a busy year so far for the equipment manufacturer, Microdyne, with its satellite gear going to a Southwestern agricultural radio service and to two transportable Ku-band satellite uplink networks. In mid-January, the Ocala, Fla., company was selected to supply a satellite radio distribution system to the Voice of Southwestern Agriculture Radio Network (VSA). VSA, delivered to 60 affiliates, will begin distribution next spring via Westar III, transponder 2, with a Microdyne uplink station and broadcast studio. Eleven affiliates will initially have downlinks, according to Microdyne, with a total of 25 being outfitted by year's end.

The company also announced last month that it would supply almost \$100,000 worth of satellite receivers for use in Hubbard Communications' transportable Conus uplinks (BROADCASTING, May 21, 1984). The receivers, which will monitor the mobile units' satellite broadcasts, were designed for switchable reception of either a full or half-transponder on the SBS-3 satellite used by the service. The Hubbard Broadcasting subsidiary has already been using earlier receivers in the nine uplink trucks delivered since last spring.

Finally, two weeks ago, Microdyne

agreed to supply four \$25,000 downlink systems for each of four Florida stations in a statewide TV news network (BROADCASTING, Jan. 7, 1985). The stations, WJXT Jacksonville, WPLG Miami, WTSP-TV Tampa-St. Petersburg and WFTV Orlando, will each take delivery from Microdyne of a five-meter antenna and three video receivers programed to receive the GTE Spacenet transponders assigned to the service. Uplink gear was supplied to the stations by Dalsat of Plano, Tex.

Broadcaster's bible

"The Engineering Handbook" of the National Association of Broadcasters, a major technical reference for TV and radio broadcast engineers, will be made available in its new 1985 seventh edition at the April convention in Las Vegas.

The 900-page-plus volume is scheduled to go to the printers this week, just over a year since serious work on the 43-chapter text was begun by NAB's E.B. Crutchfield, manager of technical information services. The "Handbook" was first published in 1935 and the last edition dates from 1975.

The contents of the reference, contributed largely by engineering experts outside NAB, are divided into seven sections: procedures and practices, which cover the FCC

and industry frequency coordination; antennas and towers; transmitters; program transmission facilities; production facilities; remote program origination, and special systems, including broadcast newsroom computers and low-power TV systems.

New sections in the updated edition include chapters on multichannel television sound, AM stereo, satellite earth stations and fiber optic video transmission systems.

Netcom and the networks

Netcom, the Burbank, Calif.-based satellite services company, will be uplinking dozens of remote events for CBS and ABC during 1985, according to Netcom's Bob Patterson.

Netcom has agreements to handle a minimum of 10 events for each network during the year at fixed prices, said Patterson. But CBS has already tapped Netcom to handle 24 events, he said, and ABC is also expected to go beyond the minimum number. Netcom's work for ABC began with the uplinking of the Super Bowl last month. By the end of the year, he said, Netcom expects to handle at least 40 for the two customers.

The uplinking will be handled by Netcom's three transportable uplinks, two of which are owned by Netcom. The other is leased from Crescomm Inc.



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Russia expanding satellite offerings

USIA white paper on rapid developments of Intersputnik service finds technical improvements aimed at making programing available to international audiences

The Soviet Union is rapidly becoming a major player in the development and use of communications satellites for the transmission of broadcast services, according to a new report commissioned by the U.S. government. Live radio and television broadcasting now extends across 11 time zones, reaching 90% of Russia's population. And the USSR is well on the way to developing the facilities needed to make Soviet television programs available to a broad international audience.

Although the Soviet Union's Intersputnik—the international satellite system that serves Warsaw Pact and several Third World countries—may never develop into a serious competitor of the International Telecommunications Satellite Organization, it has become “a technologically modern mechanism of achieving ideological and political conformity among members of the Soviet

bloc.” Its programing, in fact, is beginning to attract the interest of cable television systems in the West.

A description of “the rapid expansion in Soviet satellite television broadcasting,” one that said “the Soviet domestic broadcasting system is now almost as technically advanced as that of the United States,” was prepared for the U.S. Information Agency by George Jacobs & Associates, consulting radio engineers. It is a description of a system that began in 1965, when the USSR launched its first communications satellite, a Molniya, which travels in a high elliptical (nonstationary) orbit. Since then, the Soviet Union has launched 102 of the satellites, as well as three different series of geostationary satellites—the Gorizont, the Raduga and, in the last few years, the high-powered Ektran, with a transponder of an output of 200 watts.

Development of the satellites, along with systems of earth stations, was the result of a deliberate effort by the government to provide television service everywhere in the country, according to the Jacobs report. It quotes a Politburo report in August 1984 as saying that the lack of television reception in

certain parts of the country “was a serious loss in the quality of life of Soviet man and in the formation of his personality.” With 90% of the country said to be served by television—as compared with the 98% of the U.S. that is within range of television transmissions—the number of television sets in the Soviet Union now exceeds 82 million.

Now, the report says, the development of geostationary satellites and the relatively simple earth stations with which they operate are providing the Soviet Union with the technical infrastructure needed to distribute television programs around the world. The spot beams from the Gorizont satellites are said to produce an exceptionally strong television signal throughout Europe and the Middle East. A Gorizont satellite positioned over the Atlantic at 14 degrees west longitude “has an excellent view of Cuba and the U.S. Eastern seaboard, as well as the Middle East and large parts of Africa and South America.”

There is no immediate likelihood of people all over the world tuning into the television programing of the Soviet Union. The report notes that none of the Soviet satellites are of the direct broadcast variety. Special equipment is needed for a television set to pick up the signals, unless they are relayed by a terrestrial television station or cable system that has the conversion equipment. Furthermore, the programs are in Russian. And receiving them, the report says, is either illegal, as in West Germany and Holland, or highly restricted, as in most other countries.

Still, Soviet television may be a potential resource for cable television systems in a West hungry for programing. The report notes that Ted Turner's Cable News Network last August used the Intersputnik system to broadcast segments of the Friendship Games, Moscow's answer to the Olympic Games in Los Angeles, which the Soviet Union and its allies boycotted. The report also notes that Turner is said to be negotiating with Soviet officials for a long-term program agreement that could lead “to an unprecedented agreement between a U.S. broadcaster and a Soviet television agency.” And with a large number of cable systems operating in the U.S. and with systems taking root elsewhere in the world, the report adds, “entrepreneurial consideration is being given to the possibility of bringing in live transmissions from popular foreign television broadcasting organizations,” including those in the USSR.

The report does not see Intersputnik, which was established in 1969 and which now has 14 member countries, as constituting a competitive threat to Intelsat, with its 109 members. Indeed, the Soviet Union is said to recognize Intersputnik's limitations; the Soviet bloc countries dropped the boycott they had imposed on Intelsat in the late 1960's and early 1970's and began using it in 1976. But the report indicates Intersputnik

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might constitute a problem for Intelsat.

It notes that since the Soviet Union pays most of the costs of the Intersputnik system, the system's tariff is about one-third that of Intelsat's for comparable services. This is said to offer Third World countries the opportunity "to enter the space communications age at considerably reduced rates." So does the fact that Intersputnik deals in rubles and other soft currencies, while Intelsat deals only in dollars and other hard currencies. (But the report also notes a drawback for users of the system, which coordinates radio and television news, as well as broader political information and cultural policies among the users: "All Intersputnik communications must go through Moscow, which gives the Soviets political and propaganda control over the system.")

The report says Intelsat officials "tend to minimize the importance of the telecommunications traffic carried on the Intersputnik system." But, it adds, "that does not mean that they are not concerned."

Intelsat officials are also concerned about Cuba's interest in establishing a regional satellite system at 83 degrees west, where RCA Americom's Satcom IV is now located (BROADCASTING, Sept. 5, 1983). Although the satellite may be secure in that slot, international radio regulations would provide for an effort to accommodate Cuba's needs. And Intelsat is said to feel that if Cuba develops its system—which would probably be linked to Intersputnik's—it could offer cut-rate communications services to much of the Western Hemisphere. Intelsat officials say the U.S.'s current support for private U.S. systems would make it difficult for Washington to oppose such a Cuban initiative. □

PSA progress report. The National Association of Broadcasters is collecting data to document the effects of the public service campaigns being conducted by broadcasters across the nation against drunk driving. Initial reports compiled by NAB show reduced traffic fatalities in communities where strong public service campaigns are under way. According to NAB, the Iowa Department of Transportation reported that alcohol fatalities had declined by more than 50% during the first half of 1984. Iowa attributed the results, NAB said, "in large part to media exposure about law enforcement efforts in the state." And officials in Johnstown, Pa., revealed that there were no drunk driving fatalities during the year-end holiday season this past year. Once again the credit went to the media for educating the public on the hazards of drunk driving. And in the state of Washington, the Traffic Safety Commission said there were no alcohol-related fatalities reported between Dec. 24, 1984, and Jan. 2, 1985. Again the media were praised.

NAB also cited a 1978 study by the Department of Transportation on alcohol and highway safety that concluded that media campaigns can successfully inform the public but that they must be combined with legal deterrents, safety measures, counseling and treatment and other community programs.

Changing Hands

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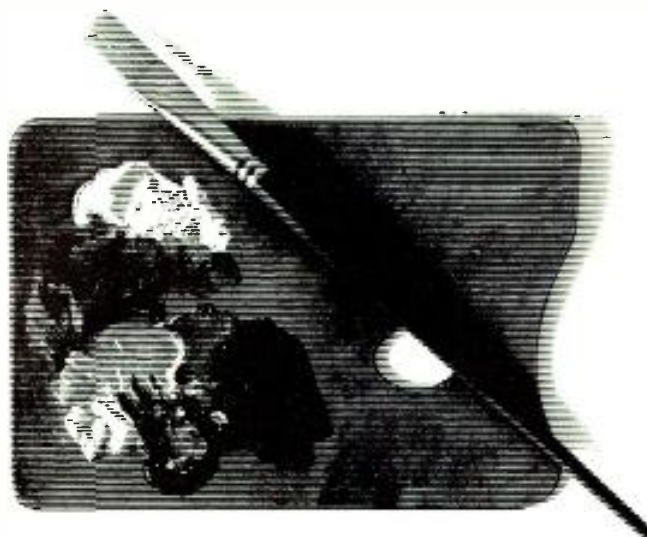
KKCI-FM Liberty (Kansas City), Mo. □ Sold by Golden East Broadcasting Co. to Mark D. Wheat and Greg FitzMaurice for \$4.2 million, comprising \$3 million cash and remainder note. **Seller** is Hampton, Va.-based station group of two AM's and two FM's owned by Norman B. Beasley and Larry Saunders. **Buyers** are Kansas City businessmen with no other broadcast interests. KKCI-FM is on 106.5 mhz with 100 kw and antenna 850 feet above average terrain. **Broker:** Chapman Associates.

KQCR(FM) Cedar Rapids, Iowa □ Sold by Ce-

dar Rapids Broadcasting Co. to Broadcast Equities Inc. for \$1.9 million including \$300,000 noncompete agreement. **Seller** is owned by G. Dale Cowle and William Clymer. Cowle owns KASI(AM)-KCCQ(FM) Ames, Iowa, and 50% of KKJO(AM)-KSFT(FM) St. Joseph, Mo. Clymer is KQCR's general sales manager. **Buyer** is owned by David W. Small, former president of KMGC(FM) Dallas. KQCR is on 102.9 mhz with 100 kw and antenna 390 feet above average terrain. **Broker:** Grandy & Berkson, Media Brokers.

WFRL(AM)-WXXQ(FM) Freeport, Ill. □ Sold by

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WFRL Inc. to Freeport Radio Associates for \$1 million, comprising \$750,000 cash and remainder note. Seller is owned by C.R. Griggs, James D. McQuality and Larry S. Ward. Griggs also owns WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. McQuality will become limited partner and remain as general manager of station. Ward is chief engineer at WSOY. Buyer is owned by Arnold M. Zaff, who also has interest in

cable systems in Oakland, Mich., and suburban Boston and in WEIC-AM-FM Charleston, N.C. WFRL is daytimer on 1570 khz with 5 kw. WXXQ is on 98.5 mhz with 19.6 kw and antenna 400 feet above average terrain.

WSUH(AM)-WOOR-FM Oxford, Miss. □ Sold by WSUH/WOOR-FM Inc. to Wayne Dowdy, his brother, J. Morgan Dowdy, and Dr. Henry Sanders for \$875,000. Seller is owned by

Mel Chrestman and June M. Kilpatrick, who have no other broadcast interests. Buyers own WAKK(AM)-WAKH(FM) McComb and WKKY(FM) Pascagoula, both Mississippi; WMLT(AM)-WQZY(FM) Dublin, Ga., and KCWD(FM) Harrison, Ark. Wayne Dowdy is also Democratic congressman from fourth congressional district of Mississippi. WSUH is daytimer on 1420 khz with 1 kw. WOOR-FM is on 97.5 mhz with 27 kw and antenna 265 feet above average terrain. Brokers: Norman Fischer & Associates and Milton Q. Ford & Associates.

Planning stages. The FCC should give special consideration to the recommendations of the Advisory Committee on Radio Broadcasting in preparing for the International Telecommunication Union Region 2 Administrative Radio Conference for the planning of broadcasting in the 1605-1705 khz band, according to the National Association of Broadcasters. In comments at the FCC, NAB recommended that domestic implementation of AM band expansion be based on an assessment of demand for new stations and their viability; that priority be given to eliminating existing and potential incompatibilities between U.S. and foreign stations; that AM daytimers be given the first chance at broadcasting in the new band; that reservations be considered for noncommercial and minority service operation; that travelers information service (TIS) operations be shifted from 1610 khz to the highest portion of the expanded band, and that no planning method be selected until the commission and the industry have studied the matter further. "Because contour protection requirements of Class I stations would foreclose the allocation of other stations, and because widespread allocation of Class IV stations would result in severely restricted service areas, NAB believes that the commission should allocate only Class III-type full-time stations on the expanded portion of the band," NAB said. "Additionally, attaching a minimum daytime power level of 5 kw, a minimum nighttime power level of 1 kw, and significant nighttime protection requirements would allow these new stations to provide greater service to the public." The Department of Transportation recommended that 530 khz and 1610 khz be retained as TIS operating frequencies, with 1610 khz continuing to have a permanent designation as a TIS frequency. "If this becomes untenable, a 10-year minimum transition should be allowed before disallowing TIS use of 1610 khz," the department said. In addition, the department asked for two in-band nationwide frequencies in the upper end of the expanded band for TIS growth. The first session of the conference will be held in Geneva in April 1986. A second session will be held in 1988.

WCAI(AM) Fort Myers, Fla. □ Sold by estate of Charles and Ethel Frank to Jim Seemiller, E.F. Schwarzer and Mario Anese for \$700,000. Sellers have no other broadcast interests. Buyers also own WQSA(AM) Sarasota, Fla. WCAI is daytimer on 1350 khz with 1 kw. Broker: Beckerman Associates Inc.

KUBB(FM) Mariposa, Calif. □ Sold by Sierra Foothills Broadcasting Corp. to The McLain Broadcasting Group for assumption of liabilities not to exceed \$700,000, adjusted before closing. Seller is owned by D.T. Cresswell, who recently sold KLOQ(AM) Merced, Calif. ("For the Record," Sept. 10, 1984) and now has no other broadcast interests. It bought station in January 1983 for \$525,000. Buyer is owned by Robert McLain (12% general partner) and his wife, Rebecca (1% general partner), plus 10 other limited partners with no other broadcast interests. McLain is former general manager of KPEN(FM) Los Altos, Calif. KUBB is on 96.3 mhz with 2 kw and antenna 2,080 feet above average terrain. Broker: Broadcast Properties West/SFO.

KHBQ(FM) Canyon, Tex. □ Sold by Canyon Broadcasting Co. to Alfred Broadcast Inc. In sale, Alfred Broadcasting will pay settlement of \$195,000 cash to competing applicants for Auldridge Broadcasting's (same principals as Canyon) application for 107.9 mhz in Canyon, Tex., and \$209,000 cash for KHBQ. Seller is owned by Mary Beth Auldridge, and her husband, Jack. It has no other broadcast interests other than application for new station. Other applicants for that station were: Albert P. Davilla, who will receive \$60,000 cash, Samuel K. Stratemeyer, who will receive \$10,000, and Cantex Broadcasting Corp., which will receive \$25,000. Buyer is owned by James P. Speegle (51%) and his wife, Mary (49%). Speegle is general manager of KPUR(AM) Amarillo, Tex. KHBQ is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

KMIO-FM Merkel, Tex. □ Sold by B&D Broadcasting Inc. to Fox Communications Inc. for \$325,000, comprising assumption of \$300,000 debt and remainder cash. Seller is owned by Gene Ditmore (51%) and Bill Starks (49%). They also own co-located KMIO(AM). Buyer is owned by Billy J. Fox who also owns KFQX-FM Llano and KFQX(AM) Abilene, both Texas. KMIO-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KDEX-AM-FM Dexter, Mo. □ Sold by Dexter Broadcasting to Turner Neely Broadcasting Co. for \$312,500, comprising \$75,000 cash and remainder note. Seller is owned by Leon Steinbrueck, and his wife, Joann (50%), and

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two others, none with other broadcast interests. Steinbrueck is president of Missouri Broadcasters Association and will be consultant to buyer. Buyer is equally owned by Walter F. Turner and James H. Neely, who have no other broadcast interests. Turner was formerly vice president, operations, KSD-AM-FM St. Louis (now KUSA-AM-FM). Neely was formerly pipeline engineer in Saudi Arabia. KDEX is daytimer on 1590 khz with 1 kw. KDEX-FM is on 102.3 mhz with 3 kw and antenna 51 feet above average terrain. Broker: Ralph E. Meador, Media Broker.

WDKD(AM)-WWKT-FM Kingstree, S.C. □ 70% sold by Davidson Communications Inc. to Gary M. Davidson for \$302,758.75. Seller is owned by John W. Davidson, who also owns WLOP(AM)-WIFO(FM) Jesup; WDAX-AM-FM McRae, and 70% of WMVG(AM)-WKZR(FM) Milledgeville, all Georgia. Buyer is seller's son, who already owns 30% of stations. He has also applied to purchase, pending FCC approval, sellers WMVG(AM)-WKZR(FM) Milledgeville, Ga., in which he also owns remaining 30% ("For the Record," Feb. 4). He also has interests in cable systems in Fripp Island, Seabrook Island, Edisto Island and Batesburg, all South Carolina. WDKD(AM) is daytimer on 1310 khz with 5 kw. WWKT-FM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

WMYB(AM) Myrtle Beach, S.C. □ Sold by Phidian Communications Inc. to Ocean Properties of Myrtle Beach Inc. for \$250,000 cash. Seller is principally owned by W.C. Calton, Charlie Bryant and Charles Austin, who have no other broadcast interests. Buyer is equally owned by Wayne A. Thomas and Thomas E. Loehr. Loehr has interest in cable systems in Greenville, S.C., and Jefferson County, Ohio. Thomas owns WETZ(AM)-WKGI-FM New Martinsville, W. Va. WMYB is on 1450 khz with 1 kw day and 250 w night. Broker: Wilkins & Associates.

For other proposed and approved sales see "For the Record," page 83.

Golf fans' protests heeded by NBC

NBC establishes new policy in response to armchair gallery ruckus

The golf fans of America have proved to be an effective pressure group. Their phone calls and letters to NBC protesting the network's Jan. 13 decision to cut short its coverage of the Bob Hope Classic has prompted a change of policy at the network (BROADCASTING, Jan. 21). From now on, it will broadcast every "competitive" golf match to its conclusion, unless play is delayed significantly by rain or some other unexpected circumstance.

According to Tom Merritt, spokesman for NBC Sports, the new policy was announced to NBC affiliates at their Jan. 24 meeting. But the golf fans, who were responsible for it, were not filled in until NBC Sports' telecast of the Hawaiian Open, Feb. 9-10.

"Let's give some credit to the golf fans who made the phone calls and wrote the

Voluntary restraint. Representative Don Edwards (D-Calif.), in a letter last week to officials of six major breweries, called for a voluntary end to commercials that "entice children to drink." Edwards, who made a similar request in 1983, characterized the response then as, "underwhelming." Furthermore, he added, "you did nothing to voluntarily change the nature of beer advertising." Edwards warned that if the industry does not act on its own, Congress may impose a ban on the ads. "It is clear to me that, in the absence of any voluntary restraint on your part or on the part of other breweries, there is growing pressure for Congress to act in this area," Edwards wrote. He expressed concern about the First Amendment implications of a ban. Nonetheless, "I also remain deeply distressed by the character of your advertising and its contributions to alcohol abuse, particularly among young people," he said. The congressman also suggested eliminating celebrities in commercials. "Sell your product on its own merits—not by linking it to the achievements of some sports hero," he wrote.

letters," said Merritt. "Their message got through."

Their protests began immediately after NBC ended its broadcast of the Hope Classic to most of the country at 7 p.m. NYT, at the end of regulation play as two golfers tied for the lead prepared for a sudden-death playoff. The move was made so the network could broadcast *Silver Spoons* and the rest of its Sunday night prime time lineup on schedule. The playoff, which was broadcast on the West Coast, ended at around 8 p.m. NYT.

"The key word [in the new policy] is competitive," said Merritt. "We are not about to leave a competitive golf situation." But he acknowledged that "competitive" can mean different things to different people. "It's the one remaining gray area."

One definition of "competitive," he said, may be a lead of four or fewer strokes per remaining holes. In other words, an eight-stroke lead with two holes to go would be competitive, he said. In any event, he add-

ed, "I'm counting on seeing the end of play-offs on NBC. I couldn't think of a more competitive situation."

Merritt also said the network would not be obliged to stick with its coverage of a match, regardless of how competitive it was, if the match were delayed because of rain or some "bizarre event."

Officials of the PGA Tour, which sponsors the Hope Classic, the Hawaiian Open and other matches to be broadcast by NBC this year, were "delighted" by NBC's change of heart, said Terry Hanson, director of communications and broadcasting. "This was a surprise to all of us," he said.

The PGA Tour plans to open up negotiations with NBC within the next couple of months on the rights to tour events in "1987 and beyond," Hanson said. In those negotiations, he said, the tour will press to put NBC's new policy or a variation of it in the rights contract. It's something that NBC has resisted in the past, he said. □

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TELECASTINGS



Pigskin record

Super Bowl XIX between the San Francisco 49ers and Miami Dolphins was the most-watched Super Bowl game in history, according to ABC researchers. It wasn't, however, the highest-rated Super Bowl of all time, an honor still belonging to Super Bowl XVI in 1982 between the 49ers and Cincinnati Bengals. But the final viewer score for Super Bowl XIX, ABC researchers report, is 115,930,000 viewers, based on a national rating of 46.5, who watched "some or all" of the game. "Some" is defined as no less than five minutes. Highest-rated Super Bowl XVI attracted 110,230,000 viewers who watched "some or all" of the game, based on a national rating 49.1/73. The reason a lower rating can translate into a greater number of viewers is because of the increase in U.S. television households, up 4% since 1982.

A question of accuracy

ABC Sports told the USFL last week that it would not allow its own replays of televised USFL action to be used to determine the accuracy of calls made by referees. "We're there to cover the games," said an ABC Sports spokesman, "and not to serve as judges for the league." That was basically the same answer ABC gave the league when the idea of using replays to determine close calls first came up two years ago. The spokesman said the network would not object to the league taping ABC's replays on its own for that purpose if it desired. ESPN is expected to follow suit with parent ABC on the issue. Also, the spokesman confirmed that the network would not be televising any regional USFL games in the 1985 season. He said the network thinks the ratings may improve if one national telecast is shown each week.

Keep up with the world

"Our present rating systems were perfectly adequate for the old homogenized America. [But] for the new, segmented America, they're worse than inadequate—they're mendacious." That was the message delivered by William Baker, president, Group W Television, in a keynote address last week to

those attending an Electronic Media Ratings Council seminar in Boca Raton, Fla.

With cable penetration rapidly approaching 50%, said Baker, rating diaries understate the cable audience by as much as 55%. And with videocassette recorder penetration also coming on strong, segmenting the television population even further, Baker said it was essential to develop new rating



Baker

systems. Having said that, however, he added that whatever form the new systems take, they must offer improved accuracy and be "usable," "cost effective" and "responsible."

As to accuracy, he noted that it's not unusual for Nielsen and Arbitron to measure the same television audience with findings that differ by five full rating points or more. "Yet the problems of accuracy can only get worse," he suggested. "As you're all aware, machines (including television sets) are infinitely easier to measure than people are. You are now moving from an era of measuring whether television sets are on or off to an era of measuring whether people are watching or not."

As to the costs of the new rating systems, Baker suggested they would inevitably be higher than those of current systems, which run into the millions for most stations in the major markets. "Can we afford them?" asked Baker. "Here, I think the answer is unavoidable. More of the costs simply must be borne by the advertisers—and not as it is now, almost single-handedly by the broadcaster.

This is simple equity... After all, some of the new measurements you're calling for (such as product usage) will obviously benefit the advertiser far more directly than they will us."

Baker also admonished those developing new rating systems "not to oversell your own accuracy. Because when you do, it's not good for your own long-term credibility. It's not good for the television industry. And it's certainly not good for the public—who will have dumped on it programing that was selected for illusory reasons."

EMRC update

Forty-seven researchers from broadcasting, cable, advertiser, advertising agency and audience research companies met last June, under the sponsorship of the Electronic Media Rating Council, to identify the most pressing audience research needs and suggest what should be done about them. Last week, the council published a 60-page report on that conference, the second in an ongoing EMRC project, "Measuring Electronic Media... The Next 10 Years."

The researchers agreed with the general executives who, at the first meeting in the EMRC series, said that developing a people-based audience measurement system should take highest priority (BROADCASTING, June 18, 1984). Like the executives at the original conference, the researchers also accorded high priority to an increase in the size of samples (which the researchers ranked next in importance to people-based ratings), and to the development of audience ratings for commercials, measurement of videocassette-recorder usage, a data delivery system that provides on-line electronic access to audience information, and industrywide procedures and standards to insure the ongoing quality of audience measurement estimates.

Copies of the report, "Measuring Future Electronic Media Audiences," are available at \$5 each through the EMRC, 420 Lexington Avenue, New York 10017. The conference was held June 11-13, 1984, at Southampton, N.Y.

Keep 'em moving

Washington's transportation problems are the subject of *Target 9: On the Move*, a six-month project developed by WDM-TV Washington. "Solving our transportation problems is the key to orderly growth and prosperity for this area," said the station's vice president and general manager, Edwin W. Pfeiffer. Some of the subjects dealt with include airports, Metro (subway), ground transportation and safety. Until July 1985, WDM-TV will air news reports, documentaries, editorials, *Capital Edition* segments and *Morning Break* programs designed to inform the voters and legislators who will be making decisions on the issues this year. It also plans to sponsor a transportation summit meeting and a safe driving campaign.

Increased talk. Officials of the Writers Guild of America, the television networks and major production studios are stepping up their negotiations for a new contract to replace the current pact which expires on March 1.

Discussions have been going on in Los Angeles since early January and the union asked that talks wind up on Feb. 28, so that the industry's proposals can be placed before the membership prior to the termination date of the present contract. One of the major unresolved issues has been the share of revenue to be offered to writers from the growing videocassette business. Another area of contention is the producers' insistence on certain give-backs, which the WGA says mean less money for the writers. It was reported that money issues have not been explored to date.

The pact covers writers on entertainment and documentary programs and not the regular network newscasts.

For the Record

As compiled by BROADCASTING, Feb. 6 through Feb. 13, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ KUBB(FM) Mariposa, Calif. (96.3 mhz; 2 kw; HAAT: 2,080 ft.)—Seeks assignment of license from Sierra Foothills Broadcasting Corp. to The McLain Broadcasting Group for estimated \$658,000, comprising assumption of liabilities, adjusted before closing not to exceed \$700,000, difference between purchase price and final assumption payable in note at 10% over five years. Seller is owned by D.T. Cresswell, who recently sold KLOQ(AM) Merced, Calif. ("For the Record," Sept. 10, 1984), and now has no other broadcast interests. It bought station in January 1983 for \$525,000. Buyer is owned by Robert McLain (12% general partner) and his wife, Rebecca (1% general partner), plus 10 other limited partners with no other broadcast interests. McLain was formerly general manager of KPEN(FM) Los Altos, Calif. Filed Feb. 7.

■ WCRJ-AM-FM Jacksonville, Fla. (AM: 1530 khz; 50 kw-D; FM: 107.3 mhz; 100 kw; HAAT: 350 ft.)—Seeks assignment of license from S&F Communications Inc. to JBC-Jacksonville Inc. for \$4 million cash. Seller is owned by Stephen D. Seymour (60%) and Stuart D. Frankle (40%). It recently purchased station for same price in acquisition of Abell Communications broadcast properties (BROADCASTING, Sept. 24, 1984, and "For the Record, Feb. 4). S&F also owns one AM, three FM's and one TV. Buyer is owned by Lawrence K. Justice, who owns WCIB(AM) Falmouth, Mass., and has interest in Dowden Communications Inc., Minnesota-based operator of 133 cable systems. Filed Feb. 1.

■ KWAI(AM) [formerly KZHI(AM)] Honolulu (1080 khz; 5 kw-U)—Seeks transfer of control of KZHI Radio Inc. from Mediainterchange (100% before; none after) to Radio Hawaii Inc. Seller, Jim Quinn, who has no other broadcasting interests, asserted that station has not been sold, matter is in litigation and said he would protest approval of transfer. Buyer is owned by previous owner, Carolyn Wagenvoord (50%), and her children, Alice (20%), Barry, Michael and Sam (10% each). They have no other broadcast interests. Filed Jan. 29.

■ WFRL(AM)-WXXQ(FM) Freeport, Ill. (AM: 1570 khz; 5 kw-D; FM: 98.5 mhz; 19.6 kw; HAAT: 400 ft.)—Seeks assignment of license from WFRL Inc. to Freeport Radio Associates for \$1 million, comprising \$750,000 cash and \$250,000 note at 10% over 10 years. Seller is owned C.R. Griggs (65%), James D. McQuality and Larry S. Ward. Griggs also owns CAPCO Inc., licensee of WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. McQuality will become limited partner and remain as general manager of station. Buyer is owned by Arnold M. Zaff, who also has interest in cable system in Oakland, Mich., and suburban Boston. He also has interest in WEIC-AM-FM Charleston, N.C. Filed Feb. 7.

■ KDAV(TV) Davenport, Iowa (ch. 30; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 529 ft.; ant. height above ground: 495 ft.)—Seeks assignment of construction permit from Multi-Metro Communications Ltd. to Linton Broadcasting Corp. for \$30,997.87. Station is unbuilt and FCC has canceled its CP. A petition for reconsideration *nunc pro tunc* has

been filed concurrently. Seller is owned by Peggy S. Tucker and her husband, Donald. They have no other broadcast interests. Buyer is owned by Linda F. Estevez, and her husband, Anthony (100% jointly). They are also app.'s for new TV's in San Juan, P.R. Filed Feb. 6.

■ WFJT(AM) Inez, Ky. (1590 khz; 1 kw-D)—Seeks transfer of control of WFJT Broadcasting Inc. from stockholders to Appalachian Christian Ministries Inc. for no consideration other than assumption of debts. Seller is owned by Harrison Jude (56.5%); John R. Triplett (17.4%); his son, J.B. Triplett (17.4%), and Carolyn S. Pearce (8.7%). Jude is also board member of assignee. Buyer is nonprofit corporation headed by Charles Zimmer, president, Harrison Jude and Hansel Maynard (all holding equal membership shares). They have no other broadcast interests. Filed Feb. 5.

■ KDEX-AM-FM Dexter, Mo. (AM: 1590 khz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 51 ft.)—Seeks transfer of control of Dexter Broadcasting from Leon and Joann Steinbrueck (50% before; none after) and Jerome and Loretta Quinlan (50% before; none after) to Turner Neely Broadcasting Co. (none before; 100% after) for \$312,500, comprising \$75,000 cash, assumption of \$147,000 debt and \$90,500 note at 10% over 10 years. Sellers have no other broadcast interests. Leon Steinbrueck is president of Missouri Broadcasters Association. Buyer is equally owned by Walter F. Turner and James H. Neely, who have no other broadcast interests. Turner was formerly vice president, operations, KSD-AM-FM St. Louis (now KUSA-AM-FM). Neely was formerly pipeline engineer in Saudi Arabia. Filed Feb. 4.

■ KMTC(TV) Springfield, Mo. (ch. 27; ERP vis. 240 kw; aur. 48 kw; HAAT: 1,690 ft.; ant. height above ground: 1,621 ft.)—Seeks assignment of license from Midland Television Corp. to Charles Woods Television Corp. for \$13,000,000, comprising \$6 million cash, and \$6.1 million note at 12.5% for 10 years. Buyer will also pay \$900,000 consultancy fee to Meyer Communications, payable in note

over 10 years with no interest. Seller is principally owned by Kenneth E. Meyer, who also owns Meyer Communications, Springfield, Mo.-based licensee of three AM's, four FM's. Buyer is owned by Charles Woods, who also owns KLBK-TV Lubbock, Tex.; KARD-TV West Monroe, La.; WTVY-FM-TV Dothan, Ala.; WTVW(TV) Evansville, Ind. and LPTV's in Chicago and Milwaukee. He is also app. for 20 other LPTV's. Filed Feb. 1.

■ WBBX(AM) Portsmouth, N.H. (1380 khz; 1 kw-U)—Seeks assignment of license from Seacoast Broadcasting Co. to Portsmouth Communications Corp. for \$250,000, comprising 196,000 cash and assumption of note in principal amount of \$54,000. Seller is owned by Earl Goldstein, and his wife, Lois. It is also app. for new FM in York Center, Me. Buyer is equally owned by David H. Strassler, and his brother, Robert. It also owns WARE(AM) Ware, Mass. Filed Feb. 4.

■ WRNC(AM) Reidsville, N.C. (1600 khz; 1 kw-U)—Seeks assignment of license from Bradsher Broadcasting Co. to Wright Broadcasting Corp. for \$175,000, comprising \$10,000 cash, and remainder assumption of note for \$165,000 at 10% with monthly payments and interest of \$1,975. Seller is principally owned by David Bradsher, who has no other broadcast interests. He purchased station from Statewide Broadcasting Co. last year ("For the Record," Sept. 3, 1984) for \$165,000. Buyer is owned by Gene E. Ward (50%) and David A. Wright (25%) and his wife, Deborah (25%). Ward is president of Eden Broadcasting Services Inc., a media brokerage firm and Eden Realty Inc., both Eden, N.C. Ward sold station to Statewide Broadcasting two years ago for \$165,000. Wright is sales manager at WZZU(FM) Burlington-Graham, N.C. Filed Jan. 31.

■ WLLY(AM) Wilson, N.C. (1350 khz; 1 kw-D; CP for 5 kw-D)—Seeks assignment of license from Wilson Broadcasters Inc. to Champion Productions Inc. for \$150,000, comprising \$27,000 cash, and \$123,000 note payable in 30

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semiannual payments at 10%. Sale does not include real estate or buildings. Seller is owned by Harry Epperson. It also owns WQAA-FM(CP) Luray, Va. Buyer is owned by Michael R. Bland (51%), Thomas E. Marshburn, and his wife, Judy Mae (49% each). Bland is station's general manager. Marshburn is CPA, owner of Wilson and Marshburn, based in Washington, N.C. Filed Feb. 8.

■ WDKD(AM)-WWKT-FM Kingstree, S.C. (AM: 1310 khz; 5 kw-D; FM: 98.3 mhz; 3 kw; 300 ft.)—Seeks transfer of control of Davidson Communications Inc. from John W. Davidson (70% before; none after) to Gary M. Davidson (30% before; 100% after) for \$302,758.75. Seller also owns WLOP(AM)-WIFO(FM) Jesup; WDAX-AM-FM McRae, and 70% of WMVG(AM)-WKZR(FM) Milledgeville, all Georgia. Buyer is owned by seller's son, who also owns remaining 30% of Milledgeville stations, and has interests in cable systems in Frapp Island, Seabrook Island, Edisto Island and Batesburg, all South Carolina. Filed Feb. 6.

■ WCKM(AM) Winnsboro, S.C. (1250 khz; 500 w-D)—Seeks assignment of license from Fairfield Broadcasting Inc. to Mediamatrix Inc. for \$140,000, comprising \$20,000 cash, and remainder notes and assumptions of liabilities. Seller is principally owned by William B. Sanders and John E. Benson, who have no other broadcast interests. Buyer is equally owned by Frank R. Malette, and his wife, Deborah. Malette is former program director at WSGM(FM) Staunton, Va. Feb. 4.

■ WDSI(TV) Chattanooga (ch. 61; ERP vis. 2,400 khz; aur. 240 kw; HAAT: 1,320 ft.; ant. height above ground: 320 ft. [CP for ERP vis. 4,613 kw; aur. 461 kw])—Seeks assignment of license from Group V Television Inc. to WDSI Limited Partnership for no consideration. Seller is owned by Michael F. Starr, chairman of Southern Starr Broadcasting Group Inc., which owns WKLY(FM) Leesburg, Fla., and WPLR(FM) New Haven, Conn., and his brother Peter. Buyer is owned by general partners, Michael Starr (47.5%), Louis T. Donatelli (47.5%) and two others. Donatelli has no other broadcast interests. Filed Feb. 7.

■ KHBQ(FM) Canyon, Tex. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of construction permit from Canyon Broadcasting Co. to Alfred Broadcast Inc. In sale, Alfred Broadcasting will pay settlement of \$195,000 cash to competing applicants for 107.9 mhz in Canyon, Tex., for which Auldridge Broadcasting (same principals as Canyon) has made application and \$209,000 cash for KHBQ. Seller is owned by Mary Beth Auldridge, and her husband, Jack. It has no other broadcast interests other than application for new station. Other applicants for that station are: Albert P. Davilla, who will receive \$60,000 cash; Samuel K. Stratemeyer, who will receive \$10,000, and Cantex Broadcasting Corp., which will receive \$25,000. Buyer is owned by James P. Speegle (51%) and his wife, Mary (49%). Speegle is general manager of KPUR(AM) Amarillo, Tex. Filed Feb. 5.

■ KMIO-FM Merkel, Tex. (102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from B&D Broadcasting Inc. to Fox Communications Inc. for \$325,000, comprising assumption of \$300,000 debt and remainder cash. Also, B&D will purchase the real estate of the station and lease land back to Fox. Seller is owned by Gene Ditmore (51%) and Bill Starks (49%). They also own collocated KMIO(AM). Buyer is owned by Billy J. Fox, who owns 51% of Fox Broadcasters Inc., licensee of KFQX-FM Llano and KFQX(AM) Abilene, both Texas. Filed Feb. 6.

■ KPEJ(TV) Odessa, Tex. (ch. 24; ERP vis. 2,393 kw; aur. 239.3 kw; HAAT: 740 ft.; ant. height above ground: 754 ft.)—Seeks assignment of construction permit from Odessa Family Television Ltd. to Greater Texas TV Inc. for \$70,138.48, plus \$16.53 for every day between Nov. 15 and closing date of no later than 5 days after closing. Seller is principally owned by William B. Bailey. It has no other broadcast interests. Buyer is owned by Billy D. Goldberg (50%), Lester Kamin (37.5%) and Hazel Y. Arnold (12.5%). Goldberg owns 80% and Kamin owns 10% of KVEO-TV Brownsville, Tex. Goldberg is also app. for new TV in Austin, Texas. Kamin is president of Houston-based media broker, Lester Kamin & Co., where Arnold is also vice president. Filed Jan. 31.

New Stations

Applications

AM

■ Unalakleet, Alaska—Unalakleet Broadcasting Inc. seeks 930 khz; 2.5 kw-U. Address: P.O. Box 178, 99684. Principal is nonprofit corporation headed by Sheldon Ryan, president. It has no other broadcast interests. Filed Feb. 5.

FM's

■ Citronelle, Ala.—Barbara Kay Turner seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: 722 State Street, 36522. Principal has no other broadcast interests. Filed Feb. 1.

■ Greenfield, Calif.—Wayne R. Stakey seeks 107.9 mhz; 9.5 kw; HAAT: 1,128.6 ft. Address: 470 Hickory Ct., Suite 3C, Jackson, Miss. 49203. Principal has no other broadcast interests. Filed Feb. 1.

■ Owensville, Mo.—Dorothy C. Pennington seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 5519 Rockingham Rd. East, Greensboro, N.C. Principal is also app. for new FM in Mary Esther, Fla. Filed Feb. 5.

■ Roswell, N.M.—Marjorie S. Moore seeks 100.5 mhz; 100 kw; HAAT: 104.5 ft. Address: 1218 South Street, 88201. Principal is mother of James C. Moore, owner of KRSY(AM) Roswell, N.M., where she is asst. manager. Filed Feb. 4.

■ Redfield, S.D.—Victoria Broadcasting System Inc. seeks 103.7 mhz; 100 kw; HAAT: 115 ft. Address: 512 N. Main St., Box 110, 57469. Principal is equally owned by Steven G. Kaiser, and his wife, Marjorie. They also own KQCD(AM) Redfield, S.D. Filed Feb. 4.

■ Denver City, Tex.—Davis Communications Inc. seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 1106 W. Hondo, Devine, Tex. 78016. Principal is owned by Ashley N. Davis (51%) and his wife, Pamela Sue (49%). It owns KDCl(AM) Devine, Tex., and is app.'s for new FM's in Cotulla, Marfa and McCamey, all Texas. Filed Jan. 28.

TV's

■ Orlando, Fla.—Elim Broadcasting Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,605 ft.; ant. height above ground: 1,615 ft. Address: Suite 1200, 201 E. Pine St., 32801. Principal is equally owned by Fran Carlton and Dr. Elaine B. Cox, who have no other broadcast interests. Filed Jan. 30.

■ Rock Hill, S.C.—Beverly Hills Hotel Corp. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,950 ft.; ant. height above ground: 1,953 ft. Address: 9641 Sunset Blvd., Beverly Hills, Calif. 90210. Principal is owned by Seema S. Boesky (39.7%); Muriel Slatkin (19.08%); her husband, Burton (11%); their sons, Edward (6.8%) and Thomas (6.8%), and Seema Boesky's husband, Ivan (4%). In addition, Ivan Boesky owns 75% of corporation which owns 12.7% of app., remaining 25% is held in trust for Boesky's children. Beverly Hills Hotel Corp. also owns 85% of KGMC-TV Oklahoma City and KITT(TV) [formerly WFBT-TV] Minneapolis. Boesky is limited partner in Forstmann Little & Co., which owns 49% of United Communica-

tions Corp., which has applied to purchase WRGB-TV Schenectady, N.Y. Filed Jan. 29.

■ Rapid City, S.D.—Community Christian Television seeks ch. 21; ERP vis. 2,255 kw; aur. 252 kw; HAAT: 778.75 ft.; ant. height above ground: 327.5 ft. Address: 1201 Rogers Rd., Graham, N.C. 27253. Principal is owned by Rosemary Wuenschel (70%) and Kristen Kincaid (30%). They have no other broadcast interests. Filed Jan. 25.

Facilities Changes

Applications

AM's

Tendered

■ KKMC (880 khz) Gonzales, Calif.—Seeks CP to increase day power to 10 kw and night power to 5 kw. App. Feb. 11.

■ KJCK (1420 khz) Junction City, Kan.—Seeks CP to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. App. Feb. 8.

■ WDNV (1600 khz) Dansville, N.Y.—Seeks CP to increase day power to 1 kw, DA-D. App. Feb. 5.

■ WKBH (1570 khz) Holmen, Wis.—Seeks CP to increase power to 5 kw and change to DA-D. App. Feb. 11.

Accepted

■ KLCN (910 khz) Blytheville, Ark.—Seeks CP to make changes in ant. sys. App. Feb. 5.

■ KTRT (1400 khz) Truckee, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Feb. 7.

■ WHOD (990 khz) Orlando, Fla.—Seeks mod. of lic. to license previous ant. as aux. ant. for daytime critical hours. App. Feb. 7.

■ KTIB (630 khz) Thibodaux, La.—Seeks mod. of lic. to operate transmitter by remote control. App. Feb. 7.

■ New (750 khz) El Paso—Seeks MP to change TL and make changes in ant. sys. App. Feb. 11.

FM's

Tendered

■ *KSBJ (88.1 mhz) Humble, Tex.—Seeks CP to change freq. to 89.3 mhz. App. Feb. 8.

Accepted

■ *KLLN (90.9 mhz) Newark, Ark.—Seeks mod. of CP to change ERP to 4.04 kw and make changes in ant. sys. App. Feb. 11.

■ *KLOL (88.1 mhz) Long Beach, Calif.—Seeks mod. of lic. to install new transmission sys. App. Feb. 7.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Seeks mod. of CP to change TL; change ERP to 0.589 kw, and change HAAT to 2,952 ft. App. Feb. 11.

■ KBOB (98.3 mhz) West Covina, Calif.—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to 328 ft. App. Feb. 11.

■ *KRCC (91.5 mhz) Colorado Springs—Seeks CP to change TL; change ERP to 1 kw, and change class of station. App. Feb. 5.

■ KLDR-FM (95.3 mhz) Delta, Colo.—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 969 ft., and change freq. to 95.1 mhz. App. Feb. 6.

■ *KEFR (89.9 mhz) Le Grand, Colo.—Seeks mod. of CP to change ERP to 2.2 kw; change HAAT to 1,950 ft.; change SL to 3782 South Washington St., Le Grand, and make changes in ant. sys. App. Feb. 5.

■ WLYQ (95.9 mhz) Norwalk, Conn.—Seeks CP to install aux. sys.; change ERP to 1.29 kw, and change HAAT to 215 ft. App. Feb. 6.

■ WRYO (98.5 mhz) Crystal River, Fla.—Seeks mod. of CP to change TL and change HAAT to 1,331.68 ft. App. Feb. 11.

■ WAXY-FM (105.9 mhz) Fort Lauderdale, Fla.—Seeks CP to change ERP to 100 kw; change HAAT to 1,022 ft., and make changes in ant. sys. App. Feb. 6.

■ WLVE (93.9 mhz) Miami Beach—Seeks mod. of CP to change ERP to 95.5 kw; change HAAT to 1,006 ft., and make changes in ant. sys. App. Feb. 6.

■ WTMI (93.1 mhz) Miami—Seeks mod. of CP to make changes in ant. sys. App. Feb. 6.

Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total*
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
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 SL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- **WWAV** (102.3 mhz) Santa Rosa Beach, Fla.—Seeks mod. of CP to change HAAT to 328 ft. and change SL. App. Feb. 6.
- **WGLF** (104.1 mhz) Tallahassee, Fla.—Seeks mod. of CP to change TL and change HAAT to 1,069.28 ft. App. Feb. 11.
- **WEAT-FM** (104.5 mhz) West Palm Beach, Fla.—Seeks CP to change TL and change HAAT to 1,250 ft. App. Feb. 11.
- **KHAZ** (99.5 mhz) Hays, Kan.—Seeks mod. of CP to change TL; change ERP to 99.59 kw, and change HAAT to 516 ft. App. Feb. 6.
- **KFTS** (101.7 mhz) Fort Scott, Kan.—Seeks mod. of CP to change correct coordinates. App. Feb. 11.
- **KHOK** (100.7 mhz) Hoisington, Kan.—Seeks CP to change TL and change HAAT to 894 ft. App. Feb. 6.
- **KQID-FM** (93.1 mhz) Alexandria, La.—Seeks mod. of CP to change ERP to 3 kw; change HAAT to 171 ft., and make changes in ant. sys. App. Feb. 6.
- **WUPE** (95.9 mhz) Pittsfield, Mass.—Seeks CP to change ERP to 1 kw. App. Feb. 6.
- **WCLS-FM** (99.5 mhz) Detroit—Seeks mod. of CP to change ERP to 21 kw. App. Feb. 6.
- ***New** (88.9 mhz) Holland, Mich.—Seeks mod. of CP to change ERP to 1 kw and change HAAT to 154.16 ft. App. Feb. 11.
- **KQYB** (98.3 mhz) Spring Grove, Minn.—Seeks CP to change ERP to 2.4 kw. App. Feb. 11.
- **KZMT** (101.1 mhz) Helena, Mont.—Seeks CP to change TL; change ERP to 4 kw, and change HAAT to minus 250 ft. App. Feb. 11.
- **WZID** (95.7 mhz) Manchester, N.H.—Seeks CP to change ERP to 14.5 kw. App. Feb. 11.
- **WSLT** (106.3 mhz) Ocean City, N.J.—Seeks CP to change ERP to 14.5 kw and change HAAT to 410 ft. App. Feb. 11.
- **WKXZ** (93.9 mhz) Norwich, N.Y.—Seeks CP to change ERP to 26.1 kw and change HAAT to 676.664 ft. App. Feb. 11.
- **KSLE** (105.5 mhz) Seminole, Okla.—Seeks CP to change TL; change ERP to 2 kw, and change HAAT to 360 ft. App. Feb. 5.
- **WRFY-FM** (102.5 mhz) Reading, Pa.—Seeks CP to change coordinates. App. Feb. 11.
- **WOQI** (93.3 mhz) Ponce, P.R.—Seeks CP to change TL; change ERP to 15.5 kw, and change HAAT to 2,472 ft. App. Feb. 5.
- **WFKX** (95.9 mhz) Henderson, Tenn.—Seeks mod. of CP to change HAAT to 314 ft. and increase tower height to 300 ft. App. Feb. 6.
- **KJIM** (94.9 mhz) Arlington-Fort Worth—Seeks mod. of CP to change TL and change HAAT to 1,510 ft. App. Feb. 11.
- **KJIM** (94.9 mhz) Arlington-Fort Worth—Seeks CP to install aux. sys. App. Feb. 6.

TV's

Accepted

- **WIYE** (ch. 55) Leesburg, Fla.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,690 ft., and change TL. App. Feb. 5.
- **WNTZ** (ch. 48) Natchez, Miss.—Seeks MP to change ERP to vis. 1,079 kw, aur. 108 kw; change HAAT to 818 ft.; change TL, and change ant. App. Feb. 7.
- ***KLUJ** (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 1,951 kw, aur. 195 kw; change HAAT to 1,228 ft., and change TL. App. Feb. 5.
- **WMSN-TV** (ch. 47) Madison, Wis.—Seeks MP to change ERP to vis. 1,007 kw, aur. 100 kw; change HAAT to 1,167 ft.; change ant., and change TL. App. Feb. 8.

Actions

AM's

- **WASG** (1140 khz) Atmore, Ala.—Granted app. to make changes in ant. sys. Action Jan. 29.
- **WBIX** (1010 khz) Jacksonville Beach, Fla.—Dismissed app. to add night service with 10 kw; install DA-D, and make changes in ant. sys. Action Jan. 24.
- **WKZY** (770 khz) North Fort Myers, Fla.—Returned app. to increase power to 2.5 kw and make changes in ant. sys. Action Jan. 30.
- **WCYN** (1400 khz) Cynthiana, Ky.—Granted app. to increase nighttime power to 1 kw, non-DA. Action Jan. 30.

- **WJR** (760 khz) Detroit—Granted app. to install aux. ant. Action Jan. 31.
- **WLVL** (1340 khz) Lockport, N.Y.—Granted app. to increase night power to 1 kw, non-DA. Action Jan. 29.
- **WGIV** (1600 khz) Charlotte, N.C.—Granted app. to delete previously requested changes in daytime operation and change nighttime power to 1 kw, DA-N. Action Jan. 30.
- **WWWC** (1240 khz) Wilkesboro, N.C.—Granted app. to increase power to 1 kw, non-DA. Action Jan. 29.
- **KTOW** (1340 khz) Sand Springs, Okla.—Granted app. to increase night power to 500 kw. Action Jan. 29.
- **WEEX** (1230 khz) Easton, Pa.—Granted app. to increase night power to 1 kw, DA. Action Jan. 29.
- **WKCK** (1470 khz) Orocovis, P.R.—Dismissed app. to increase night power to 5 kw and change to non-DA. Action Jan. 29.
- **WPAB** (550 khz) Ponce, P.R.—Granted app. to increase night power to 5 kw. Action Feb. 1.
- **WDEB** (1500 khz) Jamestown, Tenn.—Returned app. to change freq. to 820 khz and change city of lic. to Alladart, Tenn. Action Feb. 4.

FM's

- **WKRGM-FM** (99.9 mhz) Mobile, Ala.—Granted app. to change TL. Action Jan. 30.
- **KSOL** (107.7 mhz) San Mateo, Calif.—Granted app. to change ERP to 8.9 kw and make changes in ant. sys. Action Jan. 30.
- ***KTSC-FM** (89.5 mhz) Pueblo, Colo.—Granted app. to change freq. to 89.7 mhz; change ERP to 100 kw; change HAAT to 1,124 ft.; change TL, and make changes in ant. sys. Action Jan. 31.
- **WQUH** (103.1 mhz) De Funiak Springs, Fla.—Granted app. to change TL; change HAAT to 268 ft., and make changes in ant. sys. Action Feb. 4.
- **WNGS** (92.1 mhz) West Palm Beach, Fla.—Granted app. to change ERP to 2.25 kw. Action Jan. 30.
- **KHAZ** (99.5 mhz) Hays, Kan.—Granted app. to change TL; change ERP to 96.607 kw, and change HAAT to 616 ft. Action Jan. 29.
- ***WNKU** (89.7 mhz) Highland Heights, Ky.—Granted app. to change TL and change HAAT to 318 ft. Action Jan. 28.
- **WCRB** (102.5 mhz) Waltham, Mass.—Granted app. to change ERP to 15 kw and change HAAT to 918.4 ft. Action Jan. 30.
- **KRRK-FM** (103.9 mhz) East Grand Forks, Minn.—Granted app. to change ERP to 100 kw and change HAAT to 348 ft. Action Jan. 29.
- **KSHE** (94.7 mhz) Crestwood, Mo.—Granted app. to change TL and change HAAT to 1,019 ft. Action Jan. 29.
- **KMTX-FM** (105.3 mhz) Helena, Mont.—Granted app. to change ERP to 100 kw and change HAAT to 1,905 ft. Action Jan. 17.
- **WBBO** (93.3 mhz) Forest City, N.C.—Granted app. to change TL and change HAAT to 1,897 ft. Action Jan. 30.
- **KBYZ** (96.5 mhz) Bismarck, N.D.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,000 ft. Action Jan. 25.
- **WCVP-FM** (95.9 mhz) Robbinsville, N.C.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action Jan. 28.
- ***WMSS** (91.1 mhz) Middletown, Pa.—Granted app. to change ERP to 0.649 kw and install new transmitter. Action Feb. 4.
- ***WEPR** (90.1 mhz) Greenville, S.C.—Dismissed app. to move ant. to new tower and increase ant. height. Action Feb. 1.
- ***WEVL** (89.9 mhz) Memphis—Granted app. to change ERP to 12.59 kw; change HAAT to 245 ft., and make changes in ant. sys. Action Jan. 30.
- ***KGNZ** (88.1 mhz) Abilene, Tex.—Granted app. to change TL; change ERP to 75 kw; change HAAT to 710 ft., and make changes in ant. sys. Action Feb. 4.
- **WKHK** (95.3 mhz) Colonial Heights, Va.—Granted app. to change TL; change ERP to 2.5 kw; change HAAT to 328 ft., and make changes in ant. sys. Action Feb. 4.

TV's

- **WKRGM-TV** (ch. 5) Mobile, Ala.—Granted app. to install new transmission line and granted separate app. to change HAAT to 1,906 ft. Actions Jan. 30.
- **KTXL** (ch. 40) Sacramento, Calif.—Granted app. to change coordinates and make changes in ant. sys. Action

Jan. 30.

- **WJKS-TV** (ch. 17) Jacksonville, Fla.—Granted app. to install new transmission line. Action Jan. 31.
- **WCBI-TV** (ch. 4) Columbus, Miss.—Granted app. to change HAAT to 1,996 ft.; change TL; change ERP to vis. 100 kw, aur. 10 kw, and make changes in ant. sys. Action Jan. 30.
- ***KNME-TV** (ch. 5) Albuquerque, N.M.—Granted app. to change aux. ant.; change ERP to vis. 26.3 kw; aur. 5.786 kw, and change HAAT to 4,200 ft. Action Jan. 30.
- **KCHF** (ch. 11) Santa Fe, N.M.—Granted app. to change ERP to vis. 263 kw, aur. 26.3 kw. Action Jan. 28.
- **WKAF** (ch. 68) Syracuse, N.Y.—Granted app. to change HAAT to 1,466 ft. Action Jan. 28.
- **WWAY** (ch. 3) Wilmington, N.C.—Granted app. to change ERP to vis. 100 kw, aur. 10 kw and change HAAT to 1,953 ft. Action Jan. 30.
- **WDAU-TV** (ch. 22) Scranton, Pa.—Granted app. to change ERP to vis. 1,381 kw, aur. 138 kw; change HAAT to 1,560 ft., and make changes in ant. sys. Action Jan. 30.
- **WTGS** (ch. 28) Hardeeville, S.C.—Granted app. to change ERP to vis. 4,920 kw, aur. 492 kw; change HAAT to 795 ft.; change TL, and make changes in ant. sys. Action Jan. 29.
- **KLDO-TV** (ch. 27) Laredo, Tex.—Granted app. to change ERP to vis. 3,769 kw, aur. 376.9 kw; change HAAT to 206.7 ft.; change TL, and make changes in ant. sys. Action Jan. 30.
- ***KTX-TV** (ch. 5) Lubbock, Tex.—Granted app. to change HAAT to 801 ft. and change ERP to vis. 100 kw, aur. 25 kw. Action Jan. 30.
- **KXXV** (ch. 25) Waco, Tex.—Granted app. to make changes in ant. sys. Action Jan. 28.

In Contest

Commission made following decisions:

- Vallejo, Calif. (Golden State Television Inc. and Bay Area Community Television Inc.) TV Proceeding. ALJ Frederick Coufal's initial decision granting Bay Area's app. for new TV station on ch. 66 at Vallejo became effective Jan. 22.
- Sandwich, Ill. (Pam-Lar Broadcasting) AM Proceeding. ALJ Edward J. Kuhlmann's initial decision granting Pam-Lar's app. for new AM station on 930 khz at Sandwich became effective Jan. 22.

Review Board made following decision:

- Hanker Heights and Killeen, Tex. (Chase Communications Co. and Harker Heights Communications) FM Proceeding. Scheduled oral argument for March 1 on exceptions to initial decision of ALJ John M. Frysiaak granting app. of Harker for new FM station at Harker Heights and denying Chase's app. Each party has 20 minutes for argument. Chase may reserve part of its time for rebuttal. By letter, Jan. 28.

ALJ Joseph Chachkin made following decisions:

- Monterey and Seaside, Calif. (Schuyler-Littlefield Broadcasting Co. and Focus Broadcasting of Monterey Peninsula Inc.) TV Proceeding. Granted motion for summary decision by Schuyler-Littlefield and resolved directional ant. maximum-to-minimum radiation issue in its favor; granted joint request for settlement, dismissed Focus's app. with prejudice; granted Schuyler-Littlefield's app. for new TV station at Monterey, and terminated proceeding. By MO&O, Jan. 31.
- Chicago (RKO General Inc., et al.) FM Proceeding. By separate orders, granted motion by Donnie Simpson Enterprises Inc. and dismissed its app. with prejudice and granted motion for summary decision by ACJR Radio and resolved financial qualifications issue in its favor. By orders, Jan. 23 & 28.
- Doylestown, Pa. (Central Bucks Broadcasting Co., et al.) AM Proceeding. Granted motion for severance by Windjammer Communications Corp. and conditionally granted change of freq. of WKMR from 1150 to 1160 khz and added nighttime service. By MO&O, Jan. 24.
- Lubbock, Tex. (Lee Stafford and McKinley Shephard, et al.) FM Proceeding. Granted motion by South Plains Broadcasting Co. and dismissed its app. with prejudice. By order, Feb. 1.

ALJ John H. Conklin made following decisions:

- Bethany Beach, Del. (Murray Cohen, et al.) Coast Station Proceeding. Granted motion by Murray Cohen to change

freqs. for facilities at Bethany Beach and Ventnor City, N.J., which removed mutual exclusivity between Cohen's apps. and Niagara Communications Inc. at Avalon, N.J., and Salisbury, Md.; granted all four apps., and terminated proceeding. By order, Jan. 31.

Wrightsville, Ga. (Wrightsville Broadcasting Co. and Dimar Broadcasting Co.) FM Proceeding. Granted motion by Wrightsville Broadcasting and added issues against Dimar to determine if it had reasonable assurance of availability of its proposed transmitter site, if it misrepresented that fact, and effect on basic and/or comparative qualifications of Dimar. By MO&O, Jan. 30.

Honolulu (Alan Adams, et al.) FM Proceeding. Granted joint motion by Alan Adams, Agnew-Sachs Broadcasting and Moana Kai Broadcasting Associates and dismissed Guy Erway Jr.'s app. By order, Jan. 31.

Vernon Hills, Ill., and Milwaukee (El Sol Broadcasting Inc. and Midwest Broadcasting Associates Ltd.) AM Proceeding. Granted joint request for settlement agreement; dismissed El Sol's app. with prejudice; granted Midwest's app. for new AM station at Vernon Hills, Ill., and terminated proceeding. By order, Jan. 31.

ALJ Joseph P. Gonzalez made following decisions:

Bakersfield, Calif. (Rose Development Co., et al.) FM Proceeding. Granted joint motion for agreement by all applicants; dismissed apps. of Rose Development, Gloria Tackett, and Paul Yang with prejudice; granted J. and R. Communications' app. for new FM station at Bakersfield, and terminated proceeding. By MO&O, Jan. 28.

Greenville, Miss. (Delta Telecasters and Chester Smith) TV Proceeding. Granted joint request settlement agreement; dismissed Delta's app. with prejudice; conditionally granted

Chester Smith's app. for new TV station on ch. 44 at Greenville, and terminated proceeding. By MO&O, Jan. 31.

Call Letters

Applications

Call	Sought by
New AM	
WCDJ	Pam-Lar Broadcasting, Sandwich, Ill.
New TV	
*KNXT	Diocese of Fresno Education Corp., Visalia, Calif.
Existing AM's	
WAHV	WBBX Portsmouth Communications Corp., Portsmouth, N.H.
WGLD	WCOG Adelpi Broadcasting Co., Greensboro, N.C.
KEED	KASH Community Eugene AM-FM Broadcasting Corp., Eugene, Ore.
KRXX	KEED KRXX Inc., Eugene, Ore.
Existing FM's	
WSOS	WMKM First City Broadcasting Inc., St. Augustine, Fla.

Call	Assigned to
New AM's	
KYPB	Desert Center Broadcasters, Quartzsite, Ariz.
WJIW	Royal Associates Inc., Cazenovia, N.Y.
WLND	Cortland Broadcasting Co., Cortland, Ohio
KPTJ	Lloyd C. Hannah, Sumner, Wash.
New FM's	
*KUWL	Fairbanks Educational Broadcasting Foundation, Fairbanks, Alaska
KIHX-FM	Prescott Valley Broadcasting Co., Prescott Valley, Ariz.
KJLU	Kern Valley Broadcasting Co., Kernville, Calif.
WKXQ	Berrey-Price Communications, Rushville, Ill.
WKLJ	Oxford Radio, Oxford, Miss.
KHTK	Colleen F. Bee, Bozeman, Mont.
WIBZ	Wedgfield Communications, Wedgfield, S.C.
New TV's	
KKTM	Minority Television of Flagstaff Inc., Flagstaff, Ariz.
WCFN	Midwest Television Inc., Springfield, Ill.
*KMPT	Public Television 19 Inc., St. Joseph, Mo.
WJCK	Intercounty Communications Corp., Watertown, N.Y.
WMCY	WDAY Inc., Minot, N.D.
Existing AM's	
WZMG	WAOA Fuller Broadcasting Co., Opelika, Ala.
WZEP	WPAF Holmes Valley Broadcasting Systems, DeFuniak Springs, Fla.
KZZJ	KGCA Rugby Broadcasters Inc., Rugby, N.D.
Existing FM's	
WKKR	WFRI Fuller Broadcasting Co., Auburn, Ala.
KCCL-FM	KXXS Lowell S. Jumper & Sheila D. Jumper, Paris, Ark.
KONC	KHEP-FM Affiliated Broadcasting Inc., Phoenix
*KIBC	KTIQ Burney Educational Broadcasting Foundation, Burney, Calif.
KNNG	KSTC-FM KSTC Inc., Sterling, Colo.
WTHZ	WOWD Kelly Communications Inc., Tallahassee, Fla.
WKID	WCVK Wix Associates of Vevay Inc., Vevay, Ind.
KMTY-FM	KDAA Glen L. Grunwald, Woodward, Okla.
KLRR	KPUP KBND Inc., Redmond, Ore.
WNRT	WMLD Arcicibo Broadcasting Corp., Manati, P.R.
KKBH	KAOC-FM Crossroads Broadcasting Inc., Port Lavaca, Tex.
KTXB	KWED-FM KTXB Inc., Seguin, Tex.
KGRO	KAIT-FM Mountain West Broadcasting Inc., Casper, Wyo.
Existing TV's	
WHOI	WRAU-TV Forward of Illinois Inc., Peoria, Ill.
KNMZ-TV	KSAF-TV New Mexico Media Ltd. License Holding Co., Santa Fe, N.M.

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RADIO

HELP WANTED MANAGEMENT

General manager. Northeast New Jersey AM radio station has immediate opening for experienced general manager. Applicants must have strong background in aggressive sales promotions and programming. Position calls for bottom line responsibility for entire station operation. Salary and bonus structure, plus benefit package. Resume to Box G-49.

Sales manager. Southern California. Energetic, creative, & ambitious? Sell along with the team you recruit & train. Match our sales to the potential in this rapidly growing small market AM, and advance as we grow. EOE. Letter/resume. Box G-73.

High performance general manager for WTOA-FM, Carbondale, IL, home of Southern Illinois University. High bonus potential and equity opportunity. Must have proven ability to quickly increase sales, profits. Rush resume to Jim Glassman, VP, Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE/MF.

Sales manager. New FM/AC. Experienced in all phases of sales/promotion, able to train/guide sales team. Some production required. Tremendous future for individual who's aggressive, creative, quality-conscious, and enjoys meeting the challenge. Resume/salary requirements to KLXQ, Drawer 231, Uvalde, TX 78802, 512-278-1102.

General manager. Non-commercial, listener-supported radio station, WBAI-FM, NYC. Experience in fiscal management essential. Skilled administrator able to work w/diverse political/ethnic groups. Public media or non-profit arts background a plus. Limited resources, unlimited challenge for exceptional, dedicated individual. No clock-watchers. Resumes to Pacifica Foundation, 5316 Venice Blvd., Los Angeles, CA 90019. Salary \$20,000, plus benefits. Deadline: open til filled. Interviews begin Feb. 28.

We have unusual opening for manager of AM/FM operation. Good market, central Texas. Station is successful. Good equipment, good building, good image. We need leadership, imagination, and hard work to continue successful operation. Good opportunity in small group operation. Prefer someone with background in Southwest and experience in various phases of radio operation. Contact Clint Formby, The Formby Stations, Drawer 1757, Hereford, TX 79045.

General manager. Experienced sales and program-oriented general manager wanted by group owner for WING/WGTZ, Dayton/Eaton, Ohio. First letter should include experience, salary history, references. Send to President, Great Trails Broadcasting Corp., 4 S. Main St., Suite 200, Dayton, OH 45402. EOE.

General sales manager for WING/WGTZ, Dayton/Eaton, Ohio. Must have recent combo/sales management experience. Must know direct and agency sales - regional and national experience. Send full details including salary history/references to President, Great Trails Broadcasting Corp., 4 S. Main St., Suite 200, Dayton, OH 45402. EOE.

Sales manager. Heavy hitter to buy into, then help turnaround 5 KW AM stereo daytimer, small northern CA mkt. Both station & location best described as sleeping giants. Fantastic opportunity to live in ideal climate, while owning a piece of the rock. Pertinent written details to Box G-83.

General manager. AM/FM combo. Quality community. Plains state. Competitive media and radio market. Stable, absentee ownership. Need person with proven sales experience who has solid track record. Excellent compensation. Full resume including income requirements to Box G-103.

Are you ready to manage and own part of new small market FM radio station in west Texas? Qualified applicants with good sales background and minimum investment of \$20,000 should call 915-563-5788, evenings, CST.

Atlanta- sales manager. Suburban fulltime AM with ABC talk format. Sales management experience a must, with possible GM position available in six months to right person. Mr. Negrin, WVNF, 404-992-0014.

Local/regional sales manager. California major market. Must be strong in organization and motivation. Resume & brief track record to Box G-114.

HELP WANTED SALES

Southeast, capital city, top 100 market, seeks sales manager and account executive. New station, established company needs self-motivated achiever. Desirable benefit & incentive package. One of America's great places to live. Resume, references, track record to SouthCom, 2334 Bay Woods Ct., Bay City, MI 48706.

Sales. Successful AM/FM combo, Twin Falls, Idaho, needs experienced sales representative with skills/proven performance record. Excellent support system. Applicants should have solid radio background, with sales management potential. KLIX/KMTW Radio, Charlie Tuma, 208-733-1310.

Regional account executive. Fortune 500 company subsidiary leader in the industry, producing station ID's, sales and production libraries, promotional services & station formats, has opening for account executive. Candidates must have successful track record in radio or TV sales, advertising agency sales, or related fields. Position requires extensive travel and company provides excellent salary, plus commission compensation plan, plus company auto, full expenses, outstanding benefits. Resume/salary history to Jack Adkins, Media General Broadcast Services, Inc., Director Human Resources, 2714 Union Ave. Extended, Memphis, TN 38112. Equal opportunity employer, M/F.

Sales and promotion director. Small, non-commercial FM station, limited market area, needs aggressive salesperson. Salary plus commission. Ability to work with others. Good communication skills. Proven performance record. Resume to Bill Fellows, 169 Eileen Dr., Rochester, NY 14616.

Powerhouse FM, beautiful upstate New York, seeks aggressive salesperson to join rapidly growing corporation. Excellent account list and benefits for person with sales experience. Letter/resume to Sales Manager, WKXZ-FM, Norwich, NY 13815. EOE.

Sales manager. Competitive market, Midwest. Hot class C FM making excellent progress. Good salary, great opportunity. Herb Hobler, 609-921-3800.

Sales manager. Western PA AM/FM. Prove your ability, become GM in one year. Must carry list. Golden opportunity for aggressive, highly-motivated person. Absentee owner. Resume/income requirements to Box G-71. EOE.

Top-rated South Florida FM needs hardworking street fighter. Retail and light agency experience preferred. Sell me! Box G-77.

Sales manager. Eastern Long Island celebrity owned WWHB-FM seeking sales manager with expertise in promotion, local sales, organization, and new account development. Desire applicants with at least 5 years' sales experience, perhaps top biller looking for management opportunity, or sales manager seeking career advancement and an association with a company of experienced entertainment professionals. Resume to Suite 500, 1619 Broadway, NYC 10019, Att: Simon.

Account executive. Aggressive Midwestern market. Must have at least one year's successful radio sales experience. Established list, generous commission, benefits. Resume/salary background to KVOX-FM, Box 97, Moorhead, MN 56560.

Salesperson. Aggressive 25,000+ market station. Experience preferred. Benefits. Salary plus commission. GM, KODY, Box 1085, North Platte, NE 69103, 308-532-3344.

Syndication consultant. General information and materials needed for barter syndication sales. Send letter fully describing what you offer to Box G-116.

Account executive. Rapidly growing AM-FM operation seeking professional salesperson with background in broadcast sales. Salary plus commission, comprehensive benefits package, & more. Resume to Cristina Ruiz, Assistant Personnel Manager, WJLK, 605 Mattison Ave., Asbury Park, NJ 07712.

New Orleans. WBYU, class C FM, in highly visible growth market, looking for salesperson with three to five years experience positioning an easy listening format. Excellent sales opportunity. Upward mobility with Swanson Broadcasting. Call VP/GM Richard Lamb, 504-525-9600.

Quit fooling around! New England (suburban Boston) powerhouse FM seeks one regional sales manager and has opening for an aggressive account rep. Candidates must have the will, drive, and dedication to succeed for her/himself and the station. Minimum 2 years' account exec. experience required plus an organized professional approach. Can grow with young, aggressive broadcast company. Resume to S. Adolphson, WLYT, P.O. Box 9250, Haverhill, MA 01830.

HELP WANTED ANNOUNCERS

Immediate opening for humorous, articulate morning host at America's A/C ratings leader. Best pay/benefits for right professional. T/R to: George Neher, PD, WTNV, 134 Mullin Street, Watertown, NY 13601. EOE.

South FL FM. Announcer/production person needed. Good voice. No card readers. Knowledge of modern country helpful. Tape/resume to Program Director, WAFC-FM, PO Box 2106, Clewiston, FL 33440.

Morning drive/music director. Successful modern country station, St. Louis ADI. Right person will be articulate, informed, & have stable work history. We offer good pay/benefits, & great working environment. T & R/salary history to Steve Beeny, KWRE, Box 220, Warrenton, MO 63383.

Full-time announcer/production, minimum 1 year experience or college graduate. Tape & resume to WMMW, 21 Colony St., Meriden, CT 06450. EOE.

Prairie Public Radio, Bismarck, North Dakota, seeking classical music announcer/producer. Duties: classical music announcer, production work, remote recording, library duties. Qualifications: degree in music or broadcasting. At least one year experience in public radio broadcasting of classical music. Strong classical announcing & on-air fund raising ability. Salary: \$14,000 and up, plus benefits. EOE. Deadline: Feb. 25, 1985. Resume/tape to Ken Torkelson, Operations Manager, Prairie Public Radio, 1814 N. 15th St., Bismarck, ND 58501.

HELP WANTED TECHNICAL

The Caribbean Beacon needs chief engineer with management skills. Religious format. 50KW AM/FM. Beautiful West Indies Island, new equipment. Bill Kitchen, 404-324-1271.

Chief engineer. Hudson Valley AM/FM radio stations WGHQ & WBPM. AM is 5kw DA (3 towers), FM is class A. Facilities in good shape; we need someone to keep them that way. If you're interested in applying for the position, you should be familiar with directional antenna systems, digital & analog automation operations, and proficient in preventive maintenance. Applicant should be SBE certifiable. Resume/salary requirements to Walter C. Maxwell, WGHQ/WBPM, CPO 1880, Kingston, NY 12401. EOE.

HELP WANTED NEWS

Energetic general news reporter. Traffic reports, meetings, initiative follow-ups, features. At least one year experience. Aircheck/resume to News Director, WIRL Radio, P.O. Box 3335, West Glen Station, Peoria, IL 61614. EOE.

News director. Personality newscaster for morning show. Be part of Reno's #1 CHR; live on beautiful Lake Tahoe. EOE; females & minorities encouraged. T & R: John Chommi, Operations Manager, Box 1365, Crystal Bay, NV 89402.

Have you got a nose for news? Street wise reporter and writer needed now. Capable of running one person news department. Emphasis on local news. Resume only to Box G-97.

Top news AM/FM seeks afternoon news anchor/reporter. Strong local news commitment. Good delivery & writing skills. EOE. Tapes/resumes to ND, WKDW, Box 2189, Staunton, VA 24401.

Newsperson. Experience necessary. Possibility to become news director, small/medium market. Rush Tand R to Carl Lang, WELM/WLVY, 1705 Lake St., Elmira, NY 14901.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Take charge operations manager/morning personality. Must be people oriented, motivational self-starter. Must be creative and promotion minded. This is once in a lifetime opportunity. State of the art facilities, #1 rated Midwest class C powerhouse, top compensation package, and opportunity to grow and develop can be yours if you qualify. Absolutely no air check now, but rush full, complete resume along with detailed written statement of your management/motivation philosophies to Box E-112. EOE/MF.

Radio curator. Museum of Broadcasting seeks assoc. curator for radio. Duties: acquisition, research & negotiation, & quality control. Knowledge of radio history essential. Museum background preferred. Letter & resume: Douglas Gibbons, Museum of Broadcasting, 1 E. 53 St., New York, NY 10022. 212-752-4690.

Southeast major market seeking creative, stable, talented pro to program personality country. New station, great place to live. Resume/tape to SouthCom, 2334 Bay Woods Ct., Bay City, MI 48706. EOE.

Program manager. Sales oriented programming professional for suburban NYC AM/FM combo. College grad, minimum 5 years' program management experience, proven track record medium/major market, strong managerial and communicative skills a must. Excellent benefits. Resume to Cristina Ruiz, Asbury Park Press, Inc., 605 Mattison Ave., Asbury Park, NJ 07712.

Associate producer (remote production) for duo-public radio station operation. Performs field mixing and recording (primarily music) & studio post-production. Requires on-air experience and demonstrated skills in field production. \$11,356.80. Resume/non-returnable audition tape (with relevant mixing and announcing examples) to Administrative Office, Louisville Free Public Library, Fourth & York Sts., Louisville, KY 40203, no later than 4:30 p.m. Mar. 22, 1985.

SITUATIONS WANTED MANAGEMENT

High performing general manager. 17 years' managing AM/FM. Expertise includes sales and profits, programming, superior leader/motivator. Looking for station owner/group owner who wants quality. Dedicated professional with all the tools. Box G-25.

Seeking position as general manager with small/medium mkt., with full or part ownership. Young, energetic, experienced in all size mkts. Ted, 914-356-7060; eves. 914-357-9425.

Selling manager. 26 yrs. small, top 2 mkts. GM, GSM, PD, DJ, PBP. 1st phone. Ideas, achievements, results. Administrator, motivator, trainer. Money maker. 602-427-3662.

If you are interested in a general manager with experience and proven sales/ratings track in medium market, please contact Box G-82.

Medium mkt. general manager wants to relocate. Proven leader offers extensive sales & programming experience + keen ability to inspire people. Box G-98.

GM-GSM-PD: 15-years at the top in sales, ratings, administration. Can do it all, small to large to group. Available now. Jack, 319-334-4971.

Small-group manager with 10 years' experience looking for situation with buy-in opportunity. I can operate the flagship and supervise the others, or build your group from scratch. Strong on management, sales, and local involvement. Previous background includes TV news and corporate PR. Doug McLuen, 219 Julia Court, Franklin, TN 37064.

Available May 1st: PD for medium-market station in South or Southeast. Great public relations-promotions. Excellent teacher-administrator. 8-years Midwest radio experience: ND, announcing, sports, specials, producer, (some TV sports). Excellent references. BA in communication. AAS in Radio-TV. \$22,500. Scott, 217-868-5878, 9-12 midnight CST.

Experienced GM seeking small/medium market management challenge or sales position in major market. Background in all phases, degreed, 11 years' experience, turnarounds a specialty. Prefer SW. Write Box G-119.

SITUATIONS WANTED SALES

10 yrs.' successful sales & sales mgmt. experience. Seeking mgmt. or major list. Midwest or FL mkts. Box G-105.

Radio sales pro had to take leave from business due to prior interests. Wishes career move to medium or major market only. Box G-113.

SITUATIONS WANTED ANNOUNCERS

Major market talk host looking. Serious inquiries only. 412-331-0995, after six EST, Jon.

Anywhere now! Broadcast school graduate. Entry level. Want CW, AC, good production. Randy, 319-355-4212, days.

Entry level DJ. Prefer AOR or top 40. Good news/production skills. Tom, 319-355-4212.

Middle aged rocker seeks air shift + sales &/or technical maintenance. 20 yrs.' experience with 1st. Small, sunny mkt. Dutch, 303-728-4013.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Dave, anytime, 201-777-0749.

Operations manager. Versatile, young, experienced large and small market. Want more air time. Will consider just announcing position. PBP experience. Box G-81.

Seasoned, professional announcer/PD seeking stable, adult operation. Box G-102.

Creative personality. Versatile in production, writing, commercials, PR, stage, on and off air. Background experience in all media. Ronnie Treece, P.O. Box 90008, Pgh., PA 15224.

Talk show host/DJ/Program Director. Excellent track record, all areas. Genuine pro, mature, awards winner. 5 years current station, top rated. Seeking relocation with progressive management, any style format. Box G-108.

SITUATIONS WANTED TECHNICAL

Audio fanatic seeks bigger challenges and warmer winters. Experience includes compact disc, competitive audio processing, FM stereo, digital logic, automation, high-quality audio with intensive troubleshooting & maintenance, and more. Currently large-market FM chief. Desire technical operations management position with company having demonstrated commitment to excellence. Prefer Sunbelt AC/CHR; all inquiries welcome. Box G-74.

Need help? Former director and chief available for major construction or routine maintenance. Available by day, week, or month. 615-579-1135.

Engineer. 17 years' experience automation, AM/FM stereo, construction, etc. Prefer medium market. Write Box G-90.

SITUATIONS WANTED NEWS

National award-winning sportscaster looking to move up to large market or with team. Many other talents. Will relocate. Call Dick, anytime, 614-373-6946; 373-0056.

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Entry level. Ready now. PBP, news, production. The Web, days, 319-355-4212; nights, 309-764-8150.

Sports-news director or reporter position desired. Experienced broadcaster desires to relocate. Football & basketball PBP, news reporting, good delivery, positive image, ambitious, knowledgeable. B. A. communications. 419-865-0765.

Wanted: high profile sports position. Top notch station with commitment to local sports and community. Excellent PBP, anchor, public speaking. Looking to settle and be the sports voice in your market. Currently doing professional baseball PBP. Call soon. Roy, 818-980-6149.

Attention: Sports minded stations. I'm providing daily previews and features. Features include interviews and flashbacks. Great programming idea! I'm reliable, experienced. Interested? Pat, 201-864-9761.

Sportscaster — Excellent communicator. Solid reporting skills. PBP all sports. Sports talk. Looking for position as reporter, PBP, talk, or combination of any or all. 412-885-0563.

Consummate journalist, national awards for talk-radio, hard news, documentaries, investigative reporting. Brochure will knock your socks off. Box G-94.

Attorney: broadcasting school graduate, weekend news anchor, seeks opportunity as news/law correspondent in Southern New England. 203-674-8450, evenings, EST.

Sports director looking for medium to large market. Accurate and objective PBP, solid reporting skills, & credentials. 201-763-5587.

TELEVISION

HELP WANTED MANAGEMENT

Assistant business manager. KITN-TV, Minneapolis, MN independent. Must have accounting degree, accounting, budget, computer experience. Resume with salary requirements to Treasurer, KITN-TV, 7325 Aspen Lane N., Minneapolis, MN 55428. EOE.

Traffic manager. Fast growing independent looking for experienced, self-starting individual to manage busy department. Resume/salary requirements to Box G-70.

General sales manager. Opportunity exists for general sales manager in America's finest city. Need mature professional with track record of success to manage aggressive sales effort. Independent experience preferred. Resume to Bill Moore, Station Manager, KUSI-TV, P.O. Box 11985, San Diego, CA 92111. EOE.

Cable TV manager. City of Santa Ana, CA (pop. 220,000). Salary \$3622-\$3994 per month, plus city paid retirement plan and no social security deduction. Incumbent plans, originates, directs, coordinates, supervises TV programming for community access cable channels and administers municipal cable TV franchise contract. Requires education and experience equivalent to B. A. degree in communications with emphasis on videotape and TV productions or closely related field, and three years' experience in TV & video tape productions. Apply by Mar. 8, 1985: Human Resources Dept., P.O. Box 1988, Santa Ana, CA 92702, 714-834-4154. AA/EOE.

Local/regional sales manager. Top 50 indie looking for aggressive leader with proven track record. Candidate should be presently working for an independent and ready to move up. EOE, M/F. Resume to General Sales Manager, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

Assistant business manager. Mid Atlantic market. We're looking for good #2 person to move up to #1. Must be willing to work long hours & have minimum of two years TV experience. Resume/salary requirements to Box G-84. EOE/MF.

Director of marketing and development for WHA-TV and President of The Friends of WHA-TV, Inc., University of Wisconsin-Extension, Madison, WI. Bachelor's degree (M.A. preferred) in communications, business administration, or related field. Five years successful experience at senior level in managing fund raising/development activities for non-profit organization of significant size. Experience in public broadcasting preferred. For application information, contact Pratima Sharma, 608-263-2114. Deadline for application: Mar. 8, 1985. WHA, an equal opportunity employer.

HELP WANTED SALES

General sales manager's position created by promotion within our corporation. Seeking creative, intelligent person with experience in local and national sales management to supervise dynamic department. Will also work closely with GM in station management. Excellent future for right person. Contact Dennis West, GM, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Broadcast sales specialist. Unique opportunity. Consulting division of top cable MSO has exciting opportunity for broadcast sales professional. Minimum five years' radio or TV ad sales required; experience in cable advertising preferred. Individual will act as a consultant, training salespeople, developing rate cards and sales strategies throughout the U.S. Competitive compensation package, excellent company benefits, travel required. Join the industry's leading ad sales team. Resume/salary history in confidence to Box G-69. EOE.

Vice President & general sales manager. Above average compensation package in this outstanding medium market. Network affiliate. Resumes to Box G-72. EOE, MF.

I'm looking for a few good people to join our national sales team. We're a full power UHF ind., and have late March air date. We will serve Long Island's Nassau and Suffolk counties (two million plus viewers). If you're successfully selling top 10 market independents, and feel you can do it with mirrors instead of numbers, I'd like to discuss a career opportunity with you. Call Bruce Georgi, GSM, WLIG-TV, Inc., 516-364-1500.

National sales manager. Seeking national sales manager at major independent, top ten market. Knowledge of New York market important. Opportunity to become part of leading independent corporation with outstanding potential for professional growth. All inquiries kept entirely confidential. Send resume to Box G-85.

Advertising television sales senior vice president. New opportunity. Earn over \$200,000 a year. Ten-year advertising sales experience preferred. Trade association involvement helps. PO Box 1417-A40A, Alexandria, VA 22313.

Sales/marketing. Local origination cable station in resort community seeks salesperson with knowledge of outdoor recreation/skier market. Business degree and 2 years TV sales experience or equivalent experience necessary. Resume to Channel 5/Mammoth Cable TV, Box 396, Mammoth Lakes, CA 93546.

Account executive. 3+ years' TV broadcast sales experience preferred. Must have thorough knowledge of all aspects of advertising and marketing. Qualified candidates should forward complete resume to Victor A. Branch, Local Sales Manager, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. Equal opportunity employer.

Account executive. WPDS-TV, fast growing Indianapolis indy, seeks local salesperson. Must work well with agencies and put heavy emphasis on development of new business. Resume to Beth Sullivan, P.O. Box 59, Indianapolis, IN 46206. EOE, M/F.

Top job, top money, top 25. We're looking for aggressive, energetic, personable salesperson to take over one of our best lists and make it better. We're going to pay top dollar to someone exceptional who'd find it challenging to move to a strong station in a strong market to demonstrate their selling skills and management potential. We've got good people for you to work with and good people to work for. Send resume and references to a first-rate VHF affiliate with first-rate group ownership in an attractive top 25 Eastern market. EOE/MF. Write Box G-117.

HELP WANTED TECHNICAL

Engineering position. Hipower top 30 #1 UHF indie, pleasant mid-South. Small technical staff, big opportunity. Your experience in transmitters, microwave, RC's, etc., invaluable. Call now, CE, 615-329-1717.

Southern California post production facility looking for chief engineer. Successful candidate will have extensive experience with sophisticated post-production systems including design and hands-on maintenance skills. Direct experience with Sony 1" VTRs, ADO, or Quantel digital effects, and computer hardware and/or software background are big pluses. Position includes supervision of eight-person operating & maintenance staff, and important role in company management. Some hands-on maintenance also required. Company offers excellent salary and benefits, and energetic informal working environment. Please respond to Peter Kirby, Video Transitions, 910 No. Citrus Ave., Hollywood, CA 90038, 213-465-3333.

Texas NBC affiliate needs experienced maintenance engineer for studio and ENG equipment. Requirements include FCC license or SBE certification, at least 2 years experience maintaining cameras, VTRs, etc. Box G-118.

Operations technician. Progressive ABC affiliate, heavy emphasis in production, has immediate openings for master control and videotape operator. 1-2 years' experience required. General class license preferred. EOE. Contact Mark Gordon, Operations Supervisor, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914. 401-438-7200.

E. J. Stewart has opening for experienced tape maintenance person. Qualified applicant should have working knowledge of Sony 1" and 3/4" tape machines. A rare opportunity to work in pleasant suburban facility which is expanding rapidly. In addition to competitive salary and benefits, E. J. Stewart has state-of-the-art equipment: Quantel, Mirage, Bosch CCD film chain, RCA TK-47 cameras, more. Resume to G. S. Wilson, E. J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018, 215-626-6500. EOE/MF.

Broadcast television/production engineer. Assist in digital TV project. Full & part-time positions available. Must have 10-15 years' hands-on experience in the following areas: TV studio design & construction - maintenance operator on Helical scan, VTR, studio broadcast cameras, switchers, and FCC general radio & telephone license required. Knowledge of FCC rules & regulations required, & computer background helpful, not necessary. Compupix Technology, Inc., Attn: Joe Osborne, VP Engineering, 5301 N. Federal Highway, Suite 330, Boca Raton, FL 33431, 305-997-0909.

Studio and transmitter maintenance engineer. Experience with TV transmitter, 3/4", 1", and Quad VTR's necessary. General class license and/or SBE certification a-plus. References required. Midwest affiliate. Immediate opening. Resume, salary history to Box G-95. EOE.

Maintenance technician. PBS seeks maintenance technician with experience in Ampex Quad and 1", Helical, Sony 3/4", TBS's, and other related broadcast equipment such as GVG 1600 AVV switcher with automation, GVG router, etc. AAS degree preferred, FCC license preferred, two years broadcast maintenance experience. Salary commensurate with experience. Send resume/letter of interest to PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

Maintenance engineer. At least two years experience in TV maintenance and repair required. Job responsibilities will include maintenance on GVG switchers, 1" VTR's, DVE equipment, and other microprocessor based circuitry. Resume to Barry Edwards, WESH-TV, P.O. Box 7697, Orlando, FL 32854. Equal opportunity employer.

HELP WANTED NEWS

News director. Trainer, motivator, leader. Direct super staff through our second year of tremendous growth. Resumes, tapes, etc., to Mark Keown, GM, WTXL-TV, Box 13899, Tallahassee, FL 32317.

ENG news photographer/editor. Applicant must have minimum two years' experience as ENG photographer/editor. Resume/tape to Terry Lorch, WTVB News, P.O. Box 2009, Durham, NC 27702. EOE.

Midwest NBC affiliate looking for dynamic, experienced reporter. Needed for weekend anchor, general assignment news, sports backup. EOE. Resume only to John Baumgartner, WTVQ-TV, Box 470, Rockford, IL 61105.

Documentary producer. Established, award-winning, large market documentary unit needs experienced writer/producer to make long form documentaries. Minimum three years' producing experience required. Resumes only to Box G-54. EOE.

Environmental reporter responsible for weeknight 6 & 11 weathercasts, plus environmental stories. Experienced only—no beginners. Tape, resume, salary requirements to Harvey Cox, News Director, WSLS-TV, Box 2161, Roanoke, VA 24009. Application deadline: Feb. 22. No phone calls. EOE, M/F.

News photographer/partner with 3/4" equipment wanted for new news service, New York. 914-472-4671.

Looking for the best in news talent and management? Contact Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Weathercaster/reporter. Northern New England NBC affiliate. Effervescent personality and super strong reporting skills a must. Tapes/resumes to Peter Ross, WNNV-TV, P.O. Box 1310, White River Jct., VT 05001.

Sports director. California's #1 independent looking for aggressive self-starter to fill position of sports director. Must have minimum two years' on-air sports experience, as well as extensive production capabilities. Tapes/resumes to Joel D. Cheatwood, News Director, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls please. EOE/MF.

Anchor. 15-person news team seeks prime anchor with strong writing and reporting skills. Previous anchoring experience required. No calls. Rush tape/resume to News Director, WFMZ-TV, East Rock Rd., Allentown, PA 18103.

Business correspondent. Are you an experienced TV reporter, well-versed in business and economic affairs? If you're ready for a major market challenge, this East Coast station wants to talk. Rush resume to Box G-109. EOE.

Weathercaster. Weekend and midday news programs. Produce special weather segments, cover weather news and features. Work with experienced chief weathercaster. Colorgraphics, computers, radar. Professional on-air weather reporting a must. Meteorological credentials helpful. Strong on-air skills imperative. Equal opportunity employer. Resume to Box G-115.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Good producers are a rare breed. We want someone with newscast experience who's creative and works well with people. Produce M-F early and late news. Strong, medium market station, SE. Resume, salary history, brief written news philosophy to Box G-43. EOE.

Top notch production manager for TV station with brand new production facility, Pacific Northwest. We're a small market, 100 plus, with latest equipment and great staff looking for a leader. Must have previous production manager experience and able to deal in a constructive manner with staff and clients. If you're dead-ended where you are, this may be just what you're looking for. Competitive salary, good benefits, great place to live. Send resume/salary requirements to Box G-44. Equal opportunity employer.

Film director/film editor. WVAH-TV 23. Person should know and understand film editing. Work under tight schedules with minimum supervision. Ability to work with others a must. Two years' experience in film necessary. WVAH-TV is an equal opportunity employer/M/F. Resumes to TV-23, 23 Broadcast Plaza, Hurricane, WV 25526.

Senior video maintenance engineers. Major NYC post production co. seeks video maintenance engineers to fill 2 positions. Applicants must have at least 3 yrs.' experience on 1" type C VTR's, ADO's, Chyrons, & computerized editing systems. Must be willing to work rotating shifts. Resume/salary requirements: Chief Engineer, MTI, 885 Second Ave., NY, NY 10017.

Director - KAMR-TV has immediate opening for take-charge, creative person to handle commercial and promotions production. Experience is a necessity. Resume/salary requirements to Joe Sherrill, Production Manager, KAMR-TV, P.O. Box 751, Amarillo, TX 79189. EOE.

Promotion writer/producer. Strong promotion background. Hands-on experience 3/4". Respond quickly to news dept. needs. Resume to Sally Salisbury, Promotion Manager, WXFL, PO Box 1410, Tampa, FL 33601.

Broadcasting. Assistant/associate professor, tenure track. Teach broadcast journalism, production, & writing, supervise use of TV (teaching) studio. Additional teaching competencies welcome. Ph. D. preferred; M.A. + teaching experience required. Begins Aug., 1985. Vita & letter of application by Mar. 15, 1985, to Richard Bizot, Chairman, Dept. of Language & Literature, Univ. of North Florida, Jacksonville, FL 32216. AA/EOE.

Production manager. Sunny South, outside of top 100 market, network affiliate. Excellent building, equipment. Resume, references, salary requirements to Box G-91. Strictly confidential.

Promotion manager needed. CBS affiliate, Southeast. Must be able to produce for on-air, and set strategy for station. Resume/tape to Operations Manager, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

Promotion and Public information writer. Promotion and public information writer needed for Arkansas Educational TV Network. Duties will include writing weekly press releases, coordinating press events, writing advertising copy for print, radio and TV promotion and copy for viewer guide. At least two years of college needed, B.A. degree preferred. Prior experience in advertising, journalism, in-house promotion, or corporate public relations preferred. Not an entry level position. Send letter of application, resume, salary history, three references to AETN Personnel Office, P.O. Box 1250, Conway, AR 72032. Job description available by mail. Application deadline: Feb. 25, 1985. AA/EOE.

Production/promotion director. Must have extensive experience with high degree of creativity. Must reorganize/supervise department with commitment to attaining best air product possible. Full responsibility for all production of shows, commercials, PSAs & promotions. If you're the seasoned pro we're looking for, there's a very generous salary for you. Resume/demo-tape to Personnel Director, WTOK-TV, P.O. Box 2988, Meridian, MS 39302. Equal opportunity employer.

Staff director. Switch and direct fast-paced news program, commercials, and public affairs. Position requires strong knowledge of state-of-the-art equipment, good communication skills, & ability to perform creatively under pressure. Resumes only to Production Manager, WCIX, 1111 Brickell Ave., Miami, FL 33131. EOE.

Connecticut's leading independent seeks all purpose production person with hands-on experience; highly motivated; experience with 1" tape editing; use of GV-300, Chyron IV and E-Flex. EOE/MF. Resume/salary to: Personnel Administrator, WTXU/Ch. 20, 414 Meadow St., Waterbury, CT 06702.

Videotape librarian. Major cable TV programmer seeks experienced videotape librarian to manage production library and post production staff. Duties will include organizing & maintaining all systems; supervising utilization of tape dubbing & editing, evaluating technical condition of all program submissions; coordinating cassette duplication & transfer of videotape to and from storage and to other facilities. Competitive salary. Good benefits. Resume to Box G-112.

SITUATIONS WANTED TECHNICAL

TV operations engineer needs challenge. Two years with cable, three with commercial TV. Interested in satellite communications. Energy and ideas for you. Call me now. 701-293-5379.

3 years' experience TV operations, light maintenance, FCC license, member SBE, broadcasting degree, available now. 817-665-9405.

SITUATIONS WANTED NEWS

Assignments editor medium market ready to move to larger market in same capacity or as assistant news director. John Morvant, 318-981-1383.

Experienced meteorologist looking to enter TV. Five years' live radio & national forecasting experience. Tape available. Looking forward to hearing from you. Jeff, 814-234-6240.

Personable meteorologist with decade of experience forecasting & communicating the weather. Desire stable position at well-equipped station. Warm, professional video tape. Box G-45.

Anchor. Major market number 2 anchor, Emmy winning reporter, seeks primary anchor job in medium market. Box G-46.

Actress turned attorney seeks reporter/anchor opportunity. Attractive, articulate, assertive. Minimal experience, maximum potential. T & Ron request. Box G-55.

Meteorologist seeks entry-level position. North Carolina State University May graduate. Two years' experience WRAL-TV preparing/broadcasting forecasts for radio in five cities and two state news networks. Ready to make transition to TV weathercasting. Have tape. Ed, 919-833-6033.

Does your weather person have low pressure? Inflate those ratings! Top 10 meteorologist seeks medium market prime position. Energetic, innovative, personable. 214-739-6614.

Sportscaster - PBP all sports. Fresh reporting approach and style. Good communicator. Strong writer. Experienced in studio work, feature packages, remotes. 412-885-0563.

Veteran sportscaster whose energetic delivery, timely commentary, entertaining participatory features, & solid production skills can truly provide the winning edge. 12 years' experience. Available immediately. 203-673-2231.

Top 50 sports anchor/reporter. 23 years' experience, five in top 10, twelve in top 50. \$35K minimum. No agents. Box G-96.

Clarity. Credibility. Warmth. Get it all with this experienced, yet youthful, anchorman. Good solo or in co-anchor situation. Box G-104.

Broadcast meteorologist with personable, pleasant delivery looking for right start in a career in broadcasting. TV & radio experience. Tim 312-894-6349, evenings, CST.

Not a relative of Marv, Al, or Steve Albert, but seriously following in the great Albert tradition. College graduate with 4 years non-commercial anchoring, PBP, interviewing, & commentary in radio and TV. Have learned from some of the best in NYC while working behind the scenes. Looking to bring very professional and caring attitude to that "special" station willing to give a beginning sportscaster an opportunity. Video and audio tapes available. Contact Gary Albert, 36-19 Bowne St., Flushing, NY 11354.

Like to have Johnny Carson as your TV weatherman or drive time radio personality? Try the next best thing. Currently working in major market. Seeking "right" opportunity. The New David Letterman/Steve Baskerville of the eighties. C'mon, would I lie? Phila., PA 19126, Box 5226.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

FCC 1st. Naber certified. 6 months' TV experience. Seeking operations or production position. Summer relief OK. Bill, 516-674-4134.

Entry level TV help. School of Communication Arts prepares our graduates for ENG/EFP, as well as for on-air talent. Laurie Constance, 800-328-5893; 612-721-5357.

Eleven years in nationally syndicated magazine and talk show production. Strong manager, producer, director seeks position as executive producer with West Coast station. Reply to Box G-53.

All dressed up and no place to go. Almost five years general broadcast experience. Seeking entry level producer/director position. Box G-60.

Talented O&O writer/producer, 7 yrs. exper., seeks on-air arts/entertainment oppty., Northeast. Box G-75.

Broadcast professional with solid background in graphic design, writing, announcing. I want to be part of your TV promotion team. Reply Box G-92.

Experienced camera operation and remote set-ups, TD, Chyron. Love editing! Learn new setups and equip. fast. Can write & read (on or off-camera.) Willing to travel. Let's talk! Box G-93.

Technical director-editor currently working with ADO A/C 33 switcher and ACE. Looking for more action. Box G-101.

Recent CMA graduate, proven employee, editing experience, completed internship in radio, seeking entry level position in ENG shooting and editing. Contact Michael Kirkland, 1005 Sunset Ave., Tarboro, NC 27886, 919-823-1292.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Visual production manager. Manage production flow of all visual program elements; develop and administer system for estimating, budgeting, control and billing of all production work; assist in instructional design of all programs; assist in research, design, production of visual materials. 30 hours per week, \$1200 per month. Apply Job Service of Iowa, 51 W. Washington, Fairfield, IA 52556. Job # 1581265.

HELP WANTED SALES

Regional account executive. Fortune 500 company subsidiary, leader in the industry, producing station IDs, sales and production libraries, promotional services & station formats, has opening for account executive. Candidates must have successful track record in radio or TV sales, advertising agency sales, or related fields. Position requires extensive travel and company provides excellent salary, plus commission compensation plan, plus company auto, full expenses, outstanding benefits. Resume/ salary history to Jack Adkins, Media General Broadcast Services, Inc., Director of Human Resources, 2714 Union Ave. Extended, Memphis, TN 38112. Equal opportunity employer, M/F.

HELP WANTED INSTRUCTION

University of Central Florida, in Orlando, seeking chairman for dept. of Communication. Dept. has 20 full-time faculty members and about 800 majors. It includes areas of journalism, radio-TV, speech, and film. Applicants should have Ph.D., university teaching & administrative experience, and qualifications necessary for tenure appointment to rank of professor in one of the academic areas of the department. Strong research record and/or professional media experience desirable. Experience with several of the department's areas preferred. A 12-month appointment; will become effective beginning Fall semester, 1985. Salary commensurate with experience and qualifications. Applicants should have their resumes and minimum of 3 letters of recommendation sent directly to Search Committee Chair, Department of Communication, University of Central Florida, Orlando, FL 32816. Deadline for applications: Mar. 1. The university, an equal opportunity employer, strongly encourages minority candidates to apply.

Broadcast production and direction. Tenure track position. Ph. D. preferred. Experience in TV production. Must show potential as successful teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application: Mar. 1, 1985. Letter of application/curriculum vita to Dr. Larry Lorenz, Chairman, Dept. of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

Dean, school of communication. University of Miami invites applications and nominations for position of dean of its newly established school of communication. Dean will be chief academic officer for the school and will report to the executive vice president and provost. Appointment planned for Summer, 1985. The school will be formed from existing department of communication and will become operational June 1, 1985. The school of communication is to be departmentalized and will offer courses leading to the Bachelor of Science, Bachelor of Fine Arts, & Master of Arts degrees. Majors include advertising communication, public relations, news-editorial journalism, photocommunication, motion pictures, video-film, speech communication, organizational communication, broadcast journalism, and telecommunication. The University, a well-established teaching/research organization, is largest private institution of higher education in the Southeast, with enrollment of 13,700 students and faculty of 1,300. There are 28 full-time and 20 part-time faculty members in the school of communication. Many of the part-time faculty are local professionals. There are 550 undergraduate students. The University is seeking person who will provide vigorous leadership, strong commitment to liberal arts education, and a vision of the future of communication education in establishing internationally recognized school. Successful applicant is expected to have an earned doctorate, distinguished record of scholarship and teaching, familiarity with various disciplines represented in the school & strong administrative skills. Applications from outstanding communication professionals also encouraged. University expects the dean to take leadership role in fundraising for the school of communication. University encourages applications from women and minorities and is an equal opportunity/affirmative action employer. Applications/nominations will be accepted until Mar. 4, 1985, or until position is filled. Candidates should submit letter, vita, names of references to Dr. William Hipp, Dean, School of Music, Chairman, Search Committee for Dean of School of Communication, P.O. Box 248165, Coral Gables, FL 33124.

Mass communication faculty position, tenure track. Begin Aug. 16, 1985. Salary and rank negotiable according to experience. Coordinate print & broadcast journalism sequence in mass communication program. Teaching responsibilities include instruction in news writing, editing, reporting, & broadcast production. Experience in video and audio production, though not essential, would be valuable. Ph. D. in mass communication or related field preferred. M.A. with outstanding credentials and firm commitment to completion of terminal degree considered. Closing date: Mar. 15, 1985, or until suitable list of candidates is obtained. Send vita/letters of recommendation to Leonard Lee, Chair, Mass Communication, Telecommunications Center, University of South Dakota, Vermillion, SD 57069. Equal opportunity/affirmative action employer.

Assistant/associate professor. Tenure track position. Begin Fall, 1985. Teach courses in electronic media writing and broadcast/cable management. Ph. D. & professional experience preferred. Salary competitive. Closing date: Mar. 15, 1985. Resume, transcripts, 3 letters of recommendation to Dr. Rex M. Fuller, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22807. AA/EOE.

Mass communication department, University of Wisconsin-Milwaukee, is inviting applications for Fall 1985 opening at assistant professor rank in TV production. Demonstrated state-of-the-art knowledge and experience required. Ph. D. or significant and lengthy practitioner background is prerequisite for consideration. Minority and female applications are especially & specifically invited. Letters stating interests, with vita, should be addressed to Chair, TV Search Committee, at the department, Milwaukee, WI 53201. Deadline for receipt: Mar. 1, 1985. University of Wisconsin-Milwaukee, an equal opportunity employer.

Graduate assistantships - TV production interns. 12 positions, 25 hours/week. Serve as teaching assistants, crew; work support in research, photography, graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master's program. \$5,000+. Possible tuition waiver. Sept., 1985. Dr. Robert Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210.

Mass communication position. Tenure track position in mass communication in newly completed TV-radio-journalism studio. Educate students in use of state-of-the-art broadband system. Teach courses in TV production-ENG/EFP, cablecasting, communication theory, advertising, and PR. Responsible for student advising and administration of student operated cable TV programming. Ph. D. preferred, MA required. Commercial and/or public broadcasting helpful. Salary range \$18,000 - \$23,000. Resume/3 letters of recommendation to Dr. Sandra Madsen, Associate Dean of Faculty, Buena Vista College, Storm Lake, IA 50588. Position open Sept. 1, 1985. Deadline Mar. 22. AA/EOE.

Graduate assistantships available, radio-TV department, Arkansas State University/Jonesboro has assistantships available to students enrolling in department's graduate program in mass communications: radio-TV. Must be accepted for admission to graduate school. Radio-TV department housed in new building; outstanding broadcast facilities. For more information, write Chairman, Radio-TV Dept., Arkansas State University, Box 2160, State University, AR 72467, 501-972-3070.

Niagara University, near Niagara Falls, seeks, as an assistant professor, a mass communications scholar capable of interpreting empirical data within the area of media processes and effects, at undergraduate teaching level. Position calls for someone who can encourage other faculty members to utilize theories from other disciplines in analysis of mass media issues especially on cross-disciplinary basis. Experience with computer data analysis & work in the public sector would be helpful. Ph. D. & strong promise of scholarly productivity required. Teaching, professional, and broadcast news writing experience desired. This tenure track position opens Aug., 1985; salary nationally competitive with good fringe benefits. The communication studies program has electronic support capabilities for media processes and effects research. Send copies of your resume, recommendations (3), and research samples/publications to Chairman, Communications Studies Search Committee, Niagara University, Niagara University, NY 14109, no later than Apr. 15, 1985. Niagara University, an affirmative action/equal opportunity employer.

Radio/TV/Film. 2 tenure track assistant/associate professor positions available. Begin Aug. 1985, in Radio, TV and Film department of growing school of communication. Both positions involve teaching in undergraduate RTF program, opportunity to participate in school's graduate program in communication, and very competitive salaries. (1) Broadcast journalism position requires Ph. D., professional broadcast journalism experience, and evidence of scholarship. Successful applicant will teach beginning and advanced courses in radio and TV news and related courses. (2) Broadcasting/film position requires Ph. D. and evidence of scholarship. Professional media experience preferred. Applicants must be able to teach film and TV production, as well as courses in one or more of the following areas: broadcast management and sales, radio production, announcing, scriptwriting. Letter of application, curriculum vitae, complete transcripts, 3 letters of recommendation by Mar. 6, 1985, to Dr. David H. Goff, Chair, Radio, TV and Film Department, University of Southern Mississippi, Box 5141, Southern Station, Hattiesburg, MS 39406. AA/EOE.

Communications/journalism. Assistant professor position. Begin Fall, 1985. Teach TV news, photojournalism and basic courses such as introduction to mass communication and reporting/news writing. Applicants must be able to excel in undergraduate teaching and contribute to both tracks of rapidly growing journalism and mass communication majors. Private college, 2,800 students. Professional experience in print and/or broadcast media is required. Ph. D. preferred, master's degree required. Application letter, resume, credentials, three letters of reference, sample of published or broadcast work to Gerald Francis, Academic Dean, Box 2168, Elon College, Elon College, NC 27244-2010. Application deadline: Mar. 15, 1985. Elon College, an equal opportunity employer.

Assistant/associate prof. of broadcasting. Tenure track. Teach radio production and advise student operated FM station. Ability to teach some of the following courses expected: broadcast management, broadcast advertising & sales, communication law, copywriting, and public speaking. Ph. D. preferred. ABD's and candidates actively pursuing advanced degree will be given consideration. Salary open. Send letter of application with resume by Mar. 15, 1985, or until position is filled, to Dr. Virgil R. Pufahl, Department of Communication, University of Wisconsin-Platteville, Platteville, WI 53818. Equal opportunity/affirmative action employer.

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, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

Used C-type 1" videotape. Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301-845-8888.

Mart remote (RPU) transmitter and receiver in 161 MHz band. Tube type OK. Ed Cary, WLKX, Box 177, Forest Lake MN 55025. 612-464-6796.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

JVC-JVC-JVC. Call Quality Media for fast delivery, low prices. Cameras, VTR's, switchers, monitors, etc. Bill, Wayne, or Grady, 404-324-1271.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

UHF transmitters - 2 available. 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Videocassettes, half price! Master stock quality U-matic videotapes. Chyron evaluated, cleaned, de-labeled, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301-845-8888.

10KW, 3KW & 2.5KW FM, RCA BTF-10E (1974) on-air w/exciter, CCA 3000DS (1974) on-air, mint cond., Harris FM 2.5K on-air, exc. cond., power increases dictate sale. Call M. Cooper/Transcom Corp., 215-379-6585.

Sony BVH-500A portable 1" VTR, accessories, 18 months old, \$22,500. CMX Edge editor, 3 machine interfaces, \$8,000 alone, or including two CMX-modified BVU-800's, \$24,000. Call Steve, Videosmith, Inc., 215-864-0658.

Used TV equipment. TV production equipment including cameras. Some used only 6 months. Must sell. 50-60% of cost. 404-696-8441.

Copper! For all your broadcast needs. #10 Ground radials, 2, 4, 6, 8" strap, counterpoise mesh. 317-962-8596, ask for copper sales.

Sony 3/4 inch edit package 5850, 5800, RM-440, CVM 1270. Almost new. 402-551-1010.

Sony BVH-500 portable 1" VTR, 4-field mod, AC and cables. \$14,000. 215-592-0579.

3 Hitachi SK-96 studio cameras, 5 RCA TK-44 cameras, BEI 3000 character generator (new). For details: Tom Disinger 603-434-8850.

Channel 9 transmitter. Complete TT50-AH (color) with multiplexer, many brand new spare parts and tubes, vectorscope, 25KW load, 3 1/8 - 6 1/8 line components. Much miscellaneous; sell all or part; brokers invited. 312-658-8080.

TR-200 1" VTR, Crosspoint 6112 switcher, Hitachi HR-100 portable VTR, TK-27, TP-66s, TP-15s, and TP-7s, TK-780s, TK-44s, TR-600s, VR-1200B, Harris 690 TBC. Media Concepts, Inc., 919-977-3600.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

FM broadcast opportunity. 689 markets to receive new FM allocations. Call the experienced broadcast communication consultant for details. D. B. Communications, Inc., 4401 East-West Highway, Suite 404, Bethesda, MD 20814, 301-654-0777.

RADIO

Help Wanted Management

INVESTOR/MANAGER

Seek person to invest in, build, manage fulltime AM station, Miami market. Substantial investment required. Opportunity to use own creativity in planning and operating new station and to make money. Send response/resume to 1662 Willowmont Ave., San Jose, CA 95124.

PROGRAM DIRECTOR

Major market. Midwest. Multi-format experience mandatory. Top pay & benefit package. Resume to Box G-106.

Help Wanted Management Continued

VICE PRESIDENT- GENERAL MANAGER RADIO

Well-established broadcasting company seeking knowledgeable/experienced vice president - general manager for its radio operations. We offer top challenge, high growth potential; competitive compensation plan; excellent benefits. Must have proven leadership abilities in all areas of AM & FM station mgmt. South-eastern location. Resume to Box G-61. EOE.

MAJOR MARKET GM

Top 10 market. One of America's contemporary FM legends needs new leader. Aggressive group looking for experience, electricity, creativity. We need winner who can build upon a legend. Resume, references, salary requirements to Box G-110.

Help Wanted News

DIRECTOR NEWS & COMMUNITY AFFAIRS WNBC—NEW YORK

WNBC Radio, NY, has exceptional opportunity for aggressive and creative professional to be responsible for supervising and participating in all aspects of WNBC local news and community affairs department operations. This will include on-air newscasts, budget preparations, & management of our ongoing license retention program.

Background should include a Bachelor's degree (or equivalent), 3-5-years' directly related radio broadcast & community affairs experience, and strong leadership qualities.

WNBC offers excellent salary and benefits package, & opportunities to grow within this high visibility position. For prompt consideration, please direct your resume/audition tape to John P. Hayes, Jr., VP/GM, WNBC, Room 293, 30 Rockefeller Plaza, NY, NY 10020. NBC is an equal opportunity employer, M/F.

Help Wanted Sales

Radio Sales

Katz Radio - America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid sales career in a company which recognizes the potential for growth, please send resume in confidence to:

Dick Romanick,
Vice President
General Sales Manager

Katz Radio
1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5232

KATZ COMMUNICATIONS INC
An Employee-Owned Company



Katz Radio. The Best.

Help Wanted Programing, Production, Others Continued

ART DIRECTOR

Major market, group owned CBS affiliate seeking state-of-the-art-director. Individual will be responsible for overseeing and implementing station's design needs as they pertain to news, programming, creative services, and sales. Specific responsibilities include news and on-air graphics, set design, program opens, print advertising & station collateral. Must work well with creative staff and understand deadlines. 3-5 years' experience essential. Experience with video graphics systems a must. Send resume, broadcast reel, print samples, salary requirements to (no phone calls, please):

JOANNE STERN
DIRECTOR OF CREATIVE SERVICES
WJKW-TV
5800 S. MARGINAL RD.
CLEVELAND, OH 44103

STORER COMMUNICATIONS, INC., an equal opportunity employer.



VIDEO PROMOTION ASSOCIATE

PBS presently has excellent opening in our advertising & video promotion department. B.A. degree in broadcast communications, journalism, liberal arts, or equivalent. Minimum 3 years' work experience in production of on-air promos. Must possess ability to write, produce, and edit TV promos & productions, ranging in length from :30 seconds to an hour. First-hand, working knowledge of pre- and post-production techniques essential. Experience in off-line editing helpful; not mandatory. PBS offers competitive starting salaries, with excellent non-contributory benefits package. For consideration, please submit demo reel, resume, & letter of interest stating salary requirements and three professional references to:

PBS
ATTN: Sheila Ellington
475 L'Enfant Plaza, SW
Washington, DC 20024
AA/EOE

Situations Wanted Management

SEEKING POSITION

as general manager with small/medium mkt., with part or full ownership. Young, energetic, experienced in all size mkt. Tel, 914-356-7060; eves. 914-357-9425.

TELEVISION

Help Wanted Programing, Production, Others

Associate Producer

Excellent opportunity for individual with a minimum of 3 years production and booking for a live talk show (audience format). Post production editing and field production know-how a major plus as well as excellent writing/communication skills.

Interested candidates should send resume including salary history to:

BOX E-124.

equal opportunity employer m/f/h/v

ON-AIR PROMOTION MANAGER

Fast growing indie, in fast-growing Sunbelt market, needs experienced promotion manager who's a whiz at hands-on on-air promotion. You may be #2 in a medium market and ready to move up! Resume/salary requirements to Box G-50.

For Fast Action Use BROADCASTING'S Classified Advertising

SENIOR PRODUCER

Kelly & Company

Senior producer position for "Kelly & Company", the highest rated locally produced morning show in the country. Must have minimum 5 years experience in live talk / variety program production plus proven managerial ability. Responsibilities include, but are not limited to, determining program content, selecting program guests, creating audio and visual program elements, directing technical crews, administering program budgets and managing program staff. Send resume to Program Manager, WXYZ-TV, 20777 West Ten Mile Road, Southfield, MI 48037. WXYZ-TV is an equal opportunity employer.

WXYZ-TV  **DETROIT**

American Broadcasting Company



ENGINEERING SUPERVISOR

Northeast top 10 network affiliate seeks an Engineering Supervisor with minimum of 5 years' experience in TV station with aggressive news operation and 3 years of maintenance or supervisory experience. Associate's degree in Electronics and Communications preferred. Strong RF background, thorough knowledge of techniques and test equipment required for proof of performance of VHF and microwavetransmitters. Please send resume, in complete confidence, to Box G-37. Equal Opportunity Employer. Minorities and females are encouraged to apply.

TOWNSEND NEEDS:

Design Engineers

For our growing TV Transmitter Business
Write or call Bob Klein

TOWNSEND

ASSOCIATES, INC.

79 Mainline Dr
Westfield, MA 01085 • 413-568-9581

Help Wanted Technical

Manager of Technical Operations

WOR-TV, an RKO station in New Jersey, seeks a skilled Manager to assist in the management and administration of the Engineering Department.

Responsibilities include assisting in the scheduling and directing of operations and maintenance staff; purchasing and maintaining technical standards in studio, remote and transmitter equipment consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have general class license, strong maintenance background, familiarity with state-of-the-art equipment and operations, proven leadership ability and administrative skills. Knowledge of digital equipment is a must.

Salary commensurate with experience. Please send resume with salary history and requirements to: **RKO, Personnel Department-BRM, 1440 Broadway, 14th Floor, New York, NY 10018.** An Equal Opportunity Employer m/f/h/v.



A Division of RKO GENERAL, Inc.

Help Wanted Sales

TOP 20 MARKET

Expanding group Broadcaster seeks expert in local retail sales ability. Reply in confidence to Box G-111.

GENERAL SALES MANAGER NORTHEAST MAJOR MARKET INDEPENDENT

Must be experienced in local and national TV sales & sales management. Individual must be bright, energetic, self-starter with experience in pricing, marketing, & inventory control. High salary + bonus + company benefits. EOE. Write Box G-122.

AD SALES MANAGER

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Broadcaster/consultant with experience in building tall towers for class C FM's, expertise in tower broadcast specifications, contracts, financing, limited partnerships, & tower erection. Contact J. Douglas Williams, P.O. Box 1360, Woodward, OK 73802, 405-254-2034.

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We offer an excellent compensation and fringe benefits package and the opportunity to work with an industry leader in a growth environment. For prompt confidential consideration please send your resume to: MANAGER HUMAN RESOURCES, SONY BROADCAST PRODUCTS COMPANY, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666. We are pleased to be an equal opportunity employer M/F/H/V.

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Location	Size	Type	Price	Terms	Contact	Phone
NC	Met	AM/FM	\$3000K	Terms	Mitt Younts	(202) 822-8913
NB	Med	AM/FM	\$2600K	\$650K	Bill Lochman	(816) 941-3733
NM	Met	AM/FM	\$2100K	Cash	Greg Merrill	(801) 753-8090
CO	Met	FM	\$2100K	Cash	David LaFrance	(303) 534-3040
AK	Med	FM	\$2000K	\$500K	Elliot Evers	(415) 387-0397
CA	Med	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
FL	Maj	AM	\$1500K	\$600K	Randy Jeffery	(305) 295-2572
IN	Med	AM/FM	\$710K	Terms	Burt Sherwood	(312) 272-4970
TX	Med	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
West	Maj	CP UHF	\$400K	Terms	Corky Cartwright	(619) 324-5320
IN	Sm	AM/FM	\$200K	Bids	Burt Sherwood	(312) 272-4970

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



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- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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10 KW AM w/500 PSA, daytime, 1140 KHZ, including FM class C CP for the AM site. 100.3 MHz. Also included is studio/xmtr. building, new in '79, plus 4 acres U.S. hwy. frontage site. Great owner-operator situation. Nice area, adjacent to Big Horn Mtns. Only station in county, signal reaches several counties Big Horn Basin. Billed over \$200M in 12 mos. ending 6-30-82. Selling by Mar. 15, 1985. Minimum bid \$125M with some terms possible for qualified buyer. Details, call 303-879-6265 (Bob), or 307-765-4437 (Ron Wright).

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MIDWESTERN AM

Fulltime Midwestern AM. Asking price of \$1,400,000 breaks down to approximately 2X revenue or 6.25X cash flow. Attractive owner-operator opportunity. Box G-86.

For Sale Stations Continued

- Fulltimer near Knoxville. Real estate. Super terms. \$190,000.
- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs.
- 100,000 watts covers central MS. Seller will guarantee billing at rate of \$720,000 annually for \$2.3 million. Terms.
- Daytimer. Chattanooga area. Real estate. \$12,000 down. Some payments traded out.
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MICHIGAN FM

Healthy resort market. Priced at 2.3X gross billing. \$695,000; terms. Box G-107.

MIDWEST FM

Class A FM in Midwest. Asking price \$240,000. Will consider terms to qualified buyer. Box G-87.

CALIFORNIA CLASS B FM

Profitable, consistent performer. Lovely resort area with fast growth. Retiring owner selling at \$950,000 (8 times cash flow, 2 1/2 times gross). Box G-120.

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#1 rated profitable FM station. Prosperous market. Seller financing possible. \$1.1 million—principals only. Box G-100.

SOUTHWEST VHF

Network affiliate. \$9 1/2M cash. Principals only. Write Box G-121.

CLASS C FM

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Payable in advance. 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.

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Replies to ads with Blind Box numbers should be addressed to: (Box number),

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Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Turner

Roger Turner, president and chief operating officer of Colony Communications, Providence, R.I.-based cable MSO, joins Cablevision Industries, Liberty, N.Y., as president and chief operating officer, assuming title from Cablevision chairman and CEO, Alan Gerry. Cablevision Industries serves 241,000 basic subscribers in New York, Massachusetts, Florida and Pennsylvania.

Dennis Lemon, general sales manager, WLAV-FM Grand Rapids, Mich., named president and general manager, succeeding **John Shepard**, resigned ("Fates & Fortunes," Feb. 11).

Frank Byrne, general sales manager, WMZQ-AM-FM Washington, named VP and general manager.

Stanley Cohen, general manager, WINZ-AM-FM Miami, named VP and general manager.

Linda La Reau Lynch, from WCAV-TV Nashville, joins WGRB(TV) Campbellsville, Ky., as general manager. **Dave Lynch**, Northeast regional sales manager, Comworld Syndication, joins WGRB(TV) as station manager.

Lyn Stoyer, VP, general manager, WGRZ-TV Buffalo, N.Y., named senior VP and general manager. **Sue Pearce**, business manager-controller, WGRZ-TV, named VP and controller.

Gregory Liptak, executive VP, Times Mirror Cable Television, resigns to pursue "personal business interests."

Michael Bock, general manager, Guy Gannett's KGAN-TV Cedar Rapids, Iowa, named VP, Guy Gannett Broadcasting Services, operating company for Gannett's broadcast properties.

Dan Halyburton, station manager, KLIF(AM) Dallas-KPLX(FM) Fort Worth, named VP and general manager.

Larry Maisel, VP, news operations, WBNS-TV Columbus, Ohio, named station manager.

Ted Garcia, director of operations, noncommercial KETC(TV) St. Louis, named VP, operations. **Andrew McMaster**, VP, finance and administration, KETC, named senior VP.

Gary MacGregor, director, marketing, and **James Feeney**, director, operations, Tribune Cable Communications, Mahwah, N.J., named VP's. **Frances Payne**, information systems manager, Tribune Cable, named director, information systems.

Peter Brake, general sales manager, KSHB-TV Kansas City, Mo., named assistant general manager.

Donald Niska, business manager, KPHO-TV

Phoenix, named controller for broadcasting group of parent, Meredith Corp.

Dick Kantor, business manager, WTTG(TV) Washington, named VP.

Cherie Elvin, member of business department, KSHB-TV Kansas City, Mo., named assistant business manager.

Lyn Stoyer, VP and general manager, WGRZ-TV Buffalo, N.Y., named senior VP. **Sue Pearce**, business manager and controller, WGRZ-TV, named VP and controller.

Marketing

Margaret Evans and **Jon Firestone**, management supervisors, and **Susan Procter**, associate creative director, BBDO, New York, named senior VP's. Elected VP's, BBDO, New York: **Rod Kent**, management supervisor; **Gary LeMaster** and **Jim Lacey**, associate creative directors, and **Stuart Shlossman** and **Gary Villante**, network supervisors. Named to board of directors: **Bill Croasdale**, senior VP, director of network television and programming; **Mike Drake**, senior VP, director of media planning and information services, and **Bruce Meyers**, senior VP, director of research services.

Associate buying directors named media VP's, **Dancer Fitzgerald Sample**, New York: **Cindy Gurmman**, **Helen Tocheff**, **James Hyde** and **Dorothy Swerdlick**.

Gary Andrews, from Young & Rubicam, New York, joins Kenyon & Eckhardt there as senior VP, management representative. **Jim Heekin**, head of U.S. operations committee, K&E, named executive VP.

Sherry Rousso, VP, group head, McCaffrey & McCall, New York, named senior VP. **Nicholas Kaftan**, VP, manager, network relations, M&M, named senior VP.

Richard Leberman, treasurer, Metromedia, New York, joins John Blair & Co. there as VP and chief financial officer, succeeding **James Jurist**, retired.

Jeff Reinert, account executive, retail specialist, CBS-owned WCAU-TV Philadelphia, named account executive, New York sales, CBS Owned Television Stations National Sales.

John Roberts, VP, stations, central division, Katz Radio, Chicago, retires.

Dick Sullivan, senior VP, creative director, Bozell & Jacobs, Omaha, named senior VP, executive creative director. **Bob Blumenthal**, VP, creative director, Bernstein-Rein Advertising, Kansas City, Mo., joins Bozell & Jacobs as VP and creative director.

Sarah Wortham, research project manager, Kentucky Fried Chicken International, Louisville, Ky., joins D'Arcy MacManus Masius, St. Louis, as associate research director.

Greg Moloznik, general manager, Petry Tele-

vision, Chicago, named VP, Midwest regional area manager, Petry Television/Petry National Television. **John Dobson**, Southeast regional area manager, Petry Television/Petry National Television, Atlanta, named VP, Southeast regional area manager. **Patrick McNew**, sales manager, Detroit office, Petry Television/Petry National Television, named VP, Northeast regional area manager.

Glenn Consor, regional sales and marketing manager, Edward Weck & Co., hospital equipment supply firm, Washington, joins Home Team Sports there as advertising sales manager.

Mary Bergin, media buyer, CPM, Chicago, named senior broadcast negotiator.

Anthony Fiore, national sales manager, independent rangers team, Seltel, New York, named VP, national sales manager of team. **Phyllis Taormina**, national sales manager, independent raiders team, Seltel, named VP, national sales manager of team.

Richard Busciglio, senior VP, director of national broadcast, McCann-Erickson, New York, joins CBN Cable Network there as senior account executive.

Jack Clark, regional sales manager, KRIS-TV Corpus Christi, Tex., named director of co-op

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BROADCAST PERSONNEL, INC.
Experts in Executive Placement
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advertising.

Tom Gill, account executive, WLAV-FM, named general sales manager, succeeding Dennis Lemon, named president and general manager (see above).

Jeffrey Manoff, account manager, MTV Networks Inc., named New York group sales manager. **Marie Skelly**, VP, senior national broadcast supervisor, McCann-Erickson, New York, joins MTV Networks as account manager, MTV: Music Television and VH-1.

Larry Jopek, national sales manager, KSHB-TV Kansas City, Mo., named general sales manager, succeeding Peter Brake, named assistant general manager (see above).

Marcy Kohn Cannon, account executive, KOAA-TV Colorado Springs, named Colorado Springs sales manager.

Larry Ryan, member of sales department, WDTN-TV Dayton, Ohio, named sales manager.

Bruce Kaplan, executive producer, KDKA-TV Pittsburgh, named marketing manager.

Dennis Douglass, account executive, WJJD(AM)-WJMK(FM) Chicago, joins WAIT(AM)-WLOO(FM) there as national sales manager.

Appointments, KTTV(TV) Los Angeles: **Phyllis Becker**, VP, national sales manager, to local sales manager; **Charles Stuart**, local sales account executive, to national sales manager, and **Mari-Aala Massakas**, senior research analyst, to research manager.

Richard Mansell, local sales manager, KJAA(TV) Lubbock, Tex., named VP.

Weezle Crawford, general sales manager, KNUS(AM)-KBPI(FM) Denver, resigns.

Rich Engberg, national sales manager, WFLD-TV Chicago, named local sales manager. **Karl Gensheimer**, from WTCN-TV Minneapolis, succeeds Engberg.

Jim Prain, from KSRR(FM) Houston, joins WRIF(FM) Detroit as co-op manager.

Victor Arrington, director of operations support, Cox Cable Communications, Atlanta, named VP, marketing, Cox Cable San Diego.

Michael Ferko, from WLYH-TV Lancaster, Pa., joins WOWK-TV Huntington, W. Va., as local sales manager.

Programing



Goldhammer

John Goldhammer, senior VP, programing, Paramount Television Domestic Syndication, Los Angeles, named executive VP, programing, Paramount Domestic Television and Video Programing.

Richard L. Berger, former president, Walt Disney Pictures, joins United Artists as senior vice president of production, relocating from Burbank to Culver City, Calif.

Appointments in restructuring of LBS Communications, New York, into three divi-

sions—LBS Entertainment, LBS Distribution and LBS Networks: **Roger Lefkon**, executive VP, programing, to president, LBS Entertainment; **Dan Greenblatt**, executive VP, station sales and marketing, to president, LBS Distribution, and **Phil Howort**, president, Ohlmeyer Advertising, to president, LBS Networks.

Henry Tashman, VP, legal affairs, Columbia Pictures Domestic Distribution, New York, named senior VP, legal affairs.

Cliff Hauser, creative advertising director, 20th Century Fox, Los Angeles, joins Samuel Goldwyn Co. there as executive director of marketing.

Appointments, 20th Century Fox Film Corp., Los Angeles: **Harvey Finkel**, director of corporate audit, and **George Sefotis**, VP, finance, 20th Century Fox Telecommunications, share joint position of VP and assistant controller, with Finkel responsible for financial activities related to motion picture and television production, studio facilities, participation and domestic theatrical distribution, and Sefotis responsible for financial reporting and forecasting for theatrical, television and telecommunications' divisions. **Cathy Johnson**, manager of corporate audit, succeeds Finkel.

Bruce Immerman, literary agent, Writers and Artists Agency, joins Vista Films Corp. as executive in charge of television development, remaining based in Los Angeles.

Appointments, Playboy Programs Inc., Los Angeles: **Scott Sassa**, vice president and general manager, Turner Broadcasting System, to VP, current programs; **Iris Merlls**, director of development, pay and cable television, Lorimar Productions, to director of interstitial programing.

Jim Kubat, assistant manager, communications services, Hughes Television Network, New York, named manager, communications services.

Terry Planell, director of programing and operations, WOR-TV Secaucus, N.J., joins Madison Square Garden Network, New York, as program director.

James Erickson, VP, corporate controller, Embassy Communications, Los Angeles, named senior VP, corporate controller, and treasurer. **Gary Lico**, VP, programing department, Katz Television, New York, joins Embassy Telecommunications there as Eastern regional sales manager.

Dennis Gillespie, senior VP, national sales, Viacom, New York, named senior VP, marketing, Viacom Enterprises.



Gillespie



Cesilk

Joseph Cesilk, VP, sales manager, ITC Enter-

tainment, New York, named executive VP and general sales manager, domestic sales.

Rex Lardner, director of programing, Sports Time Network, joins WTBS(TV) Atlanta as director of TBS sports for superstation.

Appointments, MTV Networks Inc.: **Dwight Tierney**, senior VP, human resources, Warner Amex Satellite Entertainment Co., New York, to senior VP, administration; **Michele Vonfeld**, executive assistant to president, to VP, program standards and public responsibility.

Gregg Cooke, from ABC Sports Worldwide Sales and Marketing, New York, joins CBS Broadcast International there as manager, international sales.

Jean Satti, film and video writer and producer-director, joins CBS/Fox Video, New York, as manager, program production.

Bill Aber, general manager, Home Team Sports, Washington, named VP of HTS and of parent, Group W Satellite Communications.

Ada Goldberg, from law firm of Wyman, Bautzer, Rothman, Kuchel & Silbert, Los Angeles, joins Playboy Video Corp. there as director of business affairs.

Joanna Lee Harbert, from Playcable, New York, joins Arts & Entertainment Network there as account representative, affiliate sales and marketing.

Mark Waxman, from CBS-TV, Los Angeles, joins Columbia Pictures Television there as producer.

Pete Fennelly, program director, WBIR-TV Knoxville, Tenn., retires after 28 years with station.

Harvey Holiday, from WDAS-FM Philadelphia, joins WFIL(AM) there as program director.

News and Public Affairs

James Whelan, former editor and publisher, *The Washington Times*, Washington, joins Christian Broadcasting Network, Virginia Beach, Va., as managing director, CBN Television News.

William Knowles, operations manager and acting news director, WCTI-TV New Bern, N.C., named news director.

Bob Henry, news director, WOTV(TV) Grand Rapids, Mich., named director of news and special projects for parent, LIN Broadcasting.

Tina Press, director of network programing, ABC Radio Network, New York, joins WNBC-TV there as managing editor.

Karen Sughrue, producer, *Face the Nation*, CBS News, Washington, named executive producer of program, succeeding **Jonathan Ward**, resigned.

George Wolf, from WKYC-TV Cleveland, joins WLNE-TV Providence, R.I., as news director.

Bob Young, assistant news director, KCRL(TV) Reno, joins KIMT(TV) Mason City, Iowa, as news director.

Dennis McCulloch, news secretary to Missouri Lieutenant Governor Ken Rothman, St.

Louis, joins KMBC-TV Kansas City, Mo., as news producer.

Lauren Lipton, executive editor, KYW-TV Philadelphia, joins co-owned KYW(AM) there as editor and writer.

Mick Jensen, news producer and writer, KPX(TV) San Francisco, joins KVOA-TV Tucson, Ariz., as executive news producer.

Leo Greene, news director, KARK-TV Little Rock, Ark., joins KING-TV Seattle as executive producer, *KING 5 News*.

Bryan Baldwin, from WFLA-TV Tampa-St. Petersburg, Fla., joins WJXT(TV) Jacksonville, Fla., as assignment manager. David Culbreath, from WSBB(AM) New Smyrna Beach, Fla., joins WJXT as sports reporter.

Jac LeGoff, from WXYZ-TV Detroit, joins WDIV(TV) there as editorial director.

Nancy Graham, from KTVU(TV) San Francisco, joins KBHK-TV there as news and public affairs director.

Craig Demchak, weekend anchor-reporter, WBOC-TV Salisbury, Md., joins WTAJ-TV Altoona, Pa., as noon anchor.

Appointments, WATE-TV Knoxville, Tenn.: Diane May, weekend anchor, to weekday co-anchor, 6 and 11 p.m.; Ben Garrett, reporter, succeeds May; Elisa Jaffe, reporter, KOMU-TV Columbia, Mo., to reporter, and John Evans, from KIRO-TV Seattle, to reporter.

Technology

C. J. Waylan, executive VP and general manager, GTE Spacenet, Stamford, Conn., named president.

J. Deet Jonker, general manager, scenic services, ABC, New York, named director of television production services, East Coast, ABC Broadcast Operations and Engineering.

Jay Trager, assistant director, broadcast services, world systems division, Comsat, Washington, named director of broadcast services.

Richard Cerny, chairman of board, Artel Communications Corp., Worcester, Mass.-based manufacturer of fiber optic systems, resigns.

John McGrath, operations engineer, Comsat, Washington, joins RCA Americom, Princeton, N.J., as manager, international/occasional television services.

Ward Dilmore, budget-inventory analyst, Century III Audio, division of Century III Teleproductions, Boston, named manager of operations.

Steve Kerman, marketing manager, Tektronix, Beaverton, Ore., named director of sales and sales support for Tektronix's television division.

Richard Matuszak, from Ampex Corp., Redwood City, Calif., joins Hitachi Denshi America, Portola Valley, Calif., as broadcast and professional regional sales manager, Pacific Northwest office.

Brent Jessee, engineering group leader and engineering supervisor, VCA Duplicating Corp., Des Plaines, Ill., named technical services manager.

Scott J. Irwin, chief operator, NEP Productions Inc., New York, named videotape editor.

Jerry Ayers, central regional sales manager, RCA Broadcast Systems division, joins Ampex Switcher Co., Wheat Ridge, Colo., as switcher marketing specialist.

Scott McCausland, from Booz-Allen & Hamilton, joins Republic Telecom (formerly Comtech Communications) as VP, business development.

Al Cervenka, director of sales, Centro Corp., joins Dynair Electronics, San Diego, as systems sales manager.

Bob Leach, manager, technical operations, WOR-TV New York, joins Television Systems & Services, Austin, Tex., as regional sales manager.

Ken Harris, VP, director of affiliate services, RKO Radio Networks, New York, joins Transtar Radio Networks as senior VP, affiliate services. He will be based in Transtar's New York offices, scheduled to open in April.

Promotion and PR

Joni Silverman, from Pepperplatt Productions, New York, joins United Stations there as director, creative services.

Jeanne Murphy, production coordinator, Times-Fiber Communications, Wallingford, Conn., named sales promotion manager.

Eleanor Miller, deputy director, corporate communications, Corporation for Public Broadcasting, Washington, named acting director, corporate communications.

Patricia Milita, VP, Ogilvy & Mather Public Relations, Washington, joins Comsat there as manager, office of public and investor relations.

Alexander Dusek, president, Dusek Communications, joins WOR-TV Secaucus, N.J., as director of advertising and marketing.

Susan Weiner, research and marketing director, KYW(AM) Philadelphia, named advertising and promotion manager.

Holly Hartz, advertising manager, PacTel Communications Systems, joins noncommercial KOED(TV) San Francisco as director of corporate communications.

Allied Fields



Moore

Ellis O. Moore, 60, VP, public affairs, ABC, New York, since 1982, will take early retirement March 31 to open own public affairs-public relations consultancy, based in New York. He had previously planned to take early retirement Jan. 1 ("Fates & Fortunes," Oct. 22), but later agreed to remain with ABC during period of transition in public relations department.

John Smith, general counsel, to General

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Electric Broadcasting Co. and General Electric Cablevision Corp., Westport, Conn., and previously communications counsel to U.S. Senate Commerce Committee, joins law firm of Deane, Snowdon, Shuttler & Gherardi, based in Washington, as partner, engaged in communications practice.

Thomas Ryan, counsel, House Energy and Commerce Committee, Washington, named chief counsel.

Bill Moyes, president, The Research Group, Seattle-based radio research firm, named



Moyes



Campbell

chairman and chief executive officer. **Larry Campbell**, senior VP and general manager, succeeds Moyes as president and chief operating officer.

Stephen Teichner, president, Teichner Associates Inc., Philadelphia-based provider of survey data for media, named chairman of board. **Peggy Bray**, VP, Teichner Associates, succeeds Teichner.

Appointments, broadcast news department, University of Missouri School of Journalism, Columbia, Mo.: **John Quarderer**, from KGO-TV San Francisco, to instructor and news director of University's commercial station, KOMU-TV Columbia; **Ron Naeger**, from University's Academic Support Center, to assistant instructor and chief broadcast engineer for school activities.

Andrew Morris, project director, marketing research services, Arbitron Ratings, New York, named manager, marketing research services.

Jordon Kerner, VP, dramatic series development, ABC Entertainment, Los Angeles, named to board of governors, Academy of Television Arts and Sciences. He succeeds Jeff Sagansky, who resigned when he left NBC-TV to join Tri-Star Productions.

Walter Cronkite has been named recipient of Southern Baptist Radio and Television Commission's Distinguished Communications Medal for "dedication to truth and freedom of expression." Award will be presented Feb. 21 at ceremonies at Will Rogers Memorial Center, Fort Worth.

Jane Rulon, director, member services, National Radio Broadcasters Association, Washington, joins Radio-Television News Directors Association there as assistant to director of conferences and membership.

Donald W. Hurt, WCPX-TV Orlando, Fla., elected chairman of Television Bureau of Advertising's Retail Development Board, succeeding **Phelps K. Fisher**, vice president and director of marketing, Fisher Broadcasting, Seattle. New members of RDB are **Donna Cooper**, WTTG(TV) Washington; **Kay Marikos**,

Musical managers. For the fourth time in 13 months, Group W-owned NBC affiliate KYW-TV Philadelphia has seen the departure of its general manager. Paul Yates, vice president and general manager of KYW-TV took a leave of absence, effective Feb. 7, and was replaced by acting general manager Jim Thompson, the station's vice president for sales. A short statement issued by Group W's corporate headquarters in New York said Yates had "requested a leave of absence for personal reasons."

Speculation immediately arose that Yates's sudden departure was linked to a story in the February issue of *Philadelphia* magazine reporting that Yates misrepresented his academic credentials, a charge originally denied but subsequently acknowledged. A Group W spokesman refused to elaborate on Yates's departure and said it would be inappropriate to comment on any speculation. However, the spokesman reasserted that Yates's leave was granted at his own request.

According to *Philadelphia* magazine and other local press accounts, Yates's official biography from the station indicated he had undergraduate and graduate degrees from Pennsylvania State University. However, subsequent investigation showed he had neither, and the degrees were deleted from the station's published biography.

Yates went to KYW-TV as vice president and station manager in February 1984 from Group W-owned WJZ-TV Baltimore, where he was vice president and general manager. He became vice president and general manager of KYW-TV in August 1984, succeeding Otis Maxfield, who had taken over from Pat Polillo in January 1984. Altogether, KYW-TV has had seven general managers in seven years.

WPLG(TV) Miami and **Candace Metka**, WGN-TV Chicago.

Elected officers, Nashville Area Radio Association: **Tom Cassetty**, WSM(AM) president; **Vic Rumore**, WLAC(AM), vice president, and **John McCreery**, WMTS(AM) Murfreesboro, secretary-treasurer.

Anne Wells Branscomb, legal scholar and communications consultant, named third inaugural fellow at Gannett Center for Media Studies, Columbia University, New York.

Jack Smith, VP, research, Paramount Pictures Corp., Los Angeles, resigns to form own Santa Monica, Calif.-based audience research firm, Jack Smith & Associates.

Marc Little, VP, programing, Millenium Communications, Charleston, S.C., resigns to form own communications consulting firm, Marc Little Enterprises, there.

Deaths

Sam A. Jaffe, 55, former Moscow and Hong Kong Bureau chief for ABC News and before that correspondent for CBS News, died of cancer Feb. 8 at his home in Bethesda, Md. Following stint as reporter for *Life* magazine in 1952-55, Jaffe joined CBS as correspondent. He went to Moscow in 1960 to cover trial of U-2 pilot Francis Gary Powers. He joined ABC in 1961, first in Moscow, then Hong Kong, and later reported Vietnam war. Since his retirement from ABC News in 1969, Jaffe had battled successfully to have his name cleared of espionage charges—never formally made—in connection with his overseas assignments, as first CIA and later FBI admitted of no reason to question his loyalty. Following his retirement from ABC, Jaffe was freelance correspondent for United Press International and had talk show on WRC(AM) Washington. Survivors include his wife, Jeune, two daughters and son, and daughter from previous marriage.

Nicholas Colasanto, 61, actor who played part of Ernie (Coach) Pantusso in NBC-TV's *Cheers* since series began production in 1981, died of heart attack Feb. 12 in his home in Studio City, Calif. He was accountant before becoming stage actor in 1952 and film actor in 1956. In addition to numerous mo-

tion picture and television appearances, Colasanto directed number of television programs, including episodes of *Bonanza*, *Columbo*, *Streets of San Francisco* and *Hawaii Five-O*.

Marvin Miller, 71, veteran radio and television actor, announcer, died Feb. 8 at Santa Monica Hospital in Santa Monica, Calif., of heart attack complicated by diabetic condition. Born Marvin Mueller, he worked as announcer and dramatic actor at number of Missouri and Illinois radio stations beginning in 1931, before relocating to Hollywood in 1944. His radio announcing credits included *The Whistler*, *Armchair Adventures*, *The Red Skelton Show*, *Coronet Storyteller* and *Behind the Story*. He began appearing in motion pictures in 1945 and appeared in many television programs, including part of Michael Anthony in CBS-TV's *The Millionaire* in 1955-61. He is survived by his wife, Elizabeth, son and daughter.

James W. Ames II, 27, producer, *Sports Update*, and associate producer, weekend news, ABC News, New York, died of pneumonia Feb. 1 at New York hospital. He had been with ABC since 1980. He is survived by his wife, Lisa.

Selma Halprin, 55, director of advertising and public relations for noncommercial KUSC(FM) Los Angeles, died Jan. 27 of cancer at Los Angeles convalescent hospital. Before joining KUSC in 1978 she was senior vice president of Ruder & Finn, Los Angeles. She is survived by her husband, Jerome, and one brother.

Barbara Meyerhoff, 48, anthropologist and television documentary producer, died of cancer Jan. 6 at St. Joseph's Medical Center, Los Angeles. She was professor of anthropology at University of Southern California, entering television in 1976 with PBS documentary, *Number Our Days*, and most recently producing untitled documentary financed by Norman Lear. She is survived by two sons.

Robert F. McGarvey, 61, former owner of KRUN-FM Ballinger, Tex., died of heart attack Jan. 9 at Stamford Memorial hospital, Stamford, Tex. He is survived by his wife, Mabel.

Bennett O. Scott, 80, sales manager, WIND(AM) Chicago at time of his retirement in 1966, died of cancer Feb. 12 at Broward, Fla., convalescent home.

Radio's quiet man

If in almost any gathering of broadcasters the name, Woody Sudbrink, were mentioned, chances are the prevailing response would be: "Who's he?" Robert Wood Sudbrink wouldn't have it any other way. Entirely of his choosing, he has stayed outside the broadcasting establishment while compiling what may be the longest record of personal station trading in the broadcasting business. In a 26-year career, he has bought and sold 21 radio stations, parlaying original investments totaling about \$6 million into roughly \$50 million in sales. At the moment he owns five AM's and two FM's which, if he remains in character, will someday elevate his record of trading to 28 and his gross sales by a lot of millions.

How has he managed to keep a low profile while making killing after killing in the marketplace? Sudbrink, who calls himself a "rugged individualist," says: "I really don't go in for a lot of attention. This," he said to a BROADCASTING interviewer, "is the first time I've ever consented to something like this." When asked his reasons for avoiding the spotlight, Sudbrink replied: "This way I don't get many outside interruptions. Besides," he added with a smile, "I don't get too much free advice."

Sudbrink describes himself as a self-employed entrepreneur since the age of 19. After working his way through the University of Illinois by selling insurance, he started the Woody Sudbrink Insurance agency when he graduated in 1950. With its success Sudbrink was able to put his first station on the air in 1959, building WRMS(AM) Beardstown, Ill., from the ground up.

Over the next six years Sudbrink built three other stations, WRTH(AM) Wood River and WIOK(AM) Normal, both Illinois, and KYND(AM) Burlington, Iowa. Building those stations taught Sudbrink one of his trademarks: meticulous attention to engineering.

For Sudbrink, the engineering aspect is the first ingredient in successful station operation. The others are programing, sales and promotion. "They all must be excellent in order for the station to work. Just like a perfect golf swing, all the factors have to be in harmony."

Asked where he acquired his knowledge of those factors, Sudbrink laughs: "I'm a natural promoter and a born salesman. I got plenty of experience with the insurance agency, but I've always loved to sell. I learned as much as I could about the engineering, but I've always hired other people to program the stations. I know how important it is and I don't claim to be a programmer."

Among Sudbrink's proudest achievements was his purchase of seven suburban FM's near major markets in the late 1960's and early 70's. "I think I was one of the first to recognize that in FM you had to go for the maximum tower and power and you had to



ROBERT WOOD SUDBRINK—founder, Sudbrink Broadcasting Co., Del Ray Beach, Fla.; b. Nov. 20, 1927, Taylorville, Ill.; BS, business, University of Illinois, Urbana, Ill., 1950; owner, Woody Sudbrink Insurance Agency, Beardstown, Ill. 1950-1959; broadcaster since 1959, former owner of WRMS(AM) Beardstown, WRTH(AM) Wood River and WIOK(AM) [now WRBA] Normal, all Illinois; KYND(AM) [now KCPS] Burlington, Iowa; KYND(FM) [now KKBO, Pasadena] Houston; WLYF(FM) Miami; WTOW(AM)-WLIF(FM) Baltimore; WEZW(FM) Wauwatosa [Milwaukee]; WZIP(AM)-WWEZ(FM) Cincinnati; WAVO(AM)-WPCH(FM) Atlanta; WLAK(FM) Chicago; WRIZ(AM) Coral Gables, Fla.; WIIN(AM) Atlanta; WNWS(AM) Miami, and WORL(AM)-WJYO(FM) Orlando, Fla. Present owner of KIFH(AM)-KPOI-FM Honolulu; WLAC-AM-FM Nashville; KAAV(AM) Little Rock, Ark.; KBCQ(AM) Roswell, N.M.; WYDE(AM) Birmingham, Ala.; and WCBF(AM) Tampa, Fla. m. Marion Robertson, Nov. 12, 1983.

spend the money to make some very poor facilities into real stations to compete with AM's," Sudbrink said. "FM was in its infancy and AM was well entrenched."

Sudbrink sold WRTH in September 1968 for \$4 million. He had made WRTH the number-three station in the market. Sensing a void in the market, he programed the station with beautiful music and, reversing common practice, had the station operated at 500 w daytime and 1 kw night. "It enabled me to compete with a lot of bigger stations pretty successfully," says Sudbrink.

With the proceeds from that sale, Sudbrink followed his hunches about FM. Between 1968 and 1972, Sudbrink bought seven FM's, some in combination with AM's that he later sold. The first were WLYF(FM) Miami, WEZW(FM) Wauwatosa-Milwaukee and KYND(FM) Pasadena (Houston), Tex.

"I paid \$300,000 for Miami, \$140,000 for Milwaukee and \$150,000 for Houston and everybody thought I was nuts. At that time there were only two or three successful FM stations in the entire country, and people thought they were freaks. People told me I was just throwing my money away," said Sudbrink. "And in the beginning we had to talk people into buying time on the stations."

But he continued to follow his instincts, paying \$875,000 for WTOW(AM)-WLIF(FM) Baltimore; around \$650,000 for WAVO(AM)-WPCH(FM) Atlanta, \$750,000 for WZIP(AM)-WWEZ(FM) Cincinnati and \$300,000 for WLAK(FM) Chicago.

From his early experience in AM's, Sudbrink carried over the beautiful music format that had succeeded at WRTH. He recognized the benefits such a format would have with FM fidelity and stereo. "Right after beautiful music, rock took advantage of FM and people were very successful with it. They filled a big hole then and did just as well as we did," says Sudbrink. "I considered it then, but I could only do one thing at a time."

Sudbrink's gamble began to pay off when WLYF Miami became the first FM station in the country to be number one in its market. WPCH Atlanta also became number one, and his other FM stations all moved into the top five in their markets.

He began to cash in his chips in 1973, when he sold KYND Houston for \$2.4 million to Southern Broadcasting. (After changing hands several times, the station, in combination with an AM, was sold to Gannett last year for \$35 million.) WLYF Miami was sold to Storer for what was then a record stand-alone FM sale: \$6.6 million; WPCH Atlanta was sold for \$5.9 million. WLIF Baltimore went to Cox for \$4 million, WEZW Milwaukee fetched \$4 million; WWEZ Cincinnati, \$2 million, and WLAK Chicago, \$4.2 million. The proceeds were nearly \$30 million on an outlay of just a little over \$3 million.

Once Sudbrink loosens up in conversation, he has many stories to tell: from his gift of an AM station in Georgia to a religious broadcaster to his purchase of an AM-FM combination from Bob Jones University in the middle of a student riot over racial segregation. "We had meetings with the protestors over a few days and just convinced them we weren't the bad guys," said Sudbrink. Or moving WNWS(AM) 20 miles west of its original location in downtown Miami. "Nobody could figure out what I was doing," says Sudbrink, "until I increased the power and antenna height and suddenly I was competing with stations in both Broward and Dade counties."

And what is Sudbrink doing now? With most forecasts bleak about AM radio, and AM prices falling, what is Sudbrink buying? High-power AM's. "You have to be really selective about FM's these days, it's just gotten so expensive," said Sudbrink. "AM's are really good bargains, and right now is a good time to buy. So I plan to hang on for a while, format them religious and build them up."

With WLAC(AM) Nashville, KCB(AM) Roswell, N.M., and KAAV(AM) Little Rock, Ark., "we have a nighttime skywave of religious programing that covers 70% of the continental United States," said Sudbrink. Is this the skywave of the future? Sudbrink hasn't lost a bet yet.

Senator Arlen Specter (R-Pa.) last Wednesday (Feb. 13) told members of Hollywood's creative community that **Capitol Hill's antagonism toward commercial television networks is deep-seated.** "The hostility in Congress does not go to the 7-7-7 or the 12-12-12 [ownership rules]," Specter told luncheon meeting of Motion Picture Association of America's Motion Picture and Television Assembly at Beverly Hills hotel. "The hostility goes to what Sam Donaldson editorializes in the nightly news." He suggested that attitude toward network news coverage has worked to advantage of studios and independent producers in recent Senate Judiciary Committee hearings dealing with station ownership, adding that he feels compromise worked out by Senator Pete Wilson (R-Calif.) was "sensible." On possible impact of home video, Specter allowed "there is continuing concern that if the property interests are not recognized, you won't be able to produce the quality of materials that come to the television screens or the movie screen. It's tough to figure out what the advantages are and how to allocate matters of money in the sale of... VCR's or cassettes. It's a matter that ought to be looked at again."

Arbitron Ratings is recalling multiweek **cume slide rule** it distributed to radio subscribers last month (BROADCASTING, Feb. 4) due to what company spokesman said was discovery of errors in mathematical calculations for computing daypart factors. Ruler was designed to better illustrate radio's reach capabilities by measuring cume audience estimates for up to four weeks. Arbitron spokesman said company is rechecking calculations and would not say when ruler would be redistributed to industry.

FCC has proposed deleting Section 73.37(e) of its rules, which blocked authorization of new or expanded AM operations that didn't bring service to unserved or underserved areas. Rule is believed to have prevented many AM daytimers from going full time.

CBS filed suit in U.S. District Court for Southern New York claiming that proxy solicitations by **Fairness in Media** (FIM) group violated U.S. securities law. Among claims in suit filed last Thursday are that FIM's documents have yet to disclose lawsuits filed against James Palmer Cain, FIM director, by Federal Election Commission and by Democratic Committee of North Carolina for allegedly unlawful campaign contributions. CBS suit also claims that FIM solicitations fail to disclose that licenses of CBS stations would be placed in jeopardy by any proposed "distortion" of news. Spokesman for Fairness in Media was not available for comment.

Israeli defense forces in separate incidences **harassed NBC and CBS news crews** last week and actually shot at car carrying NBC crew. No one was injured, however. It was unclear what prompted Israeli soldiers to act, but in both cases they also confiscated tape

Westmoreland vs. CBS. Focus of last week's cross-examination in General William Westmoreland's libel case against CBS was on several intelligence briefings involving Westmoreland in 1967. Colonel Gains Hawkins, retired army senior intelligence official, said in testimony last Tuesday that Westmoreland had told him at one such meeting that figures he presented were "politically unacceptable." Major Michael Dille, testified that he was subsequently ordered by Hawkins to "arbitrarily lower" figures for irregular forces. Dille said under questioning by Westmoreland attorney he had not, however, attended a meeting at which intelligence figures were discussed with Westmoreland.

Trial went into recess Thursday (Feb. 14) while lawyers for both sides presented arguments on whether congressional study of dispute should be released and whether former CIA director Richard Helms should be forced to testify on videotape. Both requests will be heard by three-judge panel in Washington after previously being denied by U.S. District Judge Thomas Jackson.

from crews. Incidences prompted both CBS and NBC News Presidents Ed Joyce and Larry Grossman, respectively, to write letters of protest to Israeli government. Grossman called on Israelis to investigate incident involving NBC crew, calling soldiers' and commanding officer's action "outrageous and indefensible." Joyce said incidents, particularly one involving NBC crew, "without precedent and damages the good name of your country and its relations with the United States."

Eddie Einhorn, television rights negotiator for **United States Football League**, sent three-page letter to newly installed USFL Commissioner Harry Usher **requesting to be relieved of negotiating duties** because, in his opinion, league would not land "fair market contract" with major broadcast networks [CBS and NBC] when switches to fall schedule in 1986. (ABC has exercised option to carry USFL in 1985, but ruled out carriage for fall 1986 [BROADCASTING, Nov. 12, 1984]). Both Neal Pilson, executive vice president CBS Broadcast Group, and Arthur Watson, president, NBC Sport noted that fourth quarter is already saturated with football broadcasts. "With our commitment to college football on Saturday at the National Football League on Sunday, we had no available broadcast time left in 1986," said Pilson. But, he added that a decision was made for 1987 or beyond. Watson said Einhorn presented various scenarios, but none of them met NBC's program needs. USFL said Usher will be taking over for Einhorn as rights negotiator. Einhorn, president of Chicago White Sox Major League Baseball franchise and owner of USFL's Chicago Blitz (team is in one-year shut-down period, but plans to restock itself for 1986 with players through draft), did succeed in negotiating three-year, \$70 million cable rights deal with ESPN through 1987 season.

FCC is being buffeted by members of Congress on both sides in question of whether to extend comment deadline in combine notice of inquiry and proposed rulemaking on issue of **alternative international satellite communications systems.** Chairmen of TV House subcommittees that are to hold hearing on Tuesday (Feb. 19) on international implications of decision by U.S. to authorize such systems that would compete with International Telecommunications Satellite Organization have asked commission to extend comment deadline to "90-120 day period usually allowed for comments." Deadline has already been extended once, from Feb. 14 to April 1. Representative Dan Mica (D-Fla.), chairman of Subcommittee on International Operations, and Representative Don Bonker (D-Wash.), chairman of Subcommittee on International Economic Policy and Trade, along with seven of their colleagues cited complexity of issue as reason for request. But they also asked commission to delay action until Congress has had opportunity to consider matter and take "appropriate legislative action," if that deemed necessary. Contrary position has been taken by Senator Barry Goldwater (R-Ariz.), chairman of Senate Communication Subcommittee. He has written FCC opposing further delay beyond June 5, new deadline for reply comments. He says issue has already undergone unusual degree of examination, by executive branch and by three congressional committees. He is also concerned that further delay would cause uncertainty in marketplace. At least one more letter is due from Capitol Hill. Representative Al Swift (D-Wash.) is expected to ask commission to spin off remaining portion of notice from inquiry part. He feels commission should complete inquiry, then propose specific rule on which Congress can focus. Aide to Swift acknowledged request, if honored, would extend time in which commission would conclude proceeding. But extension of time, as such, is said to be only "incidental" to Swift's concerns.

NBC said last week that **employee at NBC News Washington bureau has left network as "result of expenses being submitted and no reasonable explanation provided."** Prepared network statement said that review and audit confirmed that "this is one employee's isolated action" and that "appropriate disciplinary action" has been taken. NBC said it "has instituted new procedures to prevent recurrence of this action, which involved approximately \$100,000 during a seven-year period." Additionally, **three NBC managers have been reprimanded** because of "inadequate supervision of the

ected employe." Asked if this incident traces back to abuse of pence accounts several years ago (BROADCASTING, Jan. 29, arch 19, 1979), NBC executive vice president, public inforation, M.S. (Bud) Rukeyser Jr. said: "It's totally unrelated to

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distributors who sell backyard earth stations scored victory in U.S. strict court in Kansas last week. And victory was based not only Cable Communications Satellite Act of 1984, which contains vision legitimizing sale of backyard earth stations, but on former Section 605 of Communications Act that new statute superdes. Judge Patrick F. Kelly issued summary judgment in case in which two cable television companies, Air Capital Cablevision c. and Multimedia Cablevision Inc., had sued Starlink Communications Group, distributor of earth station satellite dishes, claiming unlawful interception of satellite-delivered television signals, violation of Section 605. Starlink sought partial summary judgment on ground Congress, in Cable Television Act passed in October, had exempted manufacture, distribution and sale of earth stations from ban unless programming was encrypted or marketing stem had been established. Kelly said it was "crystal clear" that case changes in law were made "specifically to protect enterprises such as that in which Starlink Communications Group is engaged." He also dismissed cable systems' claims under Section 605—for activities predating enactment of Cable Television Act—because, unlike cases in which violations were found under that section, Starlink "did not intercept a transmission by the cable company, but rather, received the television signals directly from the satellite." In another section of order, Kelly rejected cable television's request that he dismiss Starlink's counterclaims alleging at Air Capital and Multimedia had engaged in antitrust activities, attempting to monopolize distribution of satellite television programming in Wichita market.

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Arbitron issued its latest **cable penetration figures** last week, and they showed 36,463,700 television homes now subscribing. That's **2.9% of Arbitron's total U.S. television household count** of 5,061,100. Company's fall 1984 cable penetration estimate was 2% of television household universe. A.C. Nielsen's November 1984 estimate pegged cable penetration at 43.7% of 84.9 million homes, or 37,290,870 cable homes. Nielsen's next estimate, effective through February 1985, is due next month.

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National Association of Broadcasters has asked **FCC** to suspend effective date of series of **AT&T private line tariffs** from March 4 until "at least" June 4. In filing at FCC, NAB said proposals were "lawed" in proposing increased rates for broadcasters without detailed information or "adequate" cost support. "Even if the proposed rates for terrestrial audio and video services can be justified by AT&T, time should be afforded for broadcasters to engage in the necessary analysis of costs and to investigate the feasibility of marketplace alternatives," NAB said.

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Members of commission that oversees U.S. Information Agency activities plan to recommend legislation that would permit **reversal of fundamental policy that now bans Voice of America broadcasts and other USIA material from dissemination in U.S.** Edwin J. Feulner, chairman of U.S. Advisory Commission on Public Diplomacy, says he wishes VOA editorials explaining American position to foreign audiences—editorials he described as "incisive" and "consequence"—could be broadcast in U.S. And he said it is unfortunate that USIA's Worldnet programs featuring government officials in Washington being interviewed by foreign journalists abroad and seen on television in foreign countries can be seen in U.S. only if taped abroad and transmitted back to U.S. Feulner said technology has outstripped domestic-dissemination regulations established shortly after World War II. Ban reflects Congress's determination not to permit any administration to use USIA as topaganda arm. But Feulner, president of Heritage Foundation, conservatively oriented research organization, said Congress should address question, and added: "It's one my colleagues and I intend to look at and, hopefully, we'll come up with specific recommendations that we'll bring to the House and Senate within the

Technical deregulation: the last frontier? *The FCC has proposed to deregulate its aural and television broadcast auxiliary service technical rules. In a separate rulemaking, it also proposed deregulating its technical rules for cable television.*

In the broadcast proceeding, the commission has proposed, among other things, to relax auxiliary service remote control rules and to allow TV auxiliary services to share the UHF TV band on a noninterfering basis.

In its cable proceeding, the commission is soliciting comment on whether it should remove cable quality performance standards (with the condition that must-carry signals can't be degraded); whether signal leakage limits should be relaxed; and whether the FCC should provide technical guidance to local franchising authorities in the future.

"This is just the start," said Jim McKinney, FCC Mass Media Bureau chief. "We're going to be doing these sorts of items in all of the mass media services."

next several months." As for possible danger of USIA becoming propaganda organ, Feulner said some Worldnet programming is now being relayed back to U.S. from abroad on same-day basis. And, he said, "American people are too sophisticated to be taken in by alleged propaganda" by American or any other government. He said Congress, "independent" group, "such as us," and administration officials should confer on how present restrictions on domestic dissemination could be "updated."

□

In notice of proposed rulemaking, **FCC** has asked whether rule requiring broadcasters to give **advance notice that telephone conversations are being taped for broadcast** should be amended to permit broadcaster to seek permission to broadcast after recording is made. FCC also asks whether rule should be deleted altogether.

□

Capital-raising activity of **Price Communications** continued last week with completion of **\$75-million offering of 14.75% subordinated notes** due 1995, and 875,000 shares of common stock. Additional 850,000 shares, which closed last Wednesday at \$15.25, were sold by shareholders. Company said most of its net proceeds would be used to prepay existing floating-rate debt. In beginning of year, Price completed \$30-million purchase of WEEK-TV Peoria, Ill., and KRGG-TV Columbia-Jefferson City, Mo. Debt prospectus notes that company has also proposed to buy WJRY(FM) Huntington (Fort Wayne), Ind. (formerly WHUZ(FM)) for \$250,000. Moody's assigned rating of B2 to offering, which is managed by Morgan Stanley & Co. In December, Price completed two private placements of nonvoting cumulative convertible preferred stock, one for \$13 million, purchased by Citicorp Venture Capital Ltd., and other for \$5 million, purchased by John Hancock Mutual Life Insurance and fund managed by Desai Capital Management.

□

Although libel cases are attracting considerable attention in media, most of those that are brought are dismissed without need for full trial. Report issued last week by Libel Defense Resource Center shows **74% success rate for libel defendants** who had filed 136 motions for summary judgment in 1982-84 period. Success rate is down slightly from 75% achieved in 1980-82 study. Despite apparent success those figures indicate, LDRC notes that summary judgment is not granted "in far too many cases" and that data do not take into account possibility that fewer motions for summary judgment are being made or are made only after "extensive—and costly—discovery."

□

FCC Common Carrier Bureau has canceled conditional Ku-band satellite authorizations of **Rainbow Satellite Inc. and United States Satellite Systems Inc.** FCC said neither company had met financial conditions placed on authorizations.

□

FCC has proposed use of lotteries to award grants for **digital termination systems.**

Editorials

Courageous convictions

It's been a remarkable four years for FCC Chairman Mark Fowler and the Fifth Estate industries that, more often than not, have been the beneficiaries of his philosophical point of view. Although incumbent memories at this magazine don't go back all that far, we can think of no earlier time in the history of broadcast regulation—which is to say, from the Federal Radio Act of 1927—when there has been an FCC chairman so dedicated to setting his people free. Mark Fowler came into office with a mandate for broadcast deregulation and has pursued it so ardently that there remains, literally, very little else for him—or any other FCC chairman—to do.

Curiously, in the face of such accomplishments, no one has yet suggested erecting a monument to the Fowler years—albeit it may be premature to make such a suggestion. As the lead story in this issue lays out, there is a growing preoccupation with those relatively few—if important—matters for which Mark Fowler has not yet mustered a majority. Or with the fact that he's had increasing trouble in effecting majorities at all—on those occasions when the White House or the Congress weren't pre-empting his territory altogether.

If Mark Fowler has had a problem at the FCC it's that he's been a captive of what he perceives as the merits, as opposed to the politics, of the issues that have come before, or that he has called before, that agency. He has tended to sail into the teeth of storms while others more cautious were headed for safe harbor. His own President—in what remains a blatant intrusion into the due processes of an independent agency—called him to the White House twice to get across the point that Hollywood was the favorite son on financial interest. The same Hollywood turned to Congress to nullify the Fowler marketplace position on multiple ownership.

The Fowler position on the First Amendment is so absolute, and correct, that there was for a while a danger that he might again get ahead of the politics that at present govern this issue. But the commission appears to be on the right track now, developing a record that could set the stage for a successful turnaround of the fairness doctrine in the courts—the only forum from which salvation can issue. In this arena, too, Mark Fowler has been true to his drummer.

Whatever takes place in the time remaining of the Fowler chairmanship, this much is certain: Mark's mark will prove indelible. The challenge of those who follow will be to better that record, not reverse it.

Still seething

The Central Intelligence Agency has offered several novel arguments in support of its petition to the FCC for reconsideration of the CIA case against ABC News. As novel as any is the agency's claim to be a controversial issue of public importance and hence entitled to the protection of the fairness doctrine. Not many bureaucracies known to this page would want to characterize themselves that way.

The CIA also accuses ABC of intentional distortion when it broadcast charges that the CIA had tried to rig the assassination of an unwanted partner. The FCC, says the CIA, is required by the public interest standard of the Communications Act to punish intentional distorters. No one can fault this latest reading of the law for its lack of imagination.

This time the CIA has modified the punishment it seeks. In its original complaint, it wanted the FCC to "order" a retraction of

the broadcast and suggested that a revocation of ABC's station licenses would be nice. The remedy it seeks now "at a minimum" is an FCC investigation and a requirement that ABC respond to the CIA's complaint.

When the CIA's original complaint was rejected by the FCC's Mass Media Bureau, it was suggested here that the CIA ought to quit while it was behind. Clearly someone high in the CIA hierarchy is too mad at ABC to quit. If, as is to be assumed, the FCC again rejects a case that is unimproved by age, it will be interesting to see whether emotions will still run high enough at the CIA to order a court appeal.

If that were to happen, the CIA might just be doing broadcasters a favor that has been denied them until now. Surely no court that has read the First Amendment would approve as direct a governmental assault on editorial rights as the one the CIA is doggedly attempting. Maybe, if it's hello, CIA, it's goodbye, *Red Lion*.

Southern discomfort

The inclination here has been to dismiss as a futile eccentricity the Southern conservatives' avowed attempt to capture control of CBS and then fire, or possibly behead, Dan Rather. CBS, to judge by the suit it filed in federal court last Thursday, is taking the threat more seriously.

CBS accused Fairness in Media, of Raleigh, N.C., of filing "false and misleading" proxy solicitations at the Securities and Exchange Commission. Fairness in Media, readers will recall, is encouraging like-minded investors to buy CBS stock with the eventual aim of correcting CBS New's "liberal bias." The first FIM solicitation was made over the signature of Senator Jesse Helms (R-N.C.), who claims no other association with this escapade.

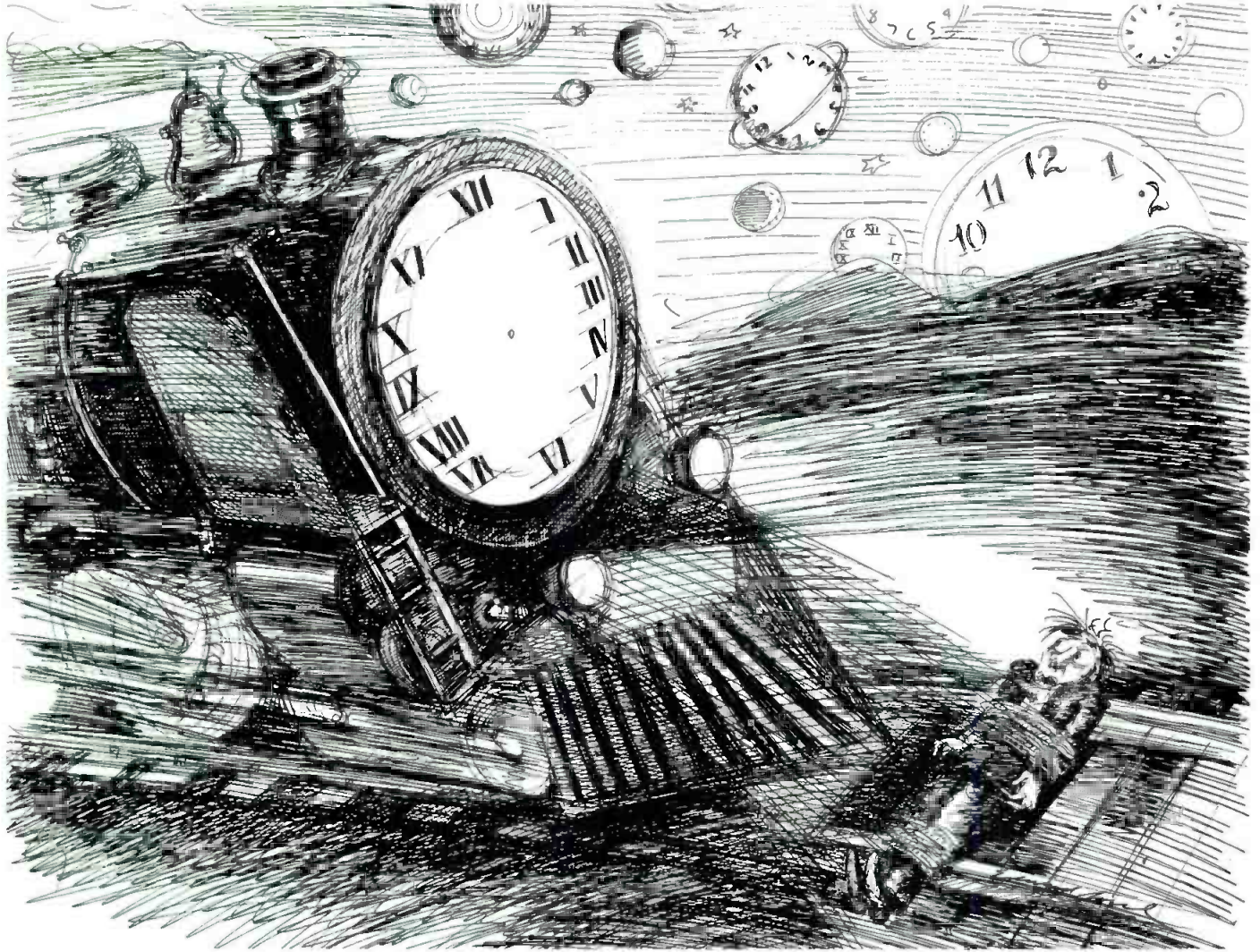
In its suit, CBS pointed out that a transfer of control of CBS would require the approval of the FCC, which, CBS implied, would be unlikely to welcome a transfer frankly undertaken to install an editorial viewpoint in CBS news. The guess here is that this process will never reach the FCC stage, despite the considerable fund-raising prowess of the Helms-associated apparatus. But CBS is probably smart to run scared right now.

R.E. Carter Wrenn, who heads Fairness in Media, was quoted as saying the purpose of the CBS suit was "intimidation." What does he think is the purpose of his campaign?



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