

# Broadcasting Mar 4

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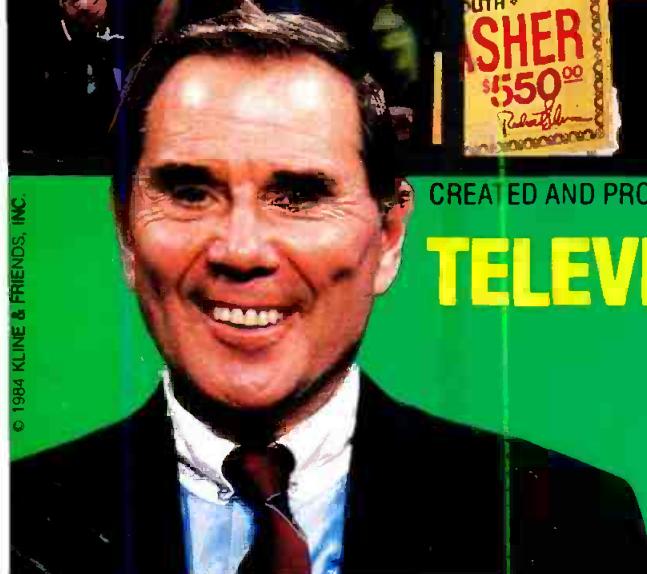
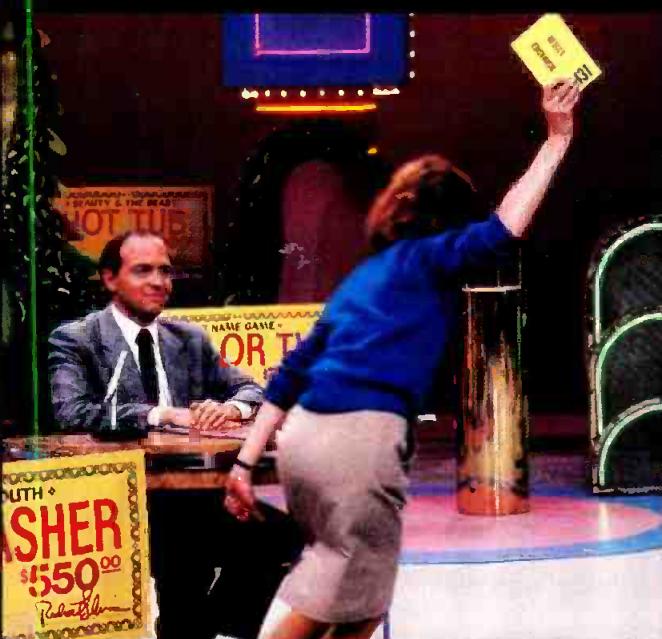
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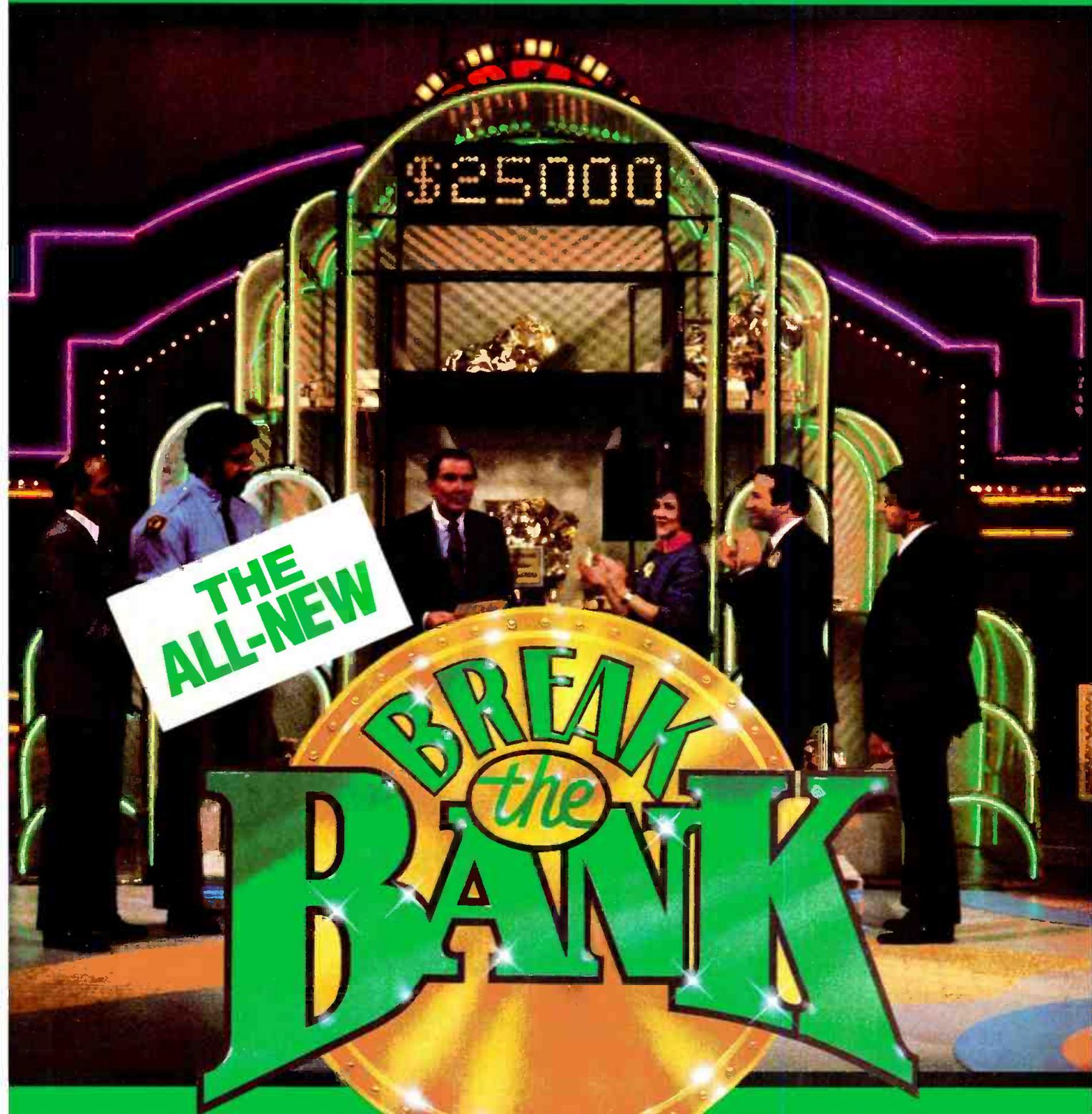
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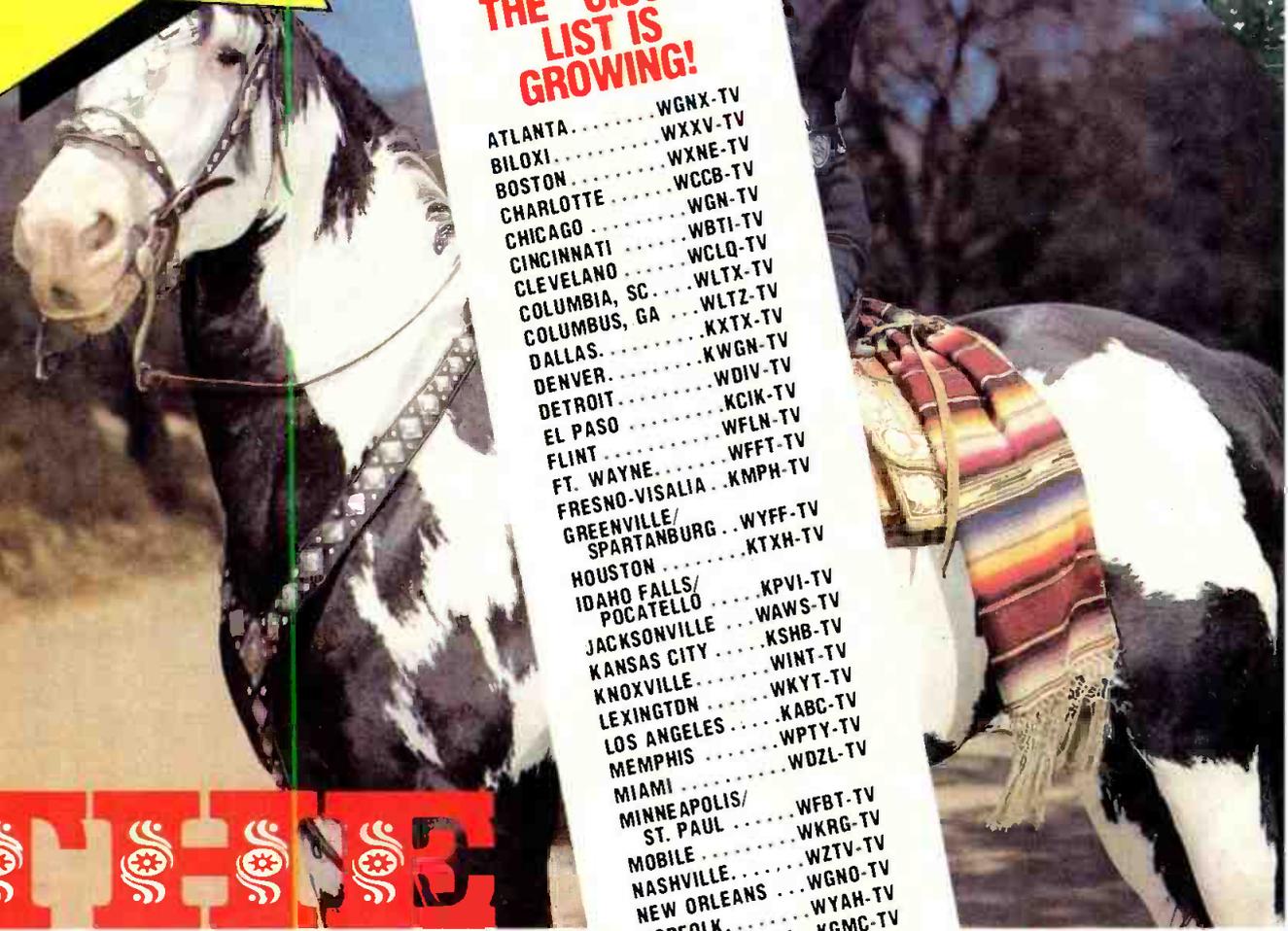
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# Broadcasting Mar 4

## CBS becomes takeover target 1985 baseball rights hit \$278 million Television sweep results

**EYE ON CBS** □ Ted Turner makes inquiries at FCC about possible takeover of CBS. **PAGE 35.**

**PTA MEETING** □ NAB's Fritts and SMART's Jacobson spar over beer-wine advertising ban before PTA. **PAGE 37.**

**NETWORK PURCHASE** □ United Stations signs agreement to buy RKO radio networks for some \$10 million. **PAGE 38.**

**TO THE SHOWERS** □ Sports Time, regional pay cable sports network, announces it will fold at the end of the month, citing lack of subscriber and operator support. **PAGE 39.**

**MARKET NUMBERS** □ CBS wins February sweeps while NBC takes key demographics, plus a market-by-market breakdown of the major markets, according to Arbitron and Nielsen. **PAGE 39.**

**BASEBALL 1985** □ Rights figures for broadcasters and cablecasters for Major League Baseball up slightly to \$278 million this year. Demise of several pay cable sports networks causing teams to find out land of pay is not gold mine. **PAGE 43.**

**BANKING ON IT** □ With the increasing complexity of cable system and station sales, and the escalating dollar amounts involved, investment bankers have become more prominent players on the media scene. **PAGE 68.**

**LENDING HAND** □ Trademark Office rules that broadcasters can register their call letters as service marks, which can help in court conflicts.

**PAGE 72.**

**WIRTH WORDS** □ House Telecommunications Subcommittee Chairman Tim Wirth tells PTA he'll keep pressure on for children's programming legislation. **PAGE 72.**

**STATUS REPORT** □ CPB Chairman Landau says public broadcasting, despite budget cutbacks, is doing well. **PAGE 74.**

**MONEY'S WORTH** □ ANA workshop examines how advertisers can maximize their television expenditures. **PAGE 76.**

**ENGINEERING REPORT** □ NAB's convention will see 50 hours of sessions and 91 papers over four days on radio and television engineering issues. **PAGE 75.**

**COUNTRY ROADS** □ Country Radio Seminar set to open Thursday in Nashville. **PAGE 83.**

**WASHINGTON SIGNING** □ District Cablevision signs Washington franchise agreement. **PAGE 84.**

**BEFORE THE BAR** □ Beer and wine representatives debate ad ban with public interest groups before ABA panel. **PAGE 87.**

**GRASS ROOTS** □ State broadcasters and association officials descend on Washington for annual legislative conference. **PAGE 88.**

**PATRON OF THE ARTS** □ Nickolas Davatzes has the Arts & Entertainment Network on track for what he predicts will be a profitable future. **PAGE 111.**

### INDEX TO DEPARTMENTS

Advertising & Marketing .....	76	Closed Circuit .....	7	For the Record .....	79	Monday Memo .....	20
Business .....	68	Datebook .....	22	In Brief .....	96	Riding Gain .....	66
Business Briefly .....	14	Editorials .....	98	In Sync .....	71	Stock Index .....	65
Cablecastings .....	10	Fates & Fortunes .....	91	Law & Regulation .....	61	Technology .....	69
Changing Hands .....	75	Fifth Estater .....	95	The Media .....	72	Telecastings .....	77

*Broadcasting* (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

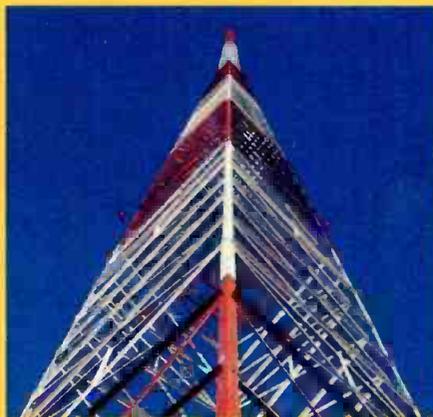
**INDEX TO ADVERTISERS** All American Television 71 □ Almi Television 18 □ American Airlines Priority Parcel Service Third Cover □ Americom Media Brokers, Inc. 87 □ Associated Press Broadcast Services 14, 27 □ Blackburn & Co., Inc. 84 □ Blair Entertainment Second Cover/3,4 □ Blair Television 55 □ Broadcast Electronics, Inc. 66 □ CBS RadioRadio 53 □ Classified Ads 96-106 □ Columbia Pictures Television 8-9, 12-13, 23, 25 □ Continental Electronics 64 □ R.C. Crisler & Co. 88 □ The Fetzer Stations Fourth Cover □ Gammon & Ninowski Media Investments, Inc. 89 □ Group W Productions 49 □ Group W Television Stations 32-33 □ The Ted Hepburn Co. 85 □ Hitachi Denshi America, Ltd., Broadcast & Professional Div. 65 □ Hughes Television Network 47 □ Kaman Sciences Corp. 67 □ KDKA-TV 32-33 □ LBS Communications, Inc. 15 □ Lorimar 20-21 □ Major League Baseball 45 □ Jack Maloney 86 □ McGavren Guild 34 □ MIP-TV 77 □ Modulation Associates 50 □ Modulation Sciences, Inc. 69 □ Motorola 79 □ Multimedia Entertainment 61 □ NATPE International Production Conference 93 □ Petry, Inc. 51 □ Professional Cards 95 □ Services Directory 94 □ SFM Media Corp. 63 □ Society Bank 6 □ SONY Broadcast 28-29 □ Stoner Broadcasting Systems, Inc. 90 □ Transtar 31, 81 □ Tribune Broadcasting Co. 57, 58-59 □ Turner Program Services 16-17 □ TWA 73 □ The United Stations 19 □ Viacom Front Cover □ WMAL 34 □ World Wide Bingo, Inc. 52 □ Xerox 54 □ Youngs, Walker & Co. 107

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## Eyeing exit

FCC Commissioner Henry M. Rivera, Democrat who joined agency in August 1981 and whose term would expire in June 1987, has confided to friends that he is thinking of leaving post this spring, probably to enter private practice in Washington. Rivera, lawyer from Albuquerque, N.M., is FCC's first Hispanic commissioner and has been identified as chief advocate of minority rights and causes. Known as one of commission's most intelligent and thoughtful members—as well as for his many dissents—Rivera influence extends far beyond minority role.

Should Rivera depart it would break up so-called "Rainbow Coalition" in which he shares membership with Commissioners Jim Quello (Italian) and Mimi Dawson (representing women), and give Chairman Mark Fowler chance to solidify control of commission with more dependable third vote—assuming White House is cooperative.

## Turning things around

Scheduling of Hearn-Hagler boxing match during National Association of Broadcasters annual convention in Las Vegas (April 14-17) caused some hotels to cancel NAB room reservations, but problem appears to be rectified. Latest word is that convention bureau has promised NAB it will meet commitment on reservations. In addition, some hotels have agreed to compensate conventioners who might be inconvenienced with \$100 in poker chips. NAB is also working on arrangement with fight's promoters for closed circuit broadcast of event for NAB members to watch at minimal price (\$10-\$15 a ticket, possibly food and cocktails).

## Closer VCR tracking

A.C. Nielsen is developing new VCR meter technology that, by reading electronically generated code in cassette being viewed, can tell whether it has been taped in home or borrowed or rented elsewhere. Code identifies date and exact time program is recorded and, when played back, reveals whether viewer is fast forwarding through commercials. Technology was recently demonstrated to three major networks and will be shown at upcoming client meetings this month. Technology has proved successful in laboratory setting and Nielsen executives expect to conduct small-market test after

demonstrations to clients.

Among other things, technology would provide check of previous surveys of VCR owners, 50% of whom claimed to zap most commercials when playing back taped programs. Figure seems high to some who contend that claiming to zap is "socially acceptable" response in context of survey. Whether technology will be implemented on mass scale will depend in large part on whether clients are willing to bear extra costs (as yet undetermined).

## Batch buy wanted

In ABC's efforts to expand its owned-radio station unit, ABC Radio President Ben Hoberman says division would like to purchase chain of stations from major group operator. ABC currently owns 12 radio properties (five AM's and seven FM's). It could double total under new FCC rules. Last radio acquisition occurred in July 1984 when company purchased KIXX(FM) Dallas (now KTKS(FM)) from Hicks Communications for \$9 million ("Riding Gain," July 23, 1984).

## Another entry

Contest is shaping up for National Association of Broadcasters joint board chairmanship. Latest name to surface as contender is that of Gary Capps, Capps Broadcasting Group, Bend, Ore. Capps is challenging radio board chairman, Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.

## MMDS goes to town

After series of delays, established single-channel MDS operators in cooperation with Microband Corp. of America, leading MDS common carrier, are poised to expand into so-called wireless cable business in three markets. Premier Communications Network Inc. expects to launch six-channel service in San Francisco area on May 1. Movie Systems Inc. hopes to turn on six-channel service in Milwaukee in mid-April. And Pay TV of Greater New York Inc. is preparing to jump from one to five channels some time this spring. Relationship of Microband with each of wireless cable operators is not clear, but common carrier is supplying most of channels, many of which it has leased from ITFS broadcasters.

In making move from single-channel to multichannel service, operators will be

introducing addressable scrambling. Movie Systems has selected variation of Zenith cable system; Premier and Pay TV are reportedly going with M/A-COM's Videocipher II, same system HBO and Showtime/The Movie Channel are using to scramble satellite feeds of their pay services.

## In or out of bounds?

Unanswered question about CIA's controversial fairness complaints against ABC is whether CIA has authority to pursue those actions. Spokesmen for CIA, Senate and House Select Committees on Intelligence either assert such authority, or at least say they don't think anything in statute bars CIA from complaining to FCC. But none were able to cite specific or general statutory authority for agency to have initiated legal action.

## Getting act together

Key House and Senate Republicans will attempt to iron out differences over funding levels in measure that would reauthorize Corporation for Public Broadcasting for fiscal 1987, '88 and '89. House Republicans led by Michael Oxley of Ohio, who has full support of White House, are pushing for funding ceilings of \$186 million for FY 1987, \$214 million for FY 1988 and \$246 million for FY 1989. Senator Barry Goldwater (R-Ariz.), author of CPB legislation vetoed by President Reagan twice, is likely to advocate higher figures, \$200 million for FY 1987, \$225 million for FY 1988 and \$250 million for FY 1989.

Another issue expected to crop up during planned GOP meeting is administration's proposal to eliminate Public Telecommunications Facilities Program which provides grants for planning and construction of noncommercial stations, idea Goldwater opposes.

## Tackling FM's

FCC is tentatively scheduled to address Docket 80-90 proceeding, which creates host of new FM's, at meeting March 14. Still at issue is how much preference to give AM daytimers for new FM's. Chairman Mark Fowler had wanted to give daytimers absolute preference. As drafted by Mass Media Bureau, item would give daytimers something less than that, but source said it would still amount to preference.



# LOOK WHAT'S HAPPENING NOW!!

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in association with LBS Communications, Inc.

## One more for Galaxy

United Video was scheduled to begin distributing superstation WGN-TV Chicago from Galaxy I last Friday morning (March 1), having reached a long-term agreement to sublease a transponder on the bird from Home Box Office.

So that the service is not abruptly disrupted to any current superstation affiliates, United Video plans to continue beaming the superstation from Satcom III-R until March 24. After that, it will be delivered on Galaxy I only.

United Video announced its new satellite distribution plans last Monday, with officials declining to say what the company will pay for the satellite slot.

According to United Video's Bob Price, United Video hopes the move to Galaxy I, from which most other major cable services are distributed, will help increase the superstation's penetration. Many of the newer, smaller cable systems and SMATV systems are only going to be "looking at one satellite," he said, and that satellite is likely to be Galaxy I, which is now home to most major services, including United Video's superstation competition, WTBS(TV) Atlanta and WOR-TV New York.

What's more, Price said, many of WGN-TV's current affiliates are small systems that only want to operate one dish, and they must be accommodated. According to United Video's own research, 97% of WGN-TV's smaller, one-dish affiliates will be viewing Galaxy I, while 15% will look at Satcom III-R. The superstation is now carried by some 6,200 cable systems to some 14.9 million homes.

Another factor in United Video's decision is the continuing talk about scrambling and packaging the Galaxy I services to create a satellite broadcasting service, Price said. Such a service would be aimed initially at the hundreds of thousands of homeowners who have installed dishes to receive the heretofore unscrambled programming for free, but would also be offered to persons who want cable programming, but who reside beyond the reach of cable systems. "There's a market out there," he said. "Without impinging on our cable affiliates, there are some TVRO guys to be had."

United offers a number of other services on subcarriers of WGN-TV, and they too will make the switch to Galaxy I. They include: The Electronic Program Guide, radio superstation WFMT(FM) Chicago, Zephyr Weather Information Service, SportsTracker, Cable SportsLine, Moody Broadcasting Network, Seeburg Music Service, UPI Data Cable and Satellite Music Network.

## Westward ho

Viacom International has announced two steps to expand its role in cable in Japan: Its Viacom World Wide Ltd. will become an active partner with a 19% interest in Nippon Cablevision Systems Co. Ltd. (NCS), which

was formed in 1984 to participate in Japan's developing cable TV industry, and Viacom International and one of its partners in NCS, Sumitomo Corp., reached a long-term agreement to develop Japanese cable business opportunities.

Current partners with Viacom and Sumitomo in the NCS enterprise are JGC Information Systems Co. Ltd. and Heughra Computron Corp. NCS is to provide clients with engineering and feasibility studies, cable system design and construction and a full range of management and marketing services, including cable system operation.

NCS President S. Nozaki explained: "The strengths of the [other] three partners in engineering, planning, electronics and computer applications will be complemented by Viacom's specific experience in cable television. In addition to their knowledge of cable system construction and operation, they are a consumer-oriented communications company whose marketing and programming skills will be particularly valuable to our cli-



Elkes

ents in Japan."

Over the next decade, Nozaki said, "more than half of Japan should be connected to a sophisticated, broadband communications network, providing a wide range of entertainment and business services."

Terrence A. Elkes, president and chief executive of Viacom International, said: "Viacom has looked for ways to use our U.S. experience in cable and new media developments in Japan. The strength and diversity of NCS provides a perfect opportunity for us to realize this objective."

Elkes said that "Viacom's extensive marketing experience, in its diverse cable systems, will be a significant benefit to NCS's clients," and that Viacom also brings other important skills and experience to the enterprise in franchising, constructing and operating systems of differing sizes and sophistication, and extensive entertainment, informational, educational and local programming services.

Viacom's agreement with Sumitomo Corp., one of Japan's largest general trading companies, calls for Viacom and Sumitomo to provide a broad range of services, among them franchise analysis, business planning, equipment evaluation, engineering, construction and system operation, including on-location system management. The two companies were said to be already evaluating specific franchise opportunities and individual projects.

Sumitomo President Tadashi Itoh said his company "for some time has been interested in taking a leading position in the cable industry in Japan," whose growth it expects to be similar to cable's growth in the U.S., "providing not only better television reception but also many new television programs and, in future years, enhanced consumer and business services." At present, he said, there are about four million cable subscribers in Japan, "receiving simply better television reception."

Elkes noted that his company has been doing business in Japan for nearly 25 years. "In the past we concentrated primarily on the licensing of television programs and feature films for conventional broadcast," he said, "but as Viacom has become a major force in new media developments in the U.S., we are expanding our activities in Japan along similar lines. Sumitomo's interest and ours paralleled each other and suggested a common effort."

## Arizona piracy

Arizona's cable television industry is losing an estimated \$14.3 million a year, or about 18% of its revenues, to unauthorized and illegal reception of cable programming, according to a survey conducted by Showtime/The Movie Channel. But, Showtime/TMC said in releasing results of the survey last week, the cable operators are striking back with lawsuits, and 62% of those who have taken legal action say they have recovered back payments.

Showtime/TMC said it canvassed operators who serve approximately 83% of the 723,000 Arizona homes passed by cable, with these results: About 42% of the theft problem is attributed to altered or defeated converters; about 20% to illegal boxes acquired from unauthorized distributors; 18% to technician and installer negligence or willful illegal hookups; 8% to front-office administrative errors, and 12% to unauthorized drops by an illegal customer.

Showtime/TMC says that in working with cable operators throughout the U.S. it has found that theft can be significantly reduced if system operators inform the public that it is illegal and offer limited amnesty periods. During the amnesty campaigns, illegal users can set up legitimate accounts. Afterward, customer audits can be conducted and legal action taken, if necessary, Showtime said.

"Most unauthorized users are otherwise law-abiding citizens," said David Schreff, Showtime/TMC director of affiliate market-

ing and co-director of the company's theft-of-service campaign. "Amnesty programs give them an opportunity to set things straight before legal action is taken against them, which can be very damaging to their reputations. If treated correctly, these illegals may become a cable system's best customers, since they already know and enjoy the program service and its offerings."

The Arizona poll was the seventh state survey conducted by Showtime/TMC in an effort to make operators, legislators and consumers aware of the theft problem, its ramifications and available solutions. Throughout the U.S., the company estimates the theft-of-service loss at \$500 million to \$700 million a year.

### Lowering prices

Preparing for entry into the personal computer market, Viewdata Corp. of America reduced the price of its Viewtron information and transactional service, effective March 1. Viewtron subscribers now get the service for \$24.95 a month, about 40% less than the old price of \$39.95. The price includes use of a videotex terminal and five free hours of Viewtron (after five hours the charge is \$1 per hour). For new subscribers, the cost is a \$45 one-time Viewtron membership fee and \$24.95 a month (with a three-month minimum), which includes five free hours of Viewtron each month and 15 free bonus hours during the first three months.

President Paul Orme of Viewdata, a subsidiary of Knight-Ridder Newspapers, said that "we are changing the price to keep subscription fees competitive with the price we anticipate for personal computer owners." Those prices have not been disclosed, but there would seem little need for them to include a charge for a videotex terminal since personal computer owners will in effect already have their own.

"We hope this new price solidifies our current subscriber base," Orme said. "Most of the future subscribers are, however, expected to be personal computer owners." He said Viewtron is expected to be made available to computer owners through special software this summer.

### Weather report

The Weather Channel released its first Nielsen metered audience data, covering the fourth quarter of 1984, and said it "substantiates the basic contention of the Weather Channel that there is a significant national viewing audience interested in obtaining weather information 24 hours per day." Channel officials said Nielsen's fourth-quarter pocketpiece showed an average of 60,000 households tuned in from 6 a.m. to midnight, and that the channel's weekly following exceeds 3 million households.

The rating in each daypart was put at 0.4, with the cume at 10%. In addition, the officials said, the report showed that "from two-thirds to three-fourths of the Weather Channel's viewing households are high-income earners, college educated and living in A&B counties." Said Channel President John Janas: "The fact that we delivered selected daypart ratings that were equal to and, in some cases, better than other cable networks with twice the household base, sends a clear message throughout the industry

that the Weather Channel is here to stay and, in fact, does deliver a national viewing audience."

### Saturday night live

The Grand Ole Opry's going live on The Nashville Network each Saturday night starting April 13. *The Grand Ole Opry Live* will be a half-hour series at 8 p.m. NYT (repeated at midnight), but TNN said the opener will run an hour in celebration of the network's second birthday.

TNN said only four Grand Ole Opry programs had been on live television before—on PBS once a year in 1978-81—and that three of those were among the 20 most-watched programs in PBS history. The Opry claims to be the longest-running show on radio, dating to Nov. 28, 1925. It's now live Friday and Saturday nights on WSM(AM) Nashville, produced at the Grand Ole Opry House in Nashville's Opryland.

TNN, an 18-hours-a-day entertainment service with a country music emphasis, is said to be available to more than 20.8 million cable TV homes. It is a division of Opryland USA, Nashville.

### Pirate damages

Home Box Office reported that a federal district judge in Texas has ordered a motel operator who used a satellite master antenna television (SMATV) system to pirate cable TV signals to pay \$40,000 in damages to HBO and three other plaintiffs: ESPN, Heritage Cablevision and Southern Satellite Systems, the common carrier of superstation WTBS(TV) Atlanta. Judge Filemon Vela of the

U.S. Southern District Court of Texas signed an order permanently enjoining the operator of the Echo Motor Hotel in Edinburg, Tex., from pirating any cable service provided by Heritage Cablevision. HBO also reported that the parties agreed that, in lieu of the \$40,000 damage award, plaintiffs would receive \$15,000 in cash on the condition the motel sign a six-year contract as a subscriber to Heritage Cablevision services.

### BCEN's up and away

The Black College Educational Network produced its first satellite videoconference last Tuesday (Feb. 26), bringing together through the power of satellite technology C.A. Franke, director of placement and college recruitment, General Motors Corp., and some 400 students on the campuses of nine black colleges and universities scattered around the country. BCEN plans to produce two career-oriented videoconferences a month for the next few months, but by May it hopes to produce one a week.

BCEN is a public service of the cable industry and Comsat General Corp. At the urging of Black Entertainment Television and the National Cable Television Association, 11 NCTA members and Scientific-Atlanta came up with the money to cover the cost and installation of earth stations at the participating schools. Comsat is providing the origination studio for the one-way video, two-way audio videoconferences as well as the uplink and satellite time for the first six months of operation. Panasonic donated the monitors, Wiley and Rein, the legal services. It comes to about \$270,000 in in-kind contributions.

# Broadcasting

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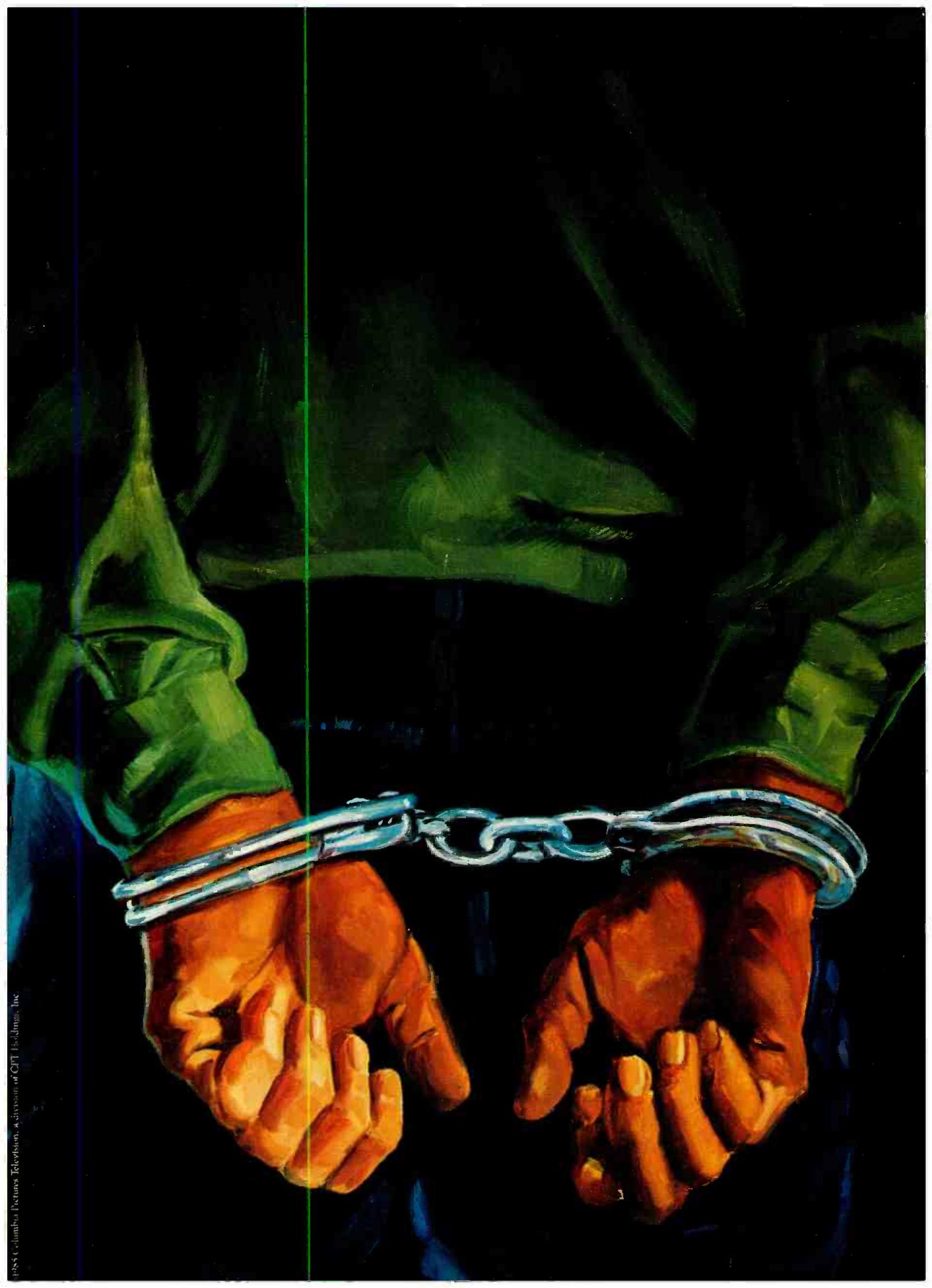
- Broadcasting  Cablecasting Yearbook 1985**

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name \_\_\_\_\_  Payment enclosed  
 Company \_\_\_\_\_  Bill me  
 Address \_\_\_\_\_ Home? Yes  No   
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_  
 Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
 (required)  No

For renewal or address change  
place most recent label here

The one to read when there's time to read only one.



# A POWERFUL CASE FOR POLICE STORY.

The production values and track record of POLICE STORY tell an outstanding story...

- Emmy Award Winner— Outstanding Dramatic Series
- Created by Joseph Wambaugh, celebrated author of "The Blue Knight" and "The Onion Field."
- Produced by Emmy winner David Gerber.
- The most highly acclaimed series

of its time by critics, law enforcement officials and government agencies alike.

- Recognized for excellence in the television industry and ethnic community.
- Featuring Hollywood's biggest and most respected list of performers.

Put the highest quality dramatic series ever produced on your station. Contact Columbia Pictures Television today.

## POLICE STORY

A David Gerber Production  
in association with



# Business Briefly

## TV ONLY

**Stanley Steamers** □ Carpet cleaning service will launch second-quarter campaign April 1 in about 12 markets, with lengths of flights varying, depending on market. Commercials will be scheduled in all dayparts. Target: women, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

**Footlockers** □ Retail clothing chain will start four-week flight this week in about 30 markets. Commercials will be aimed for fringe, prime, children's and sports periods. Target: adults, 18-34. Agency: Sawdon & Bess, New York.

## RADIO ONLY

**Kronenbourg Beer** □ As part of \$3.5-million advertising campaign this year, series of radio commercials featuring British comic John Cleese will begin this week in New York and run until December. Campaign will start in April in Boston, Chicago, Baltimore, Washington and Los Angeles and run through September. Commercials also contain

brief public service announcement from Kronenbourg urging people not to drink and drive. Commercials will be presented in all dayparts. Target: men, 18-34. Agency: Levine, Huntley, Schmidt & Beaver, New York.

**Gallery of Homes** □ Nationwide real estate firm launches flight in mid-March in about 30 markets. Commercials will be carried in morning and afternoon drive periods. Target: adults, 25-54. Agency: Faller, Klenk, Quinlan, Buffalo, N.Y.

**Jacobson's** □ Men's store chain will be advertised in five to six markets in flights running from three to 14 weeks, depending on promotion used, starting this week. Commercials will be carried on weekdays from early morning to early evening. Target: men, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

**Neutrogena Corp.** □ Soap product will be advertised in introductory period in Miami during two weeks in March, with possibility it may be rolled out to additional markets. Commercials will be broadcast in all dayparts. Target:

women, 18-34. Agency: Geers Gross, New York.

**Toyota Dealers** □ Four-week effort will begin in early April in 12 markets. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Dancer Fitzgerald Sample, New York.

## RADIO AND TV

**Loctite Corp.** □ Company is introducing its new, nonrun, nondrip, Duro Quick Gel Super Glue with campaign on cable television, including ESPN, The Nashville Network, Mizlou and WTBS(TV) Atlanta, plus 10 key spot TV markets. Cable advertising began in late February and spot TV begins in early March and



continues through second quarter. Commercial features Winston Churchill look-a-like who raises his hand in classic "V" for victory sign. Commercials will run in all dayparts. Target: adults, 25-54. Agency: J. Walter Thompson USA, New York.

**Southwest Airlines** □ Three-week flight, stressing introduction of air service to Chicago and St. Louis, is set to begin in mid-March in five markets.

Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: G.S.D. & M., Austin, Tex.

# AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

**MAJOR LEAGUERS HEAD SOUTH FOR SPRING—APRIL 1**—AP previews the '85 baseball season. Find out who's hot, and who's not, in our 5-part report from spring training in Florida. 90-second scripts run in advance March 30.

**THE MASTERS—APRIL 6**—The greatest names in golf battle it out April 11. Learn what to expect when the heavyweights start swinging in Augusta in our pre-tournament report. Three 60-second scripts run one time only on April 6.

**FEELING GOOD**—A regular 90-second, weekday feature covering health and fitness news is designed to appeal to a nation that's traded in its loafers for running shoes. Scripts move overnight.

**PEOPLE IN THE NEWS**—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

**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.

For more information call (800) 821-4747.

**AP** Associated Press Broadcast Services.

## Rep Report

KENS-TV San Antonio, Tex.: To Blair Television from Katz Television.

□

KCWT(TV) Wenatchee, Wis. To Avery-Knodel Television (no previous rep).

□

KIOO(FM) Los Angeles: To Jack Masla & Co. from Eastman.

□

WXTU(FM) Philadelphia: To Blair Radio from Weiss & Powell.

□

WUSO-WAI(FM) Winchester, Va.: To Jack Masla & Co. (no previous rep).

# Stations Across America are Revving up Now!

M.A.S.K. is a solid leader in the kids marketplace for '85.

The brand new afternoon adventure strip already has unbeatable clearances in over 65% of the nation.

Including 28 of the top 30 markets.

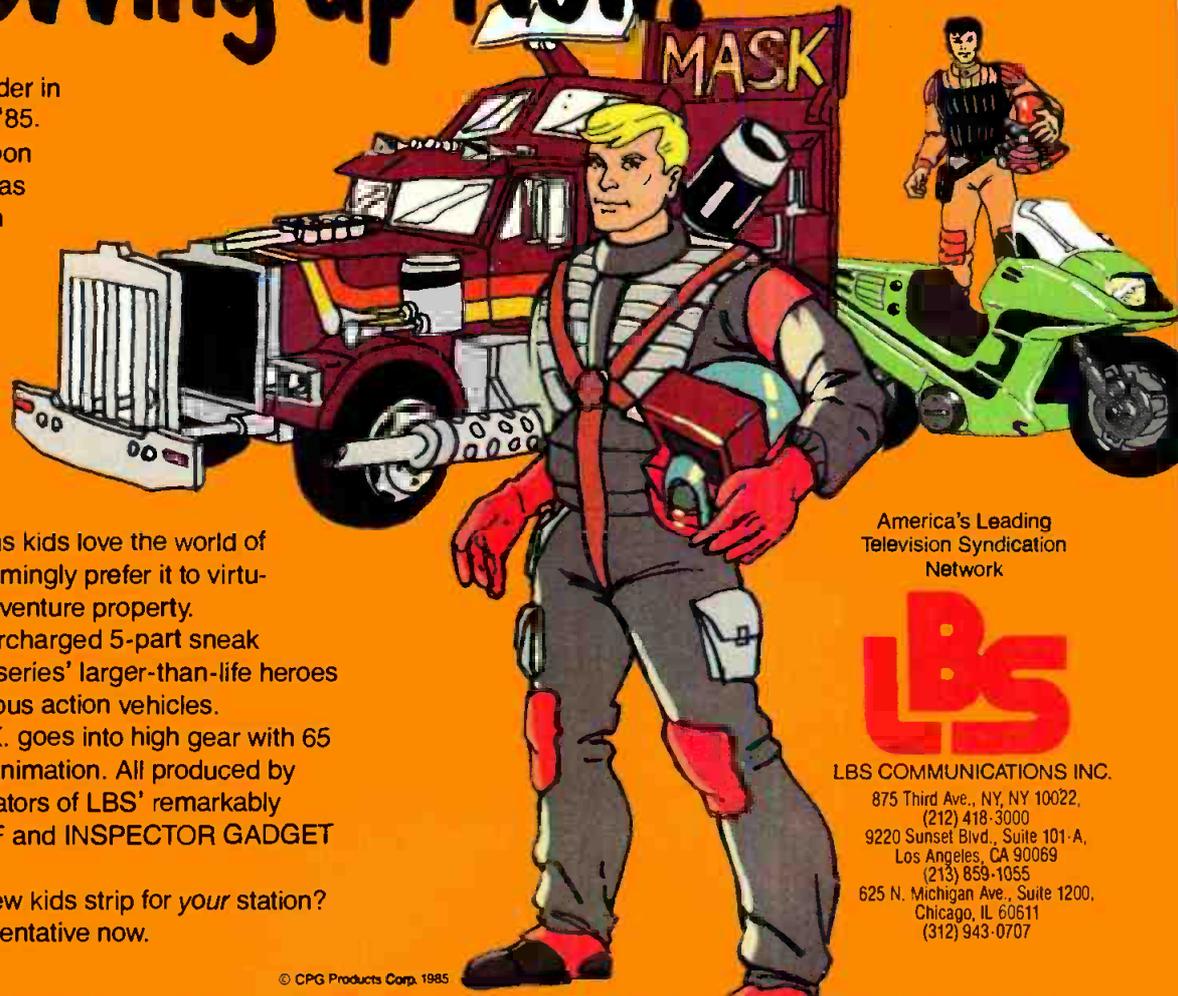
And stations from Tribune, Chris Craft/United, Taft, Gannett, Malrite, Meredith, Gaylord and TVX.

Market testing confirms kids love the world of M.A.S.K.: They overwhelmingly prefer it to virtually every other major adventure property.

In June there's a supercharged 5-part sneak preview to introduce the series' larger-than-life heroes and villains in their fabulous action vehicles.

In September M.A.S.K. goes into high gear with 65 half hours of adventure animation. All produced by DIC Audiovisuel, the creators of LBS' remarkably successful HEATHCLIFF and INSPECTOR GADGET strips.

Want 1985's hottest new kids strip for *your* station? Contact your LBS representative now.



America's Leading  
Television Syndication  
Network



LBS COMMUNICATIONS INC.

875 Third Ave., NY, NY 10022,  
(212) 418-3000  
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Los Angeles, CA 90069  
(213) 859-1055  
625 N. Michigan Ave., Suite 1200,  
Chicago, IL 60611  
(312) 943-0707

© CPG Products Corp. 1985

# M.A.S.K.

Already cleared:

LBS' new afternoon treat for kids starts this September!

<b>WPIX</b> New York	<b>KTXH</b> Houston	<b>WTTV</b> Indianapolis	<b>WHNS</b> Greenville-Spart	<b>KMPH</b> Fresno-Visalia
<b>KCOP</b> Los Angeles	<b>WPGH</b> Pittsburgh	<b>WTIC</b> Hartford-New Hvn	<b>WMKW</b> Memphis	<b>WAWS</b> Jacksonville
<b>WGN</b> Chicago	<b>WCIX</b> Miami-Ft. Laud	<b>KPTV</b> Portland, OR	<b>KRRT</b> San Antonio	<b>WLRE</b> Green Bay
<b>WTAF</b> Philadelphia	<b>KMSP</b> Min'polis-St. Paul	<b>XETV</b> San Diego	<b>WPMT</b> Har'sb'g-Lan-Leb	<b>WUHF</b> Rochester
<b>KBHK</b> San Francisco	<b>WGNX</b> Atlanta	<b>WXIX</b> Cincinnati	<b>WTVZ</b> Nrfk-Prts-News	<b>Ch 62</b> Omaha
<b>WLVI</b> Boston	<b>KSTW</b> Seattle-Tacoma	<b>KEKR</b> Kansas City	<b>WXXA</b> Alb-Sc'nec-Troy	<b>KAYU</b> Spokane
<b>WXON</b> Detroit	<b>WFTS</b> Tampa-St. Pete	<b>WCAY</b> Nashville	<b>WNRW</b> Gr'nsb'r-H Pt	<b>KHNL</b> Honolulu
<b>WDCA</b> Washington, D.C.	<b>KFTS</b> Denver	<b>WVTV</b> Milwaukee	<b>WRLH</b> Rchmnd-Ptrsb'g	<b>WDBD</b> Jackson, MS
<b>KTXA</b> Dallas-Fort Worth	<b>KTXL</b> Sacramento-Stock	<b>WMOD</b> Orlando-Dytna B	<b>WPMI</b> Mobile-Pensacola	<b>KDTU</b> Tucson (Nogales)
<b>WOIO</b> Cleveland	<b>WNUV</b> Baltimore	<b>WGNO</b> New Orleans	<b>KNAT</b> Albuquerque	<b>KJTL</b> Wichita Falls-Lawt

*BOSTON  
ST. LOUIS  
LAS VEGAS  
ALBUQUERQUE  
ATLANTA  
OKLAHOMA CITY  
DENVER  
SACRAMENTO  
CLEVELAND*

*HOUSTON\**

IT GETS BETTER  
HOUSTON JUST IN AND TH

**CENTE**

Source: NSI and Arbitron\* DMA/ADI HH ratings for  
Centennial vs. Avg. prime time, Jan., Feb., May,  
July, Sept., Nov. 84, Jan. 85

+ 33%  
+ 38%  
+ 50%  
+ 67%  
+ 100%  
+ 100%  
+ 125%  
+ 133%  
+ 200%

+ 610%

AND BETTER.  
NUMBERS KEEP GROWING.

**ANNUAL**

**TURNER PROGRAM SERVICES**

Atlanta, Georgia (404) 827-2085

## Advantage

**Million-dollar splurge.** Pepsi-Cola USA unveiled landmark, three-minute television commercial last Tuesday night (Feb. 26) on CBS-TV's coverage of Grammy Awards at reported cost of \$1.2 million in time alone. Spokesman for Pepsi would not estimate production cost of marathon (and lavishly produced) commercial. It stars pop artist Lionel Richie, who sang "Running With the Night" and "You Mean More to Me" and original composition written specifically for project. BBDO Inc., New York, produced three-minute commercial from which series of 30- and 60-second commercials will be extracted. Commercial with Richie will be joined by six other new Pepsi-Cola spots which will form backbone of advertising for 1985. Pepsi made other news last week when it disclosed that Geraldine Ferraro, Democratic candidate for Vice President, Joe Montana of San Francisco Forty-Niners, Dan Marino of Miami Dolphins, and entertainer Diane Carroll will begin to appear this week on network television as spokespersons for Diet Pepsi. Pepsi official said discussions also are continuing with Chrysler Chairman Lee Iacocca for appearances in commercials but no contract has been signed. Four personalities are participating as part of Diet Pepsi's thrust to build association with leaders in various fields.



**Repeat performance.** R.T. French, which last year introduced 19-foot tall toilet bowl in its TV commercial for Bully brand cleaner, has brought back formidable prop for its 1985 campaign. J. Walter Thompson USA, New York, has created two television spots—one for Bully automatic, clear bowl cleaner, and another for Bully Plus Blue, companion tinted cleaner, with behemoth bowl as support. Commercials will run throughout 1985 on network and spot television.

## Ten Ways To Get The Viewer's Attention



## HOT ROCKS

David Bowie is just one of the stars featured in "Hot Rocks", a package of ten major motion pictures for the contemporary viewer.

### ALMI TELEVISION®

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Phone: 202-638-1022

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**ABP** American  
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in 1946. Television \* acquired in 1961. Cablecasting \*  
introduced in 1972 □ Reg. U.S. Patent Office. □  
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**TELEVISION. Cablecasting.**



# SOLID GOLD COUNTRY

**SOLID GOLD COUNTRY** . . . let your listeners DISCOVER A GOLD MINE of COUNTRY MUSIC with a daily one hour music magazine hosted by Joel Sebastian.

**SOLID GOLD COUNTRY** . . . five one hour shows every week, one for each day Monday thru Friday. Each edition will cover a different topic or theme including feature years and individual artist profiles giving stations a fresh concept to promote each day.

**SOLID GOLD COUNTRY** . . . can recycle listeners into additional dayparts, provide your station a knowledgeable image and an association with the stars on a day-to-day basis. It also gives your station a daily sales opportunity which can attract new advertisers or expand existing budgets or clients.

**SOLID GOLD COUNTRY** . . . filled with lots of music while offering something "special" is ideal for drive time adjacencies, mid-days or early evenings. You'll find out the WHO, WHAT, WHERE, WHY and WHEN of country music.

**SOLID GOLD COUNTRY** . . . is available on a swap/exchange basis to radio stations in the top 173 Arbitron rated metro markets. There are six minutes of commercial time available for local sale in each one hour show, 30 minutes for the entire week.

For national sales information call our New York office at (212) 869-7444.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

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AMERICA'S TARGET RADIO NETWORKS  
Producing more than 1300 hours of first-run programming yearly

New York

Chicago

Los Angeles

Washington, D.C.

**NOW DAILY**



# **KNOTS LANDING**

**It's Sizzling • It's Explosive • It's Provocative**

**Just  
Sold!**

**HOUSTON  
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## **It's Sold!**

**CHICAGO  
JACKSONVILLE  
MEMPHIS  
CEDAR RAPIDS  
SAVANNAH  
TALLAHASSEE  
SPRINGFIELD-  
DECATUR  
CHARLESTON-  
HUNTINGTON  
HARTFORD**

**DALLAS  
GREENVILLE-  
ASHEVILLE-  
SPARTANBURG  
NORFOLK  
W. PALM BEACH  
COLUMBUS, GA.  
LEXINGTON  
DES MOINES  
MOBILE  
TAMPA**

**130 HOURS - FALL '85**

**LORIMAR<sup>®</sup>**

# Datebook

## This week

**March 5**—Louisiana Association of Broadcasters annual visit to Washington. Breakfast speaker: FCC Commissioner James Quello; luncheon speaker: Representative Henson Moore (R-La.). Rayburn House Office Building, Washington.

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

**March 6**—Society of Satellite Professionals monthly meeting. Speaker: Michael DiPalma, manager of satellite operations, NBC Inc. Miramar hotel, Santa Monica, Calif. Information: (213) 474-3500.

**March 7**—Music video seminar, sponsored by Center for New Television. Center headquarters, Chicago. Information: (312) 565-1787.

**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.

## Also in March

**March 10-12**—"Telecommunications Opportunities for the Minority Entrepreneur," sponsored by National

■ Indicates new entry

Telecommunications and Information Administration and Storer Communications. Vacation Village Convention Center, San Diego. Information: (202) 377-1835.

**March 10-13**—"Rockers '85 Convention," rock radio and music convention. Speakers include Norm Pattiz, president, Westwood One; Mike Harrison, program director, KMET(FM) Los Angeles; Rick Carroll and Lee Abrams, programing consultants. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 343-3952.

**March 15**—"The Electronic Looking Glass," public access cable symposium sponsored by cities of Long Beach and Lakewood, Calif. Speakers include Dennis Mangers, vice president for governmental relations, California Cable Television Association, and California Assemblywoman Gwen Moore (D-Los Angeles). California State University-Long Beach. Information: (213) 498-5561.

**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**—"Unrecordable Video," seminar sponsored by Massachusetts Institute of Technology Communications Forum, on "way of generating television transmissions that can be viewed, but not taped." Marlair Lounge, Cambridge, Mass.

**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 Promotion 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**—Deadline for entries in third annual Alcoholism Communications and Marketing Achievement Awards, recognizing "special achievements in alcoholism communications, treatment outreach and optimum use of media resources to spread the good news about recovery," sponsored by National Foundation for Alcoholism Communications. Information: NFAC, 352 Halladay Street, Seattle, 98109.

**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 16**—"Breaking into Radio... A Learning Experience," seminar sponsored by WHFS(FM) Annapolis, Md. Bethesda Country Club, Bethesda, Md. Information: (301) 263-1430.

**March 19**—"Current Issues in the Development of International Communications," second annual executive seminar sponsored by Hogan & Hartson, Wash-

## Major Meetings

**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 meeting. St. Francis hotel, San Francisco.

**May 19-22**—CBS-TV annual affiliates meeting.

Fairmont hotel, San Francisco.

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

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

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

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

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

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

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

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

**Sept. 11-14**—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.

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

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

# HART TO HART

OUTRANKS  
TV SITCOMS  
WITH WOMEN 25-54

HART TO HART beats...

TAXI  
ARCHIE BUNKER  
ONE DAY AT A TIME  
ALICE

GOOD TIMES  
HAPPY DAYS  
ALL IN THE FAMILY  
LAVERNE & SHIRLEY

*Everything is better when it comes from the Harts.*

A RONA II and Spelling / Goldberg Production  
in association with



ington 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 19-20**—*New York State Broadcasters Association* fourth annual "Call-On Congress." Washington.

**March 19-20**—*Texas Association of Broadcasters* "TV Day" seminar. La Mansion hotel, Austin, Tex.

**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 Erlicht, 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 23**—*American Women in Radio and Television, Philadelphia chapter*, "Career Day 1985." WCAU-TV Philadelphia.

**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**—*Pennsylvania Association of Broadcasters* visit to Congress. Washington.

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

**March 27**—*National Academy of Television Arts and Sciences, International Council*, salute to RAI (Radio-televisione Italiana). Avery Fischer Hall, Lincoln Center, New York.

**March 27**—*New Jersey Broadcasters Association* semiannual sales seminar. Quality Inn, North Brunswick, N.J.

**March 27-28**—*Illinois Broadcasters Association* spring meeting and awards banquet. Convention Center, Springfield, Ill.

**March 27-29**—*Telocator Network of America* semiannual meeting. Loew's Anatole hotel, Dallas.

**March 27-31**—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Luncheon speaker: Roy Danish, Television Information Office. Opryland hotel, Nashville.

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

**March 28-30**—*Greater New York Black Media Coalition* second annual conference, "Setting New Goals—Charting a New Course." Viacom conference and training center, New York. Information: (212) 683-2889.

**March 29**—Deadline for entries in "Editorial Excellence Awards," sponsored by *National Broadcast Editorial Association*. Scripts, tapes required for each of 12 monthly editorials. Information: 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.

## Stay Tuned

A professional's guide to the intermedia week (March 4-10)

**Network television** □ **ABC:** *Billy Buddy* (comedy), Thursday 8-10 p.m.; *Night of 100 Stars II* (celebrity special), Sunday 8-11 p.m. **CBS:** *Kids Don't Tell* (drama), Tuesday 9-11 p.m.; "Author! Author!" (comedy drama), Wednesday 9-11 p.m.; *The Magic of David Copperfield VII* (magic special), Friday 8-9 p.m. **NBC:** *Kids Just Kids* (magazine), Tuesday 4-5 p.m.; *Michael Nesmith in Television Parts* (comedy/music special), Thursday 9:30-10 p.m. **PBS** (check local times): *Death and the Mistress of Delay* (documentary), Monday 10:30-11 p.m.; *Ballad of the Irish Horse* (National Geographic special), Wednesday 8-9 p.m.; *Great Performances: "Best of Broadway"* (musical tribute), Friday 9-10:30 p.m.

**Network radio** □ **CBS Radio Network:** *NCAA Championship Basketball call-in* (two, three-hour programs), Sunday and March 29 on 500 stations (check local times). **RKO Radio Networks:** *Tax Tips* (five-week series of 60-second reports), Monday through April 5 on RKO affiliates (check local times).

**Cable** □ **Arts & Entertainment:** *The Aristocrats\** (documentary series), Wednesday 9-10 p.m.; *Tales of Hoffman* (opera), Thursday 8-11:30 p.m. **Cinemax:** "The Dresser" (drama), Sunday 8-10 p.m. **HBO:** *Maximum Security\** (dramatic series), Tuesday 10-10:30 p.m. **The**



*Maximum Security* on HBO

**Lifetime:** *Turn on to Food\** (weekday cooking series), Monday 10-10:30 a.m. (two 15-minute segments). **SPN:** *An American in Kuwait* (documentary), Monday 8-9 p.m.

**Play It Again** □ **NBC:** *The Burning Bed* (drama), Sunday 9-11 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ **KTLA:** *West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programming, now through March 15. **Hallmark Hall of Fame:** *A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, now through April 18.

\*indicates premiere episode

## 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 2**—*Ohio Cable Television Association* annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: Daniel Helmick, (614) 461-4014.

**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*. Pascha's hotel, Atlanta. Information: Lo Jelks, (404)

# HART TO HART

TV'S #1  
OFF NETWORK HOUR  
WITH WOMEN 25-54

HART TO HART beats TV's major hours...

DALLAS  
LITTLE HOUSE  
STAR TREK  
LOVE BOAT  
DUKES OF HAZZARD

QUINCY  
THE WALTONS  
CHIPS  
LOU GRANT  
ROCKFORD FILES

*Everything is better when it comes from the Harts.*

A RONA II and Spelling / Goldberg Production  
in association with



**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 9**—*National Academy of Television Arts and Sciences, International Council*, salute to RAI (Radio-televisione Italiana). Directors Guild of America Theater, Los Angeles.

**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 13-14**—*Society of Broadcast Engineers* annual meeting, during National Association of Broadcasters' convention. Las Vegas Convention Center, Las Vegas. Information: (313) 842-0836.

**April 14-17**—*National Association of Broadcasters* 63rd 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 18-20**—*National Federation of Local Cable Programers* Central states region spring conference, "Promoting the Use of Cable." Holiday Inn, Farmington Hills, Mich. Information: Lark Samouelian, (313) 474-1017.

## Errata

In sale of *WTN-TV Washington, N.C.*, ("Changing Hands," Feb. 25) principal seller was **W.R. Roberson**, not Robertson, and buyer is based in Columbus, Ga., not Ohio.

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

**April 20**—*New York Women in Film* "Young Professionals Seminar on Opportunities for Staff Positions in the New York Film and Television Industries." YWCA, New York.

**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 26-28**—*Society of Motion Picture and Television Engineers, Ottawa section*, special meeting, "Innovations '85." Westin hotel, Ottawa. Information: Ivan Barclay, SMPTE, P.O. Box 2427, station D, Ottawa, Ontario, K1P 5W5.

**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," 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.

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

## 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 6**—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. San



## Food for thought

EDITOR: Should the Congress of the United States ban the advertising of beer and wine on radio and television? This is one of the questions that is utmost in the minds of legislators, broadcasters, brewers and special interest groups. All will have information, case studies and piles of statistics to support their views. The process will be long and costly.

I like to keep things simple. This makes me recall Thursday night Feb. 21. After playing with the computer for about an hour after dinner, it was time to park myself in front of the TV to view the shows on NBC (*Cosby* to *Hill Street*).

As everyone knows, America is on a health kick, and I am on a diet. Those wonderful commercial breaks started and there were beer, autos and FOOD. I did not crave a beer, want to buy a new car, but lord knows I wanted to eat! I suffered through chicken and rice, pizza, raisin bran and corn flakes.

After the pizza commercial, a great idea popped into my mind. What the hell! Let's go all the way. Ban beer and wine, and get all the food commercials off too. We all know America is overweight, causing any number of health problems. Go for it. Write letters to the Congress, call Ronnie, get an editorial on the radio in the morning.

Thank God for the Miller Brewing Company. The last commercial I viewed that night had a simple message, "Miller beer,

made the American way." That is the real issue. The American way. Freedom of choice. I made the choice not to go to the refrigerator for a beer or any number of munchies.

Let's keep it simple and remember freedom of choice—the American way.—*Thomas D. Boock, vice president, WCHA(AM)-WIKZ(FM) Chambersburg, Pa.*

## Response right

EDITOR: I was disappointed to read your reports that the arguments offered by both sides in the recent fairness doctrine hearings were "shopworn" (BROADCASTING, Feb. 11). There may be an area of potential compromise. The primary substantive argument against the fairness doctrine is that equal time obligations deter quality journalism. This suggests that the problem is not with mandatory airing of public opinions as such, but with linking that responsibility to a broadcaster's prior editorial decisions.

Eliminating a specific "right to respond" would reduce the disincentive to cover controversial issues. Doctrine proponents might devise limited proposals in which any required airing of significant viewpoints takes place whether or not the broadcaster had taken a position. Regardless of the overall merits of the doctrine, both sides should want to avoid the obviously detrimental effects of current policies.—*Timothy Brennan, Silver Spring, Md.*

# 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.**

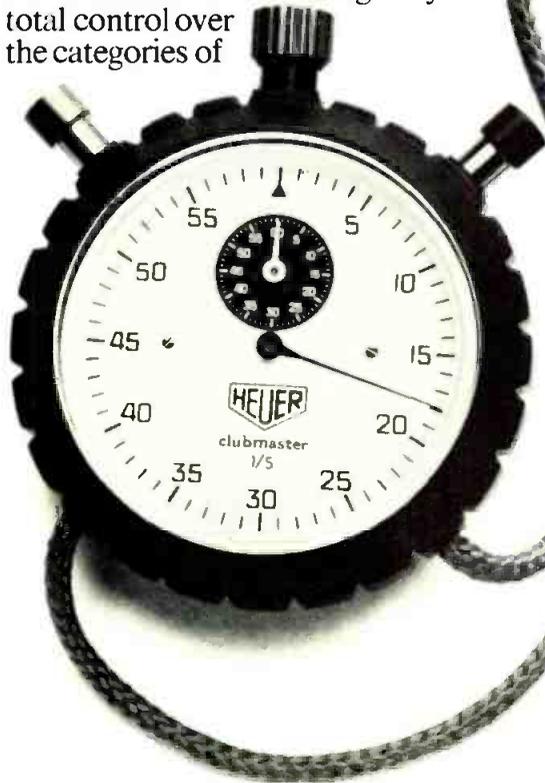
NewsPower 1200 is so fast it can move sports scores the moment they happen. Dow Jones averages the minute the market closes. State and regional stories the second they break.

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,  
even at this high speed.**

NewsPower 1200 also gives you total control over the categories of



news you receive.  
And the volume  
of stories coming into  
your newsroom.

You can get everything  
that's currently on the AP Radio Wire,  
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 Broadcast Executive or Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press. 202-955-7214.



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Without a doubt.**

# MANY CAMERAS CAN GO TO THE MOON, BUT ONLY ONE CAN GET INTO THOSE HARD- TO-REACH PLACES.

A lot of camera manufacturers make very large claims. But here's one that has the ability to make a very small claim:

Sony Betacam™—it gets into those confined, all but impossible-to-reach places that others can't, like Milton Berle's bedroom.

This unrestricted mobility is one reason why Betacam is the only one used to shoot the hit T.V. show "Lifestyles of the Rich & Famous." Frank Beacham of Television Matrix, the show's Hollywood production company, chose Betacam because "it's the only system we've found that celebrities welcome into their homes. Thanks to the Betacam, our crews have gotten incredible interviews that would have been missed with conventional video equipment."

Of course, the Betacam has reached other formidable places. Rock Solid Productions' Geoffrey Leighton used Betacam to shoot the behind-the-scenes documentary

of the Jacksons' "Body" video. "Betacam captured all the vibrant feeling and color of the production without getting in the way of the film crew; the Jacksons never lost a beat in front of the Betacam. It made all the difference."

Quotes such as these were prompted by more than remarkable mobility—Betacam's quality is equally astounding. Both the Saticon™ and new Plumbicon™ versions consistently render superior video. Because Betacam offers exceptional resolution, registration and signal-to-noise ratios.

So, if you're interested in the world's smallest, lightest, most compact high-quality camera/recorder, the one that you don't have to be rich and famous to afford, contact your Sony representative. And maybe you, too, will wind up in the boudoir of an idol like Uncle Miltie.

**SONY**  
Broadcast



Francisco. Information: (202) 626-3140.

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

**May 8**—*Connecticut Broadcasters Association* spring sales and management seminar. Hartford Marriott hotel, Farmington, Conn.

**May 8**—*National League of Cities* briefing session on

provisions of Cable Communications Policy Act. Chicago. Information: (202) 626-3140.

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

Nathan, (212) 223-0044.

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

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

## Monday Memo

A television zapping commentary from Chris Martens, producer, Major League Baseball Productions, New York

### Looking for ways to foil the zapper

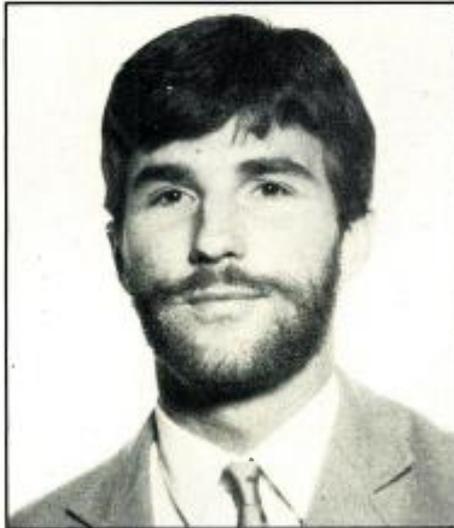
With the increasing popularity of the "zapper," the remote control switching device that enables viewers to change channels, advertisers face a firing squad of millions every time their product airs on network television. Compounding that problem is cable television. The average television viewer has 30 or 40 stations to choose from. That's four or five times the stations broadcast television offers.

Madison Avenue faces its greatest threat since the inception of the FCC. The millions of television viewers who own zappers have the potential of being infected with MAIDS (Madison Avenue Immune Deficiency Syndrome). Many MAIDS victims may not even know they have it. With the purchase of a zapper, the viewer's defenses begin to deteriorate. His resistance fails as he succumbs to an uncontrollable urge to continually change the channels without ever watching a commercial. If you suspect someone you love has been infected, check for these symptoms: intermittent twitching of the thumb or index finger of either hand, rapid blinking of the eyes, lack of attention and poor retention of daily programming.

The way the sales of these new "toys" are going, don't be surprised if they're on many children's Christmas lists in the near future. If that happens, heaven help the average family if it owns more than one zapper. Imagine two or three family members competing to see who will get the last zap and win the viewing rights for the evening. In a matter of minutes a quiet night at home would turn into pandemonium. With this type of abuse there's a good chance the television would short circuit before Mom's and Dad's tempers would.

Television viewers are programming themselves to zap as soon as the scene they're watching fades to black. Football fans can watch four or five different games continuously for six or seven hours on the weekend with cable television, and thus zap back and fourth between games without ever watching a commercial.

The current format of commercials is unarmed and thus unable to deal with the sophisticated zapper. A metamorphosis is necessary; otherwise, commercials are headed for slow extinction. A new strategy must be invented. Instead of hand-to-hand combat, try hand-to-eye combat.



Chris Martens is a producer for Major League Baseball Productions in New York. He joined MLBP in 1980 and since 1981 has produced the nationally syndicated *This Week in Baseball*. He has also written, edited and produced numerous specials and highlight programs.

IBM is currently aiming at solving this dilemma with recent sports commercials titled "You Make the Call." These football and baseball spots test the viewers' knowledge of rules, while incorporating appropriate footage. The commercials begin with 10 seconds of footage with the announcer's voice-over setting up the situation and explaining what happened. The viewer then becomes the umpire or referee for the next 15 seconds to determine the correct ruling. In these cases there is no time to zap; one's curiosity has been aroused, and for a rare moment during a commercial, the viewer's intelligence is being tested. During the time he is trying to figure out the answer, the advertiser has successfully tricked him into watching the spot.

Another alternative would be to incorporate the commercial into the plot of the show. This would require cooperation and teamwork among the sponsors, the advertising agencies and the producers and writers of the television show. This type of advertising would catch the zapper with his guard down. A commercial would be in progress before the viewer even realized he was watching one.

For example, take *Dallas*, one of prime

time television's heavyweight shows. Let's say Chevrolet has paid for one 30-second spot, to be aired on a predetermined night and time during *Dallas*. With about 15 seconds remaining in a given scene, the script would instruct Larry Hagman (J.R. Ewing) very subtly to lead into the Chevrolet spot without the scene even fading to black.

Hypothetically, J.R. could be driving along a highway, preparing to meet one of his adversaries in a crucial showdown. He would simply turn on the radio, and the Chevrolet spot could begin. A commercial of this nature would be only 15 seconds instead of the customary 30. Future commercials will need to be shortened to keep the viewers' attention span at its peak.

In a similar scene, J.R. could be driving along with a friend when a Chevrolet speeds by him. He would be instructed to exclaim: "Wow, what a fancy car the Corvette is." While J.R. is commenting, the camera would follow the Chevrolet as the commercial begins. Once again, the zapper would be caught before he has time to reload.

Sponsors should also use the current popularity of lotteries to their advantage. Weekly winning lottery numbers could be announced at the end of the two Chevrolet commercials shown during *Dynasty*. Supermarkets could promote the show in their stores. People would have to watch the two Chevrolet spots to find out if they were the newest millionaires. Or sponsors could offer prizes at the end of each show for the viewers who call in when they have seen the sponsor's identification.

If Nestle's chocolate were a sponsor, it could organize a contest giving viewers an opportunity to win prizes. At the beginning of the show the announcer could say: "At some point during the next half-hour, there will be a Nestle's identification somewhere in the show. When you think you've spotted it, call this number and be eligible for money and prizes."

It might be a Nestle's billboard along the side of the road, or maybe a mug of Nestle's hot chocolate on the table. With this method, thousands of viewers would watch intently, waiting for a clue. During the entire show, they would be consumed with the thought of Nestle's. Forget a commercial for 30 seconds. This psychological ploy would last the length of the show.

These solutions may not happen in the near future, but inevitably a new direction must be taken, or the familiar battle cry—"Ready, aim, zap!"—will rule the airwaves. □

# TRANSTAR #1 AM In Las Vegas

KENO-AM, Las Vegas, at 1460kc is up again. . . its 4th straight book up using Transtar's Adult Contemporary satellite-delivered format. It's now the number one AM station in Las Vegas among adults 25-49 and—among all stations AM and FM—it's the leading adult contemporary.

Las Vegas, Nevada  
Arbitron AQH Share  
Fall 1984, M-S, 6A-Mid.

Adults 25-49          6.7

"I didn't know AMs could keep going up in share, but Transtar is doing it. Not only do we have super ratings all week, but we're the #2 station with adults—among all AMs and FMs—during Transtar's weekly Saturday Night Supergold (13.4 share of adults 25-49 Saturday 7PM-Mid). That's what I call very salable results!"

Nancy Reynolds  
Vice President and General Manager

Would you like ratings like this in your market? Call us now.\*

1-800-654-3904

**TRANSTAR**  
The Quality Satellite Network

Come see us at the NAB - TRANSTAR Suite, Las Vegas Hilton.

\*Transtar's adult contemporary format is available on a market-exclusive basis.

Thanks to these stations,  
thousands of people will get a

# SECOND CHANCE

KAPP KATC KBMT KBVO KCNC KCTV KDBC  
◇ KDKA KDLH KELO KERO KETV KGBT ◇  
KGMB KHBS KHOU KHQ KIDK KIII KIRO  
KLAS KLTV KOIN KOKI KOLD KOLN KOLR  
KOVF KPIX KSAT KSL KSLA KSNF KSNT  
KSNW KSTP KTHI KTIV KTSP KTTV KTVI  
KTVY KUSI KWWL KYW WABI WANE WATE  
WBNS WBRE WBZ WCJB WCPO WCSC  
WCTV WDBJ WDIV WDTN WEWS WFAA  
WFLD WFSB WFTS WGME WHAS WHEC  
WHO WISH WITI WJAC WJAR WJBF WJCL  
WJKA WJLA WJRT WJXT WJZ WKBW WKRG  
WLUC WLUK WMC WMTV WNEW WOC  
WOFL WOLO WPCQ WPDE WPLG WPTV  
WPTZ WRAL WSAZ WSB WSPA WTEN  
◇ WTKR WTVC WWL WXEX ◇

Over one hundred fine stations have joined us in television's first national transplant and donor awareness campaign... a community project that will save lives.

# SECOND CHANCE

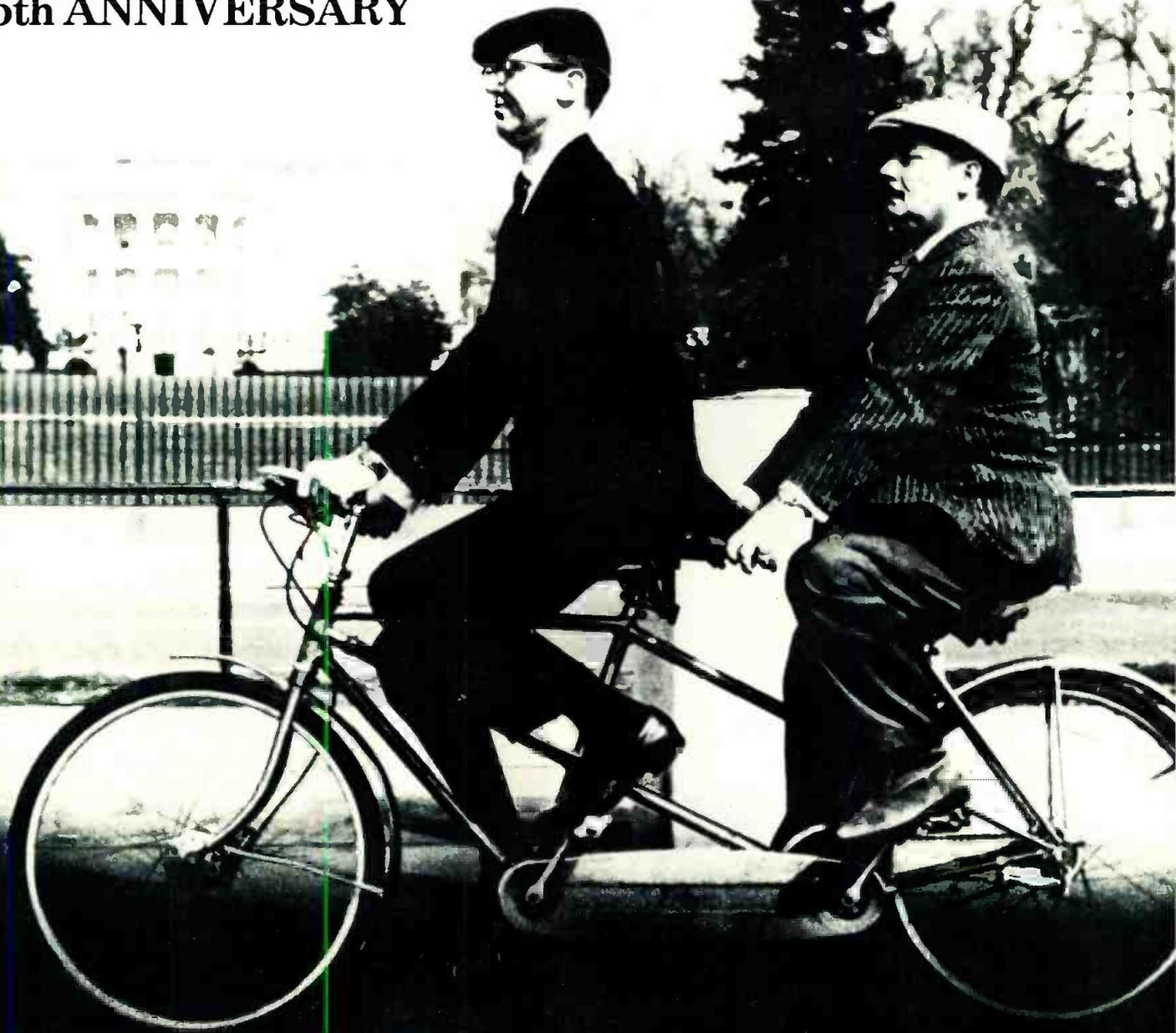
KDKA-TV and the Group W Television stations welcome these participants. Stations can still join in this life-giving campaign. For information call 412/392-3273.

KDKA-TV Pittsburgh

KPIX San Francisco    KYW Philadelphia  
WBZ Boston    WJZ Baltimore    WPCQ Charlotte

# *Congratulations, Frank & Jack!*

**WMAJ**<sup>abc</sup>  
**HARDEN  
& WEAVER**  
25th ANNIVERSARY



*From McGavren Guild*



# Broadcasting Mar 4

Vol. 108 No. 9

TOP OF THE WEEK

## CBS gleam in Ted Turner's eye

**Takeover threat emerges from Ferris conversations with FCC, which, it appears, would not stand in way of such a maneuver; financial community is doubtful of Atlanta entrepreneur's ability to pull it off; even suggestion heightens possibility that another party may try to effect future coup**

The possibility that Ted Turner might make a takeover bid for CBS Inc. electrified the Washington regulatory community and Wall Street last week.

It remains to be seen whether Turner's tentative reconnoitering will ever amount to much more than that (the financial community is skeptical about Turner's prospects), but it served further notice on CBS—and perhaps on ABC—of their vulnerability, and prompted the FCC to sketch out how other takeover artists might realize their own ambitions of owning a network.

There is also a possibility that Turner might be linked with Fairness In Media (FIM) and is one of the "third parties" with whom the anti-CBS group says it has been talking. Turner was asked by BROADCASTING in late January about a possible connection and said: "I have not talked to Jesse Helms about this, have not offered any support, nor have I been asked." But last week a FIM spokesman refused to confirm or deny that Turner had since been talking with the Raleigh, N.C.-based organization about an attempt to control or take over CBS.

The realization that Turner might be up to something began churning on the rumor mill last Thursday (Feb 28) when word leaked out that former FCC Chairman Charles Ferris was asking the current commissioners about the procedural barriers someone might have to clear if that someone were interested in making a hostile bid for a company with broadcast licenses.

In the only statement the Turner Broadcasting System released on the entire affair, TBS claimed that Ferris, its FCC counsel, had made "general" inquiries at the commission concerning broadcast license transfer procedures. "The inquiries were general in nature and not related to any particular broadcast group," TBS said.

But FCC sources said Ferris made it clear, at least in certain of his visits, that he was asking the questions on behalf of Ted Turner, and that the takeover target Turner had in mind was CBS.

It is premature to predict precisely how the FCC would handle a hostile takeover

attempt directed at a company with broadcast licenses. It's said to be a novel situation, one the commission has not had to address thus far, so there is really no precedent. But a series of interviews with commissioners and key FCC staffers last week revealed a commission that is predisposed to permitting the marketplace to work to the maximum extent possible, limiting its own involvement to a final qualifications determination of the buyer, as required by the Communications Act.

One FCC source said there was a consensus that the commissioners themselves

its statutory obligations without unduly impeding a takeover attempt.

Under Stewart's scenario, an entity that wanted to make a hostile tender offer could seek FCC approval to have a trustee collect the shares. FCC Form 316's (the commission's short-form transfer applications) could be filed at the FCC, enabling the commission to get the information necessary to give its consent to having the trustee act that way. (With the short forms, there is no statutory 30-day holding period, and petitions to deny need not be considered.)

If the tender offer were successful—that is, if the trustee accumulated enough stock to have gained *de facto* or *de jure* control of the targeted company—then the commission could require the filing of FCC Form 315's, the FCC's long-form transfer applications, which are subject to a 30-day holding period and petitions to deny. That would permit the commission to examine the buyer's qualifications before the trustee is permitted to release the stock.

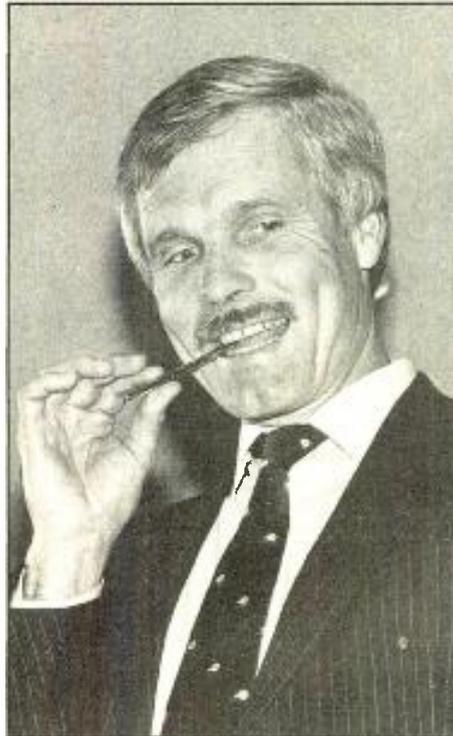
"This is the best way I can see of enabling stockholders in a publicly traded company to determine what disposition they want with respect to an offer," Stewart said. "And at the same time, it enables the FCC to pass on the qualifications of the entity that will ultimately control the entity at which the tender offer is directed."

The New York financial community was searching for evidence to indicate that a takeover of CBS was in the offing, but by week's end, it had yet to come up with any.

According to those surveyed, Turner lacked credibility as a corporate raider. Turner, they pointed out, didn't appear to have the financial wherewithal. He also appeared, they said, to lack the necessary corporate, banking and legal ties. In addition, they cited the almost negligible trading in his own company's stock.

Turner does not appear to have enough financial weight to be cast as the heavy, according to Bonnie Cook, a securities analyst with J.C. Bradford & Co. The company in which he is an 87% owner, Turner Broadcasting System, has an unrestricted line of credit for \$250 million, she said.

Hypothetically he could then buy CBS stock on margin—requiring a cash commitment of 50% of the purchase price—and then accumulate roughly 20% of the outstanding shares, more than is owned by CBS management and directors and perhaps enough to gain control of the firm. But that minority percentage would not get him access to the cash flow of the company that he



Turner

would check off on the procedures an entity attempting a hostile takeover could adhere to, since the issue is novel. But another FCC source said he didn't think the commission had "any public interest reason to protect a company's management." Yet another thought it important for the FCC to insure that it complied with statute, but not permit government processes to be used as "shark repellent." Said still another: "It seems to me we can take care of the qualifications finding without interfering with business decisions."

And Roy Stewart, chief of the FCC's video services division, spelled out one possible scenario for how the commission could meet

would need to pay off debts.

The ultimate decision of whether a potential takeover would succeed might rest with institutional investors, who in theory would be motivated by self-interest or fiduciary responsibilities to sell to the highest bidders.

According to Computers Directions Advisors, a financial research firm, as of the latest Securities and Exchange Commission filings on December 31, 1984, 61.8% of CBS stock was owned by institutions. Many, if not most of them, might be considered likely

candidates to sell out to the highest bidder.

Officials at First Boston Corp., the New York-based investment banking which was a lead underwriter for Turner's \$200 million December offering of notes and stock—which allowed him to extend his bank credit

TAISHOFF AWARD WINNER

## John Chancellor on growing up in journalism



Last Thursday night in Washington, the National Press Foundation held its second annual awards dinner, during which the Sol Taishoff Award (named for the founder-editor of BROADCASTING) was presented to John Chancellor (l), commentator of the "NBC Nightly News," by colleague Tom Brokaw. Chancellor's acceptance remarks were addressed to journalists—and about journalism—everywhere. The full text:

I want to talk very briefly about what an absolutely wonderful bunch of people we are in journalism. I think we are different, and I want to celebrate the difference.

For one thing, we begin our careers differently than most. I remember, when I had decided on what I'd be, my father warning me of a lifetime of poverty. My mother wondered how I'd ever get to meet a better class of people. But I didn't care if I never made a dollar (which was rather more money in those days than it is now) and the cops, bartenders, bookies and con men of Chicago in the 1940's were the most glamorous people I could think of.

The difference between most journalists and most other people is that journalists—at least of my generation—got into the business because they wanted to have fun. Fun and freedom. Someday, you might write the great American novel, but in the meantime, you wanted to be a reporter, which meant, in H.L. Mencken's immortal phrase, living the life of kings. People with that much irresponsibility about their lives rarely go to law school.

And then, when you did get out on the street, life was both glorious and horrifying. There was fun and freedom, but there was also murder, death, violence, hunger and corruption. Wow,

you said, they never told me it would be like this. But you saw, day after day, things that were wrong with society, and you began to think that something more should be done to make it better. That didn't make you a Democrat or a Republican, but it made you think that action is better than inaction. If there is a bias in the press, it is not a bias toward liberalism, it's a bias toward activism, and it begins not in the classroom, but in police courts and the dingy corridors of city halls.

And one day, you run into the great paradox of life in journalism. You get promoted to a more important job, or a more important beat, or you get sent to Washington, and you run smack into the final irony: The business you are in is truly serious; it does have an effect on society; you have to do your job as carefully as you can, and there you are, faced with dread responsibility.

What you print or broadcast, edit or produce is important. But importance wasn't important when you began. Fun was important. Freedom was important. But here you are, producing journalism that is meaningful, journalism that has an impact. In life, that's a sobering revelation.

I guess it is called growing up, and not everybody in journalism makes it. Newsrooms all over the world have their share of middle-aged adolescents who want to go on chasing fire engines and covering beauty contests. I call them God's innocents, the eternal children of journalism.

But the rest of us, heaven help us, reach the stage where we have to grow up.

The trick is to shoulder the responsibility without losing the sense of fun and freedom that got you into the business in the first place. It is easy to go astray. Some of us begin to think we are important, which is a fatal trap. The news is important—we aren't. Some of us are intimidated by all the scholarly studies of our mistakes and our alleged prejudices. That's like an actor who reads only bad notices of his work. Some of us, alas, begin to think that our copy has to plead for special interests. Some are entrapped by money, ratings or circulation. These are false paths which lead away from freedom and fun.

They also lead away from our responsibility as mature journalists, which in Walter Lippmann's phrase, is to give people a picture of the world upon which they can act. That ought to be enough for us.

We should remember what John F. Kennedy was talking about when he said: "Those who create power make an indispensable contribution to the nation's greatness, but [those] who question power make a contribution just as indispensable. . . for they determine whether we use power, or power uses us."

So I say let's remember who we are. We are not MBA's on a fast career track; we are not social engineers; we are not tribunes of the people, and above all, we are not part of the establishment, seductive though that role may be. We are the lucky ones who stayed the course, enjoyed a glorious youth, and have taken that experience, that sense of fun and independence and moved into more serious work. The subjects are important, but if we begin to take ourselves too seriously, we won't be able to do the work.

We began standing outside society looking in. That's where we ought to remain.

When I think about it, I can't imagine having done anything else with my life, and it is in that spirit of happy comradeship that I accept your gracious award.

line—declined to comment but indications here inspired skepticism as well.

There was no strong movement in Turner stock, which has a history of volatility, to support the takeover attempt theory. On Thursday, the day the news leaked to the press, Turner stock closed at 19¼ bid, down one quarter, on light trading. On Friday the stock repeated the previous day's performance.

The stock market activity was all on the other side. On Thursday, the day news from the FCC first began circulating, CBS was up three points to 84½ on more than usual volume. By 11 a.m. the next day, shares were trading at 86⅞ on volume of 296,000 and three hours later had risen to 87¾ on an additional volume of 550,000 shares. It closed on Friday at 88½ on a total day's volume of 1.2 million shares.

According to Francis Emory Fitch, an agent of the New York Stock Exchange, and other sources, Goldman Sachs was known to have bought a 100,000 share block of CBS stock, representing almost half the day's trading, at \$83 Thursday afternoon.

However, as one observer pointed out, large trades are often made through that particular firm because of its reputation and if someone was actually attempting to build up holdings in CBS, they would likely try to disguise the fact by placing buy orders through several traders.

The bull rush in stock purchasing was not limited to CBS. ABC and Cox Communications were also up in heavy trading. John Reidy, a securities analyst with Drexel Burnham, noted, "The asset values of a number of broadcasting companies, which are higher than the market values, were brought to the fore by Thursday's news, causing the run."

A rough estimate of the CBS asset value would be \$176 per share, according to John L. Bauer III, a securities analyst with Oppenheimer and Co. That is based on eight-times estimated 1985 broadcast cash flow of \$491 million; seven times record division cash flow of \$132 million, and nine times publishing cash flow of \$98 million, for a total of \$5.74 billion.

That number, minus approximately \$17 per share in long term debt, provides him with the \$176 estimate, meaning that the CBS stock is currently trading at half of breakup value, and thus makes it a reasonably attractive takeover candidate. Other attractive indications, he said, include the fact that its network operations seem in better shape than ABC, where ratings concerns threaten the cash flow required to pay off takeover debt.

In a statement, CBS said it has had no discussions with Turner on any plans he might have to buy the network. "Over the past several years, Turner has expressed repeated interest in acquiring CBS or another network," CBS said. "On one occasion two years ago, Turner approached CBS directly and proposed a combination of his company with CBS. At that time, CBS rejected his proposal unequivocally, convinced that it would be contrary to the interest of CBS shareholders." □

## Fritts, Jacobson spar before PTA

### PTA members blast industry position on beer, wine advertising

Members of the National PTA were in Washington last week lobbying for a ban on beer and wine advertisements on radio and television. The participants addressed a host of issues during a legislative conference although the topic of a proposed advertising ban generated one of the more lively discussions. And the PTA's clear opposition to the ads surfaced at a debate featuring National Association of Broadcasters President Eddie Fritts and Michael Jacobson, executive director for the Center for Science in the Public Interest, which is leading the drive for the ban.

The PTA has joined with 20 other organizations in support of Project SMART (Stop Marketing Alcohol on Radio and Television), a coalition working toward passage of legislation banning the commercials or mandating equal time for counteradvertising. And as one broadcasting lobbyist observed after the debate, "The PTA is a force to be reckoned with."

Fritts' arguments against a ban fell on deaf ears. "Either shut off your broadcasting or we must dispute it," warned one PTA member. While some members acknowledged that television was not the cause of all teen-age drinking, they were still critical of the ads. "We're concerned our children are picking up the patterns shown on these ads," one said. "There are advertising companies that spend millions on marketing research to get us to buy things. I think they know exactly what happens to influence viewers to buy products." Another asked: "Why would an industry spend \$900 million a year if they did not feel the ads affect conduct?"

And while some praised the broadcasting industry's public service campaign against drunk driving, others said they did not see

enough PSA's. They felt more announcements should appear closer to the airing of beer and wine commercials and in prime time. "Children don't make the connection between the glamorous ads and the drunk driving ads shown an hour or so later," one PTA member said. "We tried eight years ago to get the networks to do something about violence, and we were unable to make a dent in that issue," another maintained. "Let us join you to write some of these counterads and write some of these standards."

One woman presented petitions from her local chapter calling for an end to the ads or for equal time for counteradvertising. SMART is working to gain a million signatures supporting a ban, which it will present to Congress.

During the debate, Fritts maintained that there was no causal relationship between the ads and misuse and abuse of alcohol. He underscored the broadcasting industry's concern about alcohol and drug abuse, and he said a ban would not prevent abuse.

He presented a videotape with samples of the PSA's broadcasters have produced as part of the industry campaign against drunk driving. Several other tapes were aired during his presentation, including comments from Alan Wurtzel, vice president for broadcast standards and practices at ABC. Wurtzel explained that every script and tape is evaluated before broadcast. And he emphasized that the network makes sure the depiction of alcoholic beverage consumption is "handled respectfully."

Another tape featured Dr. Morris Chafetz of the Health, Education Foundation, who rejected arguments that commercials have an impact on the amount teen-agers will drink. "How a parent drinks is how a child will drink," Chafetz said. "Most children learn through imitation and identification," he said. Moreover, he added, "we feel more



**PTA firing line.** The subject of a proposed ban on beer and wine ads on radio and television stimulated a vigorous debate last week during a legislative conference sponsored by the National PTA. Pictured (l-r): NAB's Eddie Fritts; the session's moderator, Vivian-Sue Penn of the National PTA, and SMART's Michael Jacobson.



**60 Minutes.** Morley Safer and the *60 Minutes* camera crews were on hand last week to capture the growing controversy surrounding the movement to ban beer and wine ads from radio and television. Safer attended a debate at a National PTA legislative conference featuring National Association of Broadcasters President Eddie Fritts and Michael Jacobson of the Center for Science in the Public Interest, which is leading the drive for a ban. Afterward, Safer also interviewed Fritts and Jacobson. The CBS News program is planning to air a piece on the ad ban movement in four to six weeks.

comfortable if we can scapegoat advertising and television." But Chafetz's remarks failed to persuade the audience. "I'd like to know who finances the Health, Education Foundation? I'd like to know who financed that calm, cool voice, who said there's no problem?" asked one PTA member.

Jacobson questioned whether a "steady diet of ads is what children need." He also aired a videotape with examples of beer and wine commercials. There are 3.3 million teen-age alcoholics, he said. He noted that since the ban on cigarette ads was instituted, smoking has been at its lowest level since 1949.

"The industry is opposing Project SMART with everything they've got," Jacobson commented. However, the strategy has not been "totally effective." He cited a comment by John Summers, NAB executive vice president, government relations, in a memo to broadcasters urging them to create a "backfire within the PTA."

Jacobson also complained that Senate Commerce Committee Chairman John Danforth (R-Mo.) refused to meet with representatives of Project SMART. (Danforth has stated he does not favor a ban.) Jacobson said the reason is that Anheuser-Busch is headquartered in St. Louis. Jacobson also charged that Senator Paula Hawkins (R-Fla.), who held a hearing last month in the Senate on beer and wine ads, met with industry officials and "complained about the high cost of running a campaign and said she would not sponsor a ban." A Hawkins aide denied the senator talked about campaign costs during that meeting. And he said Hawkins has not taken a position on a ban.

Jacobson accused the broadcasters of aiming the PSA's more at Congress than the public. "They're throwing more money and more lobbyists than we ever can. But we have people power, and the battle will be won at the local level," Jacobson said.

Fritts responded: "If I believed there is a causal relationship between the ads and misuse and abuse, I would support a ban. But

there is no causal relationship." He went on to ask: "Would you eliminate hard liquor ads in newspapers or billboards? Would you do that? Why haven't you included that in your petition?" And, he argued: "If it were not for commercials, there wouldn't be any television period." □

## RKO Networks to be acquired by United Stations

**Price for five-year-old networks estimated to be in \$10-million range; 1,500 stations currently affiliated with services**

The United Stations, a New York-based radio program network, has signed a letter of intent with RKO General Inc. for the purchase of the five-year-old RKO Radio Networks ("In Brief," Feb. 25). Although terms for the transfer were not disclosed, sources say the price tag will fall in the \$10-million range. The deal includes RKO One, targeted to the 18-49 age group, and RKO Two, geared to the 25-54 demographic.

The acquisition also includes RKO Networks' program distribution arm called RKO Radioshows. (An earlier industry report indicated that Radioshows would not be part of the deal.) The RKO programing unit, which is also known as RKO Three, currently markets two short-form and five long-form entertainment programs, some of which are produced by outside program suppliers. Total number of affiliates for RKO One, RKO Two and Radioshows is approximately 1,500, 600 of which are considered "full time" affiliates. All programing (news, sports, features and short- and long-form entertainment shows) are digitally transmitted to stations via Satcom I-R. (In the fall 1984 RADAR 30 report, a network radio rating service of Statistical Research Inc., Westfield, N.J., RKO One finished second among persons 12 and older for Monday through Sunday, 6 a.m. to midnight, posting an average audience estimate of 1,527,000.

RKO Two was in 12th place at 937,000.

"United is buying more than four walls and satellite capability. We are buying an organization, and an organization is its people," said United Stations President Nick Verbitsky. He said the offices and studios of the newly acquired company will remain at RKO's New York headquarters at 1440 Broadway. "We will maintain separate affiliation staffs and sales staffs," Verbitsky said.

The United Stations currently airs more than 1,300 hours of long-form entertainment programing each year, including several weekly shows, specials and two, one-hour daily (Monday through Friday) broadcasts: *The American Music Magazine Starring Rick Dees* and *Solid Gold Country*.

Verbitsky said that upon completion of the deal, expected at the end of March, United will be structured as three entities: the United Stations Radio Network One, the United Stations Radio Network Two and the United Stations Entertainment Network, which will provide stations with a range of programing.

Bill Hogan, current president of the RKO Radio Networks, will become a partner in The United Stations, holding the title of executive vice president and general manager of United Stations Radio Network One and Two Inc. Hogan will be the United Stations' fifth partner. Besides Verbitsky, the other principal owners of the company are: Frank Murphy, executive vice president/marketing; Ed Salamon, executive vice president/programing, and Dick Clark, television and radio personality.

The RKO Radio Networks had been besieged with problems over the past few months after it discovered \$5.6 million in billing errors to advertisers from Dec. 1, 1982, through May 31, 1984 ("Top of the Week," Aug. 20, 1984). That figure was later upped to \$7.9 million dating back to January 1980 ("Riding Gain," Oct. 15, 1984). Last October, FCC Administrative Law Judge Edward Kuhlmann decided to broaden the scope of the commission's ongoing RKO General broadcast license qualification hearings, which are tentatively scheduled to resume May 6, to include, among other things, the networks' billings issue ("Top of The Week," Oct. 22, 1984).



**Network deal.** Present for last week's signing of the letter of intent for United Stations' purchase of RKO Radio Networks were (seated, l-r): Hogan and Verbitsky; (standing, l-r): John Cahill, vice president of finance for RKO General, and Clark.

(RKO General is the midst of license qualification hearings for 14 broadcast properties: 12 radio stations and two television outlets). Some industry sources say RKO General was looking to sell the networks before the FCC hearings begin in the spring. But an RKO General spokesman said the sale of the networks was strictly a "business decision" and has "absolutely nothing to do with the FCC proceedings." □

## February sweeps: CBS wins totals, NBC demographics

**CBS takes overall sweeps victory;  
NBC takes second and wins  
in key demographic categories**

CBS won the prime time February sweeps, but NBC swept the key demographic categories and, for the first time in 10 years, landed in second place in the household ratings. It was also a sweeps period, network analysts say, when the ratings were driven by the performance of regular series programming, and not by special-event programming like mini-series and highly promoted made-for-TV movies.

And as was the case last year, NBC was the only network to improve in the household ratings, posting a 10% gain in the Arbitron period (Jan. 30-Feb. 26), and a 9% increase in the Nielsen period (Jan. 31-Feb. 27). Both ABC and CBS came in under year-ago levels.

CBS won the Nielsen Television Index national compilations with a rating of 17.7 and a share of 27 in the Arbitron local sweep period, half a rating point ahead of NBC's 17.2/26 and 1.4 rating points ahead of ABC's 16.3/25. It was nearly an identical outcome in the Nielsen local sweep period with ABC and NBC each dropping one-tenth of a rating point, averaging a 17.1 and 16.2, respectively.

It was a marked departure from last February, when ABC and CBS were virtually tied, ABC slightly ahead in Nielsen, CBS slightly ahead in Arbitron.

The NTI ratings are a national sample and not a market-by-market measurement. Performance of individual television stations outside the major markets is based on diaries, and the results will not be available for about another month.

Although HUT levels were up a fraction compared to last year's February sweep, the combined network rating and share were under their year-ago levels. HUT levels totaled 65.9 in February compared to 65.6 last year. The combined three-network rating of 51.2 yielded an average prime time audience of 43,470,000 households per minute, compared to a three-network average of 44,410,000 in February 1984 and 46,400,000 in February 1983.

According to CBS researchers, regularly scheduled programs—which include made-for-TV movies, theatricals and mini-series in regular movie time periods—averaged a

## Sports Time pay cable network folds

The pay sports industry received another blow last week as Sports Time, plagued by poor subscriber and operator support, announced it will fold as of March 31. Sports Time, a limited partnership of Anheuser-Busch, Tele-Communications Inc. and Multimedia Inc., announced its closing just one month after another regional sports service, Milwaukee's Sportsvue, went under. The collapse of Sports Time leaves three additional baseball teams without regional pay television plans for the 1985 season—the St. Louis Cardinals, the Kansas City Royals and the Cincinnati Reds—although the last had decided to bow out of Sports Time before the announcement of its closing last week (see story, page 43).

The announcement put out by Sports Time last week said that the service "did not generate sufficient revenues to cover operating costs." The prepared release also said a factor in the decision was the inability to find other partners to help share the costs. Last fall, in an effort to keep afloat, Sports Time offered cable operators outside its primary markets (Kansas City, St. Louis and Cincinnati) the option of carrying the service on a basic tier. However, the professional teams expressed concern about the impact the potentially wider viewing would have on game attendance. Sports Time was able to attract a basic universe of about a million subscribers, but pay subscribers dwindled from a high last summer of 45,000 to 37,000. Operating costs this year were expected to reach \$25 million or more.

17.4 rating on CBS, 17.0 on NBC and 16.3 on ABC. But in only regular prime time series programs (excluding TV movies, theatricals, and mini-series) CBS moved ahead and ABC was much more competitive with NBC. In this case, CBS averaged an 18.2 rating, 10% ahead of NBC's 16.6 and 12% ahead of ABC's 16.2.

Mini-series were down from a year ago. In the sweep period just ended, *Hollywood Wives* pulled a 22.8/35 on ABC, *Evergreen* on NBC earned a 22/33 and *The Atlanta Child Murders* on CBS drew a 21.3/31. By comparison, mini-series in the February 1984 sweep rated much higher: *Lace* (ABC) scored a 29.6/42, *Master of the Game* (CBS) recorded a 26.7/39 and *Celebrity* (NBC) a 22.4/34.

"The order of finish in this sweep period was much more determined by series programming than traditionally is the case," observed David Poltrack, vice president, research, CBS/Broadcast Group. Poltrack attributed the decline in mini-series viewing to both the nature of the programming and its execution. He noted that "after you get past the title, *Atlanta Child Murders* is basically a courtroom drama," and those kinds of presentations are rarely ratings-breakers, Poltrack said—although he added it did better than the 30 share CBS estimated.

And although ABC came in third in the household ratings, it tied CBS during the Monday through Sunday, 10-11 p.m., local news lead-in hour. Between 10 and 11, ABC and CBS averaged a 17 rating, compared to a 16.2 for NBC.

At NBC, they were jubilant over that network's demographic performance, "on which 95% to 100% of all network advertising sales are made," explained Bob Niles, vice president, marketing, NBC. As of Feb. 10—the most recent period for which demographic information is available—NBC leads in virtually all key demographic categories, attracting a large proportion of the young, upscale audience that once belonged to ABC.

According to NBC researchers, it has

averaged a 9.5% lead over CBS among such key demographic categories as women, 18-34; 18-49; 25-49, and 25-54, and 15% ahead of ABC in those groups. Among men in the same demographic groups, NBC leads CBS by 21% and ABC by 8%.

However, CBS's Poltrack pointed out that much of NBC's young adult and teen-ager demographic strength comes from its 8-9 time periods and 7-9 Sunday block, where such shows as *A Team*, *Highway To Heaven*, *The Cosby Show*, *Silver Spoons* and *Punky Brewster* are scheduled. As the evening wears on, Poltrack explained, CBS and ABC become more competitive with adult-oriented programming.

Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron; they are station-compiled averages of the overnight metered ratings provided by both services.

### New York

*Donahue* on WNBC-TV at 9-10 a.m. still reigns in New York in both services. In Arbitron, it pulled a 5.7/25, up from a 5/24 over year-ago levels. WABC-TV's *The Morning Show* achieved a 4.5/20, according to Arbitron, up from a 3.4/16 last year. Two game shows on WCBS-TV—*The All New Let's Make a Deal* and *Anything For Money*—averaged in Arbitron a 2.5/11, up from a 2/10 a year ago, when it had *Tic Tac Dough* and *Joker's Wild* in that time period. (However, WCBS-TV has announced it is replacing *Let's Make a Deal* and *Anything For Money* with *Break the Bank* and *Catch Phrase*.)

In Nielsen, the averages are: *Donahue*, 4.2/22 (up from a 4/20 last year), *The Morning Show*, 3.8/19 (up from a 4/17) and a 2.3/12 for WCBS-TV's game show block (down from a 4/16).

At 4 p.m., when the networks stop feeding programming and affiliates take over with locally produced shows or syndicated programming, the race becomes more intense. WNBC-TV with *Love Connection* is first in Nielsen but second in Arbitron.

In Arbitron, *Love Connection* at 4-4:30

p.m. pulled a 5.9/15, compared to a 7/19 last year. *Jeopardy!* on WABC-TV earned a 7.5/20, up two share points from a year ago when *Edge of Night* filled the time period. *Rockford Files* on WCBS-TV averaged a 6.4/16 for the 4-5 p.m. time period in Arbitron. (Beginning in the fall, *America* will replace *Rockford Files*.)

In Nielsen, the averages are: *Love Connection*, 8.2/20 (7/19 last year); *Jeopardy!*, 7.6/19 (6/17 last year); *Rockford Files*, 6.4/16 (6/16 last year, when WCBS-TV carried *Barnaby Jones* in the 4-5 p.m. slot).

At 4:30-5 p.m., WNBC-TV stays ahead with *People's Court*, which averaged an 8.8/21 in Arbitron (up from an 8/20 last year) and an 8.8/20 in Nielsen (up from an 8/19 last year).

The second highest-rated show between 4:30 p.m. and 5 p.m. in both services was *The Brady Bunch* on independent WNEW-TV. It pulled a 7.3/18 in Arbitron, and a 7.3/17 in Nielsen. In fourth place behind *The Rockford Files*, according to both services, was *New \$100,000 Name That Tune* on WABC-TV, which achieved a 5.6/13 in Arbitron and a 6.3/15 in Nielsen. *Happy Days* on WPIX-TV pulled a 4.2/10 in Arbitron, and a 3.9/9 in Nielsen. The 4-6 p.m. movie on WOR-TV drew a 4.3/10 in Arbitron for the two-hour period, and a 3.9/9 in Nielsen.

As it traditionally has, WNBC-TV won the soft news and features 5-6 p.m. time period, but *Dukes of Hazzard* on WNEW-TV was close at its heels and WCBS-TV also made big inroads into this time period.

In Arbitron, WNBC-TV's *Live At 5* achieved an 8.3/19 (up from a 7.6/17 last year), while *Dukes of Hazzard* pulled an 8.1/18 for the hour. WCBS-TV's *Channel 2 News at 5* drew an 8/17 in Arbitron (up significantly from a 5.6/13 last year), compared to a 7.7/17 for *Little House on the Prairie* on WPIX-TV. Behind them all, in both services, was *The 5 p.m. Eyewitness News* on WABC-TV, which averaged a 5.1/11, down from a 6.3/14 a year ago.

In Nielsen: *Live At 5*, 8.4/17; *Little House on the Prairie*, 8.3/17; *Dukes of Hazzard*, 8.1/17; *Channel 2 News at 5*, 7/14, and *The 5 p.m. Eyewitness News*, 5.9/12.

When the format shifts to hard news at 6-7 p.m., WCBS-TV takes the lead, but off-network sitcoms on WNEW-TV achieve the highest household ratings for the period.

*Three's Company* on WNEW-TV drew an 11.6/23 in Arbitron at 6-6:30 p.m., while *One Day at a Time* at 6:30-7 p.m. scored an 11.7/21. WCBS-TV's 6-7 p.m. news had an 8.4/16 in Arbitron (up from a 7.4/14 last year), and an 8.8/16 in Nielsen (compared to an 8.7/16 a year ago). In Arbitron, WNBC-TV was third with a 7.9/15 (7.7/14 last year), while in Nielsen it pulled an 8.6/15 (8.8/16 last year). WABC-TV drew a 7.7/15 in Arbitron (7.6/14 a year ago), and an 8.2/15 in Nielsen (compared to an 8.4/15 in 1984).

*Benson* on WPIX-TV at 6-6:30 p.m. hit a 6.8/13 in Arbitron, and a 6.7/12 in Nielsen. *Barney Miller*, following it at 6:30-7 p.m., achieved a 6.8/13 in Arbitron and a 6.6/12 in Nielsen. From 6 p.m. to 7 p.m., *Hart to Hart* on WOR-TV scored a 5.4/10 Arbitron, 6/11 Nielsen.

In prime access, *Wheel of Fortune* on WCBS-TV is the indisputable king. It racked up a 16/26 in Arbitron, and a 17/27 in Nielsen. According to Arbitron, *All in the Family* on WNEW-TV came in second for the time period, averaging an 11.1/18, but according to Nielsen, it came in third with a 10.1/16. *Entertainment Tonight* on WABC-TV pulled a 10.8/17 in Arbitron, and the same in Nielsen. *Family Feud* on WNBC-TV drew a 9.8/15 in Nielsen, and an 8/13 in Arbitron.

At 11 p.m., according to Arbitron, WABC-TV was the leader with a 10.3/22. But Nielsen put WNBC-TV the leader at 11 p.m. with an 11.9/24, and gave WABC-TV a 10.8/21, second place. To confuse matters further, Arbitron put WNBC-TV third with a 9.4/20. Arbitron put WCBS-TV in second place with a 10/21, but Nielsen put it in third with a 10.6/21.

## Los Angeles

It was business as usual in Los Angeles last month, as audience alliances remained relatively unchanged in key time periods among both affiliates and independents. The local news race among affiliates remains tight, although the traditionally dominant KABC-TV continues on top in most periods. KNBC-TV, which moved its network newscast into a previously locally-produced slot at 6:30-7 p.m., has lost audience as a result. KABC-TV has drawn the ire of some competitors by claiming only 15 minutes of late local news from Feb. 21 through 27, inserting special programming instead. Effective last Friday (March 1), independent KTLA has become an Arbitron-only station, canceling its Nielsen subscription after a year of complaints about composition of the company's Los Angeles metered sample. Jane Collins, KTLA research director, told BROADCASTING the station saw cancellation as its only choice. "The situation has gotten worse, if anything," she asserted, claiming Nielsen has not taken sufficient steps to rectify the problem. Nielsen has said its sample accurately reflects the city's demographic composition.

In the early news block, at 5-6 p.m., KABC-TV continued to dominate under both services, with KCBS-TV and KNBC-TV neck-and-neck for second place. Nielsen showed KABC-TV with an 8.4 rating, 19.2 share versus 9/19 in 1984, followed by KCBS-TV with 6.6/15 versus 7/16 and KNBC-TV with 6.3/14.3 versus 6/13. Arbitron reported KABC-TV with 9.5/19 versus 8/16, KNBC-TV with 6.6/13.2 versus 7/14 and KCBS-TV with 6/12 versus 7/14. At 6-7 p.m., both services also gave KABC-TV the lead, with KCBS-TV slightly ahead of KNBC-TV, which replaced the 6:30-7 p.m. local news block with *NBC Nightly News* last fall. At 6-6:30 p.m., Arbitron gave KABC-TV a 9.6/16.6 versus 9/15, KCBS-TV 6.2/10.7 versus 6/10, KNBC-TV 5.5/9.8 versus 7/12. Nielsen had KABC-TV with 8.8/16.4 versus 9/17, KCBS-TV 6.9/12.7 versus 8/14, and KNBC-TV 6/11 versus 7/12. Both services had KCBS-TV leading KNBC-TV, but trailing KABC-TV, at 6:30-7 p.m.

Among the independents, both services showed KTTV remaining strong at 6-7 p.m. and mixed results at 5-6 p.m. According to Nielsen, KHJ-TV (*Video One*) led slightly at

5-5:30 p.m. with 4/11 (all others had 4/10), with the lead shifting to KTLA (*Happy Days*) at 5:30-6 p.m. with 6/12, followed closely by KTTV (*The Jeffersons*) with 5/12. At 6-6:30 p.m., KTTV (*Three's Company*) led with 10/20, ahead of KCOP's 7/13 (*Star Trek*). In the 6:30-7 p.m. slot, KTTV (*Alice*) drew 11/18, followed by KCOP's 8/14 (*Star Trek*).

Arbitron's survey gave the 5-5:30 p.m. period to KTTV (6/13 with *One Day At A Time*), ahead of KTLA (5/11 with *Happy Days*). At 5:30-6 p.m., KTTV again dominated (7/14), followed by KTLA (6/12). In the 6-6:30 p.m. slot, KTTV had 12/22 and KTLA (*Bosom Buddies*) 7/12, with KTTV ahead again from 6:30-7 p.m. with 12/20 and KCOP second with 8/13.

During prime access, at 7:30-8 p.m., the rankings did not change significantly from the November book. Under Nielsen, KNBC-TV (*Family Feud*) and KCBS-TV (*2 On The Town*) were tied at 9.3/15.1, versus 9/14 and 10/16 in February 1984, while KABC-TV (*Eye on L.A.*) had a 9/14.6 versus 10/16. According to Arbitron, KABC-TV led the period with 10.3/16 versus 11/16 in 1984, followed by KNBC-TV with 8.4/13.1 versus 9/13 and KCBS-TV with 7.5/11.6 versus 9/14.

Among the independents, Nielsen showed KTTV (*WKRP In Cincinnati*) and KCOP (*Jeopardy*) in a tie at 9/15, versus 10/16 and 8/12, respectively, last year (KCOP then aired *Joker's Wild*). Nielsen gave both KTLA (*The Love Boat*) and KHJ-TV (*Dallas*) 5/9, versus 7/11 (*Laverne and Shirley*) and 4/6 (*Fantasy Island*), respectively, last year. Arbitron reported leading with 10/15 (8/13 in 1984), then KCOP 8/12 (8/12), KTLA 6/11 (10/16) and KHJ-TV 5/8 (3/5).

During the affiliate's late news block, all three stations were in a virtual dead heat according to Nielsen, while Arbitron put perennial leader KABC-TV on top. Arbitron's rankings compared with last year were KABC-TV 9.7 rating, 26.8 share versus 10/28; KCBS-TV 7.3/20.1 versus 7/19; and KNBC-TV 7.1/19.6 versus 7/20. Nielsen reported KABC-TV with an 8.2 rating, 22 share versus 10/26; KNBC-TV 8/21.4 versus 8/20; and KCBS-TV with 7.9/21.3 versus 8/21.

During the independent late news block, 10-11 p.m., KTLA continued to dominate in both services. Arbitron showed KTLA with a 5 rating, 10 share (compared with 5/8 in 1984), KTTV 2/4 (2/3), KHJ-TV 2/4 (1/2) and KCOP 2/3 (2/3). For Nielsen, KTLA registered 5/9 (4/7), KTTV 2/5 (2/3), and KHJ-TV and KCOP tied at 2/3, the same as 1984.

## Chicago

Last Thursday (Feb. 28) John Severino, president of ABC Television and Mark Mandala, president of ABC-owned television stations flew to Chicago for a 400-person celebration of the best WLS-TV ratings book in years. The brightest news for the station is in early morning, the 6 p.m. news and prime time access.

For its 4-5 p.m. news, WLS-TV gained a 7.5/17 in Arbitron and a 10/22 in Nielsen. Last year during the first half of the hour the station was ending its afternoon movies. At 4-5 p.m. CBS-owned WBBM-TV had reruns

of *Quincy* which gained a 10/21 in Nielsen and an 8/19 in Arbitron. *People's Court* on WMAQ-TV at 4 p.m. got an 8/18 in Nielsen and an 8.5/21 from Arbitron. Its hour of news from 4:30 to 5:30 got a 7.7/16 from Arbitron and an 8/16 from Nielsen.

In early news WBBM-TV continued to lead at 5-5:30 p.m. with a 10.1/20 in Arbitron, up slightly from last year's 9.3/19 and held about steady for the second straight year in Nielsen at 12.5/24. WLS-TV at 5 p.m. got a 10/18 from Nielsen for its news show, while Arbitron gave it an 8/17.

In the 6-6:30 p.m. news, Nielsen had WLS-TV with an 11.3/19, trailing WBBM-TV's 13/22, while WMAQ-TV got a 7/12. Last year's numbers of 8/15, 12/20 and 7/13 respectively show that the ABC-owned WLS-TV showed a big improvement over the past 12 months. In Arbitron the trend is even more dramatic, with WLS-TV and WBBM-TV tying at 10/18, and WMAQ-TV showing a 6/11, compared to last year's 9/16, 10/17 and 7/12, respectively.

Access to viewers in the access time period shrank as WLS-TV *Wheel of Fortune's* gain was everyone else's loss. The show increased its performance last year by 50%, reporting a 20.7/34 in Arbitron and a 22/35 in Nielsen.

Following *Wheel of Fortune*, Arbitron had both major independents beating the other network owned-stations. Tribune's WGN-TV got a 10.5/17 in Arbitron with *Benson* and a 10/16 in Nielsen, both numbers are down several rating points from last year's results from *The Jeffersons*. Metromedia's WFLD-TV got a 9.3/15 in Arbitron with *Taxi*, which earned an 8/13 from Nielsen. Both numbers are down a couple of rating points from last year when the station carried *Three's Company*.

The news on the CBS-owned station pulled an 8.3/14 on Arbitron, down from 9/15 last year, and an 11/17 on Nielsen almost even with an 11.1/18 last year, while WMAQ-TV's *Name That Tune* garnered a 6.5/11 in Arbitron and a 9/14 in Nielsen, down from *Family Feud's* numbers of 10/17 and 11/17, respectively, last year.

In late news, Monday-Friday, using comparable starting times, both WBBM-TV and WLS-TV held their ground or improved while WMAQ-TV fell slightly. WBBM-TV got a 17/29 in Arbitron; WLS-TV, a 15.2/25, and WMAQ-TV, an 11.1/19. For Nielsen the numbers were a 21/33, 16/25 and 12/19, respectively.

In a side note, when Phil Donahue left Chicago to move his operation to New York, some of his viewers in the Windy City may have left with him. His ratings in the 9 a.m. time slot on WBBM-TV dropped by a rating point or more in both Arbitron and Nielsen, while that of *A.M. Chicago*, on WLS-TV with host Opah Winfrey, increased by three rating points or more, so that it now has twice the numbers of *Donahue*.

## Philadelphia

ABC affiliate WPVI-TV continued its dominance in the early and late news blocks and the prime time access period, but relin-

quished its hold on early fringe to CBS affiliate WCAU-TV, a time period it had held in consecutive sweeps since May 1978. WCAU-TV knocked off WPVI-TV's *Merv Griffin* (4-5 p.m.) with *Quincy*, starring native Philadelphia Jack Klugman, which last month averaged an 11/26 in the Nielsen sweep, beating *Merv's* average 10/23. A year ago, *Merv* won the Nielsen sweep with a 12/26, beating the 8/19 that *Charlie's Angels* averaged on WCAU-TV. WCAU-TV also carried the time period in the Arbitron sweep, where *Quincy* averaged a 13/30 to *Merv's* 10/22. A year ago, Arbitron gave *Merv* a 14/32 and *Charlie's Angels* a 7/15.

In the Nielsen sweep WCAU-TV also gained modestly in early news, and prime access, where its *Entertainment Tonight* (7-7:30 p.m.) went from third to second place with an 11/7, compared to a 10/16 last February. The station's *Love Connection*, in the second half-hour of access, moved the station from fifth place where it was with *Family Feud* last February, averaging a 6/10, to third place in the time period with an 8/12. But WPVI-TV took the hour with a 19/30 Nielsen for *Tic Tac Dough* and a 27/41 for *Wheel of Fortune*. KYW-TV was third in the first half hour of access with a 9/15 Nielsen for *People's Court* and second in the second half hour with an 11/17 for *Evening Magazine*. WPVI-TV also took the Arbitron prime access hour, while WCAU-TV and NBC's KYW-TV tied in the first half hour of access with a 10 rating. KYW-TV beat WCAU-TV handily in the second half hour of the Arbitron access period.

In early news WPVI-TV dominated from 5 to 6 p.m. with an average 16/31 Nielsen (down a point from 17/31 a year ago) and a 16/32 Arbitron, although that represented a drop of four Arbitron points from last February when it got a 20/37. WCAU-TV held second place in Nielsen news period from 5 to 6 p.m. with a 10/19, and also held second in the comparable Arbitron period where it got a record 11/20. KYW-TV programed *Family Feud* from 5 to 5:30 p.m., scoring an 8/16 Nielsen and a 6/13 Arbitron. Its 5:30-6 p.m. news got a 6/11 Nielsen and a 5/10 Arbitron. Last year, its 5-6 p.m. news block got a 5/10 Nielsen and a 5/9 Arbitron.

In the 6 p.m. news race, WPVI-TV got a 24/40 Nielsen, compared to a 19/33 last year, and an 23/39 Arbitron, compared to a 25/42 last year. WCAU-TV was second in both measurement periods, up a point in each to a 9/14. KYW-TV had a 5/8 in the period according to Nielsen, the same as last year, which kept it behind the two independents in the market, WPHL-TV, which scored a 7/12 Nielsen for *Alice* in the period (and a 6/11 Arbitron), and WTAF-TV, which scored an 8/14 Nielsen in the period for *Happy Days* (and a 9/15 Arbitron).

WPVI-TV took latenight news again with a 21/38 Nielsen and a 19/37 Arbitron. Last year the station did a 19/37 Nielsen and a 22/41 Arbitron. WCAU-TV posted a 13/24 Nielsen (12/23 a year ago) while KYW-TV got a 12/22 Nielsen (9/17 a year ago) and a 13/24 Arbitron, up from a 10/19 a year ago.

In the independent station race, there was little change from the last February sweep

when WTAF-TV beat WPHL-TV in early fringe, the affiliates' early news period and prime access.

## San Francisco

Emerging as the winner in the early local news hour (6 p.m.) in Nielsen is CBS affiliate KPIX(TV) while it and ABC-owned KGO-TV finished in a virtual tie in Arbitron. KPIX, however, topped both Nielsen and Arbitron at 11 p.m.

For the 6-7 p.m. time period, KPIX landed with an 11 rating and 20 share in Nielsen—down from a 13/23 a year ago. Meanwhile, in the Arbitron sweeps, KPIX and KGO-TV were locked in a battle for first place, finishing with a 10/20 and 10/19, respectively. (In February 1984, KGO won the 6 p.m. time slot in Arbitron with a 12/22). The ABC station tied NBC affiliate KRON-TV for second place in Nielsen, both posting a 7/14.

Finishing third in both rating services was Cox Communications' KTVU(TV)'s hour of comedy with *Three's Company* airing from 6-6:30 and *WKRP in Cincinnati* at 6:30-7. The station had an 8/17 in Arbitron and 9/17 in Nielsen. The fourth spot in Arbitron went to KRON-TV which had a 5/10 with its *Newscenter 4* program. Rounding out the top five stations in Nielsen and Arbitron is KBHK-TV's telecast of the *Dukes of Hazzard*. The station registered a 4/8 Nielsen and 4/7 Arbitron.

KPIX was the clear winner in the 11-11:30 p.m. late local news period (Monday through Sunday), with a 10/27 Nielsen and 10/28 Arbitron. Slipping from its first place 10/27 a year ago in Arbitron to second was KGO-TV, which finished with an 8/22. The station was also second in Nielsen, pulling an 8/20. KRON-TV followed with a 7/19 Nielsen and 6/17 Arbitron.

Looking at two of the market's independent outlets during the 11 p.m. time slot (Monday through Friday), KTVU's *Barney Miller* took fourth place in both Nielsen (5/13) and Arbitron (4/12) while KBHK-TV's airing of *The Best of the Dating Game*, was next with a 2.4 in Nielsen and 1/3 in Arbitron.

Capturing top honors once again in prime time access—7:30-8 p.m.—was KPIX's *Evening Magazine*, this time garnering a 12/20 (Nielsen) and 12/21 (Arbitron). KRON-TV, with its airing of *Entertainment Tonight*, has moved into second place in Nielsen with a 10/17—up from 8/14 a year ago. It also registered a 10/17 in Arbitron, tying KGO-TV's *Name That Tune*. There was also a virtual tie in Nielsen for third place between KGO-TV at 9/15—down from 11/17 last February—and KTVU's *Taxi* with 9/16. KTVU fell from 12/20 a year ago and a first place tie with KPIX when it was airing *WKRP in Cincinnati*. In Arbitron, KTVU was fourth with an 8/13.

## Boston

In Boston, the early (6-7 p.m.) and late night (11 p.m.) local newscasts races remained very close. WCVB-TV, the ABC affiliate, captured the early local news period according to both Nielsen and Arbitron, with a 13.6/23

and 13.5/25, respectively. WBZ-TV, the NBC affiliate, was second with a 11.4/20 in Nielsen and a 13.1/24 in Arbitron. CBS's WNEV-TV, which station sources said received a 6/13 from Nielsen last May, continued to rank third, but rose to a 10.5/18 from Nielsen and a 7.6/14 from Arbitron.

In the late local news period, Nielsen declared WBZ-TV the winner with a 13.5/30, followed by WCVB-TV's 11.8/26 and WNEV-TV's 8.5/19. According to Arbitron, in the late news period WCVB-TV edged WBZ-TV for first: 11.9/28 to 11.6/28. WNEV-TV followed with a 7.1/17.

In early fringe, WNEV-TV's block of game shows (4-6 p.m.)—*Let's Make a Deal*, *The Match Game*, *Name That Tune* and *Wheel of Fortune*—has helped its local news ratings since last May, station sources said.

According to Nielsen, from 5-5:30 p.m. WBZ-TV did a 9.8/21 with *People's Court*, followed by WCVB-TV with a 8/18 for *Too Close for Comfort* and WNEV-TV's 7.2/16 for *Name That Tune*. Arbitron ranked *Name That Tune* the winner from 5-5:30 with a 8.2/18, followed by WCVB-TV's *Too Close for Comfort* with a 7.8/17 and WBZ-TV's *People's Court* with a 7.6/17.

Nielsen and Arbitron both showed *Wheel of Fortune* (5:30-6 p.m.) with a 11.2/22. Second place in Nielsen went to *All in the Family* on WCVB-TV and WBZ-TV's locally produced *Live on Four*, both with a 10.2/20. Arbitron had those two shows tied for second with a 9.2/18.

In prime access (7:30-8 p.m.) WBZ-TV's *Evening Magazine* was the clear Nielsen and Arbitron winner with a 11.2/18 and 11/18, respectively, more than two points ahead of both WCVB-TV's locally produced news magazine *Chronicle* and *Entertainment Tonight* on WNEV-TV, which both received a 8.8/14 from Nielsen. Arbitron gave *Chronicle* a 9/15 and *Entertainment Tonight* a 7.7/13.

Among the four independents, WLVI-TV prevailed during the 6-7 block with a 5.9/10 Nielsen rating for *Three's Company* and a 5.2/9 for *Laverne & Shirley*. *Diff'rent Strokes* on WXNE-TV ranked second at 6 to 6:30, with a 3.9/7, followed by *One Day at a Time* on WSBK-TV, which received a 2.5/4. For second place during the 6:30-7 p.m. slot, *The Jeffersons* on WSBK-TV received a 4/8 from Nielsen, while *Mork and Mindy* scored a 3/6.

In Arbitron, *Three's Company* was out front with a 4.7/9, compared to a 4.1/8 for *Diff'rent Strokes* and a 2.6/5 for *One Day at a Time*. *Laverne & Shirley* also prevailed with a 5.2/9, followed by *The Jeffersons* with a 4/8 and *Mork & Mindy* with a 3.4/6.

First place during the independent stations' prime access time period was close: *Barney Miller* received a 6.6/11 from Nielsen and a 6/11 from Arbitron. *Taxi* received a 6.5/11 from Nielsen and a 5/9 from Arbitron, while *WKRP in Cincinnati* ranked third with a 3/5 and 4/6, respectively, from Nielsen and Arbitron.

At 10 p.m., WLVI-TV's independent news half hour received a 1.9/3 from Nielsen. In Arbitron's ratings, it received a 3/6. The program competes against a half-hour news program produced by noncommercial WGBH-TV,

which Nielsen gave a 1.5/3 and Arbitron a 2/4.

## Detroit

WDIV-TV, the NBC affiliate, once again dominated the Nielsen and Arbitron numbers in prime-access and early fringe periods, while ABC-owned WXYZ-TV continued in the premiere position in early and late news. Ratings are on a Monday-through-Friday basis, except for late news, where figures are available immediately only on a Monday-through-Sunday basis.

In early news WXYZ-TV was the leader in both Nielsen and Arbitron for the period it includes news (5-7 p.m.). The station amassed a 15.3/28 Nielsen and a 12/22 Arbitron, while runner-up WDIV-TV weighed in with a 10.3/20 Nielsen and a 10.7/22 Arbitron. Third-placing WJBK-TV, the CBS affiliate, garnered a 6.8/12 Arbitron and 6.2/11 Nielsen. WDIV-TV carries news at 5-6:30 p.m. and WJBK-TV at 5:30-6:30 p.m. The overall figures were higher for early news this year than in February 1984.

In late evening news, Monday through Sunday, WXYZ-TV held firm to its number one position, ringing up a 16/30 Arbitron and an 18.4/32 Nielsen. WDIV-TV strengthened its position with a 13/25 Arbitron and a 14.2/25 Nielsen, up slightly from last year in Arbitron and up substantially in Nielsen. WJBK-TV declined from its February 1984 levels, scoring a 12/23 Arbitron, versus a 15/26 last year and an 11.8 Nielsen versus a 12/24 last year.

The prime-access period belonged to WDIV-TV, with *Wheel of Fortune* clobbering the opposition. *Wheel* rolled up a 24/37 Arbitron and a 23.2/37 Nielsen, moving ahead of last-year's rapid pace. In second place was *Three's Company* on independent WKBD-TV with a 13.6/22 Arbitron and a 13.7/22 Nielsen. WJBK-TV, with its *PM Magazine*, registered a 10.9/17 Nielsen and a 10/15 Arbitron, up from last year. WXYZ-TV, with *Sale of the Century*, scored an 8.4/13 Nielsen and a 7.1/11 Arbitron, down considerably from last year's ratings.

In the afternoon fringe period, *The Jeffersons*, on WDIV-TV at 4-5 p.m., took the honors for the period, registering an 11/24 Arbitron and 11/26 Nielsen. The series edged out WXYZ-TV's *Good Afternoon Detroit* which garnered a 10/24 Nielsen and a 10/22 Arbitron. Following was WJBK-TV, which counts its fringe period from 4-5:30 p.m. and averaged a 7/15 Arbitron and a 5.8/13 Nielsen for *Anything For Money*, *Divorce Court* and *People's Court*.

A spokesperson for WDIV-TV said the station is pleased that for the period from sign-on to sign-off, 6 a.m. to 2 a.m., Monday through Friday, WDIV-TV scored the highest Arbitron rating in the market, 9.5/24, as against 9/21 last year. She said WXYZ-TV attained an Arbitron of 9.4/23, down from 12/27 in February 1984.

## Washington

Discrepancies between Nielsen and Arbitron figures were commonplace in the Washington market, where two independent stations

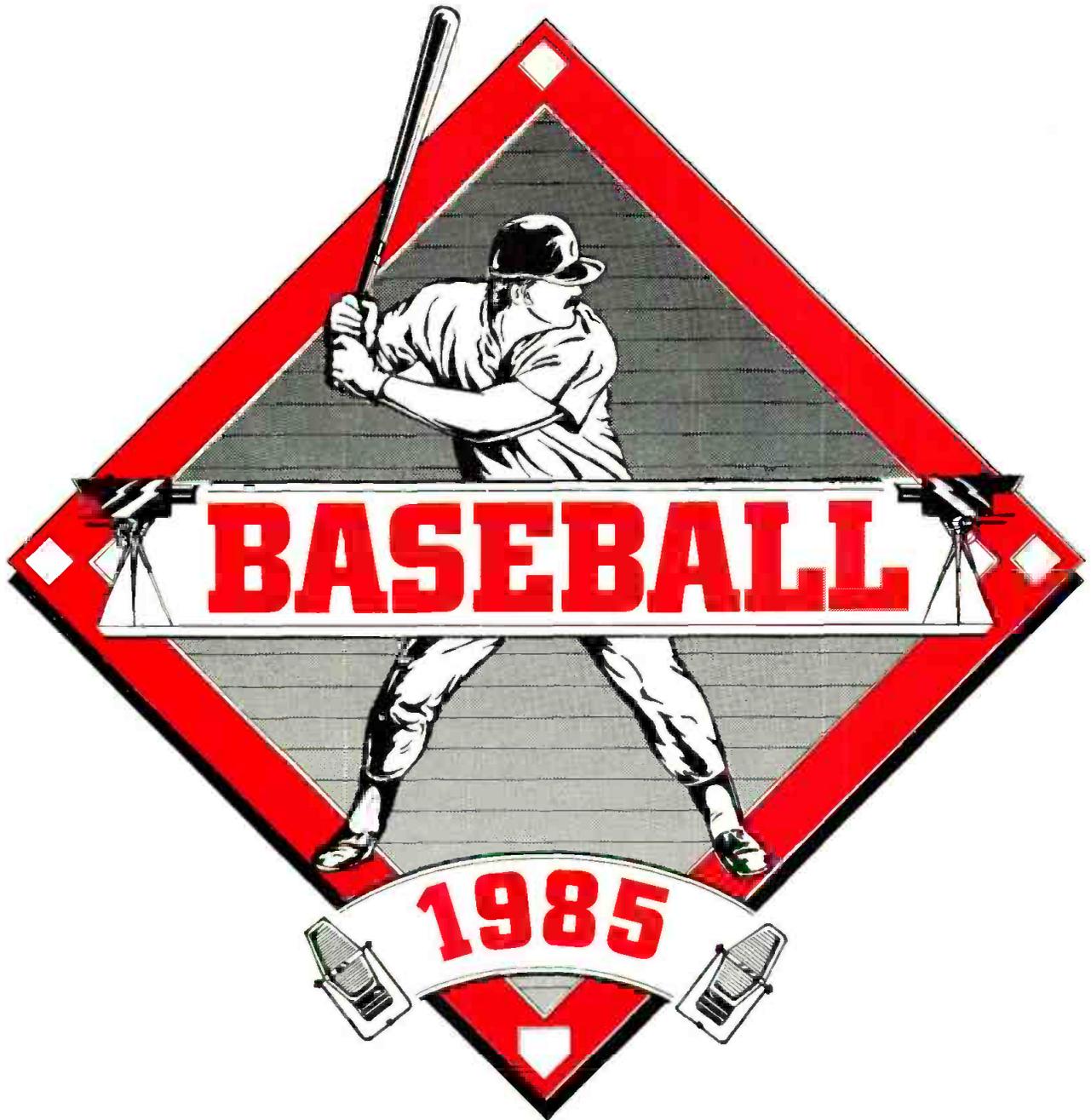
battled with the three network affiliates for one of the youngest audiences in the country. Independent WTTG ranked consistently first or second in both services, while independent WDCA-TV ranked consistently last in Arbitron. Of the three network stations, CBS affiliate WDVM-TV challenged WTTG most often.

In early fringe (4-5 p.m.) Nielsen and Arbitron came close to agreement. At 4-4:30, both services charted ABC affiliate WJLA-TV in first with *Love Connection* (8.9/23 Nielsen, 7.5/21 Arbitron); WTTG in second with *He-Man and Masters of the Universe* (8.4/22 Nielsen, 7.3/21 Arbitron), and WDCA-TV in fifth with *Voltron* (3.0/8 Nielsen, 3.2/9 Arbitron). Nielsen gave third place to WDVM-TV's *Hour Magazine* (6.9/18) and fourth place to NBC affiliate WRC-TV's *Jeopardy*. Arbitron reversed the standings, giving *Jeopardy* a 5.9/17 and *Hour Magazine* a 5.5/15. In the second half of early fringe, the services were in agreement. WTTG's *Batman* (8.4/21 Nielsen, 7.5/20 Arbitron) led the period, which also featured *Anything for Money* on WJLA-TV (7.8/19 Nielsen, 7.1/19 Arbitron), *People's Court* on WRC-TV (7.0/17 Nielsen, 6.0/16 Arbitron), and continuations of *Hour Magazine* and *Voltron* in fourth and fifth places, respectively.

The 5-7 p.m. time period was filled with local news by the network affiliates (except WJLA-TV, which airs *Every Second Counts* at 5-5:30 before beginning local news). WTTG successfully counterprogramed *Love Boat* at 5-6, *WKRP in Cincinnati* at 6-6:30 and *Taxi* at 6:30-7, coming in first in Arbitron and second in Nielsen for all three. But WDVM-TV's news programs handily beat WTTG's fare in Nielsen (11.7/24 to *Love Boat*'s 9.0/19; 13.8/24 to *WKRP*'s 10.7/19 and *Taxi*'s 13.1/22) and easily outdrew the other affiliates in both services. In Nielsen, WJLA-TV scored a 6.9/15 for *Every Second Counts*, a 7.3/15 at 5:30-6, and a 9.0/16 at 6-7, while WRC-TV scored a 7.5/16 at 5-6 and a 9.5/16 at 6-7. In Arbitron, WJLA-TV drew a 6.4/16 for *Every Second Counts*, a 6.5/14 at 5:30-6 and a 7.8/15 at 6-7; WRC-TV drew a 7.4/17 at 5-6 and a 7.8/15 at 6-7, tying WJLA-TV.

In prime access (7:30-8 p.m.), there was a race for first in Nielsen, as WDVM-TV's *Wheel of Fortune* (16.2/25 Nielsen, 14.5/25 Arbitron) came in close on the heels of independent WTTG's popular sitcom, *M\*A\*S\*H*, (16.3/26 Nielsen, 13.8/24 Arbitron), with each program winning two of the four weeks. WJLA-TV's *Entertainment Tonight* (12.0/19 Nielsen, 10.6/18 Arbitron) came in easily—but distantly—third.

Late night local news was clearly a contest among the affiliates. Nielsen pegged CBS's WDVM-TV in first (13.1/28), ABC's WJLA-TV in second (12.2/26) and NBC's WRC-TV in third (11.2/24). Arbitron, on the other hand, listed WRC-TV in first (10.5/26), WDVM-TV in second (9.7/24) and WJLA-TV in third (9.4/23). NBC's Feb. 6 change in lineup placing its high-ranked *Dynasty* as the lead-in to the 11 p.m. news, however, may have had an effect on the final results. WTTG scored its lowest rating in the late night news time period, with *Rituals* (4.7/10 Nielsen, 4.6/12 Arbitron). □



## 1985 baseball rights hit \$278 million

**Station and network payments up over last year; regional pay cable networks not doing as well as hoped**

Major league baseball broadcast and cable rights payments will rise slightly in 1985—by about 3.7%—to \$278 million, compared to last year's \$268 million. ABC and NBC are both entering the second year of six-year pacts worth a total of \$1.2 billion, and this year's payments under those agreements, about \$155 million (with ABC paying about \$80 million and NBC paying about \$75 million), account for more than half (about 56%) of this year's rights total. Local broadcast and cable rights in baseball markets will increase by almost 11% this year, with the total reaching almost \$117 million,

compared to about \$105 million last year. More than half of the 26 teams this year renegotiated part or all of their rights packages (see team capsules, starting on page 48).

But perhaps the major story this year is that many teams around the big leagues have come to the sober realization that the cable medium will not deliver the lucrative revenue stream once hoped for. Cable subscribers and cable system operators are staying away in droves from the regional pay sports services. Two regional sports channels that launched a year ago have already folded—Pittsburgh's Home Sports Entertainment and Milwaukee's Sportsvue. In addition, Sports Time, the St. Louis-based, multi-region sports channel, was compelled to switch to a sort of hybrid pay and basic service (pay within the ADI's of the baseball markets served, with an option

to cable systems outside the ADI's to offer Sports Time as a basic service), due to a lack of subscriber and operator support. And as a result of that conversion, Sports Time will more than likely lose one of the three primary teams it offered last year—the Cincinnati Reds.

The smaller the market, the greater the disillusionment about the viability of all-sports cable channels, although few would argue that at least a couple of the sports channels in the larger markets are thriving and will continue to do so. Sportschannel in New York is the one most refer to when asked to name a successful pay sports service. And the reason seems to be that it has access to a multiplicity of professional sports teams that can provide programming year round, and thus sustain viewer interest.

But in the smaller markets, contended the Reds director of broadcasting, Jim Winters, where there are only one or two professional sports teams to provide programming, subscriber interest in a pay sports channel is low to begin with, and the problem is further exacerbated by high churn rates, which in turn discourage the system operators. "I don't think there is any question that baseball and cable systems are disillusioned" with regional sports channels, Winters said last week. "We've both had to recognize the fact that projections for [regional sports channels] have fallen far below expectations." Baseball executives in the larger markets also say that's true, but note their teams still have faith in cable for the long term. "Ten years ago everyone thought cable would be a goldmine that would grow by leaps and bounds," said Mike Ryan, manager of broadcasting for the New York Mets. "That hasn't happened." He was quick to add, however, that Sportschannel's growth over the last several years has been "slow but steady" and that the channel's success is largely attributable to the many professional sports teams in the market to tap for programming, including two baseball teams, three hockey teams, two basketball teams and a soccer team. "Sportschannel is

different in that regard," said Ryan, adding, "I think that is one of the key reasons they have been successful." By contrast, in the Cincinnati market, the Reds are the only professional team a sports channel can use. (Pro football's Bengals, in the same market, are guided by the National Football League contract with the three broadcast networks, which precludes cable coverage for at least the next two years.) While there is some available college product in the market, noted Winters, "the University of Cincinnati and Xavier won't have people knocking down the doors," to sign up for a pay-sports service.

Winters said that part of Sports Time's problem is that subscribers who have signed on, have done so only at the expense of another pay service. "The majority of the people won't just add on a sports channel to their cable package," he said. "They want to cancel this or that" pay service to make room for pay sports. "That's the detriment of regional pay [sports]. You're just taking dollars out of one pocket and putting them into another."

And the solution that Sports Time has come up with will probably cost it the Reds baseball package, which last year consisted of 38 home and away games. (Last year the service also carried 52 games of the Kansas City Royals and St. Louis Cardinals, as well as 25 games of the Chicago White Sox and Cleveland Indians. For the 1985 season, the service has so far only sealed renewals with the Royals and Cardinals.) That solution, designed to persuade more operators to make room for the service on their systems, is to offer cable systems outside the Kansas City, St. Louis and Cincinnati markets the option of carrying it as a basic service. But team representatives almost unanimously expressed their concern that a regional basic service—like superstation game coverage—would keep more viewers at home, away from the gate. The problem is acute for a smaller-market team like Cincinnati, Winters explains, which

## Solving the superstation problem

When Peter Ueberroth stepped in as commissioner of Major League Baseball last fall, high on his agenda was putting an end to the internecine bickering between the majority of teams that are not carried on cable superstations and the minority that are.

After several months of negotiations with the five superstation teams, Ueberroth has made large strides in resolving the problem. Three of them—the New York Yankees, the Atlanta Braves and the Texas Rangers—have agreed to compensate the other teams for Yankees, Braves and Rangers games that are brought into their markets. And the commissioner's office is optimistic it can work out similar arrangements with the other two teams—the New York Mets and the Chicago Cubs—by the start of the season next month.

The so-called superstation problem comes down to a turf fight. The 21 nonsuperstation teams have long objected to the importation of hundreds of televised games of other teams into their markets by superstations. They contend the flood of games depresses attendance and local broadcasting revenues. And some teams also claim it hurts regional pay cable services which they have been counting on as important new sources of revenue.

Some teams have a different kind of gripe. They say they should share in the added revenue that they believe the owners of the superstation teams receive as a result of the national exposure just as they do the revenue from the network television deals.

To pacify the complaining teams, the Braves, Yankees and Rangers have agreed to make annual payments to MLB's central fund, based on the number of cable homes their games reach via superstations outside their markets. Once collected, the money from the superstations teams will be divvied up among all 26 teams.

Ted Turner's Atlanta Braves, the most pervasive of the superstation teams, was baseball's biggest problem. Most of their games on superstation WTBS(TV) Atlanta, also owned by Turner, are distributed nationally by Southern Satellite Systems to some 32.3 million cable homes outside the Braves market. Turner has

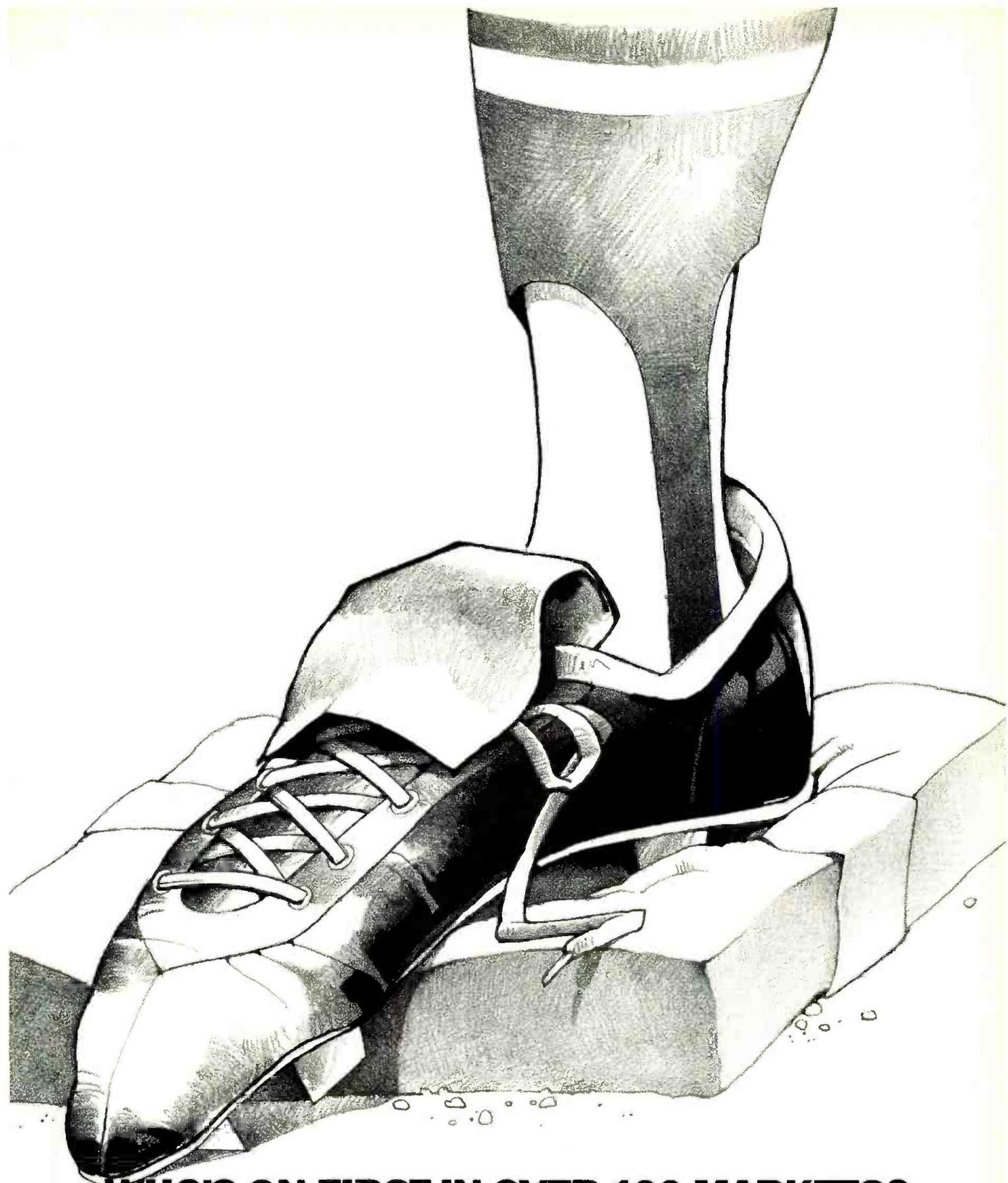
aggressively promoted the station and the games nationally for years, while resisting attempts by MLB to limit the number of games carried by the superstation.

Apparently tired of battling baseball's front office, Turner agreed in January to pay the central fund around \$30 million over the next five years, starting with a \$5.4-million payment in 1985. For its part, MLB has agreed to quit trying to force the Braves off the superstation through various legislative and legal efforts.

Not much has been made public about the Yankees' and the Rangers' deals, but, because of their small national cable audiences, neither will generate anywhere near as much revenue for the league as the Braves. The Yankees on superstation WPIX(TV) New York are distributed nationally by United Video and regionally by Eastern Microwave to some two million cable homes, but how many of those homes are outside the Yankees market and should be included in calculating payments is uncertain. The Rangers on superstation KTVT(TV) Fort Worth are distributed nationally by United Video to around 191,000 cable homes, but, according to United Video, only a relative handful—subscribers to a cable system in Montana and SMATV system in upstate New York—are outside the Rangers' five-state market.

The Cubs and the Mets have been the holdouts. The Cubs are distributed by United Video on superstation WGN-TV Chicago to 14.9 million homes outside the Cubs' market. Although the Cubs and the station are owned by Tribune Broadcasting, Tribune feels it should not have to pay on the same basis as Ted Turner. Unlike Turner, Tribune contends, it doesn't promote WGN-TV nationally or sell any of its advertising time based on the national audience and thus does not benefit from the Cubs' national exposure. The Mets are distributed by Eastern Microwave on WOR-TV New York.

Even if all the superstation teams agree to the compensation plan and begin making regular payments to the league's central fund for all to share, not all the teams will be satisfied. For some, the only solution to the problem is a total ban of the importation of games from other market.



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draws a large crowd from cities as far away as Columbus and Dayton in Ohio; Indianapolis; Louisville and Lexington, both Kentucky; Charleston and Huntington, both West Virginia, and Knoxville, Tenn. Putting Reds baseball on a basic service in those markets, said Winters, would have a "devastating affect on our attendance." He said it was "doubtful" there would be Reds baseball on Sports Time this year.

A spokesman for Sports Time said the renewed deal with the Cardinals, owned by Anheuser-Busch, which has a one-third interest in Sports Time along with Tele-Communications Inc. and Multimedia Inc., calls for carriage of 50 home games and 10 away games. The new Royals package consists of 26 home and 26 away games. The spokesman said talks are continuing in the attempt to keep the Reds in the fold, and that only after the situation with that team is settled will it try to iron out agreements with the White Sox and Indians. Since converting to a pay-basic hybrid last Oct. 1, the service has signed on 130 basic affiliates with a basic subscriber universe of about one million. Pay subscribers have declined, however, from a high of about 45,000 last summer to about 37,000 currently.

Insufficient subscriber penetration was cited by executives at Sportsvue, the regional pay sports network owned by the Milwaukee Brewers and Bucks (basketball) which closed up shop early last month. Bill Haig, vice president, broadcast operations for the Brewers, cited sports program saturation on basic cable and the resulting reluctance of subscribers to pay for additional sports fare as perhaps the biggest obstacle to the success of pay sports channels in many markets. When subscribers are reluctant to buy a pay service, Haig noted, operators are reluctant to make room for it on their systems, a problem he said confronted Sportsvue. In addition to ESPN and USA Network, there are the superstations, which he describes as compounding the problem. Despite the failure of Sportsvue, Haig still sees cable as "extremely important. You need it as a revenue stream." He said the team is exploring other cable options for the coming season and hopes to have a deal in place by opening day.

Pittsburgh's HSE also went down in less than one year, but the Pirates' Jack Schrom expects to explore other options after the team, which has been put on the block by current owners Warner Communications and the Galbraith family, has been sold. He said it is unlikely the team would put its own venture together, believing that perhaps it's "best left to the people who best know how to do it." It's

## Baseball's back on network radio

For the first time in nearly 30 years, Major League Baseball is returning to the network radio airwaves on a weekly basis. The CBS Radio Network's new \$32-million, five-year deal, which goes into effect this season, contains a game-of-the-week package calling for two games (one day and one night) to be aired nationally on Saturdays during the regular season ("Riding Gain," Nov. 19, 1984). The 1985 broadcast schedule will extend over 20 weeks beginning May 25. The network may also carry some crucial weekday contests toward the end of the season, said Dick Brescia, senior vice president, CBS Radio Networks. The game of the week is part of CBS' overall baseball package that includes the annual All-Star game, league championship contests and the World Series.

"It's amazing how quickly our advertisers have accepted the game of the week," said Steve Youlios, director of sales, CBS Radio Networks. "We have attracted some new advertisers to CBS Radio sports as well as some youth-oriented summer advertisers," he said.

Besides the entire CBS Radio baseball package, Youlios said advertisers can choose just the summer package (game of the week and All-Star game) or the fall series (league championships and World Series). Among the major advertisers who purchased the whole schedule are: Big A Auto Parts Stores, Anheuser-Busch, Honda and Safeco Insurance. Advertisers for the summer package include Jaymar-Ruby's Sansabelt stretch pants, which, says Youlios, bought the 60-second spot in the "seventh inning stretch."

## Bringing 'em back by satellite

IDB Communications, Los Angeles, is planning to launch the "Sports Satellite Interconnect," a new satellite delivery system designed to transmit radio broadcasts of away sporting events back to the home city ("Riding Gain," Feb. 18). Its initial use will be to "backhaul" transmissions of Major League Baseball games during the 1985 season.

The company is installing transmit/receive dishes in the 22 professional baseball cities. In the majority of cases, the dishes will be installed at the originating station.

Cost for the new IDB system, which is scheduled to be fully operational by April 1, runs slightly higher for National League games because the company is also providing the visitors' radio announcing booth with two business phones along with a "dry pair" of phone lines to the dugout for interviews and the Sportsticker 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.

IDB Communications President Jeff Sudnikoff reports that 18 of the 26 Major League Baseball team rights holders have signed up for the satellite delivery system.

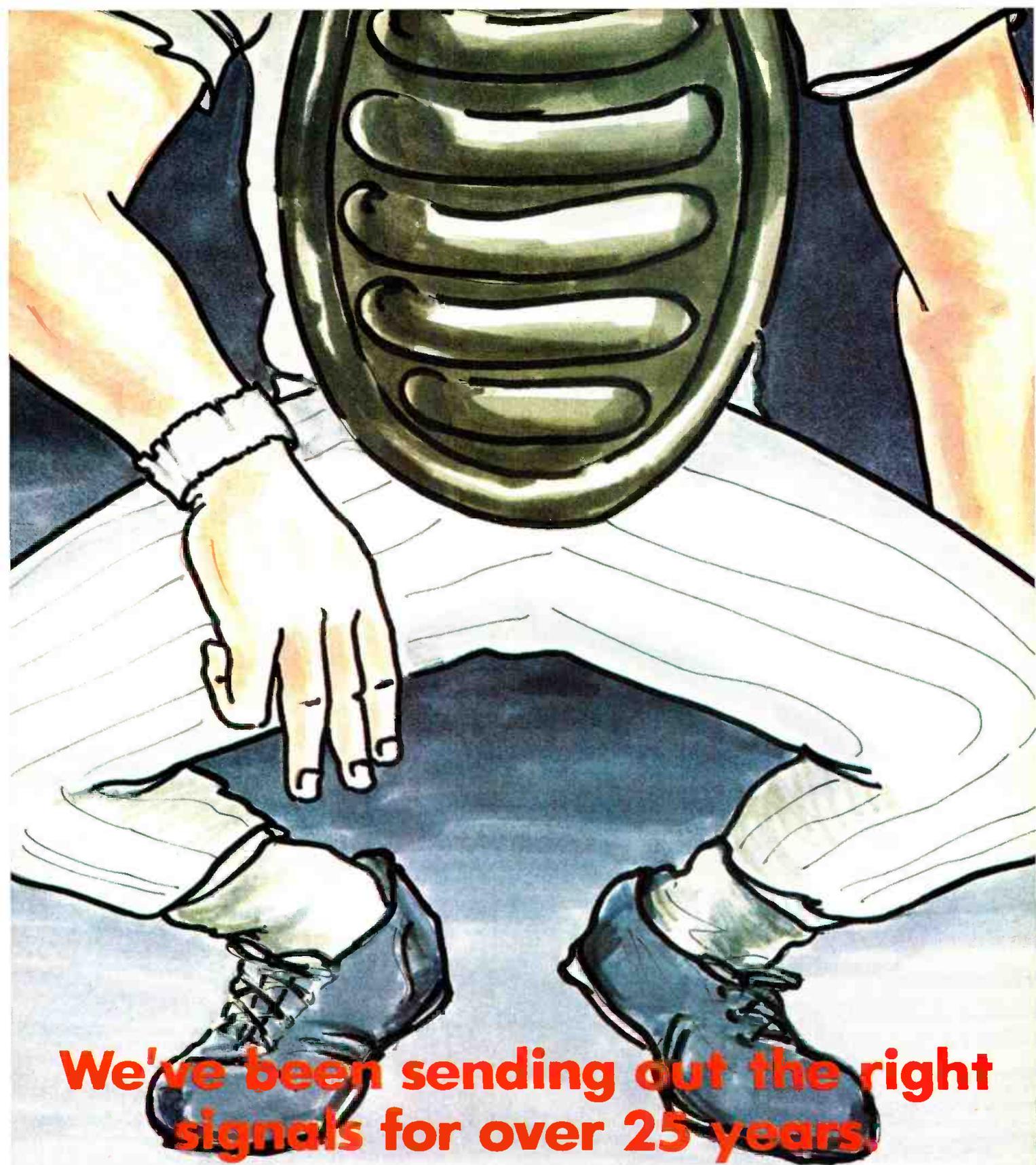
possible, he said, the team may approach TCI, which owns the Pittsburgh cable system, about producing some Pirates games for cable.

Other teams have the same attitude, some after trying to go it alone or with other sports teams in their market as the Chicago White Sox did four years ago in a venture called Sportsvision. In 1983, however, the service was sold to Sportschannel. "Diminishing expectations" is how the White Sox's Laureen Fadil characterized the team's view of cable now. "The picture is not rosy," she said. "We're sitting back to see what happens. Nobody is making any money."

League officials aren't writing off cable yet. "I don't think baseball is disenchanted with cable," said Bryan Burns, director of broadcasting for Major League Baseball. "I think the consumer is telling us something. They sure aren't buying as we had hoped. I think they are telling us there is too much baseball out there. Perhaps it is another chapter of the superstation problem. What we are hearing is that there is no incentive for the consumer to spend \$8 or \$10 a month when he already has maybe 400 games coming down a basic service." But, added Burns, "this is bigger than baseball. And we're not laying the entire rap on the superstations. The consumer is taking a lot harder look at what he'll do in the multipay environment."

Meanwhile, the league has renewed for a second year a pay television pool agreement which gives each team the right to pick up and distribute in its market a limited number of games played by other teams. Once the limit is reached, the importing team would have to pay a fee of between one cent and three cents per pay TV subscriber in its market. Profits, after costs of administering the pool are subtracted, will be distributed equally among the teams.

The league has also sent to every television station in the country a newly drawn up "royalty free license" which outlines the rights of stations to use footage free of charge from games for newscasts and weekend sports shows. The license allows for the use of up to five minutes of footage in any one continuous hour of programing up to 36 hours after the game is over (to accommodate weekend sports highlight shows produced locally). A maximum of two minutes for any one game may be shown. The license is designed to spell out stations' rights to game footage that the league has granted verbally for years. It's also designed to protect the value of Major League Baseball's own weekly wrap-up show called *This Week in Baseball*. The license does not apply to news and sports services that charge affiliate fees, such as NBC's A News or Newsfeed. The league believes that it should have a cut of revenues they generate from programing that includes highlights, and negotiations are ongoing to determine the fee structure that will be imposed on such operations. The league's own highlight service, Baseball News Satellite, which



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will debut this season, has, according to Burns, already cleared more than 100 stations covering 73% of the country.

On the network side, both ABC and NBC had good ratings news for regular season coverage last year. ABC's *Monday Night Baseball* was up about 3% in 1984, with an average 10.6/19, recovering from a 12% drop in 1983. NBC's *Saturday Game of the Week* averaged a 6.4/21, up about 10% from 1983, when *Game of the Week* suffered an 8% ratings drop. World Series viewing was off about 3.5% last year when NBC averaged a 22.6/40. ABC's playoff coverage averaged a 16.1/32, up about 11% from the year before.

NBC will carry 26 Saturday afternoon telecasts this season, including four doubleheaders, beginning April 13. A 30-second spot for regular season telecasts will cost about \$40,000, compared to \$35,000 last season. NBC has the All-Star Game this year (July 15) and 30's in that contest will cost about \$250,000. Two years ago NBC also had the game and charged \$180,000 per 30. NBC will also broadcast the American and National League playoffs this year.

## American League East

### Baltimore Orioles

Former Oriole pitching star Jim Palmer will do color commentary for Home Team Sports, a regional pay cable network owned by Group W Satellite Communications. According to HTS Communications manager, Michael Ortman, Palmer will be available for about 30 of the 82 regular season games the network will carry, juggling his schedule to cover games for ABC Sports as well. The regular announcers for all Orioles cablecasts will be Mel Proctor doing play-by-play and former Brooklyn Dodgers pitcher Rex Barney as color commentator. Joining them on an "as available basis" for the pregame interview show will be Mutual Broadcasting's late-night radio talk show host Larry King. HTS is in the second year of a long-term contract running into the 1990's. The network is seen by 350,000 subscribing homes on 27 systems.

All 162 Oriole games as well as 11 preseason and any post-season play will be heard on WFBR(AM) Baltimore, in the third year of a four-year contract. As of last week, a network of 60 stations ranging from southern Pennsylvania to North Carolina had signed to broadcast WFBR's Oriole games. However, more are expected, according to Harry Shriver, WFBR's general manager, because of plans to distribute the games to affiliates by satellite.

Sponsors this season include Miller Brewing, Chevrolet, Goodyear Tire, Amoco, Jiffy Lube and Western Auto stores. Returning as announcers will be Jon Miller and Tom Marr with HTS's Barney hosting the pregame show. The call-in program, *Stan the Fan*, a weekend feature last year, will be presented after every game this season and will run until midnight following night games.

Television coverage on WMAR-TV will be cut to 45 games this season as the station enters the first year of a three-year contract. Announcers will be Chuck Thompson and former Oriole Hall of Fame third baseman, Brooks Robinson, with commentary. Top advertisers will be Anheuser-Busch, local Datsun dealers, Roy Rogers restaurants, Equitable Bank and the Mid-Atlantic Milk Marketing Association.

### Boston Red Sox

The Boston Red Sox will be seen and heard all over this year. WPLM-AM-FM Boston will continue broadcasting the games and the stations have already signed a new rights agreement to replace the three-year agreement expiring after this year. Carried in roughly 75 markets, radio affiliates will be offered 20 pre-season games and all 162 regular season games. For the third year the games will be available to Red Sox fans transplanted in Florida by WSR(AM) Winter Haven and WOD(AM) Miami. And for the second year, those overseas will be able to pick up approximately one game a week on Armed Forces radio. Sponsors of the radio broadcasts include Anheuser-Busch and People Express.

For those who didn't see the first showing of a game on the New England Sports Network (NESN), and then missed its repeat showing, there is now a chance it may be shown a third time, according to John Claiborne, vice president and general manager of the 30,000 subscriber pay-cable channel. Claiborne said that some of the five exhibition and 86 regular season games—last year it carried three and 87, respectively—may be shown the next morning for those whose jobs and schedules do not permit them to catch the first airing. NESN has a basic subscriber universe of 750,000, but is kept out of Boston where MSO Cablevision has an interest in rival, SportsChannel.

WSBK-TV will broadcast 73 regular season and three exhibition games, up from 70 last year. Assistant general manager, Stu Tauber, said that all sponsor arrangements have not yet been completed but two on board are Kendal Oil and Wolverine shoes. One additional station has joined last year's group of four affiliates, WLNE(TV) New Bedford, Mass. (Providence, R.I.). Rather than a fixed rights payment, WSBK-TV, whose parent, Storer Broadcasting, is also a partner in NESN, is paying the team according to how the telecast performs.

### Cleveland Indians

On the last year of its current rights contract, WWWE(AM) will carry all Indians regular season games and 13 preseason contests with announcers Herb Score and Steve LaMar.

Games in prime time will go for about \$150,000 per 30, compared to the \$130,000 ABC charged last year. No information was available on prices for weekday or weekend playoff games. The pace of sales is dramatically slower this year for NBC—at least the network is getting off to a much slower start. A network spokesman said last week it was "just starting to sell now." A year ago, NBC had completely sold the second quarter and was 75% sold for the third.

ABC will carry eight *Monday Night Baseball* games from June 3 to July 29 (with the exception of July 15). It will also carry a total of three late season games in September and October, as well as the World Series, which begins Oct. 15. At press time ABC had not released spot rates, but it's believed that a World Series spot will be in the \$290,000-range. *Monday Night 30's* are expected to sell in the \$80,000 range. It was unclear last week whether ABC was also off to a slow start. Sales executives could not be reached for comment at a deadline.

A team by team breakdown follows:

Major sponsors will be Anheuser-Busch, Chevrolet and Stihl chain saws. New to this year's broadcasts will be a sports magazine pregame show before each game. The show will incorporate manager and player interviews, which were in separate features last season, with sports news features in a 20-minute pregame package. The host for the show has not yet been announced.

Thirty stations are now included in WWWE's Indians network. A new affiliate is WCOL(AM) Columbus, Ohio, which will add a potential two million listeners over last year. WUAB(TV) Cleveland, on the last year of a three-year contract, will televise 50 road games. Handling play-by-play will be Joe Tait. Tait will be joined by a color commentator to be selected later. The largest sponsor is Anheuser-Busch. No plans have been made to carry Indians baseball on a regional pay sports network. Cable rights are held by the company which also owns the Cleveland Cavaliers basketball team and the Richfield (Ohio) Coliseum.

### Detroit Tigers

The Detroit Tigers have had the highest television rating of any baseball franchise, according to Eileen Wunderlich, a spokesperson for WDIV(TV) there which will broadcast five exhibition and 45 regular season games this year. She said that the team's championship season last year did not hurt either and that according to Arbitron the full-season rating/share was 25/45 while A.C. Nielsen reported a 27/50.

Because of increased advertiser demand the station has increased the time sold in advance from 80% to 85%. All of those spots were sold by January. Sponsors of the game include Domino's Pizza (whose owner also owns the Tigers), Chevrolet, Miller Beer, McDonald's, First of America Bank, J.C. Penney, Kentucky Fried Chicken, Snapper lawnmowers, True Value Hardware, Red Lobster and Hygrade hot dogs.

Interest in the Tigers is also shown on the radio side, according to Ron Pancratz, vice president and general manager of WJR(AM), which will present 16 exhibition and 162 regular season games. He said the number of stations carrying the Tigers would increase from 39 to 45 stations because of satellite transmission: "Some of our network stations are even going to carry exhibition games,

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All but one of the advertisers returned from last year and with four more joining, there will be 30 different advertisers for the games' radio broadcasts, including Anheuser-Busch, Chevrolet, Marathon Oil, Bank of Commerce and Little Caesar's Pizza.

Pro Am Sports Systems (PASS), in the second year of a seven-year contract with the Tigers, will carry seven spring training games and 80 regular season games this year, according to William J. Wischman, executive vice president and general manager. The pay TV network had not started up in time for the exhibition games last year, he said. About 30,000 subscribers are served on 60 cable systems and WHTV(AM) Ann Arbor, Mich., an STV outlet. Although 90% of PASS revenue comes from subscriber fees, the games still have some advertising, including Ford, Stroh's, Highland Appliance and the *Detroit Free Press*.

## Milwaukee Brewers

Before the season begins, the Milwaukee Brewers will likely have arranged a cable package to help replace the recently departed pay cable operation, Sportsvue (BROADCASTING, Feb. 11) which carried 67 of the team's games last season. Helping to fill in for the defunct outlet, in which the Brewers

were a partner, is WTV(TV), which has added 16 more regular season games to the 30 regular season and eight exhibition games the station televised last year. Michael Schuch, vice president and general manager of the station, said that five other stations will carry the games, whose sponsors include Miller beer, True Value Hardware stores and Toyota.

Bill Haig, vice president, broadcast operations for the Brewers, said the team was working out arrangements for cable carriage, but that it was premature to talk about details, except to say that arrangements would be made in time for this season. The team also retains radio rights to the 18 exhibition and 162 regular season games that will be carried in 50 markets. Haig said radio sponsors this year include Pabst Brewing, Chevrolet, Pepsi-Cola, Farmers Insurance, Barrel of Fun products, Wisconsin Milk Marketing Board and McDonald's. Another sponsor is Brewers Pizza, which the team helps market.

## New York Yankees

WPIX(TV) New York enters its 35th year of airing Yankees baseball with a newly-negotiated, three-year deal that calls for the airing of 100 games in the 1985 and 1986 seasons and an option to carry 100 contests in 1987. Breaking it down for the 1985 season, WPIX will carry four pre-season contests and 96 regular season games, the same as a year ago.

Major sponsors this year include: Budweiser (the official beer sponsor), Toyota, Dodge and Citibank.

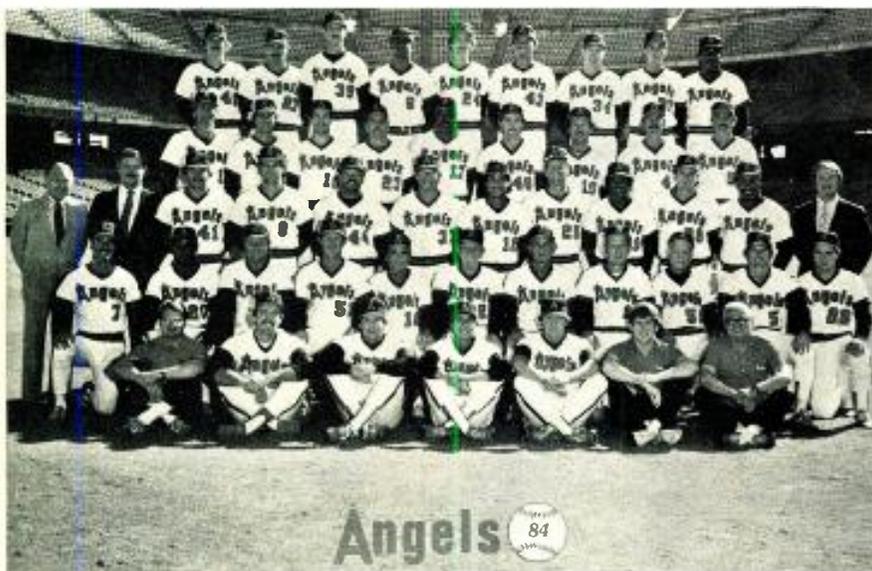
Also, there will be a new addition to the television broadcast announcing team this year: WABC(AM) sportscaster Spencer Ross will be joining Phil Rizzuto and Bill White while Yankees announcer Frank Messer, who worked both television and radio in previous years, will be heard just on the radio side with John Gordon.

For radio, talk-formatted WABC will be starting the fifth year of a six-year pact as the Yankees' originating station. The club retains the broadcast rights with Hackensack, N.J.-based Adler Communications handling game sales. What WABC sells is 18 to 20 pre-and-post game sales packages. Major sponsors in this category are: People Express, Ozark Airlines, the New York State Lottery, Shell Auto Care, Sentry Hardware and Nynex. WABC will be airing 19 pre-season games—one less than last year—along with the entire regular season schedule, said Jim Haviland, station vice president and general manager. The station will serve as the originating outlet for a 60-station network.

Looking at cable, SportsChannel will be entering the fourth year of a 15-year Yankees agreement. As in 1984, the cable channel will show 40 games, both home and away. SportsChannel is carried on 45 systems in the New York metropolitan area, while SportsChannel of New England carries the games in parts of Connecticut and upstate

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New York. Among the cable sponsors are: Anheuser-Busch, Toyota, Goodyear, TWA and Bank of New York. According to a company spokesman, system operators pay SportsChannel \$4.50 per subscriber, per month. Subscribers pay an average of \$60 per month.

## Toronto Blue Jays

Telemedia Broadcast Systems (formerly Telemedia Broadcast Services) holds the radio rights to the Blue Jay games. The originating radio station for the 45-station network is CJCL(AM) Toronto, which just renewed a five-year contract. According to Len Bramson, TBS president, the radio network has nearly doubled in size over the past year because Blue Jay games will now be carried on affiliates coast-to-coast (last year the network was confined to the province of Ontario). Radio network sponsors include General Motors, Coca-Cola, Panasonic, McDonald's, Speedy Muffler, Labatts and Rawlings.

Television broadcast rights for the Blue Jays—which are 45% owned by Labatts brewery—are held by the CTV-TV network. CTV-TV will broadcast one pre-season game and 35 regular season games, while 10 pre-season games and 40 regular season games will be seen on The Sports Network, an all-sports pay cable service. TSN, which is also owned by Labatts, was launched Sept. 1, 1984. It has 550,000 subscribers, and by baseball season is predicted to have between 700,000 and 750,000. CFTO-TV Toronto will be the originating station for the broadcast network, which will carry games primarily on Wednesday nights and Sunday afternoons.

## American League West

### California Angels

KTLA(TV) is in the second year of a three-year contract with the Angels, negotiated following the sale of the Los Angeles independent in

1983 by team owner Gene Autry and The Signal Companies. The former actor still owns KMPC(AM) Los Angeles, however, which continues to originate radio coverage, along with this month's "Freeway Series" pitting the team against its hometown rival, the Los Angeles Dodgers. KLVF(FM) Los Angeles continues Spanish-language coverage, but is no longer feeding a regional network.

All 13 Sunday home games will be available on SelectTV, a subscription television service carried by KWHY-TV Los Angeles, with the Angels holding the rights. The pay TV coverage was previously carried by ON TV over KBSC-TV Corona, which recently sold its subscriber base to SelectTV.

According to a KTLA spokeswoman, the station will telecast 38 regular season and two pre-season games. All except two May games will be on the road. Play-by-play commentary is by Bob Starr and Joe Torre. A "Glove Day" giveaway is being developed by the station in cooperation with Security Pacific National Bank in May, and overall promotion will be stepped up to commemorate the 25th anniversary of the Anaheim-based club. A joint KTLA-KMPC pre-season kick-off party was held for local media and dignitaries in mid-February.

Major advertisers signed by KTLA thus far include Anheuser-Busch, National Lumber, Toyota and Mark C. Bloome Auto.

### Chicago White Sox

WMAQ(AM) Chicago is in the fourth year of a five-year pact and so is television rights holder WFLD-TV there. The radio station will carry all of the White Sox games and WFLD-TV will carry 53 regular season and two pre-season games. The team sold its pay sports service, Sportsvision Cable, to Sportschannel, the Long Island, N.Y.-based regional sports operator now owned jointly by Cablevision, the Washington Post Corp. and CBS. Sportsvision Cable will carry 100 games, 80 of which will also be offered by the Chicago ON TV subscription television outlet, WSNS(TV), ch. 44. Sportsvision's paid subscriber count has risen to about 100,000 since the acquisition by Sportschannel in 1983, when it had about 30,000 subscribers. ON TV

subscribers now total 70,000, down from about 100,000 a year ago.

## Kansas City Royals

WDAF-TV Kansas City, Mo., which just signed a new three-year contract with the Royals, is the originating station for a network of 17 stations. Two pre-season games will be telecast in addition to the regular season schedule. Miller Beer is the only major sponsor signed up at this time.

A radio network of 113 stations will be led by WIBW(AM) there, which will begin carrying pre-season games on March 10. Sponsors include Anheuser-Busch, Midwest Ford Dealers, Texaco, Farmer's Insurance, Crown Center Development Corp. and John Deere consumer products dealers. WIBW also purchased its own satellite up-link facility this year to deliver the games.

## Minnesota Twins

Broadcast television rights for the Minnesota Twins are held by United Television's KMSP-TV Minneapolis-St. Paul, which just renewed a four-year contract and this year will carry three pre-season games and 68 regular season games. This is the first year KMSP-TV is the rights holder rather than having it assigned to them by wcco-TV. According to Stuart Swartz, KMSP-TV vice president and general manager, Miller Beer signed up for a four-year sponsorship, and other advertisers this season will include Midwest Federal Savings and Loan, Kennedy Transmission and Minnesota Datsun Dealers.

WCCO(AM) holds the radio rights and will be feeding a network of 40 stations, reported Clayton Kaufman, wcco general manager, up from 26 stations last year. According to Kaufman, there has been a growing interest in Twins games since the team was purchased by Minneapolis banker Carl Pohlad last year. The new owner's aggressive promotion, Kaufman said, is reflecting itself in a variety of ways. Not only are exhibition games up from six last year to a dozen, but advertising sales on the radio network are running 30% ahead of a year ago, he reported. Sponsors include Midwest Federal Savings and Loan, Farmer's Insurance, Amoco and True Value Hardware Stores. Another effect, noted Kaufman, are rights payments: radio is 50% higher than last season.

Pay TV rights are held by Spectrum, an STV service over KTMA-TV Minneapolis, which will broadcast about 50 home games.

## Oakland A's

The Oakland A's are beginning the first year of a new three-year television contract with KPX(TV) San Francisco, the Group W-owned CBS affiliate. The station held rights to the A's games from 1974 to 1981, when KBHK-TV San Francisco won a three-year franchise.

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Brevard, NC  
Burlington, VT  
Butte, MT  
Cadillac, MI  
Cape Girardeau, MO  
Casper, WY  
Cedar City, UT  
Cedar Rapids, IA  
Cheyenne, WY  
Chicago, IL  
Chillicothe, OH  
Chinook, MT  
Columbia, TN  
Concord, NH

WQBK-FM  
WHBU  
WJK-FM  
KWON  
WAYC  
WFMV  
WHIT-FM  
WPNF  
WQCR-FM  
KOPR-FM  
WKJF-FM  
KGMO-FM  
KTWO  
KSSD-FM  
WMT-FM  
KKAZ-FM  
WBBM-FM  
WBEX  
KRYK-FM  
WKRM  
WKXL-FM

Cookeville, TN  
Coquille, OR  
Cumberland, MD  
Danbury, CT  
Dayton, OH  
Detroit, MI  
Dodge City, KS  
Dubois, PA  
Durango, CO  
Elksworth, ME  
Elmira, NY  
Gallup, NM  
Garden City, KS  
Glens Falls, NY  
Gloversville, NY  
Great Falls, MT  
Green Bay, WI  
Greenville, SC  
Hanover, NH  
Hartford, CT  
Hastings, NE

WHUB-FM  
KSHR-FM  
WCBC  
WINE  
WVUD-FM  
WHYT-FM  
KDCK-FM  
WOWQ-FM  
KDGO  
WWMJ-FM  
WVY-FM  
WQNM-FM  
KWKR-FM  
WENU-FM  
WENY  
KQDI  
WDUZ  
WFBC  
WTSL  
WCCC  
KHAS

Hermiston, OR  
Honestown, NY  
Juneau, AK  
Keene, NH  
Kingston, NY  
Lakeland, FL  
Lake Placid, NY  
Lansing, MI  
Laramie, WY  
Los Angeles, CA  
Louisville, KY  
Lynchburg, VA  
Madison, WI  
Manchester, VT  
Marshall, MN  
Melbourne, FL  
Mobile, AL  
Morehead, KY  
Mt. Pocono, PA  
Napoleon, OH  
Norfolk, VA  
Omaha, NE  
Osage Beach, MO  
Pennington Gap, VA  
Philadelphia, PA  
Phoenix, AZ  
Pittsburgh, PA  
Pittsfield, MA  
Platteville, WI  
Port Clinton, OH  
Portland, OR

KQFM-FM  
WKSX  
KTKU-FM  
WNBX-FM  
WKNY  
WYXY  
WIRD/WLPW  
WMMQ-FM  
KRQU-FM  
KKHR  
WKJJ-FM  
WKZZ-FM  
WIBA  
WEQX-FM  
KKCK-FM  
WMEL  
WKRQ-FM  
WMOR-FM  
WPCN  
WNDH  
WUDE-FM  
KOIL  
KYLC-FM  
WSWV-FM  
WCAU-FM  
KOOL-FM  
WYDD-FM  
WBEC  
WKPL-FM  
WOSE-FM  
KSKD-FM

Providence, RI  
Quincy, CA  
Redfield, SD  
Richmond, KY  
Rochester, NH  
Rock Island, IL  
Sacramento, CA  
Saginaw, MI  
Salem, OR  
Salt Lake City, UT  
Scranton, PA  
Seattle, WA  
Somerset, KY  
Springfield, MA  
St. Louis, MO  
Stuart, FL  
Summersville, WV  
Terre Haute, IN  
Tulsa, OK  
Ulca/Rome, NY  
Warrenton, VA  
Waukegan, IL  
Williamsport, PA  
Wolf Point, MT  
Worcester, MA

WPRO  
KPCO  
KOKD  
WEKY  
WYXZ-FM  
WHBF-FM  
KWOD-FM  
WSAM  
KSLM  
KSL  
WGBL-FM  
KLSY-FM  
WSFC  
WHYN-AM-FM  
KHTR-FM  
WSTU  
WCWV-FM  
WVTS-FM  
KELI-FM  
WUUU-FM  
WQRA  
WXLX-FM  
WWPA  
KYZZ-FM  
WTAG

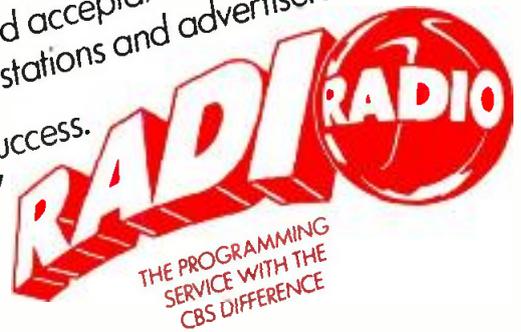
BRYAN ADAMS  
PAT BENATAR  
DIRK BENEDICT  
RICHARD CHAMBERLAIN  
CHICAGO  
ARTHUR C. CLARK  
TOM CRUISE  
BRAD DAVIS  
RICHARD DREYFUSS  
DURAN DURAN  
SHEENA EASTON  
BOY GEORGE  
GEORGE HAMILTON  
AMY IRVING  
MICHAEL KEATON

KOOL AND THE GANG  
HAL LINDEN  
DUDLEY MOORE  
EDDIE MURPHY  
JEFFREY OSBORNE

JAMESON PARKER  
JOE PENNY  
JOE PISCOPO  
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ENTERTAINMENT: COAST-TO-COAST  
produced by Kris Stevens Enterprises.



local sports programing," said Arthur H. Kern, vice president and general manager of KPIX, which also televises the San Francisco '49ers pre-season and regular season games as well as the annual Bay-to-Breakers footrace.

The 36 home and away games will feature play-by-play announcers Bill King and Lon Simmons, with KPIX Sports Director Wayne Walker offering color commentary at home games. The schedule will include both prime time and weekend game telecasts.

According to a team spokesman, the A's new three-year radio contract with KSFO(AM) San Francisco calls for joint merchandising, sales and promotion, including a network-wide bumper sticker promotion involving American Airlines.

Television and radio sponsors signed to date include Anheuser-Busch, RCA, Safeway Stores, Chevrolet and the Farmers Insurance Group.

The team has no involvement in pay television.

## Seattle Mariners

KSTW(TV)Tacoma, Wash., is once again telecasting 50 games, two at home. Coverage will be fed to four other markets in the Pacific Northwest. Bruce Lumpkin, general sales manager, estimated that 50% of the advertising has been sold and the total would reach 70% by opening day. Among the sponsors already signed, he said, are

Anheuser-Busch, True Value Hardware, Canada Dry, Prime TV Rentals and Seattle Lighting. KIRO(AM) Seattle takes on the broadcasting assignment this year under a five-year contract. KIRO will broadcast 182 games, of which 20 will be exhibition contests. Among the major sponsors cited by Joe Abel, vice president and general manager, are Budweiser, Chevron, Puget Sound Power & Light and General Telephone & Electronics.

## Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the first year of a five-year deal as broadcast rights holder with an option for an additional five years. The rights pact is part of an overall purchase agreement whereby Gaylord acquired 35% ownership of the ballclub. (Eddie Chiles owns the remaining shares).

KTVT plans to air a minimum of 50 away games, said Charlie Edwards, station vice president and general manager. A portion of the station's schedule will be picked up by a five-state regional network of 12 stations. Major sponsors include Anheuser-Busch and True Value Hardware Stores. Last year KKAS-TV Fort Worth was the originating station airing 30 games.

On radio, WBAP(AM) will be entering the first year of a new four-year rights agreement and will serve as the originating station for a network of 10 to 12 stations. Among the

sponsors are: Budweiser, True Value, Coca-Cola, and Dr Pepper. (The Texas Rangers retained both radio and television broadcast rights in 1984).

Home Sports Entertainment, a division of the Houston Sports Association, holds the payable rights. The cable network will air 57 home games this year compared to more than 100 contests in 1984. The games will be carried on nearly 75 systems in a five-state area with a subscriber universe of approximately 112,000. The cost to the system operator varies according to the number of subscribers, location and type of package offered. Major advertisers include Anheuser-Busch and Toyota.

## National League East

### Chicago Cubs

WGN(AM) Chicago will broadcast all 162 regular season and 15 exhibition games this season. A network of 46 radio stations has been put together. A spokesman says sales have been "brisk," and cited such advertisers as Heileman Brewing, True Value Hardware, Talman Home Federal Savings & Loan, Chevrolet and Marathon Oil. On television, WGN-TV will telecast 150 regular season and four exhibition contests. A Cub network of 15 TV stations has been arranged. A sales executive reports business is "excellent" and



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We're proud of our trademark. It's valuable to us. And to you. It's how you can be sure that when you ask for a Xerox product, you'll get a Xerox product. Not something else.

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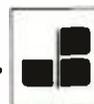
KENS-TV, the Harte-Hanks CBS affiliate in San Antonio, Texas, has chosen Blair Television for national sales representation.

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KENS-TV has a tradition it shares with Blair . . . Leadership.

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Television



he points to the club's winning season in 1984 as the reason. He adds that the advertising schedule is about 90% sold and listed these advertisers: Budweiser, True Value Hardware, Pepsi-Cola, United Airlines and Toyota.

## Montreal Expos

Canadian brewer Carling O'Keefe will be entering its fifth year of a six-year pact with the Montreal Expos as television broadcast rights holder. (The company is also the exclusive beer advertiser for Expos baseball). Each year the company sells back the TV rights for a certain number of games (the amount has not yet been determined) to CBC-TV, which will carry the contests over both an English and French network. For the 1985 season, 43 stations will be on the English network and 12 outlets will make up the French network.

On the radio side, CFCF(AM) Montreal holds the English broadcast rights. The station plans to broadcast the regular season games as well as 10 pre-season contests—the same as in 1984—to a regional network of 35 stations, all located outside of Quebec province. Among the major sponsors are General Motors and Coca-Cola.

Telemédia Communications, Montreal, holds the French radio rights and will transmit this year's games (10 pre-season and all regular season games) to a network of 42 stations through company-owned CKAC(AM) there. Major advertisers include McDonald's and the Steinberg supermarket chain. Both CFCF(AM) and Telemédia are entering the last year of five-year broadcast agreements.

## New York Mets

WOR-TV begins its 23d year as the originator of New York Mets baseball broadcasts, a rights partnership it has had with the club since its inception in 1962. The station, which sells the air time, is entering the fourth year of a five-year agreement. Plans call for WOR-TV to carry the same number of games as last year—three pre-season and 87 during the regular season. Major sponsors include: Budweiser, Datsun, Manufacturers Hanover Trust, and the local Oldsmobile dealers. WOR-TV vice president and general manager, Peter Leon, reports sales up about 25% over a year ago. Leon also says the station will air a one-hour special, *Mets '85: The Boys Are Back In Town*. The broadcast is scheduled for the evening of April 8.

WHN(AM) is in the last year of a three-year Mets contract. (As of last January, both the station and the team are commonly-owned by Doubleday). The station will transmit 13 pre-season games along with the entire regular season to a regional network of 17 to 20 stations. Among this year's advertisers are: Anheuser-Busch, Chrysler-Plymouth and Tobin Meats. New to the radio announcing booth is Gary Thorne, who will work with veteran Mets broadcaster Bob Murphy.

Sixty home and away games will be

carried on the SportsChannel regional pay cable service, which is entering the fourth year of a 30-year deal. Sponsors include: Anheuser-Busch, Toyota, Goodyear, TWA, Manufacturer Hanover Trust and the local Buick dealers. The number of systems and fees are the same as those for the New York Yankees (see separate capsule).

## Philadelphia Phillies

The Phillies broadcast originators, WCAU(AM) Philadelphia and WTAF-TV there, are both in the early years of 11-year contracts. WCAU will carry the full season of regular games and some spring training games while WTAF-TV will carry about 85 contests, primarily road games. Prism, the regional pay movie and sports channel, is entering the final year of a five-year pact with the team and is scheduled to carry 31 exclusive home games this year. Prism has carried Phillies ballgames since 1976 and expects to renew its rights agreement.

## Pittsburgh Pirates

KDKA-AM-TV, which have been carrying Pirates games since 1955, are both entering the first year of two-year renewals, with an optional third year. The radio station will carry all 162 regular season games and 15 exhibition games. The television station will carry 37 away and three home game this season. It has cut back from 48 games several years ago out of concern that it was preempting too much network (CBS) programming, but station executives expect to maintain coverage at the 40-game level for the duration of the contract. Home Sports Entertainment, the regional pay-sports service which carried 76 games last year, has folded. The Pirates don't expect to have an alternative cable arrangement in place by the start of this season.

## St. Louis Cardinals

KSDK(TV) St. Louis holds rights to 50 games and plans to telecast between 44 and 50, as against 40 last year. There will be a regional TV network of 14 to 17 stations. Bill Bolster, vice president and general manager, estimates that about 65% of the schedule has been sold to advertisers, including Anheuser-Busch, Toyota and Parker Distribution (lawn equipment). On radio, CBS's KMOX(AM) St. Louis will provide coverage of all 162 regular season games and several exhibition games. The coverage will be fed to a regional network of more than 115 stations in 10 states. According to Robert Hyland, regional vice president, CBS, sales are progressing well. Among the radio advertisers this year are Anheuser-Busch, Chevrolet, Safeco, Trans World Airlines, Sears, Roebuck & Co., Eastman Kodak and Carrier Corp.

## National League West

### Atlanta Braves

Braves radio coverage returns to WSB(AM) Atlanta this year after a year's hiatus with WCNN(AM) there. According to Wayne Long, director of Braves Radio, the decision to return to WSB was made by Ted Turner, president of Turner Broadcasting System, which owns the Braves. The Braves organization retains its radio rights, and Turner "felt that, in respects of the coverage—primarily at night—we'd be better off with the higher-powered signal," explains Long. WSB will broadcast 162 regular season and five preseason games over more than 100 affiliates. Skip Caray, Pete Van Weiren, John Sterling and Ernie Johnson continue as announcers. Sponsors include Chevrolet, Anheuser-Busch, Coca-Cola, Delta and Fina Oil.

TBS also holds the television rights to Braves games, and will telecast seven preseason and 143 regular season games over its superstation WTBS(TV) Atlanta. WTBS is now carried by 8,534 cable systems, compared to 5,968 a year ago, and reaches 33.1 million homes. As it has done for the past two years, the superstation has produced a documentary about baseball. This year's offering, *Baseball Behind the Seams*, will air Wednesday, March 27, at 8:05-10:05 p.m. Radio announcers Caray, Van Weiren, Sterling and Johnson will also do television commentary. Names of Braves television sponsors have not yet been released, but Michael Oglesby, director of public relations for WTBS, says they will include standard automobile and beer advertisers, and stresses, "There are always healthy sales. The Braves have been a good draw."

### Cincinnati Reds

Reds baseball will again appear on WLWT(TV) Cincinnati under a new rights contract, renewed through 1987. The station will broadcast 43 games to a network of seven affiliates, with Ken Wilson as play-by-play announcer and former Reds second baseman Joe Morgan providing color commentary for the first time. The games will be offered to stations on a 50-50 barter basis this year, with Budweiser and Toyota already committed. WLWT has rights to special promotions in the event that player/manager Pete Rose breaks Ty Cobb's record of 4,191 career hits. With both Morgan and Rose back in Cincinnati, the station is touting 1985 as the return of the 1970's Big Red Machine.

A new pregame show, *The Rose Report*, will be featured on WLW(AM), originator of Reds radio broadcasts, and its 86 affiliates. The program, hosted by Pete Rose, will begin March 10, and will air in the 25 minutes immediately prior to each game. The Reds will retain the rights to the 162 regular season, 27 preseason and three exhibition games the station will broadcast. Marty Brennaman and

*Continues on page 62.*

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Peter Ustinov



**FOOLIN' AROUND**  
Gary Busey



**THE WASHINGTON AFFAIR**  
Tom Selleck & Carol Lynley



**THAT CHAMPIONSHIP SEASON**  
Robert Mitchum



**A FORCE OF ONE**  
Chuck Norris & Jennifer O'Neill



**10 TO MIDNIGHT**  
Charles Bronson



**MIDDLE AGE CRAZY**  
Bruce Dern & Ann-Margret



**MOTHER LODE**  
Charlton Heston



**THE OCTAGON**  
Chuck Norris



**VALLEY GIRL**  
Deborah Foreman & Nicholas Cage



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## AMERICAN LEAGUE EAST

Team	1985 rights	1984 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	4,000,000	3,500,000	WMAR-TV 6	WFBR 60+	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay cable rights.
Boston Red Sox	4,200,000	4,000,000	WSBK-TV 5	WPLM 75	WSBK-TV holds TV rights; WPLM holds radio rights; New England Sports Network holds pay cable rights.
Cleveland Indians	3,400,000	3,400,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE radio rights; TEN TV holds pay cable rights.
Detroit Tigers	4,000,000	3,700,000	WDIV-TV 5	WJR 45	WDIV-TV holds TV rights; WJR holds radio rights; Pro Am Sports holds pay cable rights.
Milwaukee Brewers	2,200,000	2,700,000	WVTV 5	WTMJ 50	Brewers retain radio and cable rights; WVTV holds TV rights.
New York Yankees	14,000,000	11,700,000	WPIX-TV 10	WABC 60	WPIX-TV holds TV rights; Yankees retain radio rights and Sports-channel holds pay cable rights.
Toronto Blue Jays	6,500,000	5,000,000	CTV-TV 45	CJCL	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Systems holds radio rights; The Sports Network holds cable rights.

## AMERICAN LEAGUE WEST

California Angels	4,200,000	4,000,000	KTLA 15 (Sp.)	KMPC 14	Golden West Baseball, wholly-owned subsidiary of Angels, sells rights, KLVE currently held by KTLA and (co-owned with Angels); KLVE holds Spanish radio, and SelecTV holds pay TV rights.
Chicago White Sox	4,000,000	4,000,000	WFLD-TV 5	WMAQ 22	White Sox retain all broadcast and cable rights having partnership with originators involved, including WFLD-TV, WMAQ, SportsVision Cable and ON TV.
Kansas City Royals	2,400,000	1,800,000	WDAF-TV 17	WIBW 113	WDAF-TV holds TV rights; Stauffer Communications (WIBW) hold radio rights.
Minnesota Twins	2,000,000	1,500,000	KMSP-TV 3	WCCO 40	KMSP is TV rights holder; WCCO holds radio rights; Spectrum Sports holds cable rights.
Oakland As	2,500,000	2,000,000	KPIX 6 KBRG(FM)	KSFO 14	KPIX holds TV rights; KSFO holds English radio rights and KBRG(FM) holds Spanish radio rights.
Seattle Mariners	1,600,000	1,200,000	KSTW 4	KIRO 22	KSTW holds TV rights; KIRO holds radio rights.
Texas Rangers	6,000,000	5,500,000	KTUT 12	WBAP 10	KTUT hold TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights.

## NATIONAL LEAGUE EAST

Chicago Cubs	3,600,000	3,600,000	WGN-TV 15	WGN 46	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,500,000	7,500,000	CBC-TV 43 12	CFCF 35 CKAC 42	Carling-O'Keefe holds TV rights; CFCF holds English radio rights and Telemedia Communications (CKAC) holds French radio rights.
New York Mets	12,100,000	10,900,000	WOR-TV	WHN 17	Mets have partnership arrangements with broadcast originators. Sports-channel holds pay cable rights.
Philadelphia Phillies	8,500,000	8,000,000	WTAF-TV 2	WCAU 26	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay cable rights.
Pittsburgh Pirates	3,000,000	3,000,000	KDKA-TV 4	KDKA 39	Group W (KDKA-AM-TV) holds broadcast rights.
St. Louis Cardinals	3,100,000	2,600,000	KSDK 14+	KMOX 115	KSDK holds TV rights; KMOX holds radio rights.

## NATIONAL LEAGUE WEST

Atlanta Braves	3,100,000	2,100,000	WTBS	WSB 100	WTBS is TV rights holder under agreement with commonly owned Braves. Team retains radio rights.
Cincinnati Reds	2,300,000	2,300,000	WLWT 11	WLW 86	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	3,200,000	3,100,000	KTXH 12	KTRH 30+	Astros retain TV rights and radio rights. Home Sports Entertainment holds pay cable rights.
Los Angeles Dodgers	4,000,000	3,500,000	KTTV 1 KTNQ (Sp.) 3	KABC 28	Dodgers retain broadcast rights selling through Dodgers Radio and Television Network. Dodgers and Metromedia Television hold pay TV rights jointly in pay-per-view and STV venture.
San Diego Padres	2,750,000	2,400,000	KCST	KFMB 6 XEXX 30	KCST holds TV rights; KFMB holds English radio rights; XEXX holds Spanish Spanish radio rights; Padres and San Diego Cable Sports Network jointly hold pay cable rights.
San Francisco Giants	2,750,000	2,400,000	KTVU 3	KNBR 7 KOFY	KTVU holds TV rights; KNBR holds English radio rights and KOFY holds Spanish radio rights.

<b>AL total</b>	<b>\$61,000,000</b>	<b>\$54,000,000</b>
<b>NL total</b>	<b>\$55,900,000</b>	<b>\$51,400,000</b>
<b>Majors total</b>	<b>\$116,900,000</b>	<b>\$105,400,000</b>

Not included in the table are network payments for nationally broadcast games that total about \$161 million. ABC-TV—\$80 million, NBC-TV—\$75 million and CBS Radio—\$6 million.

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**broke Diff'rent Strokes,**  
**drove the Joker's Wild,**  
**stopped the Search for Tomorrow,**  
**walloped The Waltons,**  
**out-paced Richard Simmons,**  
**out-dealt Let's Make a Deal,**  
**crossed up Tic Tac Dough,**  
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*Sally Jessy Raphael*

Source: November 1984 NSI — Individual Market Data



Continues from page 56.

Joe Nuxhall will continue as announcers. This year's sponsors include Anheuser-Busch, Manhattan Petroleum Co., Stihl chain saws and Kahn's meats.

## Houston Astros

KTXH(TV) Houston will telecast 73 regular season and seven preseason games and feed coverage to a network of about 12 stations. Anheuser-Busch will be a principal sponsor but a spokesman for the club, which holds TV-radio rights to the games, said the other clients on both TV and radio could not be disclosed because contracts had not been signed. He pointed out that last year about 85% of the advertising schedule on television and radio had been sold and he expected that figure to be reached again this year. On radio, a new originating station, KTRH(AM) Houston, will provide coverage this season. It will present all 162 games and 25 exhibition contests over a network of 30 to 35 stations. Spanish-language broadcasts of Astro games will be on KYST(AM) Texas City. Anheuser-Busch also will be a main advertiser on radio. Pay cable coverage is being arranged by Home Sports Entertainment for 80 games. It will be available on 70 cable systems with 110,000 subscribers.

## Los Angeles Dodgers

This season marks a number of firsts for the Dodgers. It is the beginning of the first year of separate new three-year rights agreements with KTTV(TV) Los Angeles and KABC(AM) Los Angeles, and the launch of a joint venture with Metromedia Television for pay-per-view and subscription television coverage. Dodgervision, as the new service is called, will offer 20 home games at a suggested retail cost of \$6 per game and \$85 for "season ticket" holders.

Operators must agree to carry all 20 games in order to receive Dodgervision, according to a team spokesman. Although no names and numbers were disclosed, he said clearances are expected in most cabled areas of southern California (north of San Diego), southern Nevada, Arizona and Hawaii. "It all looks very positive," he said.

Kabc-TV Corona, Calif., which carried 15 home Dodger games during each of the last seven seasons on its ON TV STV service will no longer broadcast the team, its contract having lapsed in 1984. A rival STV operator, SelecTV, recently purchased ON TV's local subscribership.

Metromedia's KTTV is airing 50 pre-season and regular season games, plus four half-hour specials in advance of the opener, beginning last Thursday (Feb. 28) and Friday (March 1) with prime time analysis of the Dodgers' 1984 performance and 1985 prospects. This season marks the 30th anniversary of the team's first world championship, and a reunion of 1955 team members was the focus of a special last Saturday (March 2), to be followed

March 15 with *How I Spent My Winter Vacation*, a look at what current team members do during the off-season.

## San Diego Padres

According to Padres radio and television director, Jerry Coleman, the team's pay-per-view venture—launched last year—is now called San Diego Cable Sports. Cox Cable is a partner with the Padres in the service, with Southwest Cable providing revenues as well. Profits are split 50-50 with Cox and according to various other formulas in outlying areas. Times Mirror and Daniels & Associates, two other large cable operators, are not included. Coleman estimated the San Diego Cable Sports channel earned "a little over" \$1 million last year through the 40 Padres games it offered to pay-per-view subscribers last year, and are undertaking an aggressive marketing campaign in 1985 with the hope of boosting that revenue total to at least \$2 million. Cox has addressable subscribers, 7,000 of whom paid \$120 each to receive the complete Padres package. At the end of last season, about 4,000 pay-per-view subscribers were signing up for individual games, according to Cox estimates. Per-game prices will increase from \$4.50 in 1984 to \$5.50 this year. Forty home games will be available this year on pay-per-view, while road games only are broadcast on KCST-TV which is in the third year of a four-year contract.

Sun Cable, in Yuma, Ariz., and American Cable Television, in Phoenix, pick up the over-the-air Padres broadcasts for cable distribution in their respective communities, as do smaller systems in Las Vegas, and Tucson and Prescott, both Arizona.

KFMB enters the last year of its three-year English-only radio contract (feeding about six stations), as does Spanish-language XEXX(AM) Tijuana, feeding about 30 outlets in Mexico and the U.S.

Play-by-play on the cable channel is by Ted Leitner and Bob Chandler, with Jerry Coleman hosting a 30-minute warm-up show.

Dave Campbell and Coleman handle announcing chores on radio, with that duo moving to television for KCST games and the Leitner-Chandler team handling radio coverage. NBC affiliate KCST will air two pre-season and more than 40 road games. Pay-per-view games are all at home.

"We're doing better in our ad sales," Coleman reports. "We have a championship year behind us and we're starting earlier." He notes that—for the first time ever—ad sales picked up during the second half of the season last year on the strength of the Padres' improved performance. Major sponsors signed so far this year for San Diego Cable Sports include Stroh's Beer.

## San Francisco Giants

San Francisco-Oakland's independent KTVU(TV) is in the second year of a five-year contract with the Giants, as is NBC-owned KNBR(AM) San Francisco. Spanish-language radio originates for the fourth consecutive year on KOFY(AM) San Mateo, Calif. KTVU will originate 31 regular season games, while KNBR will cover all pre-season and regular games. KOFY will air 60 games and is planning to feed several other Spanish-language stations, although none had been lined up as of last week.

Plans for a joint pay-per-view venture with Westinghouse fell by the wayside last year, but team spokesman Pat Gallagher told BROADCASTING, "since then we have not put anything together that satisfies us. We are going to try [a pay TV offering] again this year, but we don't have a deal at this time." Gallagher said a pay-per-view service offered through local cable systems may be available "toward the end of the season." It has not yet been determined whether the pay TV venture would be executed entirely by the Giants or through a joint venture agreement.

The announcing lineup remains Gary Park and Hank Greenwald on television, and Greenwald with David Glass on radio.



# IN MEMORIAM

**John J. Murphy, Jr.**

1926—1985

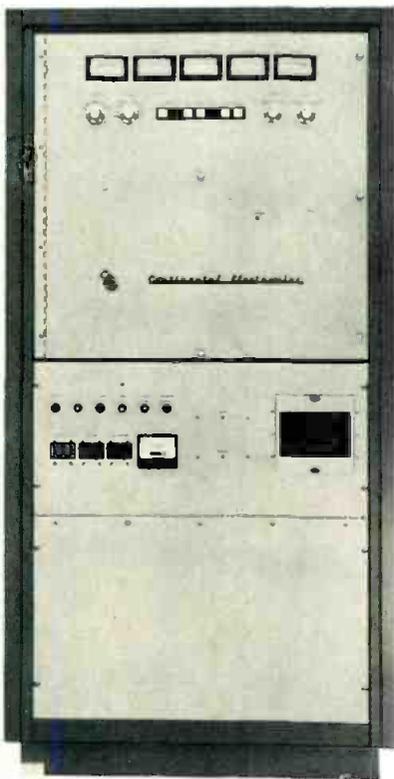
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation waveform shows effect of Instantaneous Peak Limiter

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# In Sync

## New line

Videotape editors may now buy complete editing systems from Grass Valley Group, following that company's absorption of Interactive Systems of Boulder, Colo. ISC sells broadcast/post-production editing hardware and the Super-Edit operating software package developed in the mid-1970's by founder-president, David Bargaen.

According to Chuck Clark, general manager of GVG's product systems division, he will retain a core group from the 20-member staff of ISC, including Bargaen, a former product engineering manager at CMX. GVG will then add its own personnel to expand on the three-year-old company's former manufacturing, engineering, marketing and customer service capabilities.

Responsibility for the new product line falls under Clark's division, which, as one of four within the Grass Valley, Calif., company, makes GVG's production switchers and digital video effects systems.

The company is already heavily involved in providing switcher interfaces for other companies' edit controllers, Clark noted, but has never manufactured the controllers itself.

"We now see production switchers, DVE's and edit controllers as highly integrated products," he told BROADCASTING. "This move will allow us to expand our product line horizontally and provide customers with a more complete package solution. Of course, we will still cooperate with other edit controller companies so customers can mix and match if they want."

ISC expects to complete its move to Grass Valley by June 1, according to former Sales Manager Rome Chelsi, now product marketing manager for GVG. Meanwhile, the company will be at this year's National Association of Broadcasters convention, showing several new enhancements for the Super-Edit program, as well as new interfaces for the Ampex VPR-6 videotape recorder and Sony's Betacam system.

## New gear for better images

Century III Teleproductions opened the doors in mid-January to a new, million-dollar digital image design division to capitalize on the lucrative and competitive market in broadcast graphic packages.

Now on-line at the Boston-based production and post-production company are a new Quantel Paint Box, Bosch FGS 4000 3-D graphics animation system and Warren R. Smith Animation Stand, supplementing its Ampex ADO, Grass Valley Group digital video effects equipment and the Sony 2500 still-frame video recorder. To staff the new division, the company selected several Boston broadcast designers, including the former WCVB-TV creative services head, Jill Katz, and news design director, Ron Pearl, and ex-WNEV-TV news graphic designer, Miguel Muelle.

The group recently created a 10-second spot for WZOU(FM) and also plans to serve advertisers, production companies and corporate communications users. But the TV broadcast package is its special goal, according to Katz. The division was completing its first last week for WQTV(TV) Boston. Elements in a package can include custom logo designs and computer generated graphics for news, movie opens, bumpers or station image. A graphics library is also being developed for customers, she added.

## On tap

Topics such as multichannel TV sound, signal leakage, consumer electronic interface and addressability will highlight the 11 technical sessions at the National Cable Television Association's annual convention scheduled for June 2-5 in Las Vegas.

More than 50 papers, given by representatives of MSO's, cable equipment manufacturers and engineering consultants, will be scheduled, with time left free for cable system engineers and managers to visit the

**PBS response.** The Public Broadcasting Service will not authorize the private reception by home earth station owners of PBS's satellite signals distributed to its member stations. Responding to a request by Senator Barry Goldwater (R-Ariz.) last November for a formal statement recognizing "the right of some earth station viewers to view the PBS signal for private, noncommercial use" (BROADCASTING, Nov. 19, 1984), PBS President Bruce Christensen said in a letter to the senator dated Feb. 6, that while programming distribution rights prohibit PBS from authorizing the use of the programs to home earth station owners, PBS has no plans to enforce action against such reception. "Licensing home reception," Christensen said, "could subject PBS to potential liability; it would require obtaining new [program distribution] rights and may involve substantial additional costs to acquire and administer them." The PBS president also explained that "unlike satellite feeds distributed by cable program suppliers and the commercial networks," the PBS feed may be "unsuitable or inappropriate for home viewing." This "raw feed" sometimes includes uncompleted programs for use as management and press previews—programs for which "in many cases" the broadcast rights period has not yet started—or closed-circuit presentations between PBS and its members. Christensen said PBS was committed to achieve full coverage by PBS across the country. "In doing so, we must develop options that take into account the costs involved and which do not diminish the quality of public television." J. Terry Emerson, counsel to Goldwater, said the tone of PBS's reply was "particularly responsive" to Goldwater's request. According to PBS's letter, he said, as long as PBS "doesn't try to enforce restraints" against home dish reception, the dish operators can use it.

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 **Hitachi**

exhibit floor. The papers will also be published in a softcover volume to be available at the convention.

### Four for stereo

Four more top-25 market TV stations joined the ranks of stereo broadcasters in recent weeks. Koplir Communications has converted two stations: KPLR-TV St. Louis, which went stereo on Jan. 28 and is now broadcasting *Voltron*, selected movies and synthesized stereo; and co-owned KRBK-TV Sacramento, Calif., doing the same since Feb. 6. Also stereo in Sacramento since Feb. 5 was ABC affiliate KOVR-TV, airing *Odyssey* music video program. General Electric's KCNC-TV Denver made the switch on Feb. 8, airing *Tonight Show* and *Miami Vice*.

### Monitoring modulation

In recent months, radio satellite equipment supplier Modulation Associates has doubled its staff and expanded its facilities in Mountain View, Calif., from 4,300 square feet to 10,000. The expansion, according to representative Linda Hayes, is the result of "tremendous activity" in radio satellite services, especially in the single-channel-per-carrier (SCPC) satellite technology used by a number of radio networks.

In addition to new president Donald Haight, taken on board from Ampex, the company has added four management positions, and is seeking to add two to its engineering group, bringing the staff total to nearly 30.

Its move to a second building near the current location will accommodate the company's corporate, financial and marketing departments, while engineering and production will expand to fill the present facility.

The company manufactures uplinks and receivers for radio broadcast customers, such as the Texaco-Metropolitan Opera SCPC radio network, and Louisiana and Mississippi regional networks. It also introduced a video subcarrier receiver several months ago, Hayes said.

### In-kind contribution

The Dayton, Ohio-based Mead Data Central has increased its in-kind contribution to National Public Radio's news and information fund from \$25,000 in fiscal year 1984 to \$100,000 in FY '85. Mead has donated its NEXIS and LEXIS research services: NEXIS, a computerized information retrieval service, provides full-text coverage to more than 130 newspapers, wire services, magazines and newsletters worldwide; LEXIS is a computer-assisted legal research service. NPR's vice president for development, Jane Couch, said the contribution will enhance research support for NPR's reporters as well as its legal staff.

Also donated to NPR was digital recording and broadcasting equipment from the Sony Corporation of America. The last includes two PCM-701 digital processors and two Sony SLO-420 Betamax video cassette recorders, which will allow digital broadcasts of NPR performance programs, NPR said.

### Gearing up

A new stereo processor for CATV headend systems is now available from Los Angeles-based Phasecom. The company's Model 1300, which was first shown in prototype at the Western Cable Show last December, features a modular input/output converter, a surface acoustic wave (SAW) filter at intermediate frequency and automatic notch control for low uncompensated group delay. The unit can pass broadcasters' BTSC multichannel sound and costs \$995.

□

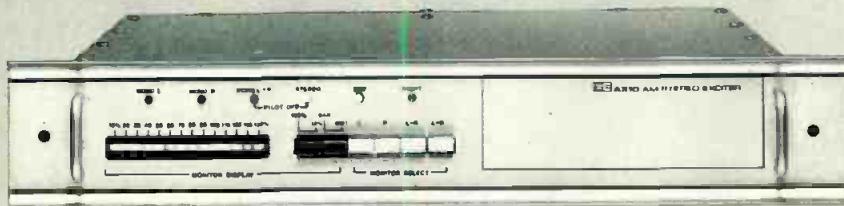
An RF/microwave device manufacturer has developed what it is calling the first one-kilowatt, solid-state RF amplifier for the FM broadcast band. Acrian, a seven-year-old firm based in San Jose, Calif., is using a proprietary MOSFET-based technology for its new FM1KW-IPM amplifier, which provides output power exceeding 1100 watts, with 10 watts of input drive into a 50 ohm load. The \$3,850 unit also includes combiners, splitters, monitoring and control circuitry.

□

Recortec, maker of videotape evaluators, has introduced two new models for the one-inch market to replace the two-year-old VTE-101. The new VTE-102, priced at \$14,500, can be used for either standard reels or 3M's foam-flanged reels up to 14 inches, while the new VTE-103 takes reel sizes up to 16 inches for a price of \$17,500. According to the Sunnyvale, Calif., company, both units clean tapes using Recortec's vacuum grid method, then provide a computer-generated list of surface defects and edge damage.

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Jeff Morris, VP/General Sales Manager,  
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## The growing importance of investment bankers

**As broadcast station and cable system sales become more and more complex, buyers and sellers are looking for more sophisticated financial help**

The jargon of the Fifth Estate, borrowed originally from show business and advertising, is embracing Wall Streetese these days. "Tombstone" ads speak quietly of multimillion dollar transactions in a world where hyperbole was shortened to hype a generation or two ago. In "21" and the New York Stock Exchange people are beginning to understand one another.

Special media groups have been expanded during the past year at such well-established investment banking firms as First Boston Corp., Morgan Stanley and Henry Ansbacher Inc., within their merger and acquisition (M&A) divisions. Those firms join Goldman Sachs and Shearson-Lehman Brothers as acknowledged specialists working with media clients.

Not that investment banking is a stranger to the Fifth Estate. Broadcasting and cable companies have long obtained advice and financing assistance from Wall Street investment bankers, beginning perhaps when RCA was established with the help of Lehman Brothers (now a part of Shearson-Lehman) which is still the company's investment banker.

Bob Price knows both the broadcasting and investment banking business as president now of group owner, Price Communications, and as a former partner at the New York-based firm of Lazard Freres. He said the most significant reason for Wall Street's noticeable presence in broadcasting and cable is, not surprisingly, money: "The value of station properties has escalated and with it the fees for investment bankers. These firms don't find it economical to work for a couple of hundred thousand dollars, but when the fees moved into seven figures, their threshold was passed."

Fees seem linked to a percentage of the transaction's value, often about 1.25%, once the deal gets into the eight-figure and higher range. Thus Shearson-Lehman Brothers earned over \$4 million in selling Outlet Communications to The Rockefeller Group in 1983, and Goldman Sachs recently received \$2.3 million for helping Cowles Broadcasting sell off its two television stations. Fees of over \$10 million were recorded in some leveraged buyouts, including Metromedia's and Harte-Hanks'.

And what does this money pay for? It depends on the deal.

Gulf Broadcasting announced on Dec. 21, 1984, that it was going to sell off the company through Goldman Sachs. Conversations with a number of people suggest the

following events:

Five professionals from First Boston (three from M&A and two from corporate finance) flew to Cincinnati to talk with executives of Taft Broadcasting. They discussed contingency plans, whether Taft should obtain Gulf's broadcasting properties, where to obtain the best short-term bank loans and other forms of debt or equity needed to finance such a purchase. They also talked about how the stock market might react.

Meanwhile, another interested buyer, Outlet Communications, was presumably also meeting with its long-time investment

put too much strain on the company's liquidity. So Outlet pulled out, leaving Taft as the Gulf buyer at \$755 million.

Before a process similar to Gulf's begins, an investment banking firm is chosen. Sometimes the choice is based on a firm's reputation for a particular financial skill. Drexel Burnham, for instance, is known in the cable industry for limited partnership offerings. But as Jeff Epstein, an associate at First Boston, noted, connections sometimes rival reputation as a prerequisite for success: "We would like to think that the choice of a firm gets made on what skills we have and not on what prep school we went to, but that



Ward



Seegal



Overlock



Shaw

banker, Shearson-Lehman. Outlet, a subsidiary of The Rockefeller Group, decided to stack its deck by hiring station broker Howard Stark, hoping he might have also had influence with Gulf's chairman, E. Grant Fitts, and its president, John H. Massey.

Meanwhile, Goldman Sachs was thinking of conducting the sale as a "sealed bid." Those who met certain financial qualifications would be sent financial information, also referred to as "selling documents" or "offering memoranda," about the stations, which would then be sold to the party submitting the highest written bid.

Just three days after the Gulf announcement, on Christmas eve, a Taft delegation, including the company's chairman, Charles Mechem, and Charles G. (Chuck) Ward III, a vice president at First Boston and chief operating officer of the M&A division at First Boston, flew to Dallas for talks with Fitts and Massey. Taft apparently succeeded in pre-empting a formal bidding process, and Goldman Sachs never got to the point of writing up an offering memorandum.

When it came down to the wire several weeks later, both Taft and Outlet were the principal suitors for the broadcasting stations as a group. Outlet's offer was slightly higher, but just before Gulf's decision was to be made, The Rockefeller Group concluded another set of negotiations, to buy the land underneath New York's Rockefeller Center from Columbia University, and the Rockefeller trustees decided both purchases would

is not always the case."

Connections of a different kind are the long established ties between a media company and a particular Wall Street firm, often leading to a firm's partner becoming a director of the company. Every firm has its own "client list," which if not a prerequisite of obtaining business is certainly a strong influence. Thus no one was surprised by the recent announcement that Goldman Sachs would represent Multimedia management in its proposed leveraged buyout of the company. William C. Stutt, a Goldman Sachs partner, had been a director of Multimedia since 1981.

No matter how experienced or prominent an investment banker, its advice may not always prevail or be proved right. When Ziff-Davis Broadcasting was selling its six TV stations in 1982, the decision to try to sell the group as a whole was made by the company. After Goldman Sachs was unable to come up with a buyer at the right price—there were additional extenuating circumstances, including high interest rates and a bad economy—the decision was then made to sell two of the properties individually with the other four going to management in a leveraged buyout.

Not getting the "right" price can also be the result of inflated expectations by the seller. Ansbacher has a clause in its client contracts that says the firm can be dismissed if, after its evaluation of the properties to be sold, it does not agree with the company on a



## **“When KTLA-TV went stereo, I went Modulation Sciences.”**

**IRA GOLDSTONE**, Director of Engineering for Golden West Television, Los Angeles.

“While everyone else is thinking about or tinkering with Multichannel Television Sound, here we are—broadcasting not only in stereo, but making full use of the SAP and Pro Channels as well.

We installed the Modulation Science’s stereo generator last October. A couple of months later, and after ‘A-B’ testing against another manufacturer’s proposed stereo system, we committed to the Modulation Science’s TSG™ package—complete with their SAP and Pro options. We’re using the SAP for Spanish language and the Pro for controlling two ENG satellite stations.

I’m pleased with the performance and feel so confident in Modulation Science’s capabilities that I’ve ordered a second system from them. I’m also the first in-line to evaluate their new precision multichannel stereo decoder.

For KTLA-TV’s implementation of MTS, performance, reliability and ease of installation were equal priorities; money wasn’t a major factor as the other system we evaluated

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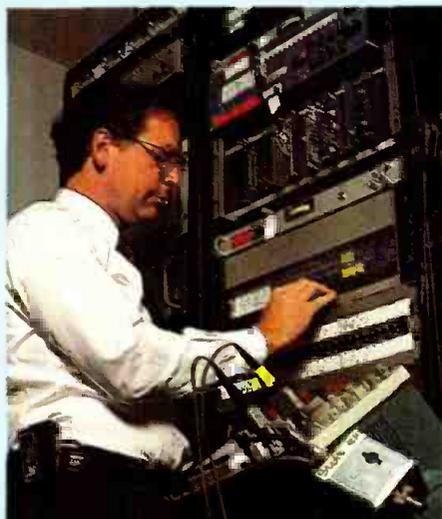
all the technical requirements of the BTSC’s OST #60; and two, we’ve got the answers. Working closely with scores of TV. broadcasters, we’ve developed the necessary expertise to solve your unique TV. stereo implementation problems.

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*On October 15, 1984 at KTLA’s Mt. Wilson transmitter site, Ira Goldstone performed the final acceptance checks on the Modulation Sciences TV Stereo Generator.*

correct selling price. The firm also promises to get for its client no less than 95% of an agreed-upon price.

The evaluation of a property is exploratory in more than a dollar sense. According to Stephen J. Haupt, a vice president in Shearson-Lehman's media group, reasons for an evaluation would include helping to settle an estate or to help refinance a property. Often, he said, the investment banker is called in to help the owner evaluate his alternatives if he feels some change in the existing capital structure is needed: "They are often used to dealing with commercial banks and are unsophisticated as to what their options are," said Haupt of corporate clients. Some owners are unsure whether they want to sell out, go public, or expand the existing company with new capital.

The "sealed bid" method of selling elicits a full range of reviews. Brokers and some station owners say the procedure opens up news of the intended sale to a wide range of companies, thereby increasing the likelihood that word will also spread to both employees and advertisers, causing unneeded managerial headaches. Investment bankers and other station owners say this is not a major problem, and add that with a properly run "sealed bid" auction, buyers do not have their offers used as a lure by a broker or seller to try for yet a higher offer from a competing buyer.

Speaking for the latter point of view was Fred Seegal, a managing director of Shearson-Lehman: "There are some people in the communications industry that feel more comfortable working with media brokers, in part because they feel that all investment bankers do is auction off properties at the highest price. In fact that is only a technique used in special circumstances. We find the sealed bid is a very compelling indication that the prospective buyers are being treated fairly. It also is helpful to a buyer who is not an 'established' person in the media business."

As to whether auctioning off a station brings in a better price, although there is some feeling that it works well for desirable properties for which there are a large number of bidders.

Any assessment is complicated by the fact that apparently few sealed bid deals have gotten through to the "envelopes, please" stage. Besides the Gulf Broadcasting deal, another of the examples where a sealed bid was apparently circumvented was the 1983 sale of Corinthian Broadcasting. According to Robert Decherd, president and chief operating officer of A.H. Belo, which finally acquired the properties, the six television stations were originally going to be auctioned off individually by Goldman Sachs, except for KHOU-TV Houston, which was not for sale.

But Belo officials decided after reviewing the selling documents that they, unlike most other companies, had both the desire and ability to buy the whole group, including KHOU-TV, without too many contingent sales to meet FCC or financing requirements. So after several discussions with Goldman Sachs people a meeting was arranged in New York with officials of Corinthian's parent, Dun & Bradstreet, where a handshake deal was made. Four days later Belo had

board approval to go ahead.

When Belo subsequently had to sell off four stations, including two from the Corinthian group, it conducted a "sealed bid" operation of its own, without the services of an investment banker.

A new twist on the sealed bid that Goldman Sachs used in the auctioning of Cowles Broadcasting is that preliminary contracts were also sent out to final bidders, who were told to return any intended revisions with their bid. One chief executive officer said that while the innovation "drove me crazy," it also reportedly made for a quick negotiation of the final contract once a handshake deal has been made.

As the Gulf deal shows, investment banking firms provide a variety of services to Fifth Estate companies, of which merger and acquisition work is only one. They help companies go public and also help them raise money using a variety of vehicles; from commercial paper to Eurobond debt offerings. Other services include advice on the best way to finance specific projects and where to make short-term investments.

The general consensus among the bankers is that M&A work accounts for 75% of the current media business. As Steve Rattner, a vice president with Morgan Stanley, notes, "At the moment, the current state of the media business is such that most companies are flush with cash and have a problem spending money, not raising it."

The name of Goldman Sachs appears frequently in these discussions because the firm has done more than its share of the business, often on behalf of the seller, and is generally given credit as the first investment banker on Wall Street to recently cultivate media M&A business. One of Goldman Sachs' four partners in M&A, Willard (Mike) Overlock Jr., is considered the veteran among the current group of media specialists. "I was put on an assignment which was the sale of Southern Broadcasting to Harte-Hanks in the mid-70's," he said, "It has just developed that I spend a lot of time in this area."

As at most firms, other divisions besides M&A help out at Goldman Sachs, according to Overlock: "The team generally would be made up of three or four people and supplemented by others as needed," said Overlock. "When we bring a project in, we may use the services of M&A, corporate finance, or the research department. If it is an exchange of stock, we may involve the trading department and arbitrage."

Shearson-Lehman's communications group was established in 1982 and combined M&A with corporation. Seegal was chosen to head it, having "gravitated" toward media clients during previous corporate finance work with companies such as Outlet Communications and Storer beginning in the late 1970's.

Henry Ansbacher Holdings PLC went to the cable industry to complement the firm's already strong reputation in print and publishing brokerage, according to Christopher J.H.M. Shaw, president of the firm's New York branch. Charles Martz, president of acquisitions for Jones Intercable in Denver, and Davida Shear, previously director of network affairs for Home Box Office, have within the past three weeks set up shop in

Denver and New York.

Shaw said he has also been conducting negotiations to buy a well known broadcasting brokerage operation. Shaw himself joined Ansbacher in December of 1983, when that company bought the media group he headed at Bankers Trust.

The above firms by no means constitute all of the Wall Street expertise or activity. Others, such as Kidder Peabody, Smith Barney, Prudential Bache, Salomon Brothers, Paine Webber and Merrill Lynch, have at least one M&A person who has a working knowledge of many of the Fifth Estate companies. There are also newer and smaller investment banking operations such as Veronis, Suhler & Associates Inc., Hartford, Conn.-based Hartstone & Dickstein, and Boston-based TA Associates.

As the Gulf deal shows, brokers and investment bankers will sometimes work in the same transaction although that is not a common occurrence. When Goldman Sachs sold off all but one of the General Electric broadcasting properties, Overlock said he hired Ted Hepburn, a station broker, to sell some of the GE radio properties: "We wanted to make sure that for General Electric we did not miss some of the local buyers in the markets where we were selling." Investment bankers usually do not work on smaller transactions, with \$15 million being considered an approximate cut-off point for some firms.

The most recognizable difference between investment bankers and station brokers is that the former almost always represent only one side in a transaction, whereas brokers often will be intermediaries, bringing a buyer and a seller together. Thus it is often the case that more than one broker will cooperate on a deal, in a process called co-brokering, and will share the fees. That is not the case with investment bankers.

Each calling has an appreciation for the other, although their views fall short of mutual admiration.

On the cable side, investment banking firms may find it more difficult with Daniels and Communications Equity Associates (CEA) handling between them an estimated 80% of the mergers and acquisitions where brokers are used. CEA Chairman Rick Michaels said he and a few others at the firm are registered investment advisers: "We are acting as advisers to Wall Street firms in retailing deals [limited partnerships and other cable investments sold to individuals] and are interested in expanding our institutional placement business."

Other brokers, including Ron Ninowski, have also taken steps to increase their firms' sophistication in such matters as tax problems and investment offerings.

With Wall Street firms building up their knowledge of and reputation in the Fifth Estate, it may be that most of their competition comes not from brokers, whose place seems assured in some transactions, but from one another. There may be enough business for all, according to Morgan Stanley's Rattner. "It's gotten a little stiffer in terms of competition. Each of the major firms has managed to win enough clients so I think we all operate profitably. There is an enormous amount of activity now...a bigger pie." □

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## Trademark Office offers help in protecting calls

**It rules broadcasters may now register their call letters as service marks; action should help in case of court conflicts**

Broadcasters lost one way to protect their call signs when the FCC decided to get out of the business of arbitrating disputes over them. But last week the Department of Commerce's Patent and Trademark Office gave broadcasters a tool for protecting calls: The office's appeal board ruled that broadcasters can register their call signs as service marks.

In the past, the office refused to permit broadcasters to register their calls, contending that the FCC, not a broadcaster, was the ultimate owner of a call. But in its decision last week, the office's appeal board said a broadcaster can own a call, "and as the owner is entitled to registration of it."

The issue was raised by WSM(AM) Nashville, which requested the registration of its call letters as a service mark. In an initial pass, an examining attorney for the trademark office rejected the request, arguing that the licensee did not own the mark because the FCC licenses applicants to broadcast, approves call letters and retains the power to revoke licenses and call letters.

However, the appeal board, in overruling the examining attorney, said: "We see a clear

**Committee rebellion.** Republican and Democratic members of the House Energy and Commerce Committee are locked in a dispute over the ratio of Democrats to Republicans on four Commerce subcommittees. The Republicans, saying the ratio unfairly favors Democrats, walked out of an organizational committee meeting last week after failing to persuade their Democratic colleagues to add one more Republican to each of the Telecommunications, Health, Commerce and Transportation, and Energy Conservation Subcommittees. (The ratios on the Fossil & Synthetic Fuels and Oversight Subcommittees are not an issue.)

The Republicans want the subcommittee ratios to match the ratio of the number of seats each party holds in the full House, but the two parties have been unable to resolve their differences for more than a month. Republicans are refusing to make any subcommittees assignments unless they gain the additional seats. An amendment to the committees' rules was offered during the meeting by James Broyhill (R-N.C.), the ranking minority member, that would have altered the ratio, but it was defeated by a partisan vote of 23 Democrats to 16 Republicans. Broyhill called the Democrats' action a "needless slap in the face." The tension between the parties escalated during the meeting. "This is not fair, and you gentlemen know it," said Bob Whittaker (R-Kan.). "We're mad and we are not going to take it any more," added Tom Tauke (R-Iowa). One member characterized the Democrats' stand as a "power play" by the subcommittee chairmen.

distinction between the right to broadcast, which is granted under license from the FCC, and the right to register a service mark, which stems from adoption and use, rather than from a grant or license by the FCC."

L. Lawton Rogers III, WSM's trademark attorney, said the office's decision gave broadcasters the advantage of registration in protecting their calls from other broadcasters and nonbroadcasters alike.

One advantage of registration, Rogers said, is that it gives a broadcaster a "presumption" of an exclusive right to the use of his sign. If a sign is registered for five years, the broadcaster's exclusive right becomes "incontestable" under trademark law, Rogers said.

Arnold Lutzker, an attorney with the law firm of Dow, Lohnes & Albertson, said a broadcaster had been able to register logos incorporating call letters in the past, if the broadcaster disclaimed exclusive rights to the call letters themselves. What the office's decision said, however, is that broadcasters may now register the call letters themselves, Lutzker said.

He added the decision would permit broadcasters to use trademark law to protect themselves from confusingly similar calls, whether a broadcaster registers his call sign or not. The decision, said Lutzker, states a "clear principle from the expert agency" that call letters are service marks. That decision can now be cited in court in seeking injunctions against too-similar calls, he said. □

**FTC appropriations.** Federal Trade Commission Chairman James C. Miller III last week requested a fiscal year 1986 budget that is 4% lower "in real terms" than that for FY '85, and emphasized the need for reauthorization of the agency. He told the House Subcommittee on Commerce, Justice, State, the Judiciary and Related Agencies, headed by Representative Neal Smith (D-Iowa), that the FTC's request for \$63,934,000 reflected a reduction of \$1.8 million from the agency's FY '85 levels, and one that was "in keeping with the President's across-the-board freeze initiative." Miller said that FY '86 resources would be directed "against business practices that truly harm competition and injure consumers, such as price fixing and mergers that substantially lessen competition. In FY '86," he said, "the commission will continue to work directly with the business community to achieve voluntary compliance through education and articulation of policy." The FTC's FY '86 budget requests for what Miller described as its "three missions" are: maintaining competition, \$29 million; consumer protection, \$30.8 million, and economic activities, \$4.1 million.

## Wirth tells PTA he'll keep pressure on for children's programming

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) criticized the broadcasting industry last week for failing to provide educational and informational children's television programs. And he promised to "keep the pressure" on broadcasters to change that situation. Wirth discussed his views on children's television during a PTA legislative conference in Washington last Wednesday.

Wirth introduced legislation in the last Congress that would require broadcasters to air programming "designed to enhance the education of children" one hour a day, five days a week. He indicated he would reintroduce the measure this year.

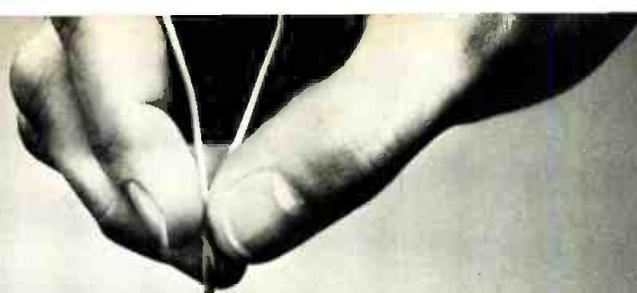
Broadcasters might argue that requiring mandatory children's programming is an "infringement on the private sector," Wirth said. However, he added, "the private sector is coming in and using the public spectrum." Moreover, "it is a very scarce public good to be able to use that spectrum and, in return for the use of that spectrum, why doesn't the public get something back?" he asked.

"Why doesn't the public get back from the broadcasters public interest programming? And shouldn't number one on that agenda be the education of our young?"

He emphasized that television is an "enormously powerful force in America." By the time a child graduates from high school, Wirth said, that child has spent more time in



Wirth



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front of a television set than in a classroom. "While we know television is very powerful, the paradox is, the more we know about television and its impact on the young, the less we use it. That does not make any sense," Wirth said. Children's programming, he continued, "has dwindled very dramatically to the point that when we did a survey last year less than 1% of programming was focused on the education of the young."

Furthermore, Wirth pointed out that funding for public broadcasting has been cut drastically. "The total funding for the Corporation for Public Broadcasting is the cost of a couple of MX missiles per year. The impact of public television is very large and the growing constituency is very large and yet there is a feeling somehow of leave it to the private sector despite the fact the private sector is not doing all those things," he said.

## Landau says public broadcasting doing well despite budget cutbacks

Despite some setbacks, public broadcasting fared "very well" in President Reagan's budget cuts, according to the chairman of the Corporation for Public Broadcasting, Sonia Landau. "Sure, PTFP [the Public Telecommunications Facilities Program] . . . did not do as well. And, admittedly, there is a \$14 million rescission request for fiscal 1987 for CPB, which would reduce the \$200 million appropriated to \$186 million. But, in fiscal year 1988 there is a request for \$214 million for CPB."

Landau, who was in Tampa, Fla., for CPB's board meeting, said in a prepared text of a speech scheduled for delivery last Thursday evening (Feb. 28) before public broadcasters there: "But for last year's supplemental appropriations for FY '84-86, we would be at \$130 million; but for our friends in Congress, we would not even have an appropriation for FY '87; we had no authorization; no rescission was requested in the President's budget for either FY '85 or FY '86, and finally, whereas most other programs are supposed to be abolished, drastically cut, or frozen at existing funding levels, our funding is to be increased."

The past chairman of the Women for Reagan-Bush Committee, Landau was elected CPB chairman last Sept. 21 (BROADCASTING, Oct. 1, 1984). She characterized her five-month tenure as "both intense and hectic," adding that she has also found public broadcasting "constantly beset by the seeds of change, and yes, challenge and conflict." Among the last, she said, is the issue of advertising on noncommercial stations.

Also on the CPB board's future agenda, Landau said, are the VHF/UHF swap proposal (by which noncommercial VHF operators would be permitted to trade their facilities for commercial UHF's in their markets, profiting in cash for the difference in value of the facilities [BROADCASTING, Dec. 31, 1984]); PTFP funding to replace or upgrade aging noncommercial facilities, and Nation-

## NewsBeat

**Damage assessment.** Federal judge has reduced from \$2 million to \$200,000 damages jury had awarded NBC after finding that Lyndon H. LaRouche Jr. interfered with newsgathering efforts of NBC News (BROADCASTING, Nov. 5, 1984). Judge James Cacheris of U.S. District Court in Alexandria, Va., said \$200,000 was maximum acceptable under law. Judge also said he believed LaRouche's claims of having virtually no assets "to be completely lacking in credibility." LaRouche, then independent presidential candidate, had filed \$150-million suit against NBC, alleging that network broadcasts had libeled him. In countersuit, NBC charged that LaRouche agents had impersonated NBC and Senate employes in telephone calls in attempt to derail network interview with Senator Daniel Patrick Moynihan (D-N.Y.). Jury rejected LaRouche's claim, found that LaRouche had intentionally interfered with NBC's business relationships and awarded network \$3 million in punitive, and \$2,000 in compensatory, damages. Peter Stackhouse, NBC attorney, said network had not yet determined whether judge's decision would be appealed.

**Media analysis at White House.** "Press" is trying to tear down America while "we're" trying to build it up," says George Keyworth II, science adviser to President Reagan, in interview to be published by Scientists' Institute for Public Information. And, according to Keyworth, there are several reasons for that: "Number one, for some reason that I just do not understand, much of the press seems to be drawn from a relatively narrow fringe element on the far left of our society. Number two, there's an arrogance that has to do with the power of the press."

**Fallout from Westmoreland.** FCC, "within the next few weeks," will consider 1983 complaint by the American Legal Foundation alleging that CBS-TV's *The Uncounted Enemy: A Vietnam Deception* was deliberately distorted and slanted (BROADCASTING, Jan. 31, 1983), FCC official said last week. That was program at issue in General Westmoreland's \$120-million libel suit that he and network settled out of court (BROADCASTING, Feb. 25). According to commission source, FCC had not wanted to address complaint—which asks commission to revoke CBS's licenses for its owned-and-operated stations for allegedly violating commission policy by "deliberately distorting, slanting and falsifying its news program"—while lawsuit was pending: intention was to avoid possibility of influencing outcome of trial. Source said issue had been proposed for handling by full commission, but not for any compelling reasons. Source also cautioned against jumping to any conclusions about how FCC will resolve complaint.



Donahue



Wallace

**Interviewer to interviewer.** Phil Donahue had questions asked of him when *60 Minutes* correspondent Mike Wallace interviewed him and got talk show host to open up. Wallace also got Donahue to own up to some vague political ambitions. In one segment, Donahue said: "I think that programs that deal with homosexuality, the IUD, penal implants are programs that are most likely to be remembered by the audience." Said Wallace: "What I'm implying is that perhaps there might be too much of that; that's all." Replied Donahue: "All right. I understand that and I've heard that before. . . ." Interjected Wallace: "America's gynecologist of the airwaves. I'm sure you wince at [that]." Acknowledged Donahue: "We're used to it. It's the rap and we will live with it as long as we have to." At another point Wallace asked Donahue, "How rich are you?" Donahue softly answered Wallace: "Trying to catch up with you." In question about political ambitions, Wallace elicited from Donahue affirmative reply, of sorts. "You came to New York because you wanted to be the junior senator from New York," Wallace stated. After shaking his head no, Donahue acknowledged "I'd like to be in the Senate, yeah," although in tone that suggested it wasn't at top of his priorities. After little more pressing, Donahue admitted "I'd tell you what I like to be—I'd like to be a Gary Hart for George McGovern." (Hart managed McGovern's 1972 presidential campaign.) Wallace then proposed that Donahue might want to run New York Governor Mario Cuomo's much-rumored 1988 Democratic presidential bid. "And if you believe that you're looking at the biggest egomaniac in New York City," said Donahue.

al Public Radio's five-year business plan that would remove NPR from direct competition for federal funds with CPB and require it to rely on its member stations for financial support (BROADCASTING, Feb. 11).

Concluded Landau: "We must be vigilant not to erase the distinction between public broadcasting and the networks. . . . I look to public broadcasting to fulfill its mission, especially with children and youth programming, as well as programming to begin remedial action on adult illiteracy." □

**RKO trials.** The FCC last week expanded the scope of the ongoing comparative hearings for 13 RKO General Inc. stations. Under the ruling, which came in response to a request by East Lake Communications Inc., one of the more than 160 competing applicants for the RKO facilities, the administrative law judges have now been charged with picking comparative winners among the challengers for each facility. Appeals from the partial decisions will be deferred until the KLU-TV Los Angeles proceeding, where the question of RKO's overall qualifications to be a licensee are being determined, is resolved. The FCC had originally limited the 13 hearings to considering the basic qualifications of the challenging applicants. The ruling should speed up the resolution of the cases. If RKO is found disqualified in the KLU-TV proceeding, a fresh applicant for each facility would already be waiting in the wings.

## Technology 4

# NAB's engineering convention keeps on growing

**Association unveils plans for more than ever before in Las Vegas: 91 papers, 50 hours of sessions over four days**

Covering the broad sweep of broadcast technology in just over four days is no small task, and the program for this year's National Association of Broadcasters Annual Engineering Conference continues to prove it. The program, scheduled to overlap the association's 63d Annual Convention and Exposition April 14-17 in Las Vegas, has ballooned to 22 technical sessions, 20% more than last year's conference and nearly double that of 1983.

Ninety-one technical papers will be given during more than 50 hours of sessions and workshops covering radio, television and combined technologies. Well over 100 broadcast engineers, equipment manufacturers and consultants will participate in the presentations, along with a sprinkling of FCC representatives, including Commissioners Mimi Dawson and Henry Rivera.

Last year's Saturday sessions, held prior to the convention opening, will be repeated. So will the less successful and sparsely attended Tuesday evening workshops, albeit in a reduced form. This year also sees a new idea, maintenance workshops, being tried for both radio and TV engineers.

At a press conference last Wednesday announcing plans for the 39th annual conference, NAB staff engineers acknowledged the continued increase in sessions, papers and presenters, but added that "the intention wasn't to increase; it just happened."

"The convention is so big," explained NAB's Ed Williams, "that you simply have to pick and choose. But almost all the engineers attend at least one or two of the papers. There's something for everyone."

Technical sessions begin Saturday, April 13, with concurrent programs featuring AM technical improvement for radio engineers and electronic graphics centers for TV broadcasters. TV attendees will also be treated to an afternoon-long session on multi-channel sound transmitter conversions featuring several manufacturers' review of diplexer requirements, as well as the experiences of stations already providing the ser-

vice.

Radio sessions held Saturday afternoon include one focusing on transmitter and antenna engineering, plus the first of two maintenance workshops on RF. The second radio workshop, focusing on studio maintenance, opens the day on Sunday, April 14.

A three-hour workshop on TV maintenance, which includes both RF and studio gear, is the one other session scheduled for Sunday, the opening day of equipment exhibits.

The program schedule on Monday is heaviest for TV attendees, beginning with a morning session on TV engineering covering many topics, including computerized newsrooms and studio distribution of component video. Multichannel sound takes the stage again in the afternoon, with attention on production/post-production, studio conversion and network distribution.

Radio sessions on Monday begin with a pair of papers and a panel discussion on AM-FM allocations. It moves on to radio subcarriers. The afternoon is left open for radio attendees to visit the exhibit floor.

Two Monday afternoon sessions combine TV and radio concerns, with one, on spectrum management, highlighted by the panel participation of the FCC's Dawson, Chief Scientist Robert Powers and Chief of the Technical and International Branch Ralph Haller. A session on broadcast auxiliary includes a discussion of CBS's experimental use of the 38 ghz band for microwave.

Tuesday, April 16, radio sessions start early with a program on new technology, ranging from compact digital disks to newsroom computers. It will be followed by a two-hour panel on radio production techniques, which will bring together five station and network broadcasters.

Following the two-hour engineering luncheon, radio engineers return to a trio of papers on audio measurements and processing, and at afternoon's end a series of presentations on AM stereo, including one from a Canadian AM stereo broadcaster and several on new equipment developments from several manufacturers.

Tuesday is a lighter schedule for TV attendees, and begins in the morning with a session on TV satellite systems highlighting the

satellite news gathering systems of Conus and the Florida News Network, and including updates on CBS and NBC satellite networks.

Running concurrently is a three-hour overview of advanced television systems, with reports on activities of the ATSC and its technology groups, as well as papers on high-definition television and a tentatively-scheduled discussion of the political aspects of international TV standardization.

Although Tuesday afternoon is left open for TV attendees, a session on UHF transmission systems is planned, with a panel discussion on UHF spectrum usage headed by FCC Commissioner Rivera, and reviews on the status of various energy-efficient klystron developments. Also that afternoon is a series of papers and a panel on nonionizing radiation, with FCC and EPA representatives on hand.

This year's Tuesday night workshops, reduced from last year's eight to a more manageable four, include a repeat of last year's TV transmitter measurements and studio acoustics, and new meetings on satellite uplink interference and radio contract maintenance.

The Engineering Conference's final panel takes place on Wednesday, April 17, when five FCC representatives, including Jim McKinney, chief of the Mass Media Bureau, and Powers, gather for an open FCC engineers panel covering topics like technical deregulation, operator requirements, interference problems and field bureau station visits.

If all of this proves too much to absorb at the convention itself, attendees will be able to purchase the paper-bound annual proceedings, which this year will include 64 of the papers presented and sell for \$35. Tapes of individual sessions will also be available.

The NAB is also expecting to have ready for sale its new seventh edition of the Engineering Handbook, which in its current version (50 authors, 42 chapters and 1,020 pages) covers topics from FCC organization to production facilities. The volume, priced at \$125 for the convention, will also have a 250- to 300-page supplement available next fall which can be added to its loose-leaf format. □

## Coping with rising TV ad prices

**ANA workshop focuses on how advertisers can get the most for their money, impact of growth of split 30's and audience erosion on network viewing**

The perennial question of how advertisers can deal with the rising costs of television advertising was accented last week during the 1985 Television Advertising and Media Workshops of the Association of National Advertisers in New York.

Sessions were held for the 550 executives in attendance on such bread-and-butter subjects as competition to TV from other media, negotiations with unions on commercials, barter advertising and network clutter.

The question of costs was central to a report from John McGuinn, a Washington lawyer and chief negotiator for the Association of National Advertisers-American Association of Advertising Agencies Joint Policy Committee on Broadcast Talent Union Relations, which is holding contract discussions with the American Federation of Television and Radio Artists and the Screen Actors Guild. McGuinn said the committee has a mandate to impress upon unions that network TV faces audience erosion and is becoming weakened in effectiveness because of the growth in the number of split 30-second spots.

McGuinn acknowledged that since negotiations began in January, management has retreated from its position of seeking a 10% rollback in fees to performers appearing in

commercials. He said he could not go into specific information on contract proposals and counterproposals but indicated that parties are still far apart. He noted the contract has expired but union members are working on a day-to-day basis.

McGuinn called on advertisers and agencies to support the negotiating committee and urged them not to sign special agreements with the union if a strike is called.

Susan Gianinno, senior vice president and director of creative research, Young & Rubicam, discussed viewers' feelings toward television and pointed to research indicating that a program that involves the viewer is more effective for the advertiser. She added that in consumer studies, respondents react positively to commercials that have informational or entertainment qualities.

"We have found that greater involvement in our commercials is strongly related to the consonance between brand personality and self-image, especially aspirational image," Gianinno said. "One could surmise that the highly involving programs are those which help reflect or reinforce self-image."

Philip Guarascio, senior vice president and director of media management for Benton & Bowles, took up the question of barter and concluded that under certain conditions and circumstances, it is "smarter to barter." On the other hand, he cautioned advertisers that barter companies have virtually no leverage with the major TV networks or most major magazines.

He said barter firms often have "great dif-

iculties" dealing with a medium for an advertiser that previously did business with the medium on a cash basis. He noted that barter organizations are much more successful with radio than with television and are more successful at placing small market radio schedules than at placing major market business.

John M. Otter, senior vice president and director of network programming, SSC&B Inc., and a member of the AAAA Committee on Broadcast, reported on a monitoring study of non-program material on TV networks during prime time.

He observed that the TV networks said three years ago they would gradually increase commercial inventory available in prime time but, if necessary, would reduce promotional time to hold to their stated standards of 10 minutes of non-program material per hour.

Otter said that the most recent monitoring of the networks' commercial environment by AIS/Harris for the week of Dec. 3, 1984, shows that each of the networks exceeded slightly the 10-minute limit and each had increased their totals slightly over the 1983 figures. But Otter voiced the belief that the television networks are "policing their standards to the best of their ability."

Otter added that for the first time last December daytime was monitored, providing some insight into the use of split 30's. He reported that 4% of the three networks' 30-second units were utilized by two 15's and 4% were used to create a 90-second pod containing two 45's.

An analysis of the fourth quarter 1984 prime time ratings by Young & Rubicam USA shows that household ratings for the three television networks, in aggregate, fell by more than 4% from the same 1983 period's levels as TV usage among key women targets held steady and among men, 18-49, declined by 4%.

The decline in the combined ratings, based on NTI figures, was attributed largely to ABC-TV's loss of 12% in household ratings, falling from 17.1 to 15. CBS fell by 6.6% to 16.9 while NBC, moving into second place, rose by 8% to 16.2. Usage among women, 18-49, was virtually the same for both periods at 44.4 and 44.7, respectively. Usage for men declined by almost 2% in 1984 to 39.3 while teen-ager/children usage was said to be off almost 2% to 30.

NBC achieved extensive gains across the board. Y&R noted that by building a strong following among "baby boomers," NBC garnered the top spot in nine out of 10 demographics. CBS topped NBC in one demographic, adults, 18-64, by a 12.7 to 12.4 margin.

In analyzing the impact on the networks by other media, Y&R's analysis showed that commercial independent stations' ratings grew by 9.6% to 9.1; cable originated programming (non-pay) by 29.6% to 3.5%; but pay cable fell by 2.7% to 3.6 and PBS stations remained the same at 2.5. □



**Captioned 'Portraits.'** The CBS Television Network Affiliate Association has pledged to underwrite the dual-mode captioning of *An American Portrait*, the one-minute, prime time inserts that highlight the accomplishments of ordinary citizens. "In discussing the whole idea of dual captioning we thought it was worthy enough to accelerate the program," explained Joseph Carriere, general manager of KBIM-TV Roswell, N.M., and chairman of the affiliate association, "and we chose *American Portrait* because we thought it was a classy way to start." The association will underwrite the cost for one year, on a total of 130 inserts, beginning in September, Carriere said. Inserts are broadcast weeknights at 8:58-8:59 p.m. NYT, and feature a different celebrity host each night. CBS began dual-mode captioning of certain programs for the deaf in September 1984, and more than 90% of its affiliates carry the captioned broadcasts. Pictured above (l-r): Leslie G. Arries Jr., president, WVB-TV Buffalo, N.Y., an affiliate board member; Thomas Leahy, executive vice president, CBS/Broadcast Group; Carriere, and Tony Malara, president, CBS Television Network.



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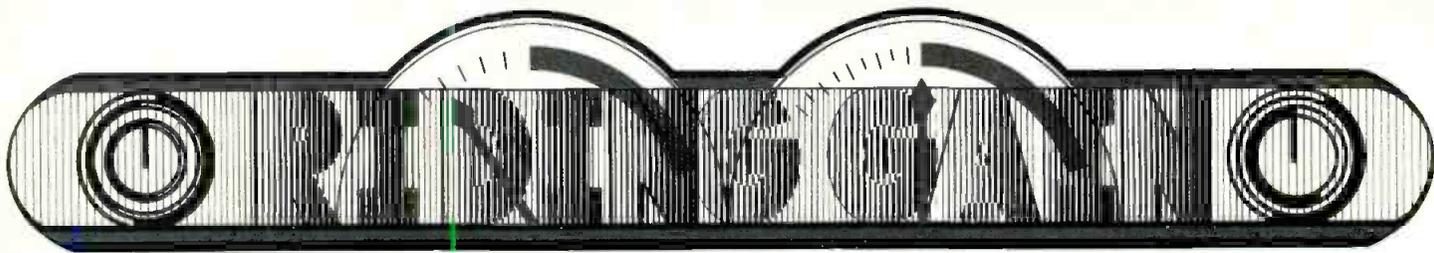
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## The week's worth of news and comment about radio

### NBC update

NBC Radio Entertainment's premiere show, *Live from the Hard Rock Cafe*—a monthly, 60-minute, contemporary music/variety series from the New York restaurant and nightclub spot—will originate live later this month as a 90-minute special broadcast from the nightclub of the same name in London. The show, which started in January, airs on about 100 stations across the country on the last Sunday of each month.

Some of the other programs on the drawing board for NBC Radio Entertainment are *Star Set*, a half-hour "mini-concert" series featuring a set of songs by one major contemporary artist or group, and *Legends of Rock*, a series of two-hour specials.

NBC Radio Entertainment was launched last December, enabling NBC to explore program areas outside the contemporary rock-oriented programming it now distributes to affiliates of The Source ("Riding Gain," Dec. 17, 1984). NBC Radio President Randy Bongarten said there are some "unique" programming ideas in the planning stages, but declined to give specifics. He also said that there will be more live regular series broadcasts from NBC Radio Entertainment in the coming months. Overseeing the new NBC

Radio unit is Willard Lochridge, vice president and general manager of The Source.

### Fine tuning

KRLA(AM) Pasadena, Calif., a rock music institution in southern California for more than a decade, will introduce a modified oldies-oriented format emphasizing a new personality lineup beginning March 4, following formal acquisition of the station March 1 by Greater Media Inc. Greater Media, which also owns KHTZ(FM) Los Angeles, purchased the station last July for \$9.5 million (BROADCASTING, July 30, 1984).

"There will be a minor shift in programming [on KRLA]," said Bob Moore, KHTZ vice president and general manager, who assumes the same titles at KRLA. "We are going to play oldies from the beginning of rock 'n' roll through the late 70's and really concentrate on those 25 years of rock's development."

Added to the weekday on-air lineup are market veterans Emperor Bob Hudson, Mike Wagner, The Real Don Steele and Manny Pacheco, with Johnny Hayes and Wolfman Jack being retained. Weekend personalities include Brother John, Jimmy O'Neil and Huggy Boy. Program Director Jim Pewter may also host a weekend show, according to Moore. Gillian Harris is being added to KRLA's news staff, with Rick Mir-

### Hoop talk

The CBS-NCAA Radio Network, a joint venture of the CBS Radio Network and Host Communications Inc., will add two live, three-hour, call-in talk shows to its broadcast lineup of 11 postseason NCAA basketball games (four regional semifinals, the regional finals, the final four and the national championship title game) airing from March 21 through April 1. According to CBS, the talk shows will feature the opinions and comments of fans, coaches and sports personalities.

Hosted by veteran Kentucky sportscaster Cawood Ledford, the first program is scheduled to air following the March 10 announcement of the 64 teams to receive NCAA tournament bids. Ledford and Dave Gavitt, commissioner of the Big East conference, will co-host the second broadcast, slated for March 29—the day before the semifinals begin. The programs are expected to be aired by over 500 stations across the country as well as throughout the world via Armed Forces Radio.



**Shots from NRBA.** Above: National Radio Broadcasters Association President Bernie Mann (at left) presents an award to Norman Wain, president of Metroplex Communications, for pioneering

NRBA's sales university (see "Top of the Week," Feb. 25).

Right: Members of the NRBA board of directors at the semiannual board meeting in Orlando, Fla., on Feb. 22. Front row (l-r): Bob Duffy, vice president, East, The Christal Company, New York; Sis Kaplan, past president, WAYS(AM)-WROQ(FM) Charlotte, N.C.; Norman Wain, president, Metroplex Communications, Cleveland; Bernie Mann, president, Mann Media, High Point, N.C.; Jim Wychor, vice president, Midwest, KWQA-AM-FM Worthington, Minn.; Ted Dorf, treasurer, WGAY-AM-FM Silver Spring, Md.; Larry Keene, secretary, WWOC(FM) Avalon, N.J.; Bill Clark, chairman, KABL-AM-FM San Francisco. Second row (l-r): Steve Hicks, Hicks Communications, Dallas; Bob Herpe, assistant treasurer, KLZI(FM) Phoenix; Gary Edens, Harte-Hanks Radio Inc., Phoenix; Art Kellar, president, EZ Communications, Fairfax, Va.; Carl Hirsch, Malrite



Communications Group, Cleveland; Ralph Carlson, KRSP-AM-FM Salt Lake City; Chester Coleman, president, Broadcast Properties West, San Francisco; Joe Dorton, Gannett Broadcasting Group, St. Louis; Gary Grossman, KRKT-AM-FM Albany, Ore.

Third row (l-r): Ray Livesay, WLBH-AM-FM Mattoon, Ill.; Art Subervielle, KANE(AM) New Iberia, La.; Jeff Smulyan, Emmis Broadcasting, Indianapolis; Thomas Schattenfield, NRBA counsel; Louisa Henson, WLRS(FM) Louisville, Ky. Fourth row (l-r): Janet Evans, WBTH(AM)-WXCC(FM) Williamson, W. Va.; Joe Costello, Gulf South Broadcasters, Metairie, La.; Bob Fuller, Fuller-Jeffrey Group, Cumberland, Me.; Lew Latto, WAKX(FM) Duluth, Minn.; Leroy Schneck, WNAE(AM)-WRRN(FM) Warren, Pa. Top row (l-r): Peter Ferrara, executive vice president, NRBA; Abe Voron, senior vice president, NRBA.

# ***AN OPEN LETTER OF APPRECIATION TO THE HARRIS CORPORATION FROM MOTOROLA AM STEREO.***

The Broadcast Transmission Division of the Harris Corporation has elected to adopt Motorola AM stereo technology. Now Harris, too, will make and market the C-Quam™ system.

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But we prize this latest vote of confidence most of all because it underscores acknowledgement of the C-Quam system as the AM stereo standard here and abroad.

***MOTOROLA AM STEREO. THE WINNING SYSTEM.***



otta retained as sports director. A commercial-free *Real Don Steele Special* was to kick off the new programming last weekend, March 2-3.

Moore told BROADCASTING there are no plans to simulcast on the co-owned stations.

Promotion for the stations includes a \$750,000 television-billboard campaign for KHTZ and a similar \$850,000 campaign for KRLA. New jingles have been cut for the latter, although the "Heart and Soul of Rock and Roll" slogan will be retained.

### He's out

Within hours after Frank Vaught, sports director for Susquehanna Broadcasting's news/talk-formatted WKIS(AM) Orlando, Fla., suggested to the station's morning news anchor that he air a two-minute UPI Radio Network sports commentary which put the United States Football League's (USFL) Orlando Renegades franchise in a somewhat unfavorable light, he found himself out of a job.

The fact that the commentary was a strong statement against a product that is important to the station—WKIS originates Renegades football—was a "secondary issue" for Vaught's termination, said station general manager Mike Gaier. The primary reason, he said, was that the WKIS sportscaster violated station policy in running the UPI-fed editorial. "We don't clear UPI sports editorials," he said.

"We are not trying to censor the news," said Gaier. He told BROADCASTING that sports editorials on the station are prepared by WKIS nighttime sports talk show host Chris Russo. Gaier also noted that Vaught had been put on notice last fall for an earlier violation of station editorial policy. Vaught has been with the station since 1978.

Vaught told BROADCASTING that he was unaware of the station's UPI sports editorial policy. But at the same time Vaught said he doesn't recall a UPI sports commentary being aired during his tenure at the station. "I presented two or three [UPI sports commentaries] in the past to the host of the morning show, but to the best of my knowledge, none was used."

The commentary, which aired at 7:42 a.m. on Feb. 22, during the station's *AM Orlando* news block, said, in part: "Tomorrow night in Tampa Bay, it's the season opener: the Bandits and the Orlando Renegades, who used to be the Washington Federals—the USFL's version of the '62 Mets. And it appears they haven't improved a whole lot."

It also gave a gloomy outlook for the entire USFL: "I guess it's fitting that the man they are banking on saving the league [Doug Flutie] is a scrambler. He's going to have to be because it's a league in trouble. The owners have lost \$100 million and the TV future looks bleak. And what was an 18-team league a year ago, is down to 14 clubs, several of whom are very shaky." Both Lou Gisserman, news director for UPI Radio, and Bob Berger, sports director for the network, said they stand behind the commentary, which was prepared by UPI Radio sportscaster Andy Pollin.

### Spokespeople

Television personality Dick Cavett will be among the live on-air hosts during the first day of National Public Radio's fundraising campaign on April 22. The five-day Public Radio Campaign '85 is "part of a comprehensive long-term plan to assist NPR's participating member stations nationwide with local fundraising and promotional drives."

Among the other celebrities helping out: singer Emmylou Harris; actress Jean Stapleton; actor David Ogden Stiers (Major Charles Winchester on *M\*A\*S\*H*), and violinist and conductor Pinchas Zukerman. Additionally, the Sheraton Universal hotel in Los Angeles and the St. Regis-Sheraton hotel in New York have donated suites to be used as on-location studios for live satellite hook-ups with guest celebrities participating in the campaign.

### Morning report

A six-part special report on alcoholism—including discussion of alcohol advertising—will air on National Public Radio's news program, *Morning Edition*, March 4-8. The series will discuss the causes, effects and treatment of the disease. Among those interviewed will be Sheila Blume, former head of the National Council on Alcoholism and currently medical director of the South Oaks hospital in Long Island, N.Y., and Dan Beauchamp, professor of health and policy at the University of North Carolina. The final segment places alcoholism in a broader historical and cultural context, NPR said, which examines the "new temperance movement," which "is causing health-conscious individuals to reduce drinking and communities to develop programs controlling drunk driving," NPR said.

### Self-help

A new "revenue development" program that illustrates how radio stations can better position themselves to both the advertising community and the listening public has been introduced by the newly formed Advanced Broadcast Management Inc. of Washington. The program, four years in development, is called Radio Action Management, and covers sales, programming and placement of commercial spots, said Richard Mack, ABM president and former TM and Satellite Music Network executive. "We are positioning ourselves against the rating services [Arbitron and Birch]," he said, explaining that, in his view, too much time is spent evaluating the value of a station in terms of its ratings.

Mack said the ABM package also includes the "negotiative selling skills" sales program from Par Training in Atlanta. The price of Radio Action Management varies according to market size.

In another development, ABM has signed an agreement with Wren/Langkamp Productions, a new Denver-based radio program supplier, to nationally distribute the company's "Bands of Gold," nostalgia format. The format service, said Mack, includes a basic library of over 4,000 selections.

### West Coast sales

The National Radio Broadcasters Association will hold its next Radio Sales University at the Holiday Inn Union Square, in San Francisco, April 19-21.

Norman Feuer, past president of and current consultant to Viacom Broadcasting, and Dan DiLoreta, executive vice president of Swanson Broadcasting, will teach the seminar. It will include sessions on professional sales tools, determining client needs and selling different "buyer types," NRBA said.



**Celebration.** ABC's WMAL(AM) Washington is readying itself for a major celebration this week: On-air personalities Frank Harden and Jackson Weaver will celebrate 25 continuous years together as the station's popular morning drive-time team. And, according to a WMAL spokeswoman, the show has been the top-rated Washington radio show in the 6-10 a.m. time slot since Arbitron began surveying the market in 1965.

The duo will mark their 25th anniversary with a live broadcast of their morning show from the Kennedy Center's Grand Foyer on March 7. The special program will feature live music from local Washington groups along with tributes from Washington dignitaries and celebrities such as: Vice President George Bush, Washington Mayor Marion Barry, Maryland Governor Harry Hughes, political satirist Mark Russell, NBC *Today* show weatherman and WMAL commentator Willard Scott and members of the Washington Redskins football team including Art Monk, Mark Murphy and Joe Washington. ABC affiliate WJLA-TV will simulcast the 9-10 a.m. portion of Harden and Weaver's anniversary show.

Harden joined WMAL in 1947. Weaver, whose voice is also familiar as that of "Smokey the Bear," has been with the station since 1943.

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# Stock Index

	Closing		Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)		Closing		Net Change	Percent change	P/E Ratio (000,000)	Market Capitalization (000,000)
	Wed Feb 27	Thu Feb 21						Wed Feb 27	Thu Feb 21				
<b>BROADCASTING</b>													
N ABC	65 3/8	66 1/2	- 1	1/8 -	1.69	10	1,890						
N Capital Cities	173	173				17	2,222						
N CBS	79 3/4	79 1/2		1/4	0.31	9	2,370						
O Clear Channel	17 1/4	17 3/4		1/2 -	2.82	20	51						
N Cox	54 1/4	56 1/4	- 2		3.56	18	1,531						
A Gross Telecast	29 3/4	29 3/4				7	24						
O Gulf Broadcasting	14 1/2	14 3/8		1/8	0.87	60	635						
O LIN	25 1/4	26 1/4	- 1		3.81	22	531						
O Mailrite Commun.	15 1/8	14 1/2		5/8	4.31	18	126						
O Orlon Broadcast	1/32	1/32					2						
O Price Commun.	11 3/8	12 1/2	- 1	1/8 -	9.00		57						
O Scripps-Howard	32 1/2	31 1/2	1		3.17	19	336						
N Storer	58 3/4	58 1/4		1/2	0.86	35	963						
O SunGroup Inc.	7 1/2	7		1/2	7.14		5						
N Taft	59 7/8	59 3/4		1/8	0.21	13	542						
O United Television	18 3/8	18		3/8	2.08	30	202						
<b>PROGRAMMING</b>													
O Barris Indus	11 3/8	11 1/2		1/8 -	1.09	190	65						
N Coca-Cola	63 1/4	61 3/4	1	1/2	2.43	14	8,376						
N Disney	77 5/8	77 3/8		1/4	0.32	127	2,618						
N Dow Jones & Co.	44 1/4	43 1/4	1		2.31	22	2,844						
O Four Star	4 1/4	4 1/4					4						3
A Fries Entertain.	7 5/8	7 5/8					14						26
N Gulf + Western	33	32 3/4		1/4	0.76	10	2,309						
O King World	23 1/2	23 1/4		1/4	1.08	32	117						
O Robert Haiml	2 3/16	2 1/4		1/16	2.76	44	37						
A Lorimar	38	37 1/4		3/4	2.01	19	269						
N MCA	50 1/4	48 5/8	1	5/8	3.34	22	2,436						
N MGM/UA	13 1/4	13 3/8		1/8 -	0.93	16	658						
N Mizlou	2 7/16	2 7/16					11						
N Orion	11 5/8	11 1/2		1/8	1.09	26	109						
O Reeves Commun.	7 7/8	8 1/8		1/4 -	3.08	29	98						
O Sat. Music Net.	7 1/2	8		1/2 -	6.25		51						
O Telepictures	20 1/4	19 1/2		3/4	3.85	18	156						
O Video Corp.	19 5/8	19 5/8					13						33
N Warner	24 3/8	24 1/4		1/8	0.52		1,478						
A Wrather	20 3/4	20		3/4	3.75		142						
<b>CABLE</b>													
A Acton Corp.	4 7/8	5 3/8		1/2 -	9.30		29						
O AM Cable TV	2 3/8	2 1/8		1/4	11.76		9						
N American Express	42 1/2	41 7/8		5/8	1.49	22	9,154						
N Anbter Brothers	18 1/2	18 1/2					23						336
O Burnup & Sims	9 3/4	10		1/4 -	2.50	139	87						
O Cardiff Commun.	1 1/2	1 1/2					50						2
O Comcast	24 3/4	26 1/2	- 1	3/4 -	6.60	28	305						
N Gen. Instrument	20 1/8	20 5/8		1/2 -	2.42	21	651						
N Heritage Commun.	19 7/8	20 3/8		1/2 -	2.45	38	151						
T Maclean Hunter X	25 7/8	25 5/8		1/4	0.98	36	953						
A Pico Products	4 1/2	4 5/8		1/8 -	2.70	20	16						
O Rogers Cable	7 1/4	7 3/8		1/8 -	1.69		162						
O TCA Cable TV	17 1/2	18		1/2 -	2.78	34	117						
O Tele-Commun.	24 1/4	25 1/8		7/8 -	3.48	78	1,014						
N Time Inc.	48	49 5/8	- 1	5/8 -	3.27	16	2,913						
N United Cable TV	36 1/2	36		1/2	1.39	61	401						
N Viacom	39 5/8	39 1/8		1/2	1.28	16	536						
<b>ELECTRONICS/MANUFACTURING</b>													
N Arvin Industries	22	23	- 1		4.35	6	166						
O C-Cor Electronics	7 3/4	7 1/2		1/4	3.33	111	23						
O Cable TV Indus.	4 1/4	4 1/4					25						13
A Cetec	7 1/2	7 3/4		1/4 -	3.23	9	16						
O Chyron	11 3/4	11 3/4					21						108
A Cohu	9	9 1/4		1/4 -	2.70	9	16						
N Conrac	13	12 7/8		1/8	0.97	12	80						
N Eastman Kodak	69 3/4	69		3/4	1.09	14	11,498						
O Elec Mis & Comm.	7 1/2	7 1/4		1/4	3.45		22						
N General Electric	64 3/8	63 1/2		7/8	1.38	14	29,142						
O Geotel-Telemet	1 5/8	1 3/4		1/8 -	7.14	18	5						
N Harris Corp.	30 1/8	32 5/8	- 2	1/2 -	7.66	15	1,203						
N M/A Com. Inc.	20 1/2	20 3/8		1/8	0.61	25	887						
O Microdyne	5 5/8	6		3/8 -	6.25	16	26						
N 3M	83 7/8	82 7/8	1		1.21	14	9,818						
N Motorola	34	35 3/8	- 1	3/8 -	3.89	12	4,025						
N N.A. Philips	43 1/2	45 1/4	- 1	3/4 -	3.87	11	1,249						
N Oak Industries	2 1/4	2 3/8		1/8 -	5.26		37						
A Orrox Corp.	2 3/4	2 3/4					6						
N RCA	39 3/8	40		5/8 -	1.56	12	3,226						
N Rockwell Intl.	36 3/4	36 1/8		5/8	1.73	12	5,466						
N Sci-Atlanta	13	13					26						302
N Signal Co.s	32 7/8	33 1/2		5/8 -	1.87	14	3,585						
N Sony Corp.	17 5/8	17		5/8	3.68	17	4,069						
N Tektronix	65 1/8	65		1/8	0.19	11	1,253						
A Texscan	5 5/8	6		3/8 -	6.25	8	38						
N Varian Assoc.	39 1/4	40 3/4	- 1	5/8 -	3.99	15	844						
N Westinghouse	31 1/4	31 3/8		1/8 -	0.40	11	5,470						
N Zenith	22 7/8	24 1/4	- 1	3/8 -	5.67	9	505						
Standard & Poor's 400	201.97	202.16			0.190		0.09						
<b>SERVICE</b>													
O BBDO Inc.	50 1/2	51		1/2 -	0.98	14	319						
O Compact Video	4 3/8	4 3/4		3/8 -	7.89		19						
N Comsat	31 5/8	31 1/2		1/8	0.40	13	572						
O Doyle Dane B.	20 1/4	19 3/4		1/2	2.53	16	108						
N Foote Cone & B.	53	52 3/4		1/4	0.47	10	182						
O Grey Advertising	145	145					10						86
N Interpublic Group	35	35 5/8		5/8 -	1.75	12	378						
N JWT Group	27 3/8	27 1/2		1/8 -	0.45	8	164						
A MovieLab	7	6			16.67		11						
O Ogilvy & Mather	42	42 1/2		1/2 -	1.18	18	384						
O Sat. Syn. Syst.	8 5/8	8 1/4		3/8	4.55	13	49						
O Telemation	5 3/4	5 1/4		1/2	9.52	6	7						
O TPC Commun.	1/8	1/8											
A Unitel Video	6 1/2	6 5/8		1/8 -	1.89	12	14						
N Western Union	9	9 1/4		1/4 -	2.70		217						

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's OWN research.

## Country radio Nashville bound

**Annual gathering to feature workshops, sessions, and exhibit hall, which doubles last year's square footage**

The radio industry turns its attention to country music this week as over 750 radio and record industry executives assemble at the Opryland hotel in Nashville for the 16th annual Country Radio Seminar, March 7-9, sponsored by the Country Radio Broadcasters (CRB).

There will be 20 radio workshops to choose from, including two "early-bird" sessions on engineering and agribusiness, on Friday morning (March 8). What looks to be among this year's highlights is a presentation billed as "the first-ever research survey of the radio, record and trade industries" ("Riding Gain," Jan. 28). It will be presented by

Rob Balon, president of Balon & Associates, Austin, Tex., at a Friday afternoon (March 8) session. Other workshop topics include radio news in the 1990's (subtitled "The Death of the Five-Minute Newscast"); maximizing sales; market promotion; hiring the right people, and life-style management.

And for the second consecutive year, there will be six sessions specifically geared to the record industry called MIPS (Music Industry Professional Seminars). They are coordinated by the Country Music Association (CMA) and are scheduled to begin on Thursday (March 7) afternoon at 2 p.m. The sessions are open to all attendees.

Addressing the registrants on Saturday (March 9) morning at 9 a.m. will be Radio Advertising Bureau President Bill Stakelin. Closing remarks later that day will be given by radio programing innovator Gordon

McLendon.

The seminar's exhibit hall, according to exhibit director Dave Donahue, will encompass 12,000 square feet of space—double last year's space. As of late last week, 34 companies have signed up to present their wares. "We have more than an 80% return of exhibitors from last year," Donahue said. Hours for the exhibit hall, which was first established last year, are 2 p.m.-7 p.m. on Thursday and 1 p.m.-7 p.m. on both Friday and Saturday.

Conference agenda chairman is Beverlee Bleisch, program director, KJJY(FM) Des Moines, Iowa. This year's CRB President is Al Greenfield, president, KYSR(AM) El Paso, Tex. Elections for CRB's top officers (president, vice president, secretary and treasurer) by the 21-member board of directors are scheduled for Sunday morning. □

## ABC, NBC tie in ratings photo finish

It was largely a draw in the prime time ratings for all three networks for the week ended Feb. 24. During the 22d week of the 1984-85 prime time season, ABC and NBC were tied with a 17 rating and 26 share of the national television audience, while CBS was only two-tenths of a rating point behind with a 16.8/26.

Two mini-series made it into the top 10 shows of the week—part III of ABC's *Hollywood Wives* and the first part of NBC's *Evergreen*. The third part of *Hollywood Wives* achieved a 25.2/39 and was the second-ranked program of the week, delivering to ABC its only Tuesday night victory of the season. Still, NBC managed a 19.3/30 based on a repeat of a special two-hour episode of *A Team* and *Riptide*.

Theatricals and made-for-TV movies, along with most midseason series replacements, were among the lower-rated programs of the week. In each case, the movies ranked third in their time period. A repeat of "Star Trek II" on ABC on Sunday averaged a 15.8/22 and ranked 38th out of 67 programs; CBS's Wednesday made-for-TV movie, "Murder With Mirrors," pulled a 15.2/23, ranking 41st; ABC's Thursday made-for-TV movie, "Deadly Messages," drew an 11.4/17, ranking 61st, and "Rocky," CBS's Tuesday movie, ranked 65th.

ABC won Monday, Tuesday, Wednesday and Saturday. CBS won

Friday and Sunday. NBC took Thursday. NBC came in second on Monday, Tuesday, Wednesday, Saturday and Sunday.

Midseason replacements, with the exception of CBS's *Crazy Like a Fox*, were scattered among the bottom 20 shows of the week. NBC's *Sara* averaged a 14.6/21 on its fourth outing, flat compared to its performance the prior week, and ranked 49th. The fourth episode of NBC's *Code Name: Foxfire*, in the Friday 8-9 time period, dipped to a 12.3/20, its lowest performance to date, and ranked 57th.

ABC's *Streethawk* averaged a 12.1/19 (it plays opposite *Dallas*) and ranked 58th. CBS's *Otherworld* averaged a 10.1/17, ranking 64th. And NBC's *Berrenger's*, for the fourth time out of nine broadcasts, ranked last with an 8.9/16. As reported, both *Streethawk* and *Berrenger's* are leaving the networks' schedules effective March 8 and March 9, respectively.

ABC's *MacGruder and Loud*, a midseason replacement introduced Jan. 20, was pre-empted for *Hollywood Wives*.

NBC's *Sara*, which replaced *It's Your Move* beginning Jan. 23, has improved the household ratings of that time period by 14%. Over four broadcasts to date, *Sara* has averaged a 15.4/23, compared to a 13.8/21 for 13 episodes of *It's Your Move*.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	25.8/41	24.	Highway to Heaven	NBC	17.9/27	47.	Riptide	NBC	14.9/24
2.	Hollywood Wives, part 3	ABC	25.2/39	25.	Newhart	CBS	17.9/26	48.	Charles in Charge	CBS	14.9/23
3.	The Cosby Show	NBC	25.1/38	26.	Webster	ABC	17.8/29	49.	Sara	NBC	14.6/21
4.	Dynasty	ABC	24.6/35	27.	Facts of Life	NBC	17.4/25	50.	Airwolf	CBS	14.2/23
5.	Family Ties	NBC	24.3/35	28.	Kate & Allie	CBS	17.3/24	51.	E/R	CBS	14.1/21
6.	60 Minutes	CBS	23.8/36	29.	Benson	ABC	16.8/28	52.	It's Your Move	NBC	13.5/22
7.	Who's the Boss	ABC	23.0/34	30.	Cagney & Lacey	CBS	16.5/26	53.	Cover-Up	CBS	13.2/23
8.	Simon & Simon	CBS	22.4/33	31.	Love Boat	ABC	16.4/27	54.	Punky Brewster	NBC	12.9/19
9.	Cheers	NBC	22.3/33	32.	Fall Guy	ABC	16.4/25	55.	TV Bloopers & Prac. Jokes	NBC	12.8/21
10.	Evergreen, part 1	NBC	22.3/33	33.	Hardcastle & McCormick	ABC	16.4/23	56.	Matt Houston	ABC	12.5/21
11.	Murder, She Wrote	CBS	21.7/30	34.	Scarecrow & Mrs. King	CBS	16.3/23	57.	Code Name: Foxfire	NBC	12.3/20
12.	A Team	NBC	21.5/32	35.	Bugs Bunny Special	CBS	16.2/27	58.	Street Hawk	ABC	12.1/19
13.	Hollywood Wives, part 2	ABC	21.1/32	36.	Hill Street Blues	NBC	16.0/28	59.	V	NBC	11.6/19
14.	Bob Hope Special	NBC	20.5/28	37.	Miami Vice	NBC	15.8/27	60.	Ripley's Believe It Or Not	ABC	11.4/17
15.	Falcon Crest	CBS	20.2/34	38.	Star Trek II	ABC	15.8/22	61.	Deadly Messages	ABC	11.4/17
16.	Trapper John, M.D.	CBS	20.1/32	39.	Double Trouble	NBC	15.6/25	62.	Roulets, Bleeps & Blunders	ABC	10.5/17
17.	Crazy Like a Fox	CBS	19.4/27	40.	20/20	ABC	15.5/27	63.	Silver Spoons	NBC	10.5/16
18.	Hotel	ABC	19.3/32	41.	Murder With Mirrors	CBS	15.2/23	64.	Otherworld	CBS	10.1/17
19.	Disney Special	NBC	19.3/28	42.	Diff'rent Strokes	NBC	15.1/26	65.	Rocky	CBS	9.9/15
20.	Magnum, P.I.	CBS	18.9/27	43.	T.J. Hooker	ABC	15.1/25	66.	Jeffersons	CBS	9.9/15
21.	Knots Landing	CBS	18.8/33	44.	Gimme a Break	NBC	15.1/24	67.	Berrenger's	NBC	8.9/16
22.	Three's A Crowd	ABC	18.8/28	45.	Finder of Lost Loves	ABC	15.0/26				
23.	Night Court	NBC	18.6/28	46.	St. Elsewhere	NBC	14.9/24				

\*indicates premiere episode

## DCI signs cable franchise for Washington

**Company turns attention to raising money in limited partnerships**

Bob Johnson, president of District Cablevision Inc., signed a cable franchise agreement with the city of Washington last Monday, giving DCI the right to wire the nation's capital and provide cable service to its some 250,000 homes for the next 15 years.

Before DCI can begin construction of the system, which is expected to absorb \$130 million in capital before it's completed, however, it must raise \$85 million in equity and debt. And, by most indications, that will not be an easy task.

But nothing has been easy for DCI. To get to last week's signing, it had to overcome a series of major hurdles. It beat out two other bidders for the franchise. It needed and won FCC and Justice Department approval of its proposal to award a \$55.6-million contract for the construction of the system's main trunk and feeder lines to a local telephone company, Chesapeake & Potomac Telephone Co. And, just a week before the signing, it settled an antitrust lawsuit filed against it by one of the losing bidders. That suit, DCI

said, made any attempt to finance the system impossible.

At a pre-signing press conference in Washington, Johnson said that 90% of DCI's effort in the upcoming months would be devoted to raising the \$85 million—\$35 million through limited partnerships and \$50 million in subsequent long-term bank and institutional loans. If all goes well, he said, construction will begin next fall and the first subscribers will be on line by the spring of 1986.

Herbert Wilkins, president of Syndicated Communications Inc. (Syncom), a Washington investment capital firm specializing in financing minority-owned cable ventures and part owner (13.4%) in DCI, was the first to acknowledge that the limited partnerships would be a tough sell.

To be successful, Wilkins said, DCI will have to overcome at least two "negatives" of equal weight—one is perceived discrimination against black-owned and black-controlled firms by the investment community and the other is proposed changes in the tax laws that would, if enacted, make limited partnerships less attractive to investors.



**Wiring Washington.** Bob Johnson, president of District Cablevision Inc., last week signed a 15-year cable franchise agreement with Washington as Mayor Marion Barry and councilwoman Betty Ann Kane looked on.

Having tried to raise capital for many other minority-owned firms, Wilkins said he knows first-hand the problem of discrimination. He said he has "gone through hell and high water to finance" such firms. Johnson, Wilkins and Tyrone Brown, the former FCC commissioner and DCI investor who is the other member of DCI's current management triumvirate, are black.

While Wilkins talked about the negatives, Brown talked about the positives that should help to finance the system. DCI will be controlled by Washington residents who are accustomed to dealing with the city, he said. C&P Telephone "is a credible and experienced builder who has been an operator in the community for 100 years," he said. And the telephone company and DCI have a "fixed-price contract" for the construction of the underground plant, which has been one of the most uncertain and expensive costs of other urban cable systems, he said.

Brown also said the system and services DCI has promised the city are "realistic." According to Johnson, the 78-channel residential system will offer a basic tier (mostly broadcast signals) for \$1.95, an extended basic tier for \$8.95 and a variety of pay services for \$9.95 each. There will also be a \$24.95 installation charge, he said.

As it is now envisioned, DCI will become the general partner of the proposed limited partnership. DCI is principally owned by a group of local investors. However, Tele-Communications Inc. and United Cable, two of the nation's largest cable operators, hold 20% and 10% interests, respectively. United also holds an option to increase its interest to 20%. According to Wilkins, the current stockholders have put up \$1.2 million and are committed to contribute another \$1.7 million.

DCI's immediate job is to find an under-

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writer for the limited partnership offering. According to Wilkins, Johnston, Lemon & Co., a Washington investment firm that has been advising DCI, is trying to line up a large investment banking firm to handle the placement. How the limited partnership is structured will be determined by the underwriter, he said.

Tony Hoffman of Cralin & Co., New York, a specialist in limited partnership, wished DCI "lots of luck" in trying raise the \$35 million. The market for limited partnerships for urban cable "is as close to dead as I've ever seen," he said. "Selling a limited partnership for this venture would be one of the most difficult things anyone would want to do this year."

The biggest obstacle in selling a limited partnership is getting potential investors to read the prospectus, he said. And there has been so much negative press about urban cable, much of it justified, he said, "it may be difficult to find somebody who is even willing to consider the investment."

On top of the risks associated with urban cable, he said, are the uncertainties in the tax laws. The proposed changes have thrown into question the ability of limited partners to take interest and depreciation deductions and take advantage of the investment tax credits, he said. Although such tax breaks seem safe for 1985, he said, they are not for 1986 and beyond.

And, Hoffman said, DCI may have trouble finding an investment firm to underwrite the offering. Only a few big firms would be willing to take on a cable offering of that size, he said. And those same firms are now "besieged" by underwriting opportunities, many in less risky businesses, such as real estate.

Pete Sokoloff, senior vice president, Cable Investment Inc., agreed that the market for limited partnerships has been sluggish since last summer, but said it may pick up by the time DCI comes in with its offering this summer. A lot of money is now being made in the bullish stock market and investors are going to have to "shelter their income regardless of whether they know if the shelter is going to stand the test of time," he said.

Sokoloff was also uncertain whether DCI would be able to secure the \$50 million in bank financing. "I wouldn't say the deal is unbankable because the opportunity for cash flow is there," he said. But some banks are "in the process of getting burned on urban cable systems that have not met their projections," he said. "There's not an urban franchise in the country that has met projections," he said. "Bankers are going to look one, two, three times before they are going to bless it."

Bernard Gallagher, vice president and treasurer, Comcast, said he doesn't know whether DCI will be able to raise the \$35 million, adding that it depends on how the deal is set up. Proposed changes in the tax laws have generated some uncertainties about limited partnerships, he said. "You just have to take that into account whatever apprehension people have when you are structuring the investment," he said. He noted that Comcast was able to raise \$65 million through limited partnerships last year for the purchase of the cable system serving suburban Baltimore. □

## Changing Hands

PROPOSED

**WWWE(AM)-WDOK(FM) Cleveland** □ Sold by Gannett Co. to Lake Erie Radio Co. for \$9.5 million. **Seller** is publicly traded, Atlanta-based station group of eight AM's, eight FM's and six TV's. Parent publishes 85 daily newspapers, owns outdoor advertising firm, and national group of printing plants. It is headed by Allen Neuharth, chairman and CEO. **Buyer** is principally owned by Arthur Modell and Alfred Lerner. Contract is contingent on sale of WJW(AM) Cleveland (see below), buyers' only broadcast property. Modell is also principal owner of Cleveland Browns, professional football team. WWNE is on 1100 khz full time with 50 kw. WDOK is on 102.1 mhz with 50 kw and antenna 370 feet above average terrain. *Broker: Gammon & Ninowski Media Brokers, Inc.*

**WJW(AM) Cleveland** □ Sold by Lake Erie Radio Co. to Booth American Co. for price still in negotiation last Thursday. **Seller** is purchasing WWWE(AM)-WDOK(FM) Cleveland (see above). **Buyer** is Detroit-based cable operator and station group of three AM's and six FM's principally owned by John L. Booth and family. It owns 11 cable systems in Florida, Michigan, North Carolina, South Carolina, South Dakota and Virginia. John Booth II heads broadcast division. WJW is on 850 khz with 10 kw day and 5 kw night.

**KTRV-TV Nampa-Boise, Idaho** □ Sold by Pey-

ton Broadcasting Ltd. to The Toledo Blade Co. for \$4.9 million, plus assumption of \$1.7 million in liabilities. **Seller** is owned by Cary Jones, John Serrao and his wife, Alice. It has no other broadcast interests. **Buyer** is Toledo, Ohio-based newspaper publisher, cable operator and station group of three TV's. It publishes *The Toledo Blade*, Toledo, Ohio; *Pittsburgh Post-Gazette*, and *Monterey, Calif., Monterey Peninsula Herald*. It also owns cable systems in Toledo and Sandusky, both Ohio, and in Monroe, Mich. It is principally owned by brothers, William and Paul Block. KTRV is independent on channel 12 with 178 kw visual, 18.2 kw aural and antenna 2,760 feet above average terrain. *Broker: H.B. LaRue, Media Broker.*

**WHGI(AM)-WFMG(FM) Augusta, Ga.** □ Sold by Amrecorp Communications Inc. to Donald J. Alt for \$2,820,000 note. **Seller** is owned by Richard E. Tomlinson, who also owns WGSP(AM) Charlotte, N.C. **Buyer** also has interest in WRUS(AM)-WBVR(FM) Russellville, Ky., and WRLX(AM)-WFFX(FM) Tuscaloosa, Ala. WHGI is daytimer on 1050 khz with 5 kw. WFMG is on 105.7 mhz with 50 kw and antenna 1,050 feet above average terrain. It has construction permit to go to 1,200 feet. *Broker: R.A. Marshall & Co.*

**WROM(AM)-WKCX(FM) Rome, Ga.** Sold by Coosa Valley Radio Co. to Briar Creek Broadcasting Co. for \$1,176,700, compris-

December 31, 1984

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ing \$178,000 cash, \$675,000 note, assumption of notes of \$70,000 and \$127,000, plus purchase of sellers interest in studio for \$126,700, comprising \$60,000 cash and \$66,700 note. Seller is owned by Charles E. Doss, and his wife, Barbara. It has no other broadcast interests. Buyer is owned by A. Mills Fitzner, general manager of WHGI(AM) Augusta, Ga., which has also been sold (see above). WROM is daytimer on 710 khz with 1 kw. WKCX is on 97.7 mhz with 3 kw and antenna 820 feet above average terrain. *Broker: Reggie Martin & Associates.*

**WWON-AM-FM Woonsocket, R.I.** □ Sold by Woonsocket Broadcasting Co. to Panda Enterprises Inc. for \$725,000, comprising \$600,000 cash, \$50,000 noncompete agreement and \$75,000 consulting agreement. Seller is owned by Drew Palmer and his brother, Merrett, and Nancy E. Hudson and her sister, Susan Hudson. They are former owners of Woonsocket *Call*, daily newspaper in Woonsocket that was sold last year. They have no other broadcast interests. Buyer is owned by Arthur Stambler and his wife, Phyllis. Stambler is attorney with Washing-

ton communications law firm of Lovett, Hennessey, Stambler & Siebert. He has interest in WVAI(AM)-WUSQ(FM) Winchester, Va., and WWZO(FM) Bethlehem, Pa., and in cable system in Fremont, Calif. WWON is on 1240 khz with 1 kw day and 250 w night. WWON-FM is on 106.3 mhz with 3 kw and antenna 215 feet above average terrain.

**WRAL-FM-TV Raleigh, N.C.** □ 7.39% of Capitol Broadcasting Co., representing change in positive control, sold by Aubrey H. Moore to Capitol Broadcasting Co. for \$655,168.00. Seller has sold his stock back to company. Stock will be retired and total number of shares will be reduced. Moore has no other broadcast interests. Buyer, Capitol Broadcasting Co., is Raleigh, N.C.-based newspaper publisher and station group of two AM's, five FM's and one TV. It also publishes Research Triangle Park, N.C. *The Leader*. James F. Goodmon is president and principal stockholder. Prior to sale he owned 49.22%; after sale he will own 53.14%, remaining stock is owned by Goodmon's brother, Ray Goodmon III (23.37%), and 11 others owning less than 10%. Though all of Capitol's stations will be affected, only application for WRAL-AM-TV is being filed with FCC since other stations are operated through subsidiaries. WRAL(FM) is on 101.5 mhz with 100 kw and antenna 1,990 feet above average terrain. WRAL-TV is ABC affiliate on channel 5 with 100 kw visual, 10 kw aural and antenna 2,005 feet above average terrain.

**KVFC(AM)-KISZ(FM) Cortez, Colo.** □ Sold by Sound 74 Inc. to Explorer Communications Inc. for \$620,000, comprising \$335,000 cash, \$60,000 noncompete agreement and remainder note. Seller is owned by Richard F. Hamilton, who has no other broadcast interests. Buyer is owned by James F. Hoffman. It is former owner of KDCE(AM) Espanola, N.M. Hoffman and his wife, Nancy, are applicants for new TV in Miami. KVFC is on 740 khz with 1 kw day and 250 w night. WISZ is on 97.9 mhz with 100 kw and antenna 1,310 feet above average terrain. *Broker: Chapman Associates.*

**WEXI(AM) Jacksonville, Fla.** □ Sold by Hayes Broadcasting Corp. to Preteen Radio of Jacksonville Inc. for \$450,000, comprising \$100,000 cash, assumption of liabilities of \$228,000 and \$122,000 note. Seller is owned by Patrick F. Hayes (65%), Edwin B. Laughlin (30%) and Mary Diane Wilson (5%). It has no other broadcast interests. Buyer is principally owned by William C. Osewalt, president of Children's Radio Network, based in Marina del Ray, Calif. WEXI is daytimer on 1280 khz with 5 kw. *Broker: Chapman Associates.*

**WETC(AM) Wendell-Zebulon, N.C.** □ Sold by Wendell-Zebulon Radio Co. to ELCOM Inc. for \$390,000, comprising \$75,000 cash, and \$315,000 note. Seller is owned by Lewis V. Parrish, who has no other broadcast interests. Buyer is owned by Charles E. Franklin (70%) and Louis J. Alfieri (30%). Franklin owns WJIK(AM) Camp Lejeune, N.C. Alfieri is former announcer at WJIK. WETC is daytimer on 540 khz with 5 kw.

**WTHU(AM) Thurmont, Md.** □ Sold by Catocin Broadcasting Co. to Frederick Radio Inc. for \$375,000, comprising \$60,000 cash,



**Abe Lincoln awards.** Southern Baptist Radio-Television Commission presented its annual Abe Lincoln awards for public-spirited broadcasting evening in Fort Worth. L-r: Stan Kramer, community affairs director, KCTV(TV) Kansas City, Mo., who won the television award; Gaylon Christie, owner and general manager, KOOV-FM Copperas Cove, Tex., who received the radio award; CBS correspondent Charles Kuralt, who delivered keynote speech and accepted the SBRTC's Distinguished Communications Medal for former CBS anchor Walter Cronkite, and SBRTC President Jimmy R. Allen.

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\$100,000 noncompete agreement and remainder note. **Seller** is owned by Petrina Aubol and her husband, Dean. They recently purchased WATN(AM) Watertown and WTOG(FM) Carthage, both New York ("For the Record," June 18, 1984). **Buyer** is owned by James Swartz, who owns WHRF(AM) Bel Air, Md. He recently purchased WJOK(AM) Gaithersburg, Md., now WMTG(AM), ("Changing Hands," Oct. 22, 1984). WTHU is on 1450 khz with 500 w day and 100 w night. *Broker: Blackburn & Co.*

**KUET(AM) Black Canyon City, Ariz.** □ Sold by Black Canyon Broadcasting Corp. to State Wide Broadcasters for \$315,000, comprising \$115,000 cash and \$200,000 noncompete agreement. Noncompete agreement is payable five years later if FCC agrees to increase power to 50 kw-D and 5 kw-N. **Seller** is owned by John Gates and his wife, Betty Mae, and William Ledbetter and his wife, Evelyn. It has no other broadcast interests. **Buyer** is equally owned by M.Z. Moore, Edwin R. White and Dan McKinnon. McKinnon with his brother, Michael, owns KBMT(TV) Beaumont, KVII(TV) Corpus Christi and KBVO(TV) Austin, all Texas. Moore is Phoenix advertising time salesman. White is former general manager of KWAO(FM) Sun City, Ariz. KUET is on 710 khz with 500 w day and 1 kw night.

**WCAS(AM) Cambridge, Mass.** □ Sold by J. Christopher Robinson, trustee for Wickus Island Broadcasting to Inspiration Communications, for \$265,000. **Seller** is trustee in bankruptcy for Melvin Stone and Daniel Murphy. It has no other broadcast interests. **Buyer** is owned by Earl W. Jackson (56%), Fred (Skippy White) LeBlanc (15%) and 10 others. Jackson is minister and attorney in Boston. LeBlanc owns Boston record store. WCAS is daytimer on 710 khz with 250 w.

*For other proposed and approved sales see "For the Record," page 89.*

## Ad ban debated before ABA panel

**Beer and wine representatives urge association's advisory commission not to support ban; public interest groups ask for ban or equal time**

Representatives of the beer and wine industries have asked the American Bar Association's advisory commission on youth alcohol and drug problems not to support a proposed ban on beer and wine broadcast advertising. In testimony (Feb. 22) before the commission at the Hyatt Regency hotel in Los Angeles, executives of both the U.S. Brewers Association and The Wine Institute suggested a ban on television and radio advertising of their products would have no impact on the problem of alcohol abuse. The event was the third in a series by the commission and followed similar hearings in Atlanta and Princeton, N.J.

USBA President Donald B. Shea testified that "in spite of the highest advertising expenditures in our history as brewers, beer sales have been declining over the past three years. There has been a rather substantial amount of research that advertising does not

influence either alcohol consumption or alcohol abuse in drinking." Shea also warned of "legal and constitutional issues involved in this matter."

Patricia Schneider, education director of The Wine Institute, a trade association representing 90% of California wineries, echoed Shea's sentiment.

"The Wine Institute is opposed to any new federal regulations to decrease alcohol advertising from broadcast media," she told the commission. "Our voluntary advertising code addresses issues of media placement and advertising content so that underage viewers are not solicited."

Schneider explained that her group's voluntary advertising guidelines prohibit the use of athletes, sports celebrities or other heroes of the young; prohibit appearances in children's magazines, newspapers, television programs, radio or other media oriented to persons below legal drinking age; prohibit the presentation of wine as related to rites of passage, and prohibit any association of drinking and driving.

Attorney Richard E. Wiley, a partner in the Washington law firm of Wiley & Rein and representing the National Association of Broadcasters, advised the commission on Feb. 21 to support a crackdown on those responsible for the sale of alcohol to those under the lawful drinking age. "I think a ban on advertisements simply because some person might go in and buy it unlawfully would be an overkill. As one who believes in the First Amendment very strongly, I would try to see if there aren't some other responsible alternatives, such as enforcement," he

stressed. "I think that's where the state of the law will ultimately go in the Supreme Court."

During a question-and-answer session, Shea said the decline in beer sales might be ascribed to "the growing health consciousness in this country" and the overall aging of the population. "There's no question that the drunk driving issue has [also] heightened consciousness and has changed the way people drink," he offered. "Last year the industry's [broadcast] media buying was about \$750 million, and we were down domestically 1% in sales. But individual brewers are fighting for that market share because at retail, 1% is worth \$380 million, approximately. That's why brewers spend money on advertising."

Comparing alcohol beverage advertising with cigarette advertising, Shea observed that cigarette consumption has gone up 15% since the product was last advertised on radio and television, while the number of smokers has decreased. "I would suggest that were that analogy transferred to our product—and I'm not suggesting that it is—we could, in fact, exacerbate alcohol problems in this country, by decreasing the number of persons who drink and increasing consumption by 15% or 20% or 25%."

Defending his organization's opposition to the proposed advertising ban, Shea noted the "tremendous competition" among major brewers for market share and speculated that such a measure "would prevent the introduction of some new products which, in our opinion, are constructive introductions." He cited low calorie and low alcohol beers as

February 15, 1985



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examples of the latter, adding "in our judgment, those products would not have been possible without television."

Several witnesses spoke in favor of a beer and wine broadcast advertising ban.

Attorney Timothy McFlynn, executive director of the Public Justice Foundation, based in Santa Monica, Calif., contended today's youth "grow up in a sea of advertising hype linking all types of social, business and athletic success to the alcoholic beverage of choice and telling children, time after time, day after day, that drinking is both glamorous and essential to a healthy as well as happy and successful American life.

"The flip side of this story is the total failure of so-called voluntary advertising guidelines and broadcast industry codes and the futile and feeble enforcement efforts and nonexistent sanctions. In light of the undeniable quality and unconscionable quantity of television and radio ads aimed directly at our youth, a [broadcast advertising] ban which is total and has teeth is long overdue."

McFlynn argued that such a ban "would not impermissibly infringe upon the First Amendment protection of free speech," claiming the First Amendment "accords only limited protection of certain classes of commercial speech."

In earlier testimony, the chairman of the national policy committee of Americans for Substance Abuse Prevention, Ray Chavira, recommended that "advertising of alcoholic beverages on the broadcast media either be banned or broadcasters be required to provide balanced time for health and safety

messages on the various risks of alcohol use."

In an interview with BROADCASTING, commission chairman and ABA President John C. Shepherd said that the group will probably not recommend to the ABA's House of Delegates that the association support the proposed advertising ban ("Closed Circuit," Feb. 25).

"We're tired of the greedy adults making money by selling drugs to our kids and I think that if we permit ourselves to be drawn into this whole debate over alcohol and the effectiveness of advertising in selling beer and wine we will delay action on this very serious and tragic problem. . . and we will be playing right into the hands of the dope traffickers, because that is what they would like for us to do." □

## State broadcasters descend on Capitol

**On tap for annual legislative conference of state associations are meetings with representatives and breakfast with FCC's Quello**

More than 200 broadcasters will be making the rounds on Capitol Hill this week (March 5-7) as part of a legislative conference sponsored by the National Association of Broadcasters. It is the annual visit for state broadcasting association presidents and executive directors who are expected to spend most of their time lobbying against efforts to ban beer and wine advertisements on radio and television.

Every year NAB hosts the conference, which features legislative briefings, visits to congressmen, private congressional receptions and workshops devoted to association management issues. At least 114 state association officials will be present.

The conference kicks off Tuesday, March 5, with a panel discussion on beer and wine advertising. However, the primary thrust of this session is to examine what the beer and wine industries are doing with their own public service campaigns against drunk driving. The panelists include moderator, Andy Ockershausen of WMAL(AM) Washington, chairman, NAB Alcohol Task Force; Don Shea, president, U.S. Brewers Association; Art Silverman, the Wine Institute, and Jerry Sachs, president, Capital Center, Landover, Md. Later that day, an executive directors roundtable is scheduled.

On Wednesday, March 6, the broadcasters will spend most of the day on Capitol Hill. According to NAB President Eddie Fritts, the "issue of the day" will be beer and wine advertising. The meetings with the legislators are expected to give broadcasters an opportunity to assess congressional interest in the issue. The NAB is hosting a reception/dinner at the Hyatt Regency on Capitol Hill Wednesday evening.

The rest of the conference will be devoted to legislative and association issues. On Thursday, March 7, the NAB's Television and Radio Political Action Committee is sponsoring a breakfast at 8-9 a.m. Next, broadcasters will hear from Charles Rum-

barger, president of the Association Management Group, who will talk about long-range planning and how to develop and retain members, among other things. Following that session, Fritts, John Summers, executive vice president for government relations, and Tom McCoy, vice president, broadcaster congressional relations, will address the group at 11:30-12 p.m. A working lunch for the state association presidents and presidents-elect featuring Tom Sawyer, vice president, Washington operations, NBC, and former executive director of the Ohio Association of Broadcasters, is scheduled at 12:15-2:30 p.m. At the same time, executive directors will hold their own working lunch session.

In addition to the conference, broadcasters representing 10 states will be in Washington to visit their legislators. Some of the activities planned by those groups include a March 5 breakfast hosted by the Louisiana Association of Broadcasters with FCC Commissioner James Quello and a luncheon featuring Representative Henson Moore (R-La.) in the Rayburn House Office Building. The Ohio Association of Broadcasters is sponsoring a congressional reception and dinner that evening at the Hyatt Regency on Capitol Hill. □

## PBS gets into data delivery

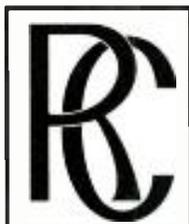
New funds may be on the horizon for the Public Broadcasting Service. The noncommercial network has signed an agreement with International MarketNet (IMNET), a joint venture of IBM and Merrill Lynch, to develop a high-speed, data delivery service, in which financial information would be downloaded to computers through the vertical blanking intervals of PBS member stations.

PBS has agreed to give IMNET the option to purchase four of PBS's six vertical blanking interval (VBI) lines available for commercial application for 10 years ("In Brief," Feb. 25). IMNET will also have the right of first refusal on all other VBI lines as they become commercially available with FCC approval. IMNET intends to deliver data via the VBI at up to 15,000 bits per second, per line.

According to Neil Mahrer, PBS senior vice president, who will become the executive director of PBS Enterprises (PBS's for-profit subsidiary managing the service), the start-up costs of the venture will be borne by IBM and Merrill Lynch; no PBS or station money will be involved. Once the service is launched, those noncommercial stations that have agreed to carry it will receive regular payments, probably quarterly, he said.

PBS will supply each subscribing station with a "data bridge" which will strip the data off the satellite feed and reinsert it at the transmitter. The stations will have to monitor the transmission and do occasional maintenance, Mahrer said, but the bridge will be repaired or replaced at no cost to the stations.

Also needed is a dedicated receiver "that is always looking at the one transponder that



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we'll be feeding the data on," Maher said, adding that "for some stations that's no problem. They have enough receivers. Some have a limited number of transponders and they might have to buy another one—at their own cost," he said.

Said IMNET Chief Executive Officer Joseph P. Castellano: "A network of PBS member stations can provide IMNET with coverage of up to 96% of the U.S. population for our data delivery system."

Said PBS President Bruce Christensen:

"This project with IMNET is the next logical step in the development of our satellite technology and its use for the benefit of our member stations." Income from PBS Enterprises projects will help defray the costs of PBS services to stations, PBS said. □

## For the Record

As compiled by BROADCASTING, Feb. 20 through Feb. 27, 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

■ **WDAL(FM)** Chatom, Ala. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of construction permit from June G. Fuss to Benchmark Communications Corp. for \$10,000 cash. Seller has no other broadcast interests. Buyer is owned by Nancy B. Miller (1%), president, her husband, Earl (33%), Clarence R. Brelsford (33%) and John Raymond Meyers (33%). Earl Miller is chief engineer of WAKR-AM-TV-WONE(FM) Akron, Ohio. Meyers is staff engineer for noncommercial WLRN-FM-TV Miami. Filed Feb. 15.

■ **KUET(AM)** Black Canyon City, Ariz. (710 khz; 500 w-D; 1 kw-N)—Seeks assignment of license from Black Canyon Broadcasting Corp. to State Wide Broadcasters for \$315,000, comprising \$115,000 cash and \$200,000 non-compete agreement. Non-compete agreement is payable five years after FCC agrees to increase power to 50 kw-D and 5 kw-N. Seller is owned by John Gates and his wife Betty Mae, and William Ledbetter and his wife, Evelyn. It has no other broadcast interests. Buyer is equally owned by M.Z. Moore, Edwin R. White and Dan McKinnon. McKinnon, with his brother, Michael, is owner of KBMT(TV) Beaumont, KBVO(TV) Austin, and KVII(TV) Corpus Christi, all Texas. Moore is Phoenix advertising time salesman. White is former general manager of KWAO(FM) Sun City, Ariz. (now KMZK(FM)). Filed Feb. 20.

■ **KSSS(AM)** Colorado Springs, **KVUU(FM)** Pueblo, both Colorado, **KFRM(AM)** Salina and **KICT(FM)** Wichita, both Kansas, and **KRKE(AM)-KWXL(FM)** Albuquerque, N.M. (KSSS: 740 khz; 1 kw-D; 250 w-N; KVUU: 99.9 mhz; 68 kw; HAAT: 2,200 ft.; KFRM: 550 khz; 5 kw-D; KICT: 95.1 mhz; 100 kw; HAAT: 970 ft.; KRKE: 610 khz; 5 kw-U; KWXL: 94.1 mhz; 22.5 kw; HAAT: 4,130 ft.)—Seeks assignment of license from Compass Communications Inc. to Compass Communications, a general partnership for \$1 million, comprising \$200,000 cash and remainder note. Concurrently with this app., Peoria Journal Star Inc. has transferred its ownership to Compass Communications Inc., a wholly owned subsidiary of Peoria Journal Star. In this sale, ownership is transferred to Compass Communications Inc. (90%) and Curran-Victor Management Ltd. (10%) forming Compass Communications, a general partnership. Under terms of sale, Curran-Victor will acquire 25% ownership when net cumulative profits total \$1 million, 38% when profits total \$2 million and 50% when profits total \$3 million. Seller is Peoria, Ill.-based publisher of *Peoria Journal-Star*, principally owned by Henry P. Slane. Buyer, Curran-Victor is owned by Don Curran, chairman (50%) and Herb Victor, president, CEO (50%). It owns Larkspur, Calif.-based program distribution and consultation firm. Curran and Victor were, respectively, president and executive vice president of Field Stations, before Field sold its stations. Filed Feb. 21.

■ **KVFC(AM)-KISZ(FM)** Cortez, Colo. (AM: 740 khz; 1 kw-D; 250 w-N; FM: 97.9 mhz; 100 kw; HAAT: 1,310 ft.)—Seeks assignment of license from Sound 74, Inc. to Explorer Communications Inc. for \$620,000, comprising \$335,000 cash, assumption of accounts payable of \$55,000, and \$145,000 note at 10.5% over 12 years with balloon payment at end of \$76,173.80. Also included is non-compete agreement of \$60,000 in note with no interest. Seller is owned by Richard F. Hamilton, who has no other broadcast interests. Buyer is owned by James F. Hoffman (100%). It is former owner of KDCE(AM) Espanola, N.M. Hoffman, and his wife, Nancy are also app.'s for new TV in Miami. Filed Feb. 21.

■ **WPOM(AM)** Riviera Beach, Fla. (1600 khz; 1 kw-U)—Seeks assignment of license from Riviera Communications Inc. to WPOM Radio Partners Ltd. for \$1.5 million cash, plus an amount equal to 50% of accounts not to exceed \$125,000. Seller is owned by Rodney G. Dore, Garth C. Reeves, Gerald A. Filardi, James A. Walker, and Joseph C. Tatum. It also has interest in WHFL(FM) Havana, Fla. Dore and Reeves are app.'s for new FM in Sanibel, Fla. Reeves also has interest in Broadcast Enterprises National Inc., Philadelphia-based station group of five AM's and two FM's. Buyer is owned by Fred L. Netterer, general partner and 33.3% owner. Limited partners are Domeniek R. Lioce, Kenneth L. Goodman and Richard R. Carta (33.3% jointly

and limited partners to be determined (33.3%). Netterer, with his wife, Madeline, own WRIT(FM) Stuart, Fla. Filed Feb. 21.

■ **WROM(AM)-WKCX(FM)** Rome, Ga. (AM: 710 khz; 1 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 820 ft.)—Seeks assignment of license from Coosa Valley Radio Co. to Briar Creek Broadcasting Co. for \$1,050,000, comprising \$178,000 cash, \$675,000 note at 11% for 20 years, assumption of note for \$70,000 at 6.625% for a balance of six years, assumption of note of \$127,000 at prevailing rate for five years. Also, buyer will purchase sellers interest in studio for \$126,700, comprising \$60,000 cash and \$66,700 note at 7% over 27 years. Seller is owned by Charles E. Doss, president. It has no other broadcast interests. Buyer is owned by A. Mills Fitzner, general manager of WHGI(AM) Augusta, Ga., which has also been sold (see "Changing Hands," page 85) Filed Feb. 19.

■ **WMCC(TV)** Marion, Ind.—Seeks assignment of construction permit from Mississinewa Communications Corp. to Discovery Broadcasting System Inc. for \$52,168.83 cash. Seller is owned by Rodney G. Funk, who has no other broadcast interests. Buyer is owned by Karen L. Tyler (5% voting stock, 23% equity) and Glen H. Taylor (67% equity), and his son-in-law, Jonathan Lopez (5% voting stock). Remaining voting stock is owned by parent, Discovery International Inc., which is owned by Taylor (96.6%) and Tyler

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(3.3%). Filed Feb. 26.

■ **WCAS(AM)** Cambridge, Mass. (740 khz; 250 w-D)—Seeks assignment of license from J. Christopher Robinson, trustee to Inspiration Communications Inc. for \$265,000. Seller is trustee in bankruptcy for Melvin Stone and Daniel Murphy. It has no other broadcast interests. Buyer is owned by Earl W. Jackson (56%), Fred (Skippy White) LeBlanc (15%) and ten others. Jackson is minister and attorney in Boston. LeBlanc owns Boston record store. It has no other broadcast interests. Filed Feb. 20.

■ **\*KHBL(FM)** Osakis, Minn. (100.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of construction permit from Minnesota Christian Broadcasters Inc. to Christian Heritage Broadcasting Inc. for \$14,127.21. Seller is headed by James D. Brunes. It also owns KTIG(FM) Pequot Lakes and KBHW(FM) International Falls, both Minn. Buyer is headed by Phillip Klukken, chairman. It has no other broadcast interests. Filed Feb. 15.

■ **WWAC-TV** Atlantic City (ch. 53; ERP vis. 55 kw; aur. 6.2 kw; HAAT: 307 ft.; ant. height above ground: 360 ft.)—Seeks assignment of license from Atlantic City Television Corp. to Pennsylvania Pay Television Inc. for \$200,000 cash. Seller is owned by Frank J. Syracuse, Martin Blatt, Murray Raphael, William Cowart and Carmen Barone. It has no other broadcast interest. Buyer is owned by William S. Gross (42%), his father, Leon (27%) and three others. They also own WWSG-TV Philadelphia. Filed Feb. 20.

■ **KOAW(AM)** Ruidoso Downs, N.M. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Jim Clark, receiver for Mountain Top Radio to Dan A. Corn for assumption of liabilities and payment of receiver's \$6,000 fee. Suit was brought by plaintiffs, Corn and Jimmy White, before twelfth district court of New Mexico to dissolve partnership. Seller is owned by Wayne Eakin, and his wife, Betty, and Jimmy White. They have no other broadcast interests. Jim Clark is owner of KRSY(AM) Roswell, N.M. Buyer is former partner in seller and has no other broadcast interests. Filed Feb. 21.

■ **WRAL-FM-TV** Raleigh, N.C. (WRAL[FM]: 101.5 mhz; 100 kw; HAAT: 1,990 ft.; WRAL-TV: ch. 5; ERP vis. 100 kw; aur. 10 kw; HAAT: 2,005 ft.; ant. height above ground: 2,000 ft.)—Seeks transfer of control of Capitol Broadcasting Co. from Aubrey H. Moore (7.39% before; none after) to James F. Goodman (49.22% before; 53.14%

after). Purchase price is \$655,168.00, with arrangements for payment to be determined. Seller has sold his stock to Capitol Broadcasting Co. Stock will be retired and total number of shares will be reduced giving Goodman positive control. Moore has no other broadcast interests. Buyer is president of Capitol Broadcasting Co. Capitol Broadcasting Co. is Raligh, N.C. based station group of two AM's, five FM's and one TV. Though all of Capitol's stations will be affected, only app. for WRAL-AM-TV is being filed since other stations are operated through subsidiaries. Filed Feb. 20.

■ **WETC(AM)** Wendell-Zebulon, N.C. (540 khz; 5 kw-D)—Seeks assignment of license from Wendell-Zebulon Radio Co. to ELCOM, Inc. for \$390,000, comprising \$75,000 cash, and \$315,000 note at 10% over 10 years, with balloon payment of \$159,327 at close of twelfth year after closing. Buyer may pay balloon payment in note at 1% above prime over five years. Seller is owned by Lewis V. Parrish, who has no other broadcast interests. Buyer is owned by Charles E. Franklin (70%) and Louis J. Alfieri (30%). Franklin owns WJJK(AM) Camp Lejeune, N.C. Alfieri is former announcer at WJJK. Filed Feb. 19.

■ **WCIN(AM)** Cincinnati (1480 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from KLM Communications Inc. to JACI Inc. for assumption of liabilities. Seller is owned by Kenneth L. McDowell, who has no other broadcast interests. Buyer is owned by Ernest L. James (51%) and Pluma Grande Co. (49%). James is station's manager. Pluma Grande Co. is owned by Regina Henry (51%), and her husband, Ragan Henry (49%) president of Broadcast Enterprises National, Philadelphia-based station group of five AM's and two FM's. It sold station to KLM Communications ("Changing Hands," Aug. 16, 1982) for \$2.25 million. Filed Feb. 14.

■ **WWON-AM-FM** Woonsocket, R.I. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 3 kw; HAAT: 215 ft.)—Seeks assignment of license from Woonsocket Broadcasting Co. to Panda Enterprises Inc. for \$650,000 cash and \$50,000 noncompete agreement. Seller is owned by Drew Palmer and his brother, Merrett, Nancy E. Hudson and her sister, Susan Hudson. They have no other broadcast interests. Buyer is owned by Arthur Stambler and his wife, Phyllis. Stambler is attorney with Washington communications law firm of Lovett, Hennessey, Stambler & Siebert. He has interest in WVAI(AM)-WUSQ(FM) Winchester, Va. and WWZO(FM) Bethlehem, Pa. He also has interest in cable system in Fre-

mont, Calif. Filed Feb. 21.

■ **WINT-TV** Crossville, Tenn. (ch. 20; ERP vis. 18.6 kw; aur. 3.71 kw; HAAT: 1,180 ft.; ant. height above ground: 200 ft.)—Seeks assignment of license from WINT-TV Inc. to WINT-TV Inc. for assumption of liabilities. Seller is owned by Larry D. Hudson (90%), who also owns KLDH-TV Topeka, Kans. Buyer is owned by Helen L. Cunningham (51%), her husband, John (25%) and their daughter, Helen R. (24%). John Cunningham, who owns 10% of seller, also owns WQQB-TV Bowling Green, Ky. Cunningham was formerly owner of station. Their other daughter, Rita L. Young, is app. for new TV in Cumberland, Md. Filed Feb. 20.

■ **KMF(M)** Premont, Tex.—Seeks assignment of construction permit from Latin Broadcast Co. to Paulino Bernal for \$15,000 cash. Seller is principally owned by Armando Valadez. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 15.

■ **KIKZ(AM)**-KSEM-FM Seminole, Tex. (AM: 1250 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 173 ft.)—Seeks assignment of license from Triple R Broadcasting Inc. to Tejas Broadcasting Ltd. for no consideration. Seller is owned by Richard G. Copeland, his mother, Esther and his siblings, Ralph and Gayle Atchley. They purchased AM in October, 1977 for \$152,000. Buyer is owned by Chet Gould. In sale, Triple R will exchange its ownership of stations for limited partner status in assignee. Former principals of Triple R will own 90% limited partner status and Tejas Broadcasting will have 10% general partnership. Gould is station's general manager. Filed Feb. 20.

■ **KVOS-TV** Bellingham, Wash. (ch. 12; ERP vis. 229 kw; aur. 45.7 kw; HAAT: 2,370 ft.; ant. height above ground: 141 ft.)—Seeks assignment of license from KVOs Television Corp. to Acko Inc. for undisclosed price, to be submitted in amendment. Seller is subsidiary of Wometco Enterprises Inc. It is publicly traded station group which owns WTVJ(TV) Miami, WWHT(TV) Newark; WSNL-TV Smithtown, N.Y.; WZZM-TV Grand Rapids, Mi., KTLA(TV) Los Angeles and WLOS(TV) Asheville, N.C. It is headed by Van Myers, pres. Buyer is owned by Ackerly Communications, Seattle-based station group of one AM and four TV's owned by Barry A. Ackerly. It also owns Seattle Supersonics, professional basketball team, and outdoor advertising companies in five states. Filed Feb. 19.

## New Stations

### New AM's

■ **Pea Ridge, Ark.**—Benton County Broadcasting Co. seeks 1440 khz; 1 kw-D. Address: 206 North Bergan, Peoria, Ill. 61604. Principal is equally owned by Phyllis O. Markley and Steven J. Crowley. It is also app. for new AM in Lamar, Miss. Markley and her husband, Donald, own WKZY(AM) North Fort Myers, Fla., which has recently been sold, and have interest in WMIN(AM) Maplewood, Minn. Donald Markley is also app. for five new AM's. Filed Feb. 15.

■ **Mustang, Okla.**—Gerald D. Ingles seeks 1060 khz; 250 w-D. Address: 3002 E. 83rd, Tulsa, Okla. 74137. Principal is also app. for one new AM, one new FM and six LPTV's. Filed Feb. 22.

### New FM's

■ **Seneca, Kan.**—Charles J. Saltzman seeks 92.1 mhz; 3 kw; HAAT: 299 ft. Address: 20355 N.E. 34th Ct., #2421, N. Miami Beach, Fla. 33180. Principal owns KWDQ(FM) Woodward, Okla., which has been sold pending FCC approval. He is also app. for new FM's in Bountiful, Utah, and Hartford, N.C. Filed Feb. 15.

■ **Staunton, Va.**—First Virginia Communications seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 120 Ewing Dr., Box 8390, Nashville, Tenn. 37207. Principal is owned by Benton Poore, who has no other broadcast interests. Filed Feb. 22.

### New TV's

■ **Tolleson, Ariz.**—B&E Partners seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,776 ft.; ant. height above ground: 324.5 ft. Address: Box 1076, Camden, Me. 04841. Principal is owned by Bruce F. Ruark (60%) and Elisa L. Torrey (40%). Ruark and family have interest in International Broadcast Consultants, applicants for new FM in Camden, Me.; new AM in Gardnerville, Nev.; six new TV's, and 25 LPTV's (see below). Filed Feb. 15.

STATIONS #13 & #14  
FOR STONER  
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ARE YOU OUT THERE #15?

- Tolleson, Ariz.—Flomaton Communications seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 454 ft.; ant. height above ground: 473 ft. Address: 3948 Merganser, Syracuse, N.Y. 13201. Principal is owned by Bessie Noble (51%) and James R. Young (49%). It is also app. for new TV in Bellevue, Wash. (see below). Filed Feb. 15.
- Tolleson, Ariz.—Estrella Communications Ltd. Partnership seeks ch. 51; ERP vis. 2,400 kw; aur. 240 kw; HAAT: 1,725 ft.; ant. height above ground: 272 ft. Address: 927 West Campus Dr., Phoenix, Ariz. 85013. Principal is owned by Carmen Arroyo-Duron (gen. partner 15%) and seven other limited partners, including Dayton Smith, Hugh P. Taylor and William E. Zimsky, who have interest in app. for new TV in Fort Worth. Filed Feb. 20.
- Tolleson, Ariz.—Alden Television Inc. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,715 ft.; ant. height above ground: 259 ft. Address: 120 N. Robertson Blvd., Los Angeles, Calif. 90048. Principal is owned by Michael R. Forman, who also owns KTDZ(TV) Portland, Ore., KTZZ(TV) Seattle and has interest in KRLR(TV) Las Vegas, and cable system in Marshall Islands. Forman has interest in non-U.S. corporations which own TV station in St. Martin, Dutch Antilles. Alden Television Inc. is also app. for new TV in Green Valley, Ariz., Denver and Fort Worth. Filed Feb. 15.
- Tolleson, Ariz.—Hector Garcia Salvatierra seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,755 ft.; ant. height above ground: 379 ft. Address: 11 W. Medlock Dr., Phoenix, Ariz. 85013. Principal is owned by Salvatierra (gen. part., 52%) and Jemison Investment Co. and Predrag Mitrovich (48% jointly held). Salvatierra is director of Broadcast Capitol Fund Inc., based in Washington, D.C. Jemison Investments is principally owned by John S. Jemison, who has interest in cable system in Birmingham, Ala. Filed Feb. 20.
- Tolleson, Ariz.—Tolleson Broadcasting Corp. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,736 ft.; ant. height above ground: 264 ft. Address: 721 East Montibello, Phoenix, Ariz. 85014. Principal is owned by Diana M. Knigge (76%) and Nina A. Ortega (24%). Principal has no other broadcast interests. Filed Feb. 15.
- Tolleson, Ariz.—Dorothy O. Schulze seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,252 ft.; ant. height above ground: 150 ft. Address: 11515 Whisper Moss, San Antonio, Tex. 78230. Principal is equally owned by Dorothy O. Schulze and Irene Wagner. Schulze is also app. for new TV in Castle Rock, Colo.; Charleston, S.C., and Fort Worth. (see below). Filed Feb. 20.
- Tolleson, Ariz.—Marimar Communications Corp. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,121 ft.; ant. height above ground: 204 ft. Address: 9302 South Taylor Dr., Tempe, Ariz. 85284. Principal is equally owned by Ana Maria Martel and Raul R. Tapia. Tapia owns KRRT(TV) [CP] Kerrville, Tex., is applicant for new TV in Decatur, Tex., and has interest in KIVA-FM Santa Fe. Filed Feb. 15.
- Tolleson, Ariz.—JCM Broadcasting seeks ch. 51; ERP vis. 2,500 kw; aur. 250 kw; HAAT: 1,784 ft.; ant. height above ground: 327 ft. Address: 1235 E. Windsor Dr., Phoenix, Ariz. 85006. Principal is owned by Anita Louise Solorzano (98%), Judith M. Garcia Carder (1%) and Sheryl Lopez-Lyon (1%). Solorzano's mother, Helen Garcia is app. for new TV in Pueblo, Colo. Lopez-Lyon is traffic reporter for KOY(AM) Phoenix. Filed Feb. 20.
- Tolleson, Ariz.—Maricopa Media Inc. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,784.9 ft.; ant. height above ground: 335.5 ft. Address: 4618 West Mercury Way, Chandler, Ariz. 85224. Principal is owned by Garciaela G. Figueroa (100% voting stock), Ernest T. Sanchez (33% nonvoting stock), and his wife, Susan M. Jenkins (33% nonvoting stock), and three others. Sanchez is partner in Washington communications law firm of Arter & Hadden. He owns 50% of app. for new FM in Washington and with his wife, is app. for new TV in Katy, Tex. Filed Feb. 15.
- Tolleson, Ariz.—Tolleson-Gomez Communications seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,811 ft.; ant. height above ground: 392.5 ft. Address: 4301 East Paradise Lane, Phoenix, Ariz. 85032. Principal is equally owned by Benjamin G. Gomez and Marie L. Luckow, who have no other broadcast interests. Filed Feb. 15.
- Tolleson, Ariz.—TV Broadcasters Inc. seeks ch. 51; ERP vis. 2,800 kw; aur. 280 kw; HAAT: 1,718 ft.; ant. height above ground: 256 ft. Address: 1010 North 91st St. 85353. Principal's voting stock is equally owned by Laura Duran-Martinez, Esther Angulo, Rebecca Martinez (no relation) and Jacquelyne Zillioux. Nonvoting stock is owned by David Rolland (12.5%) and Roger McKinnon (87.5%). They have no other broadcast interests. Filed Feb. 15.
- Tolleson, Ariz.—Kathleen Sue Hurley seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 362 ft.; ant. height above ground: 374 ft. Address: 720 North Curtis St., Olathe, Kan. 66061. Principal has no other broadcast interests. Filed Feb. 15.
- Tolleson, Ariz.—Madrid Communications Ltd. partnership seeks ch. 51; ERP vis. 3,000 kw; aur. 300 kw; HAAT: 1,720 ft.; ant. height above ground: 259 ft. Address: 609 West Summit Pl., Handler, Ariz. 85224. Principal is owned by Lucia Rodarte Madrid (35% gen. partner). Limited partners were not reported but have no other broadcast interests. Madrid is producer on KPHO-TV Phoenix. Filed Feb. 20.
- Tolleson, Ariz.—LI-COM Partnership seeks ch. 51; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 1,685 ft.; ant. height above ground: 276 ft. Address: 9646 South 14th St., Phoenix, Ariz. 85040. Principal is equally owned by Lucille S. Conner and Ronald D. Johnson. They have no other broadcast interests. Filed Feb. 15.
- Tolleson, Ariz.—Aztec Broadcasting Corp. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,786 ft.; ant. height above ground: 337 ft. Address: 2224 W. Desert Cove, Suite 207, Phoenix, Ariz. 85029. Voting stock of principal is owned by Mary L. Wilson (51%) and Enrique W. Iglesias (49%). Nonvoting stock is owned by Iglesias (50%) and Richard Lesnau (50%). Wilson is production coordinator at KPNX-TV Mesa and producer at KPHO-TV Phoenix. Filed Feb. 15.
- Castle Rock, Colo.—R&D Partners seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 626 ft.; ant. height above ground: 567. Address: P.O. Box 1076, Camden, Me. 04843. Principals also have interest in new FM in Camden, Me., and app. for new AM in Gardnerville, Nev.; app. for six TV's and 25 LPTV's. Filed Feb. 15.
- Castle Rock, Colo.—Christal Anne Phillips seeks ch. 53; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 965 ft.; ant. height above ground: 472 ft. Address: 307 Lief Erikson Dr., Decorah, Ill. 52101. Principal has no other broadcast interests. Filed Feb. 15.
- Castle Rock, Colo.—Castle Rock TV Associates seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,500 ft.; ant. height above ground: 1,101.5 ft. Address: 10520 West 101th Ave., West Minister, Colo. 80020. Principal is owned by Theoplis T. Hogue (90%) and Henry Riggins (10%). Riggins is app. for new TV's in San Antonio, Tex.; Omaha, and Charleston, S.C. Filed Feb. 15.
- Castle Rock, Colo.—Dorothy O. Schulze seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 585 ft.; ant. height above ground: 177 ft. Address: 11515 Whisper Moss Dr., San Antonio, Tex. 78230. Schulze is also app. for new TV in Tolleson, Ariz.; Charleston, S.C., and Fort Worth. (see above and below). Filed Feb. 20.
- Clermont, Fla.—C&P Partners seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 491 ft.; ant. height above ground: 500 ft. Address: P.O. Box 1076, Camden, Me. Principal is equally owned by Craig Ruark and his sister, Pamela. Ruark and family also have interest in new FM in Camden, Me., and app. for new AM in Gardnerville, Nev.; app. for six TV's and 25 LPTV's. (see above and below). Filed Feb. 15.
- Clermont, Fla.—Robin C. Brandt seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 853 ft.; ant. height above ground: 720 ft. Address: 1012 Third St., Juniata, Altoona, Pa. 16601. Principal is also app. for four new TV's (see below). Filed Feb. 15.
- Clermont, Fla.—Channel 68 Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,683 ft.; ant. height above ground: 1,661.55 ft. Address: 2000 West Glades Dr., Boca Raton, Fla. 33431. Principal's voting stock is equally owned by Norris D. Woolfolk and Lester Cole, who also own 10% each of nonvoting stock. Remainder is owned by Joshua High (10%), Steven Bullock (10.1%), T.J. Cunningham (10%), Frederick J. Grieser (10%) and seven others owning less than 10%. Woolfolk has interest in *The Orlando Times*, weekly newspaper in Orlando, Fla. High has interest in cable system serving Miami. Filed Feb. 14.
- Clermont, Fla.—CFL Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 812 ft.; ant. height above ground: 670 ft. Address: 2257 Firestone Pl., Winter Haven, Fla. 33880. Principal is owned by James Braxton and Debra L. Anscombe (15% each, gen. partners) and Anscombe's sister, Linda (70% Ltd. partner). Anscombe's father is Alfred E. Anscombe, who owns WSIR(AM) Winter Haven, Fla., where Debra Anscombe is general manager. Alfred Anscombe also has interest in app. for new AM's in Lake Mary, Fla., and Thonotosassa, Fla. Debra Anscombe, with her mother, Bethune Anscombe, is app. for new FM in Vero Beach, Fla. Filed Feb. 15.
- Clermont, Fla.—Olympia Broadcasting Group seeks ch. 68; ERP vis. 2,960.7 kw; aur. 296.07 kw; HAAT: 670.13 ft.; ant. height above ground: 677 ft. Address: 1 S.E. 1st Ave., P.O. Drawer C, Gainesville, Fla. 32602. Principal is owned by Byron A. Dyce, and his wife, Cathy (51% jointly) and Mary Ann Hooper (49%). It has no other broadcast interests. Filed Feb. 15.
- Presque Isle, Me.—John R. Powley seeks ch. 62; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,071 ft.; ant. height above ground: 222 ft. Address: 1536 Logan Ave., Altoona, Pa. 16602. Principal owns WOPC(TV) Altoona, Pa.; WHGM(FM) Bellwood, Pa.; WJIM-TV [CP] Iron Mountain, Mich., and new TV in Logan, Utah. He is also app. for four new TV's and one LPTV. Filed Feb. 15.
- Presque Isle, Me.—Barbara W. Townsend seeks ch. 62; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 769 ft.; ant. height above ground: 731 ft. Address: 105 Spring Valley Court, Dothan, Ala. 36303. Principal is also app. for new FM in Andalusia, Ala. Filed Feb. 20.
- McComb, Miss.—Commonwealth Venture Systems Inc. seeks ch. 28; ERP vis. 4,466.8 kw; aur. 650.1 kw; HAAT: 949.3 ft.; ant. height above ground: 979.5 ft. Address: 129 North Broadway, 39648. Principal is owned by John O. Emmerich (60%); his son, J. Wyatt Emmerich (30%), and Charles M. Dunagin (10%). It is also app. for 40 LPTV's, and owns LPTV in McComb. J. Wyatt Emmerich owns 30% of twice weekly newspaper in Columbia and weekly newspaper in Charleston, both Mississippi. John Emmerich, with Dunagin, owns remainder of Columbia newspaper. He also owns daily newspapers in Greenwood, and McComb, and weekly newspaper in Indianola, all Mississippi. Filed Feb. 15.
- McComb, Miss.—Robin C. Brandt seeks ch. 28; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 747 ft.; ant. height above ground: 730 ft. Address: 1012 Third St., Juniata, Altoona, Pa. 16601. Principal is also app. for four new TV's (see above). Filed Feb. 15.
- \*Albuquerque, N.M.—Alpha-Omega Broadcasting of Albuquerque Inc. seeks ch. 32; ERP vis. 17,179 kw; aur. 1,718 kw; HAAT: 4,077.37 ft. Address: 3301 La Sala del Oeste, N.E., 87111. Principal is nonprofit corp. headed by Raymond L. Franks. It has no other broadcast interests. Filed Feb. 21.
- Syracuse, N.Y.—New Era Broadcasting Inc. seeks ch. 56; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 990 ft.; ant. height above ground: 1,002 ft. Address: 150 Nassau St., suite 124, New York, 10038. Principal is owned by Louis O. Schwartz (29%), Thomas Sung (26%), Jane Tillman Irving (25%), Stuart Cook (10%) and Narain Govender (10%). Schwartz has interest in WGVA(AM) Geneva, N.Y. Filed Feb. 15.
- Oklahoma City, Okla.—Richard Mendoza seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,019 ft.; ant. height above ground: 1,022 ft. Address: 5319 McKinley, Oklahoma City, Okla. 73109. Principal is also app. for "several" LPTV's. Filed Feb. 15.
- Oklahoma City, Okla.—Non-Profit Television Concepts seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,140 ft.; ant. height above ground: 343 ft. Address: 663 5th Ave., New York, N.Y. 10022. Principal is owned by McKinley Johnson, who is also app. for new TV's in Castle Rock, Colo.; Syracuse, N.Y.; Clermont, Fla., and Charleston, S.C. Filed Feb. 14.
- Charleston, S.C.—Channel 36 TV Associates seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,497.4 ft.; ant. height above ground: 1,500.6 ft. Address: Ocean Lakes Z-46, U.S. Ocean Highway 17, South, Myrtle Beach, S.C. 29577. Principal is owned by Mary R. Fisher (75%) and Henry R. Riggins (25%). Riggins is app. for new TV's in San Antonio, Tex.; Omaha, and Castle Rock, Colo. Filed Feb. 15.
- Charleston, S.C.—DW&M Broadcasters seeks ch. 36; ERP vis. 1,092 kw; aur. 109.2 kw; HAAT: 952.5 ft.; ant. height above ground: 953 ft. Address: 4241 O'Hear Ave., North Charleston, S.C. 29406. Principal is equally owned by William G. Dudley, Alicia E. Mendicino and Denise Simpson. Dudley owns WDXZ(AM) Mt. Pleasant, S.C., and WKN(AM) Dorchester Terrace-Brentwood, S.C. Simpson is news anchor with WICV-TV Charleston, S.C. Filed Feb. 15.
- Charleston, S.C.—Daye Corp. seeks ch. 36; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,215 ft.; ant. height above ground: 1,209 ft. Address: 111 Crooked Tree Lane #C, Columbia, S.C. 29210. Principal is equally owned by Faye Daye and Dorothy O. Schulze. Filed Feb. 20.
- Charleston, S.C.—Monts & Pritchard Inc. seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 852 ft.; ant. height above ground: 853 ft. Address: 5 Cordes St., 29401. Principal is owned by T. Conrad Monts (50% voting stock, 50% nonvoting stock), Louisa P. Hawkins (25% voting stock, 5% nonvoting stock), Elizabeth P. Bowles (25% voting stock, 5% nonvoting stock), Edward K. Pritchard (0% voting stock, 5% nonvoting stock) and two others. Monts also has interest in WAVF(FM) Hanahan, S.C. Monts is app. for new FM in Washington. Filed Feb. 14.
- Charleston, S.C.—Best Broadcasting seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 888.9 ft.; ant. height above ground: 872.9 ft. Address: 905 Lamond Court, Winston-Salem, N.C. 27101. Principal is equally owned by Wallace Reid Walls and Joseph Sugg. They are national sales managers respectively, for WNRW-TV Winston-Salem, N.C., and WMKW-TV Memphis. Filed Feb. 20.

■ Charleston, S.C.—Charleston Communications Inc. seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 900 ft.; ant. height above ground: 900 ft. Address: 1729 Heritage Park Rd., 29407. Principal is owned by Irma B. Gilchrist (15% gen part.), A. Wray Fitch, Carlton Byrd, Ronald Ninowski and Mark Rodriguez (all 10% limited partners) and 45% other limited partners. Without Gilchrist, it is also app. for new TV in Bellevue, Wash. (see below). Fitch has interest in app. for new FM's in San Diego and Bonita Springs, Fla., and with Byrd is app. for new TV in Charleston, S.C. and is one of applicants challenging RKO's FM renewal in Washington. Ninowski is broker with Washington media brokerage firm of Gammon & Ninowski. Rodriguez is app. for new FM in Albuquerque, N.M. His father, Marcos Rodriguez, owns KESS(FM) Fort Worth and KLAT(FM) Houston and is app. for new AM's in Carrollton, and Universal City, both Texas. Filed Feb. 15.

■ Charleston, S.C.—Caro Broadcasting Ltd. seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,996 ft. Address: 308-A South Elm St., Greensboro, N.C. 27401. Principal is owned by Lee D. Andrews (40%), Elise Davis-McFarland (20%) and David H. Wagner (40%). They have no other broadcast interests. Filed Feb. 15.

■ Bellevue, Wash.—Bellevue Telecasters Ltd. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,901 ft.; ant. height above ground: 571 ft. Address: 5002 159th Court, N.E., Redmond, Wash. 98052. Principal is owned by Marty Johnson (15% gen part.), A. Wray Fitch, Carlton Byrd, Ronald Ninowski, and Mark Rodriguez (all 10% limited partners) and 45% limited partnership oto be determined. Without Johnson, it is also app. for new TV in Charleston, S.C. (see above). Fitch has interest in app. for new FM's in San Diego and Bonita Springs, Fla., and with Byrd is app. for new TV in Charleston, S.C., and is one of applicants challenging RKO's FM renewal in Washington. Ninowski is broker with Washington media brokerage firm of Gammon & Ninowski. Rodriguez is app. for new FM in Albuquerque, N.M. His father, Marcos Rodriguez, owns KESS(FM) Fort Worth and KLAT(FM) Houston and is app. for new AM's in Carrollton, and Universal City, both Texas. Filed Feb. 15.

■ Bellevue, Wash.—Bellevue Broadcasting Co. Ltd. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,635 ft.; ant. height above ground: 272 ft. Address: 10900 North East Eighth, Suite 900, 98004. Principal is owned by Darlene C. McHenry (20% gen. partner) and limited partners: Marie G. O'Neill (30%); her son, Jerry (30%); Wayne D. Tanaka (10%), and Dennis D. Sutter (10%). Jerry O'Neill has interest in KUTF(TV) Salem, Ore. Filed Feb. 15.

■ Bellevue, Wash.—Ranier Broadcasting Co. seeks ch. 51; ERP vis. 1,440 kw; aur. 144 kw; HAAT: 1,867 ft.; ant. height above ground: 540 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is equally owned by Lawrence Rogow and Lezlie Lee. Rogow also has interest in firm that owns KREQ(TV) [CP] Arcata, Calif. Rogow also has interest in over 100 LPTV applications. He also has app.s for three new TV's and three new FM's. Lee is operations director at KPFF-FM Los Angeles. Filed Feb. 15.

■ Bellevue, Wash.—J&J Partners seeks ch. 51; ERP vis. 1,000 kw; aur. 200 kw; HAAT: 1,610 ft.; ant. height above ground: 374.5 ft. Address: 9063 Soquel Dr., Aptos, Calif. 95003. Principal is equally owned by John D. Schuyler, and his wife, Janie. Schuyler is also principal in International Broadcast Consultants, which is app. for new FM in Camden, Me.; new AM in Gardnerville, Nev.; six new TV's, and 25 LPTV's (see above). Filed Feb. 15.

■ Bellevue, Wash.—Flomaton Communications seeks ch. 51; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,635 ft.; ant. height above ground: 400 ft. Address: 3948 Merganser, Syracuse, N.Y. 13201. Principal is owned by Bessie Noble (51%) and James R. Young (49%). It has no other broadcast interests. Filed Feb. 15.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WGTO (540 khz) Cypress Gardens, Fla.—Seeks CP to increase night power to 5 kw. App. Feb. 21.

■ KIXI (880 khz) Seattle—Seeks CP to increase night power to 10 kw. App. Feb. 21.

##### Accepted

■ WASG (1140 khz) Atmore, Ala.—Seeks MP to increase

power during critical hours. App. Feb. 21.

■ WBOW (1230 khz) Terre Haute, Ind.—Seeks MP to make changes in ant. sys. App. Feb. 25.

■ WXKS (1430 khz) Medford, Mass.—Seeks MP to make changes in ant. sys. App. Feb. 25.

■ WJTN (1240 khz) Jamestown, N.Y.—Seeks MP to increase night power to 1 kw. App. Feb. 22.

■ KELI (1430 khz) Tulsa, Okla.—Seeks CP to increase signal in pattern nulls. App. Feb. 20.

■ KBND (1110 khz) Bend, Ore.—Seeks MP to change daytime TL and delete nighttime power increase. App. Feb. 20.

■ KCKX (1460 khz) Stayton, Ore.—Seeks MP to change TL. App. Feb. 21.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Seeks MP to change TL. App. Feb. 21.

■ WMBG (740 khz) Williamsburg, Va.—Seeks CP to make changes in ant. sys. App. Feb. 22.

#### FM's

##### Accepted

■ WELE-FM (105.9 mhz) Deland, Fla.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,607.2 ft. App. Feb. 19.

■ \*WMVU (90.7 mhz) McDonough, Ga.—Seeks CP to change TL and change ERP to 3 kw. App. Feb. 19.

■ WMJB (96.7 mhz) Wrens, Ga.—Seeks CP to change HAAT to 157 ft. and make changes in ant. sys. App. Feb. 21.

■ KDSX (98.3 mhz) Cubuck, Idaho—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to minus 10 ft. App. Feb. 21.

■ WYXX (96.1 mhz) Holland, Mich.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 19.

■ KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Seeks CP to change ERP to 100 kw and change HAAT to 678.96 ft. App. Feb. 19.

■ KHBN (92.7 mhz) Socorro, N.M.—Seeks mod. of CP to change TL; change ERP to .06 kw, and change HAAT to 1,910 ft. App. Feb. 21.

■ KRNO (106.9 mhz) Reno—Seeks CP to change TL and change HAAT to 2,956 ft. App. Feb. 21.

■ WCOM-FM (101.7 mhz) Urbana, Ohio—Seeks CP to change HAAT to 309.304 ft. App. Feb. 21.

## Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total*
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
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 STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to change ERP to 340 kw and change HAAT to 1,000 ft. App. Feb. 21.

■ WMGZ-FM (95.9 mhz) Sharpsville, Pa.—Seeks CP to change ERP to 3 kw and change HAAT to 328 ft. App. Feb. 19.

■ WZLD (96.7 mhz) Cayce, S.C.—Seeks CP to change ERP to 1.91 kw. App. Feb. 19.

■ WVTN (105.5 mhz) Portland, Tenn.—Seeks CP to change TL; change ERP to .31 kw and change HAAT to 495 ft. App. Feb. 19.

■ KITE-FM (105.5 mhz) Portland, Tex.—Seeks CP to change TL; change ERP to 2.5 kw, and change HAAT to 358 ft. App. Feb. 19.

■ KVMV (96.9 mhz) McAllen, Tex.—Seeks CP to change TL and change HAAT to 1,208 ft. App. Feb. 19.

■ KPLX (95.5 mhz) Fort Worth—Seeks mod. of lic. to install new transmission sys. App. Feb. 20.

■ WQKS (96.5 mhz) Williamsburg, Va.—Seeks CP to change HAAT to 444 ft. App. Feb. 21.

#### TV's

##### Accepted

■ WHCT-TV (ch. 18) Hartford, Conn.—Seeks CP to change ERP to vis. 3,258 kw and change HAAT to 1,115.1 ft. App. Feb. 25.

■ \*WCAE (ch. 50) Gary, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,623 ft., and change TL. App. Feb. 21.

■ WAVE-TV (ch. 3) Louisville, Ky.—Seeks CP to change HAAT to 1,820 ft. and change TL. App. Feb. 19.

■ WULT-TV (ch. 20) New Orleans—Seeks MP to change ERP to vis. 2,275 kw, aur. 227.51 kw; change ant., and change TL.

■ KREN-TV (ch. 27) Reno—Seeks MP to change ERP to vis. 1,840 kw, aur. 184 kw and make changes in ant. sys. App. Feb. 21.

■ \*WUNG (ch. 58) Concord, N.C.—Seeks MP to change ERP to vis. 1,240 kw, aur. 124 kw; change HAAT to 1,290 ft., and make changes in ant. sys. App. Feb. 25.

#### Actions

#### AM's

■ KGEM (1140 khz) Boise, Idaho—Granted app. to increase day power to 50 kw; change TL, and make changes in ant. sys. Action Feb. 13.

■ WHTC (1450 khz) Holland, Mich.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ WERA (1590 khz) Plainfield, N.J.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ WHLO (640 khz) Akron, Ohio—Granted app. to add night service with 500 w and make changes in ant. sys. Action Feb. 13.

#### FM's

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Granted app. to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. Action Feb. 11.

■ KFMB-FM (100.7 mhz) San Diego—Granted app. to install aux. sys. Action Feb. 11.

■ WLYQ (95.9 mhz) Norwalk, Ga.—Granted app. to install aux. sys.; change ERP to 1.29 kw, and change HAAT to 215 ft. Action Feb. 11.

■ \*WLPE (91.7 mhz) Augusta, Ga.—Dismissed app. to change ERP to 4 kw; change HAAT to 600 ft., and make changes in ant. sys. Action Feb. 6.

■ WCBK-FM (102.3 mhz) Martinsville, Ind.—Granted app. to Returned app. to 3 kw. Action Feb. 11.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Granted app. to change ERP to 1 kw. Action Feb. 14.

■ KTFC (103.3 mhz) Sioux City, Iowa—Dismissed app. to change ERP to 100 kw and change HAAT to 280 ft. Action Feb. 6.

■ \*KWIT (90.3 mhz) Sioux City, Iowa—Dismissed app. to make changes in ant. sys. Action Feb. 6.

■ KNXR (97.5 mhz) Rochester, Minn.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action Feb. 13.

■ \*KLJC (88.9 mhz) Kansas City, Mo.—Returned app. to change ERP to 100 kw; change HAAT to 372 ft., and make changes in ant. sys. Action Feb. 6.

■ WKNZ (101.7 mhz) Collins, Miss.—Dismissed app. to



Includes such exhibitors as:

AMPEX CORPORATION	IDC SERVICES, INC.
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3M COMPANY	DARINO FILMS
EASTMAN KODAK CO.	SONY
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MILLIMETER	RCA BROADCAST SYSTEMS DIVISION
PANASONIC	Z-AXIS
VALENTINO MUSIC LIBRARY	

PRODUCTION CONFERENCE March 14-17, 1985 New Orleans Hilton Riverside & Towers

## AGENDA

### General Sessions:

- Production Techniques
- Management Techniques for the Production Manager and Producer
- New Production Horizons

- Post Production Techniques
- Computer Graphics and Animation
- Production Department Relationships (news, sales, engineering)
- Producing Public Affairs Programs
- Sports Production

### Workshops:

- Lighting (set design, audio, studio, remote)
- Budgeting (releases, payroll, studio, remote)
- Commercial Production (tape, film, on-location)

Contact:  
Phil Corvo or Nick Orfanopoulos (212) 949-9890  
NATPE International, 342 Madison Avenue  
Suite 933, New York, New York 10173

### Fees:

- Registration—  
\$150 per person
- Exhibition—  
\$8 per square foot

- I am interested in attending. Please send # \_\_\_\_\_ registration forms.
- Enter our reservation for exhibit space. We need \_\_\_\_\_ square feet. Please send details.

Name(s) \_\_\_\_\_

\_\_\_\_\_

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Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel. (\_\_\_\_\_) \_\_\_\_\_

change TL; change ERP to 3 kw, and make changes in ant. sys. Action Feb. 6.

■ WKYV-FM (106.7 mhz) Vicksburg, Miss.—Granted app. to change HAAT to 1,064 ft. Action Feb. 12.

■ KMTX-FM (105.3 mhz) Helena, Mont.—Granted app. to change ERP to 89 kw; change HAAT to 1,905 ft., and make changes in ant. sys. Action Feb. 6.

■ WMGQ (98.3 mhz) New Brunswick, N.J.—Granted app. to change ERP to 1.25 kw and change HAAT to 531.36 ft. Action Feb. 14.

■ WFLC (102.3 mhz) Canandaigua, N.Y.—Granted app. to change TL; change HAAT to 300 ft., and make changes in ant. sys. Action Feb. 8.

■ WKZL (107.5 mhz) Winston-Salem, N.C.—Granted app. to install aux. sys.; change TL; change ERP to 7.8 kw, and change HAAT to 427 ft. Action Feb. 11.

■ KNDR (104.9 mhz) Mandan, N.D.—Granted app. to change TL; change freq. to 104.7 mhz; change ERP to 100 kw, and change HAAT to 852.8 ft. Action Feb. 8.

■ WBEA (107.3 mhz) Elyria, Ohio—Granted app. to change HAAT to 566 ft. Action Feb. 5.

■ WNIR (100.1 mhz) Kent, Ohio—Granted app. to change ERP to 3 kw. Action Feb. 11.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Granted app. to change HAAT to 987.28 ft. and change TL. Action Feb. 12.

■ KNFM (92.3 mhz) Midland, Tex.—Granted app. to change TL and change HAAT to 388 ft. Action Feb. 11.

■ KAOC (95.9 mhz) Port Lavaca, Tex.—Granted app. to change ERP to 100 kw and change TL. Action Feb. 8.

■ KRQU (102.9 mhz) Laramie, Wyo.—Granted app. to change ERP to 100 kw; change HAAT to 1,220 ft., and make changes in ant. sys. Action Feb. 13.

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
*WEBT	Langdale Educational Broadcasting Foundation, Langdale, Ala.
*WAPN	Public Radio Inc., Holly Hill, Fla.
*KNEO	Abundant Life Educational Broadcasting, Neosho, Mo.
*KSWP	Lufkin Educational Broadcasting Foundation, Lufkin, Tex.
*WNKV	Northeast Kingdom Broadcasting Inc., St. Johnsbury, Vt.
*WTRM	Timber Ridge Ministries Inc., Winchester, Va.
<b>Existing AM</b>	
WCCS	WRID Raymark Broadcasting Co., Homer City, Pa.

### Grants

Call	Assigned to
<b>New AM's</b>	
KKRE	Tri-Lakes Broadcasting of Colorado Inc., Monument, Colo.
WKZE	Chartcom Inc., Sharon, Conn.

WKYJ	Cumberland Valley Communications, Nicholasville, Ky.
WADU	Vand Broadcasting Service, Norco, La.

### New FM's

*FRWA	Troy State University, Dothan, Ala.
*KFMP	Prunedale Educational Association, Prunedale, Calif.
*KPRA	American Media Education Network, Ukiah, Calif.
KKMX-FM	Radio Colorado Northwest, Hayden, Colo.
WZLS	Multi-Media Broadcasting, Valdosta, Ga.
KLBN	Emanuel W. Skala, Albion, Neb.
KZKQ	James R. Galbreath, Mangum, Okla.
*KCOO	Patricia Ann Silva Educational Broadcasting Foundation, Coos Bay, Ore.
*KTGS	Great Plains Educational Trust, Rapid City, S.D.
KPLO-FM	Mid Continent Broadcasting Co., Reliance, S.D.

### New TV's

WNOD	Jamestown TV Associates, Jamestown, N.Y.
KBMY	WDAY Inc., Bismark, N.D.

### Existing AM's

KSMJ	KGMS Duffy Broadcasting Corp. of Sacramento, Sacramento, Calif.
WLFF	WLFW Century St. Petersburg Broadcasting Corp., St. Petersburg, Fla.
WBIU	WLBI Livingston Communications Inc., Denham Springs, La.
WMEX	WHUE Greater Boston Radio Inc., Boston
KXYC	KFTN Positive Communications Inc., Provo, Utah

### Existing FM's

KZSQ-FM	KVML-FM Crown Sierra Broadcasting Co., Sonora, Calif.
*WJIR	WMUO Key West Educational Broadcasting Foundation, Key West, Fla.
WMXJ	WCKO Rose Broadcasting Co., Pompano Beach, Fla.
WBSW	WBYG Gene Bilner Broadcasting Co., Kankakee, Ill.
WKKG	WCSI-FM White River Broadcasting Co., Columbus, Ind.
WIOE	WJRY Huntington Beach Corp., Huntington, Ind.
KQDF-FM	KANS-FM Dennis L. Franz, Larned, Kan.
WQXC-FM	WAOP Forum Communications Inc., Otsego, Mich.
KZBK	KQMO Dwight Carver, Brookfield, Mo.
WOJY	WGLD-FM Radio Station WGLD Inc., High Point, N.C.
WLCO	WMEX Family Broadcasting & Communications Corp., Clyde, Ohio
KYTE-FM	KRCK Henry Broadcasting Co., Portland, Ore.
KFYO-FM	KRUX South Plains Broadcasting Inc., Lubbock, Tex.
KSMG	KTXB KTXB Inc., Seguin, Tex.
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## RADIO

### HELP WANTED MANAGEMENT

**General manager.** FM radio station. Stock investment required. Must have radio experience. Resume, with salary expected, confidential, to Ruth White, Box 67, Covington, IN 47932.

**Local sales manager NW.** Satellite office, population 132K. Salary, commission, incentive bonus. Sales experience a must. We want you to develop the territory. For more info, call Roger McDowell, Magic 96FM (covers over 7000 sq. miles state of Washington), 509-529-8000.

**Sales manager.** National chain of broadcast schools is expanding. Looking for national sales manager with heavy motivational capabilities, detail and computer oriented, and self-starter. West coast based. Some travel. Resume/cover letter to President, CSB, P.O. Box 1970, Hollywood, CA 90028.

**Corporate manager** for growing, quality Christian broadcast group of 4 Midwest stations. We're ready to grow—now! Right person must be ready to grow with us, and manage that growth. Must have strong experience managing, marketing, and getting things done. Must understand quality Christian programming concepts. Must be genuine leader of people. Everything in background must point to success in this position. Complete information to Dick Bolt or Rich Bolt, Bolt Broadcasting Co., 10841 E. 28th St., Independence, MO 64052, 816-252-5050.

**General manager.** Small mkt. suburban top 50 seeks strong sales mgr. to run solid community AM with great Arbitron #'s. Great entry level mgmt. position with growing group. \$17,000 + large bonus potential. Resume to Box H-17.

### HELP WANTED SALES

**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.

**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.

**Small market salesperson.** Successful clear channel AM with broad coverage over a number of small towns. Needs prospector & closer. Salary plus excellent commission. Great Sunbelt area, with lakes and mountains. Resume to Tom Nichols, KWXI, Box S, Glenwood, AR 71943. EOE.

**Third largest** billing station in market offers excellent opportunity for strong general sales manager. Looking for individual to manage, motivate, lead already successful news/talk station. Qualified persons send resumes to Mr. L. Wilson, P.O. Box 4189, Little Rock, AR 72214.

**Knoxville's fastest growing** radio station needs salespeople immediately. Resume: Sales Manager, WBZW Radio, 1707 Depot St., Powell, TN 37849. EOE.

**Account executive.** AM/FM combo. Excellent growth potential for aggressive salesperson. Top rated station in market. Salary, commission, bonus, benefits. All this and more in warm, sunny south Florida. Radio experience a must. WKWF/MAIL, 305-296-7575. EOE.

**Cape Cod.** Tremendous opportunity for ambitious account executive looking for advancement. Two oldest and most prestigious stations on Cape Cod seeking sales personnel. Immediate openings. Resume to P.O. Box 668, West Yarmouth, MA 02673. EOE.

**Account executives:** 98 Fame, Poughkeepsie, NY, soliciting for experienced performers, self-starters. Experience necessary. Wheel spinners need not apply. Resume and performance outline cover letter. Do not call. GM, 319 Mill St., Poughkeepsie, NY 12601. M/F, EOE.

**Fort Wayne's no. 1** and only combination expanding sales staff. Seek aggressive, stable, self-starter to sell combo. Great ratings, training, resources, \$\$\$, super community. Resume to WQHK/WMEF, P.O. Box 6000, Fort Wayne, IN 46896. EOE.

**Sales manager.** Growing FM, medium-sized Illinois city. Must be promotion-minded, able to supervise sales staff, carry own list. Salary, override, generous incentives. Potential growth to GM. Resumes to Box H-14.

### HELP WANTED ANNOUNCERS

**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.

**Easy/AC morning drive.** New England's second largest city. 50K FM, WSRF. Worcester's #1 station looking for top notch morning person. Relate to morning adults. Hands-off, to services. Smooth, tight board. Warm, bright delivery. Group-owned. If you have the big market sound we're looking for, we'll make it worth your while. T & R to Rich Roy, PD, Box 961, Worcester, MA 01602. EOE.

**Announcer-program host** - classical music. Commercial radio experience, knowledge of classical music essential. Programming opportunities. Resume & tape first letter. WFMR, 2457 N. Mayfair, Milwaukee, WI 53226. EOE, M/F.

**Major FM easy** listening station, NE Ohio metro, seeks bright, personable, experienced professional with the voice and style to keep our listeners tuned in. Salary negotiable. Tapes/resumes to Pam Miller, WDBN-FM, 4986 Gateway Dr., Medina, OH 44256. EOE.

**Morning drive person.** Northwest Pennsylvania full-time AM. Enjoy radio in active small market. Tell us about yourself. Tape/resume to Robert Sauber, WTIV, P.O. Box 184, Titusville, PA 16354.

**Announcer.** International broadcast/translator and script writer. Resumes to AEC Coordinator, Oregon State Employment Security Dept., 875 Union N.E., Salem, OR 97311. Job Order No. 1932494. Job Description: Translates Biblical and other Christian religious documents and/or scripts from English to Urdu following established rules pertaining to factors such as word meanings, sentence structure, grammar, punctuation, mechanics. Edits, rewrites, adapts material already in Urdu to appropriate format for international Christian broadcasts. Creates new expository, descriptive, and analytical Biblically-based broadcast scripts in Urdu. Reads announcements & broadcast scripts in Urdu language. Requirements: 2 years' study in college or university, with major study in field of humanity or arts, plus two years' experience in the field. Must be fluent in speaking, writing, reading Urdu and English. Salary: \$1600 per month, plus time and one half for overtime. Position offers prevailing working conditions, 40 hours per week, 8AM to 5PM. Position in Portland, OR. On the job training not offered. EOE.

**Regional Northern New England** station has immediate opening for dynamic play-by-play and sports feature announcer. Successful applicant must have basketball, hockey, & baseball play-by-play experience. Must have tape editing ability. Station broadcasts college hockey and basketball plus AA baseball. Previous fulltime sportscasters now with major league baseball broadcast teams. Tape/resume mandatory. Experienced applicants only. Send to Program Manager, WVMT Radio, Box 620, Colchester, VT 05446. No calls, please. EOE.

**Immediate opening** for morning drive personality. Hot hits FM, central North Carolina. Above average pay with benefits. Great working environment. Tape/resume to Billy Freeman, WFJA, P.O. Drawer R, Sanford, NC 27330. 919-776-9352. EOE.

**New Delaware adult** contemporary AM station wants morning personality. Excellent communicator skills required. Good benefits/salary to right person. No beginners please. Tape/resume to WYUS, Box 324, Milford, DE 19963.

**Top NY metro** seeks weekend/relief announcers/DJ's. Mature, professional voices only. No rockers, no beginners. Must be NYC-area based. No calls. Tape/resume to: Operations Director, WHLI/WKJY, Hempstead, NY 11550. EOE/MF.

**Exceptional, creative,** high profile morning pro for hot country FM, medium market capitol. Upbeat, tight entertainer to lead city takeover. Midday production ace also needed. Resume now to Box H-32.

### HELP WANTED TECHNICAL

**Communications manager.** GM-391-14, \$44,430 p/a. Washington, DC. Chief of technical operations, Radio Marti program. Technical and managerial experience required in AM, MW, and HF audio broadcast systems, production/studio design, operations, and maintenance. Background in planning & managing broadcast/production support services, knowledge of technical capabilities/operations and regulations (FCC/NTIA/ITB/IFRB) for international broadcasting. Responsible for 50-KWAM station, 3 studios, program circuits, etc. Submit application to USIA/Radio Marti Program, Att: VOA/MP-BM, 400 6th Street, SW, Washington, DC 20547. USIA is an EOE.

**Chief engineer/broadcast electronics instructor.** KALW-FM (NPR affiliate) seeks hands-on chief engineer also willing to instruct adult class in broadcast electronics. Duties include studio/transmitter maintenance, preparation of specs, installation of new transmitter/SCA facility. Min. 5 years' experience, plus ability to acquire Calif. vocational credential. Resume/salary history to KALW, 2905 21st St., San Francisco, CA 94110. Licensed to SF Board of Education. EOE.

**Chief engineer.** Unique opportunity for self-motivated, hands-on individual. Major market FM. Must have FM maintenance experience. Will be responsible for all engineering functions. Resume to Darby Cunningham, VP/GM, KMAX, 3844 E. Foothill Blvd., Pasadena, CA 91107.

**We're looking** for thoroughly knowledgeable chief for leading class C FM/AM combo. State of the art showplace facilities. Salary in excess of \$20K plus equity earnings in FM paging system. Applicants must have solid background, good references, interested in building a future. KOOI/KEBE, Jacksonville, TX, 214-586-2527.

**Broadcast technician supervisor.** \$2015 - \$2580 per month. Need immediately—supervisor position, four-station Washington State University telecommunications system. Requires five years' fulltime experience in radio or TV broadcast technician work which has included one year of lead/supervisory experience. Possession of first class FCC radio-telephone operator's license. College or technical school training in radio, TV, or electrical engineering may be substituted year-for-year for up to four years of required experience. Apply by March 14, 1985, to Staff Personnel, 134 French Administration Building, Pullman, WA 99164-1014, 509-335-4521. WSU, an EOE.

**Chief engineer.** AM/FM. Greenville-Washington NC market. Must have background in automation and maintenance of equipment. Some knowledge of computers desired. Resume/salary requirements to Box H-39.

#### HELP WANTED NEWS

**Upper Midwest group** has 3 news openings in various markets. Applicants send tape/resume to Don Nordine, P.O. Box 997, Grand Forks, ND 58206.

**Virginia.** Small market needs news director/sports director. Great area to live/work. Tape/resume immediately to WLCC-FM/WRAA-AM, P.O. Box 387, Luray, VA 22835. EOE.

**Professional newsperson** wanted. Writing skills and good delivery essential, plus "nose for news." Tape/resume to KBAT Radio, 3306 Andrews Hwy., Midland, TX 79703. EOE.

**Radio news/public affairs producer.** WMUB. Open now. Develop, produce weekend news, magazine programs. Produce, host public affairs programs. Gather, produce hard, soft news features. Assist training, critique students. Academic responsibility: teach one course in mass communication. Experience in CPB qualified public, or commercial radio station required. Master's degree or equivalent additional experience required. Competitive salary, liberal benefits. Applications accepted until filled. WMUB is 30KW, NPR, 24-hr. Application letter, resume, non-returnable audio audition cassette, three letters of reference to: Search Committee, WMUB, Miami University, Oxford, OH 45056. No phone calls. Miami University and WMUB follow affirmative action recruiting/hiring practices, and are equal opportunity employers. Women and minorities encouraged to apply.

**News director.** Medium market AM, east Tennessee. Must be experienced self-starter, have ability to motivate others. Resume, references, salary requirements to Box H-15.

**Feature reporter** for this beautiful city, northern Illinois. Minimum 2 years preferred; will consider recent graduates. Resume, tape to WZOE, Box 69, Princeton, IL 61356. EOE.

**Missouri group** seeking experienced newspeople skilled in all phases of news: gathering, editing, delivery. Good interview skills required. Must be able to handle remotes from fairs to fires. Must have initiative and generate own news ideas while working within the system. Tape/resume to David Shepherd, KWIX, Box 619, Moberly, MO 65270.

**Northern Illinois AM/FM** seeks news/anchor capable of generating and writing local news. Ability in sports play-by-play can increase income. Minimum two years' experience. Tape, salary background, resume to Jim Feather, P.O. Box 177, Rochelle, IL 61068. EOE.

**Looking for best** small market news anchor/reporter in the country. Good delivery and writing skills for resort area AM/FM combo. EOE. T&R to: Chuck Marcus, WJWL/WSEA, 701 N. Dupont Highway, Georgetown, DE 19947.

**Are you qualified** to direct small, professional radio news operation? Can you anchor morning shift with strong delivery, combined with sound writing skills? This award-winning central Virginia station offers unusual benefits and working conditions. Complete written resume and salary requirements to Box H-38. EOE.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Program director.** Take charge individual. Handle all aspects of programming, production, and remotes for small market, extremely active, news and community-minded regional station that has been extremely well respected for over fifty years. Mid-morning air shift. Good pay/benefits. Resume/tape to Tom Beardsley, WDEV, Box 550, Waterbury, VT 05676. EOE.

**Operations manager.** AM/FM. Greenville-Washington NC market. Must have background in automation, promotion, production, on-air experience. Also some knowledge of computers helpful. Resume to Box H-40.

#### SITUATIONS WANTED MANAGEMENT

**General manager.** 21 years as achiever. Aggressively consistent in producing sales/profits. Take charge individual with strong organizational skills. Experience includes managing all size markets. Want an achiever with excellent credentials? Write Box G-133.

**Seeking operations** or programming position at AC or country station, large/medium market. 23-year professional. 3 years' sales experience. Ron, 314-428-3132.

**Selling manager.** 30 yrs. small, top 2 mkts. GM, GSM, PD, DJ, PBP, 1st phone. Ideas, achievements, results. Administrator, motivator, trainer, money maker. 602-427-3662.

**General manager.** Sales manager, group executive. I know the business. Increase your billings with professional selling. Prefer top 100 market, any area. 614-868-5403.

**More than ten years** as successful GM looking for stable medium market station or group responsibility. Solid marketing professional. Prefer Southeast or Midwest; will consider all opportunities. Box H-16.

**General manager.** Proven record in sales, successful programmer, accomplished engineer. 13 years as GM. Top 100 markets. Box H-23.

**General manager.** Large Northeastern market. History of success and profits. Experience, skills, abilities. Seeks relocation to warmer climate. Box H-24.

**Top general mgr./sales mgr.** available to help your station to the top in sales and programming. Medium market preferred. Your reply held in strict confidence. Box H-28.

**Wanted:** turnaround opportunity. Medium market. Comprehensive experience. MBA marketing. Frederick K. Baur, 214-661-9363.

**Can do it all.** Seeking take-charge position in small or medium market. Experience in sales, news, sports, programming, announcing. Box H-34.

**Seeking position** as manager/sales manager for small to medium market. Progressive, self-motivator with communication/marketing skills including strong knowledge of station operation procedures. Proven track record; able to train/motivate personnel. Box H-37.

#### SITUATIONS WANTED SALES

**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

**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.

**On-air, production,** news, operations, some GM experience. Enjoy working hard to be #1. Team-oriented. Sascha Rosen, 619-873-7792 (CA).

**Experienced morning** and afternoon drive talent available immediately. Craig, 915-267-1126.

**News/talk professional** with proven ratings available for telephone call-in or anchor-reporting. Mike Gray, 303-759-8854.

**Female announcer**—experience, news, sports, production, disc jockey. Looking for work in Connecticut. Lynn, 203-874-2152.

**Recent college graduate,** two years campus radio experience, looking for a start. Able to produce solo newscasts. Adult, top 40, MOR, sports especially. Will try and succeed with anything. Very eager to begin. Howard, day or night, 216-381-3960.

**MOR/EZ/news**—talk/country. Seasoned pro seeking stable operation. No consultants. Bud Andrews, 904-744-5750.

**Operations manager.** Versatile, young, experienced large and small market. Want more air time. Will consider just announcing position. PBP experience. Box G-81.

**Completely insane morning** man. Seven years' radio. Lots of voice characters. Will relocate anywhere. Currently mornings in 22-station market. Prefer CHR or A/C format. 704-545-4630.

#### SITUATIONS WANTED TECHNICAL

**Need help?** Former director and chief available for major construction or routine maintenance. Available by day, week, or month. 615-579-1135.

**Attn. 80-90 applicants:** engineer interested in helping; possibly partnership. Have 10,000 oldies; want late night airtime, too. Duke, 415-648-4800.

**1st phone announcer.** 15+ years' experience includes AM/FM, transmitter/studio/automation. Midwest. Box H-4.

#### 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.

**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.

**Consummate journalist,** national awards for talkradio, hard news, documentaries, investigative reporting. Brochure will knock your socks off. Box G-94.

**Sportscaster.** All sports PBP, 6 yrs. NCAA Division 1. High school experience. 216-449-5091

**Major league baseball** PBP/mktg. position sought by 8-yr. pro w/SD, PD, sales, sports talk experience. Let's play ball! Tom Rich, 516-922-5937.

**Veteran** of Edward R. Murrow award-winning newsteam available as your news director or correspondent. 8 yrs. Statehouse reporter. If you can offer attractive salary/climate, let's talk. Bill Fields, Columbus, OH, 614-466-3306; 614-228-7150.

**Sports director** looking for medium to large market. Accurate and objective PBP, solid reporting skills, & credentials. 201-763-5587.

**Knowledgeable/energetic** sports announcer, approx. 1 year's experience, seeks on-air challenge. Can do all: reporting, PBP, commentary, etc. Good voice/distinct delivery. Published writer; newspaper background. Prefer west/midwest, but open to offers. Jim, 619-223-7534. Tape/resume available.

**Talk show host.** Aggressive, issue-oriented; also into empathy. Major market experience. Doctorate degree. Can do liberal, conservative, or yuppie. Box H-13.

**Sportscaster,** 8 yrs.' exp. PBP & reporting. Looking for permanent position. John, 806-355-3747.

**Major market news** anchor, formerly with KFVB, KFRC, WNEW. Seeking similar position. 602-266-9229.

**Sportsaholic** eager to crack your starting lineup. Sportscasting Illustrated calls me a "Blue Chipper". Dennis, 614-666-7033, nights EST.

#### SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Attention:** owners/GMs. Take charge operations mgr., program director, CHR/AC/top 40, available. DJ, production, ratings. KY, OH, IN. Box G-134.

**Recent college grad,** 2 years' media experience. 1 year TV production, looking for a start. Goal is to become reporter/sportscaster, but I'm willing to begin at any news position. Howard, 216-381-3960.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Program director.** Top-rated network affiliate, Western Sunbelt market, needs smart, take-charge PD. Must have good communication skills (written & oral), be able to work well with peer managers and subordinates. Sound educational background and good current TV industry track record required. Should know enough about production to be innovative leader of director staff, should have knowledge of FCC rules and regs. An important job with one of America's most celebrated groups. Women/minorities encouraged to apply. Resume to Marc Edwards, KFSN-TV, 1777 G St., Fresno, CA 93706.

**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 wanting to move up to #1. Must be willing to work long hours & have a minimum of two years TV experience. Resume/salary requirements to Box G-84. EOE/MF.

**Promotion manager.** Applicant should be creative person with good writing ability, organizational, & production skills. Person selected will have to be able to work well with all departments within the station, as well as advertising agencies and organizations outside the station. WLNE-TV is very heavy in ongoing news & movie promotion. Resume to John D. Quinlan, General Manager, WLNE-TV Inc., 430 County St., New Bedford, MA 02741. No phone calls. Equal opportunity employer.

**Director of program production.** Seek experienced production manager/producer-director. Head production unit of well-equipped, top-rated PTV station. Sets policies, standards, & procedures for all productions. Works with top management to set station goals and objectives. Responsible for department budget. Recommends equipment purchases. BA/BS in communications or related field and 4 years' TV production experience required. Master's degree and management experience preferred. Salary: minimum \$20,000. Apply: WUFT-TV, Search Committee, Weimer Hall, University of Florida, Gainesville, FL 32611. Deadline: Mar. 15, 1985. WUFT-TV, an equal opportunity/affirmative action employer, encourages applications from women and members of minority groups.

**Group owner.** Immediate positions available for corporate program manager, promotion manager, business manager and sales-experienced general managers. Independent experience preferred. Resume/salary history to Box H-36 as soon as possible. We're a new station group with desirable markets and ownership potential.

#### HELP WANTED SALES

**Advertising salespeople** required in various marketing areas to sell TV advertising to local and/or national accounts. Excellent commissions to ambitious self-starters. Resume of experience, market area covered, etc., in confidence to Advertising Dept. BC2TV, 7319 E. Stetson Dr., #2, Scottsdale, AZ 85251.

**TV marketing/sales-production co.** with 2 prestigious TV series on Asia needs aggressive, flexible person to sell TV ads and help map marketing course of young, dynamic company in midst of dramatic growth. Unlimited opportunity and earnings potential. Salary commensurate with experience. Resume treated in confidence. Ms. Kan, P.O. Box 1326, FDR Station, New York NY 10150.

**Local sales manager.** Mid-Atlantic ABC-NBC affiliate. Small market pro who desires above average compensation in growth market. All-new Ampex production equipment just installed. Resume to Frank Pilgrim, GM, P.O. Box 321, Salisbury, MD 21801. EOE,M/F.

**Sunbelt independent,** top ten market, seeks experienced account executive for major list. Position requires retail development creativity and major agency negotiating skills. Contact Roy Cohen, VP/Local Sales Manager, KRIV, Metromedia, Inc., P.O. Box 22810, Houston, TX 77227. EOE.

**Well established,** small market TV station in shadow of Dallas/Ft. Worth Metroplex seeks experienced account executive who can develop new business. Applicants must have strong sales background. Company currently constructing another station, so promotion for right person is definite. Write Personnel Director, PO Box 6886, Tyler, TX 75710. EOE/MF.

**Account executive.** Fast-growing independent, 37th market, seeking aggressive individual with college degree and independent TV sales experience. Successful candidate will handle existing list, develop new business. Resume to Dennis Christine, Regional Marketing Manager, WHNS-TV, Interstate Ct. at Pelham Rd., Greenville, SC 29607. EOE,M/F.

**TV station account executive** for local sales. Successful sales background, preferably in TV. Flexible working hours; some overnight trips. Must have strong interpersonal relationship skills with clients and co-workers and able to collect past due accounts. Pleasing personality, well-groomed appearance required. Send resume to Box H-2. EOE. Applications must be mailed before Mar. 15.

**Account executive**—WTEN-TV, ABC affiliate, Albany, NY looking for aggressive, self-motivated account executive with at least two years' proven sales experience. Must work well with local retailers, agencies, able to develop new business. Resume to John Fingar, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

**General sales manager.** Florida CBS affiliate. Must have experience in local and national sales management and strong desire to work. Will work closely with general manager in fast growing market. Only those with proven ability need apply. Excellent future for right person. Resume/salary history to Box H-31. EOE.

**General sales manager.** Group-owned, Midwest affiliate seeking aggressive, creative, management-oriented sales manager. Must have management experience in both local and national sales. Resume/salary requirements to Box H-35. EEO-M/F.

#### HELP WANTED TECHNICAL

**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.

**Chief engineer.** Network UHF affiliate has challenging opportunity for aggressive individual experienced in all facets of TV engineering. RCA UHF transmitter experience highly desirable. Salary \$22K- \$24K. Reply in confidence to Betty Marshall-Walker, P.O. Box 6237, Dothan, AL 36302, 205-793-1818.

**TV maintenance engineer.** CBS affiliate looking for maintenance engineer experienced with Sony VTRs, Ikegami ENG, film, studio cameras, and related studio equipment. VHF transmitter experience desirable. General class license preferred. Contact: Gene Gildow, CE, WTKR-TV, 720 Boush St., Norfolk, VA 23510. 804-446-1330. EOE.

**Software engineer** - Florida video post production equipment manufacturer has opening for engineer with a video, software, and hardware background to develop software for major project. Call Robert Hemsley, Manager of Research & Development, 305-920-0800.

**Maintenance engineer.** Top ten market. PBS station. Excellent opportunity with growth potential. Min. 3 years' maintenance experience, SBE certification, FCC general class, college degree preferred, competitive salary. Resumes to Gilda Jones, KERA TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201.

**KRIV-TV, Metromedia,** Houston, TX currently has studio & transmitter maintenance engineer positions open. Positions require minimum 3 years' experience and general license. Transmitter positions require strong UHF background. Resume to Wendell Wyborny, VP/Chief Engineer, KRIV, P.O. Box 22810, Houston, TX 77227. EOE.

**Maintenance technician.** Must have minimum 5 years' experience in maintenance and operation of TV systems and equipment. Extensive knowledge in maintenance of videotape equipment required. Resume to Jackie Woods, Personnel Coordinator, WFLD, 300 N. State St., Chicago, IL 60610. Metromedia, Inc., an equal opportunity employer.

**Engineering supervisor.** Southern California VHF network affiliate. Submit summary of qualifying experience to General Manager, KECY-TV, 646 Main St., El Centro, CA 92243.

**Transmitter supervisor.** At least 5 years' transmitter experience, plus first or general class license necessary. Recent new facility with RCA equipment. Microwave and satellite experience helpful. Salary commensurate with experience. Contact Don Stafford, KOTV, P.O. Box 6, Tulsa, OK 74101. 918-582-6666, M/F, EOE. Belo Broadcasting station.

**Gulf Coast UHF indie** has immediate opening for leading edge maintenance engineer. Direct experience with Sony 1"VTR's, Quantel digital effects, Chyron, and PC hardware/software are big plusses. Sony 1/2" camera/VTR experience makes you a star. Call now, CE, 504-569-0989.

**Maintenance technician** with strong TV/broadcast transmitter background for radio/TV production center in the heart of the Northern Rockies. Well-funded operation with all new equipment and building. Provide leadership in TV, assist with NPR station serving most of Western Montana. Salary competitive. Resume, names/phone numbers of professional references to Ken Fielding, Director, Telecommunications Center, University of Montana, Missoula, MT 59812. Review begins Mar. 18, continues until position is filled. AA/EOE.

**Maintenance engineer/supervisor.** Experienced in studio systems, 3/4", microwave, RF systems. General license. Independent two stations U. Resume to Director of Engineering, P.O. Box 2038, Merrifield, VA 22116-2038.

**Electronic technician/TV.** Montgomery College, a multi-campus community college in suburban Maryland, has immediate need for experienced electronic technician to work as part of production team in the development of instructional programs. Duties include repair and maintenance of professional color TV studio and remote equipment and closed circuit TV distribution system. Experience in planning and installation of TV production equipment for cable a plus. Excellent fringe benefits. Send resume, with above position title noted, by Mar. 15, 1985, to Montgomery College, Personnel Office, 51 Mannakee St., Rockville, MD 20850, or call 301-279-5353 for application. EO/AA/title IX employer.

**Chief engineer.** WLYH-TV, Eastern Pennsylvania UHF-TV station, needs a qualified person with supervisory and maintenance experience in both studio and transmitter operations. FCC first class radiotelephone or general class license required. Excellent career opportunity with group-owned station. Equal opportunity employer. 814-944-2031.

#### HELP WANTED NEWS

**General assignments reporter.** Well-equipped and staffed capital city news department with solid reputation. Must be able to shoot and edit. Resume/tape to Bob Howell, News Director, WSFA-TV, P.O. Box 2566, Montgomery, AL 36196. Equal opportunity employer.

**Reporter/photographer.** Wanted: tough, imaginative self-starter with at least one year street experience. For two-person bureau, gorgeous SW FL coast. Tape with samples of reporting and shooting to News, WBBH-TV, 3719 Central, Ft. Myers, FL 33901.

**Night assignment editor.** Supervise staff for 6 & 11 at station on beautiful SW FL coast. Must have strong journalistic, management, production skills, experience. Tell us why you're right for the job. Write News, WBBH-TV, 3719 Central, Ft. Myers, FL 33901.

**News producer.** Immediate opening for creative, experienced producer. Must have good writing skills/good news judgement. Resume/aircheck/references/salary history to Duane Wallace, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE/M/F.

**Now is the time** to send your tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**Reporter.** Experienced. Resume/tape: News Director, KSWO-TV, P.O. Box 708, Lawton, OK 73502.

**Assistant news director/anchor.** Experienced in all phases. Resume/tape: News Director, KSWO-TV, P.O. Box 708, Lawton, OK 73502.

**Producer 10 p.m.** Competitive medium market, Midwest. Locally oriented, highly visual, fast-paced newscast. Must have line producer experience. Resume/tape to Arlin Stevens, KSNW-TV, 833 N. Main, Wichita, KS 67201.

**Start up news operation** looking for anchor, weather and sports anchor, and news reporters. 117th ADI market; great opportunity for people wanting to grow with new broadcasting company. Resume/salary requirements to Earl Noel, General Manager, KVEO-TV, 394 N. Expressway, Brownsville, TX 78521. Equal opportunity employer.

**Beat reporter.** No. 1, award-winning station. Will cover law enforcement agencies and courthouse trials. At least one year of reporting experience a must. Tape/resume to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

**Meteorologist.** Looking for good communicator. Will take over weekend weather; help with weather effort planning and development. Technical computer graphics experience preferred. Resume/tape to Jonathan Knopf, KTBS-TV, Box 44227, Shreveport, LA 71134, 318-868-3644. EOE.

**Seasoned reporter** for Miami bureau of major independent network. Bilingual skills a plus. Tape/resume to Bill Schmidt, 7400 N. Kendall Dr., Suite #617, Miami, FL 33156. No calls.

**Anchor position.** Dynamic co-anchor needed for major market newscasts. Successful candidate should have anchoring and reporting experience. Currently a morning and noon position, with room to grow. Resume/tape to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. No phone calls. EOE/M-F.

**News Department** needs: Anchors, reporters, weather, sports, producers. Excellent & immediate positions. Confidential. 919-756-9244.

**Sports director.** Midwest network affiliate seeks small market pro ready to move up. Looking for innovative approach and understanding that sports is not confined to professional & college playing fields. Two years TV experience needed. Resume to Box H-6.

**Texas TV station** needs excellent executive producer or producer (no stackers & timers), managing editor (minimum 3 years' experience) and weekend weather anchor (2 years experience). Resume only to Box H-10. EOE.

**Evening anchor.** Aggressive, small-market news department. No beginners. No phone calls. Tape, resume, salary requirements to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager.** Sunny South, outside of top 100 market, network affiliate. Excellent building, equipment. Resume, references, salary requirements to Box G-91. Strictly confidential.

**Broadcast director.** ABC affiliate with new state of the art equipment looking for experienced (2yrs.) director/graphics producer for 6 & 11 double anchor newscasts. Must switch, be familiar with Ampex 4100 or similar switcher, ADO, ESS, 1". Resume/ salary reqs. to Ramon Delarosa, P.O. Box 321, Salisbury, MD 21801. EOE, M-F. Demo tape after initial contact necessary.

**Commercial producer** with imagination and flexibility needed to join commercial production unit of #1 station, top 40 market. Must demonstrate strong writing skills and good understanding of the retail advertiser. Responsibilities include overseeing field production, editing, and post-production. Minimum two years' experience. Resume/tape to WRAL-TV, Corporate Department of Human Resources, P.O. Box 12000, Raleigh, NC 27605-2000. EOE/M-F.

**Creative services director.** Southeast network affiliate. Top 40 market. Supervise promotion, public service, art departments. Prefer 5 years in supervisory position. Resume to Box G-125.

**Editor/writer.** Public broadcasting (WNED, WNED-FM, WEBR, Buffalo, NY). At least 2 yrs.' experience. Constant deadlines, long hours. Write, edit, produce 32-page monthly program guide of features, information, and radio/TV listings. Also, heavy ad copy writing; weekly press releases; quarterly press kits. Must know publications mechanics. Need conscientious self-starter with high motivation. Send samples, with resume; to Publicity Dept., Office B, WNED-TV, Box 1263, Buffalo, NY 14240. Equal opportunity employer.

**Promotion producer/coordinator.** Excellent opportunity for creative, enthusiastic, ambitious person in newly created position. Successful candidate will have strong writing skills, be deadline oriented, self-motivated. Ability to work well as part of a team essential. Understanding of TV news promotion a must. Resume to Sally Briley, WCPX-TV, P.O. Box 66000, Orlando, FL 32853. No phone calls. EOE.

**Producer/director.** Responsible for producing and directing instructional TV productions for statewide Nebraska ETV network. Requires Bachelor's degree in broadcasting or related field, with three years experience in TV production. Equivalency considered. Salary \$21,136 minimum. Deadline Mar. 18. Apply to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EEO.

**Producer/talent.** Syracuse PBS affiliate. Position entails initiating, planning, research and writing of various designated productions, as well as serving as on-air talent. Requires Bachelor's degree, plus experience in news, public affairs, or related areas of broadcasting; familiarity with ENG equipment and studio techniques; skills in interviewing & documentary production. Resume/salary history to Personnel, WCNV-TV/FM, P.O. Box 24, Liverpool, NY 13088. Affirmative action/equal opportunity employer.

**Producer/announcer/writer.** Immediate opening for director with experience, talent, enthusiasm, & skills in location and studio tape production. Whatever it takes to produce a selling spot from concept to completion, you'll have the freedom to create in this beautiful SE market. 3/4" cassette/resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

**Director/editor.** KTXA-Channel 21, in exciting Dallas/Ft. Worth market, looking for director/editor with minimum three years' experience. Must have heavy emphasis on commercial & sports production. Experience with 340X and GV 300 with Mark II DVE also a must. Resumes to KTXA, Dept. P., 1712 E. Randol Mill Rd., Arlington, TX 76011. Equal opportunity employer.

**Program manager.** KTXA-Channel 21, aggressive independent, exciting Dallas/Ft. Worth market, looking for experienced program manager. Must have 2-3 years' prior experience, preferably with an independent. Resumes to KTXA, Dept. PM, 1712 E. Randol Mill Rd., Arlington, TX 76011. Equal opportunity employer.

**Sunny south Texas** TV station looking for creative promotion manager. Must have minimum three years' experience as assistant or promotion manager. Public relations also part of this job. Contact Billy Brotherton, KIII-TV, Box 6669, Corpus Christi, TX 78411, 512-854-4733. 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.

**Top-notch community service/special events** producer-director-writer with hands-on experience and lots of imagination, able to keep pace with and produce attention-grabbing public service and community event campaigns. Top 15 market, Southeast. Resume/salary requirements to Box H-1. EOE.

**Large market** TV station looking for creative on-air producer with 2-3 years' hands-on experience. EOE/M-F. Resume to Box H-11.

**Promotions manager.** Excellent opportunity, sunny South. Network affiliate between 100 and 130th market. Excellent facilities, aggressive promotions policy, attendance at network and regional promotion meetings. Resume, references, salary requirements to Box H-33. Strictly confidential.

**Experienced art director.** ABC affiliate, top 25 Southwest market. Individual should have 3-5 years' experience as broadcast art director, plus college degree in commercial art or comparable. Will be responsible for overseeing and implementing all advertising print production, maintaining cohesive on-air graphic look, & managing art department staff. Must work well as part of creative team. Resume, broadcast reel, print samples, salary requirements to (no phone calls, please): Lynn Lovick, Creative Services Manager, KYVK-TV, P.O. Box 5068, Phoenix, AZ 85010. Arizona Television Co., an equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**General sales manager** - experienced in every area of TV management with outstanding achievement with affiliate-indy stations and major rep firm. Seeks station sales management assignment that matches qualifications & potential. Practical experience working/supervising all areas of TV sales management. Presently employed. Reply Box G-137.

**General manager!** 32 years practicing TV — since age 23! Outstanding achievements! Expertise: administration! Sales! Programming! News! Promotion! Specialist in turnarounds, startups, multiple-stations — network/independent; empire-building! Outperforms competitors! Produces spectacular ratings, sales, profits, prestige! Also, consultant/outside-director! 619-353-8033.

**Program director,** top 40 market, desires greater challenges; greater rewards. Ready for right PD, GM, or corporate position. Sound knowledge of total station operations/business. Team player; confident leader. Box H-29.

#### 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.

**3 1/2 years experience** - TV operations, light maintenance. General class license. Philadelphia, Baltimore, Washington and vicinities only. Reply Box G-139.

#### SITUATIONS WANTED NEWS

**Does your weather person** have low pressure? Inflate those ratings! Top 10 meteorologist seeks medium market prime position. Energetic, innovative, personable. 214-739-6614.

**Meteorologist.** Young, BS degree, smooth, sincere, CT native. Broad experience radio & on-air TV. Capable of reporting/anchoring. Tape/resume available. Matt Morano, 203-869-3877, evenings EST.

**Anchor with extensive** experience & reporter/producer credentials seeks prime slot with your station. Box G-140.

**Experienced newscast producer/field producer** currently working in top ten market looking for new opportunities. Reply Box G-141.

**Broadcast meteorologist**-personable, pleasant, credible delivery. Seeking a right start in broadcasting. TV/radio experience. Tim, 312-894-6349, CST, evenings.

**Producer looking** for fulltime job, East or near Midwest. Good track record, good ratings numbers. Rick, 216-332-9611.

**Personable meteorologist.** Decade of experience forecasting & communicating weather. Desires position at well-equipped station. Warm, professional videotape. Box H-5.

**Energetic female sports** PBP-color analyst. Experience at collegiate level includes talk show host and field reporting. Combination position viable option. Resume tape available. Box H-8.

**Health reporter.** Black female, more than seven years covering this specialized beat. Interested in relocating. Top twenty markets only. Box H-18.

**Producer at network** affiliate, top 5 market, seeks weekday shift at well-organized newsroom where clear thinking, pride, and success are ways of life. Please reply Box H-19.

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**Anchor/reporter.** 2 yrs. medium mkt., 5 yrs. major mkt. background. Seek advancement. Box H-22.

**Reporter.** 5 years writing/producing/off-air reporting in NYC and Washington, DC. Ready for on-air reporting, medium to small market. Some freelance reporting in NYC. Call for tape. 212-505-2469.

**Creative reporter.** Good ratings. Awards. Regular or long format. Innovative, entertaining problem solver. Pete, 919-724-3447.

#### 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.

**Broadcast professional** with solid background in graphic design, writing, announcing. I want to be part of your TV promotion team. Reply Box G-92.

**Ten years' experience.** Production manager, TD, editor, announcer. FCC first. Degree. Desire any production position. Small salary requirements; large results guaranteed. Tom, 805-995-2282.

**Experienced, energetic** photographer/grip ready to perform on your crew! Extensive lighting, 1", 3/4" VTR experience, specialist in commercials, sports, promotions, on-location hustle! Will relocate. Prefer Northeast. Mike, 716-695-1764.

**TV executive** to meet your needs. Experienced as CBS(WCAU-TV) and WABC-TV program director, also advertising and talent agency, cable networks. Clients include corporate (McGraw-Hill, CBS-TV), educational (Princeton University, ETS, Sesame St., community college), two public TV stations, newspaper, etc. Call Hollander, 609-586-4800; write 30 Mulberry Row, Princeton, NJ 08540.

**Looking for public relations/promotion/production person?** Currently with leading mobile TV production company in U. S. Soon available in central Florida or elsewhere. Experienced all types of productions, graphics, remotes, etc. If you're looking for dedication, please look no further. Experience makes the difference. Box H-7.

## ALLIED FIELDS

#### HELP WANTED MANAGEMENT

**Executive director.** Sacramento County Corporation for educational telecommunications. SCCET searching for executive director. Responsibility includes managing consortium composed of public & private elementary and secondary schools, colleges, & universities interested in developing educational uses of cable TV and other telecommunications. To qualify, applicant needs AB degree, three years of supervisory/administrative experience. Advanced degree(s) with emphasis in telecommunications in educational setting preferred. Salary \$35,000, negotiable, plus fringe benefits. Rio Linda School District, (Sacramento County), CA 916-991-1704.

#### 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

**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.

**Assistant-associate professor** of communications. Teaching emphasis in radio and TV: history, production, broadcast journalism, & public speaking. Prefer Ph. D. or near. Tenure track position. Competitive salary depending on degree and experience. Equal opportunity employer. Contact Dr. Jacqueline Schmidt, Chairman, Department of Communication, John Carroll University, Cleveland, OH 44118. Deadline: Mar. 25, 1985.

**Internships:** Reporter seeking advancement? College graduate? Take a year to move up. Limited number of internships—print and broadcast—with Illinois' Statehouse press corps through Sangamon State University's MA degree public affairs reporting program. Stipend and tuition waiver during internship. Application deadline Apr. 1. Write Bill Miller, PAC 429a, SSU, Springfield, IL 62708. 217-786-6535.

**Graduate teaching assistantship** leading to M.A. in journalism/communications at Point Park College, Pittsburgh, PA. Full tuition & stipend for print or public relations professional in two-year program. Renewable 12-month contract. Application deadline May 1, 1985. Successful applicant will be notified by June 1, 1985. Contact Professor Vincent LaBarbera, Journalism and Communications Dept., Point Park College, Pittsburgh, PA 15222. EOE.

**Radio/TV instructor.** Cameron University accepting applications for radio/TV assistant professor, tenure track position. Qualifications include: MA (minimum) or Ph. D. (preferable). Responsibilities include: (1) teach radio/TV and basic communication courses, (2) develop new radio/TV program, (3) recruit students for program. New fully staffed media center will be utilized for radio/TV instruction. Salary \$19,000—\$21,000. Deadline: Apr. 17, 1985. Send applications to Tony Allison, Chairman of Search Committee, Cameron University, P.O. Box 16356, Lawton, OK 73505. EOE/AA.

**Journalism department chairman** for private downtown Pittsburgh college. Department enrollment: 250 undergraduate, 50 graduate. Faculty: 8 full-time, 5 part-time. Print, broadcast, photographic facilities on site. Position available Spring. Significant teaching and professional experience necessary. Graduate degree required, Ph. D. preferred. Replies/vita by Apr. 1, 1985, to Dean Albert F. McLean, Point Park College, 201 Wood St., Pittsburgh, PA 15222. EOE.

**Instructor or assistant professor,** mass communications, starting Aug. 20, 1985. M.A. plus 2 years' professional media experience required. Teach various mass communication courses in print and broadcast media, and other courses in speech and business/professional communications, in liberal arts setting. Resume, transcripts, three letters of recommendation to Dr. R. Franklin Terry, VP for Academic Affairs, Morningside College, Sioux City, IA 51106. Closing date Mar. 15, 1985. Equal opportunity employer.

**Graduate assistantships.** Teaching assistants. Study for MA or Ph. D. in mass communication and train undergraduates in radio, TV or field production techniques. Monthly stipend. Persons with undergraduate degree in telecommunication, or related field, professional experience, and 3.0 grade point average encouraged to apply. Should have signed up to take April Graduate Record Exam prior to Mar. 8. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, University of Florida, Gainesville, FL 32611. AA/EOE.

**Faculty position** in radio production. New York University. Institute of Film and Television seeks highly qualified professional for full-time faculty position beginning Fall, 1985. Applicants should have substantial credits in professional dramatic radio production; additional experience in TV, video, or film is desirable. For further information contact Ms. Lisa Sloane, Search Committee, UGF/TV, 65 South Building, Box-D, New York University, New York, NY 10003.

**Mass communications** department has open nine-month tenure track position at assistant professor level (some Summer teaching possible). Ph. D. preferred, (in mass communications) and prior teaching/professional experience required. Applicants need expertise in broadcast programming, TV production & strong news orientation. Scholarly research/publication, professional service, some teaching of Master's level courses expected. Normal load is three three-hour courses per semester, with involvement in advising, research, and service. Course assignments may vary depending on departmental needs and individual preference. Broadcasting is one of four departmental sequence majors accredited by ACEJMC. News and programming/production tracks together have 212 of the total 664 junior and senior level majors in the department. University is located in major growth area, with numerous media outlets & opportunities. Salary \$18,500 minimum; negotiable. Application deadline: Mar. 15, 1985, for appointment beginning Aug. 1985. Letter of application, resume, three letters of recommendation to Dr. E. L. Sasser, Chairman, Department of Mass Communications, University of South Florida, Tampa, FL 33620. Note: according to Florida law, applications and meetings are open to the public. USF, an equal opportunity employer.

**April 15 nominations** deadline for RTVJ Division AEJMC 1985 Distinguished Broadcast Journalism Educator award. Nomination and documentation to Dr. Charles Cremer, Associate Dean, Journalism, West Virginia University, Morgantown, WV 26506-6010.

#### SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Promotion ideas, sales & production ideas.** Ideas mean profit. Idea man, 10+ yrs.' experience, seeks promotion/production/sales position. Proven track record. Box G-124.

#### 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.

**Rank Mark III-C,** with XYZ-zoom and variable speed. Reply P.O. Box 11116, Chicago, IL 60611.

#### 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, delated, & 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.

# RADIO

## Help Wanted Management

**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.**

**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.

**BMS portable microwave system, nearly new, including antenna and battery pack.** 315-683-5669.

**Chem farm towers for sale - 200ft., 250 ft., in good condition.** Ken Gardner, WLF-TV, 317-463-3516.

**Chyron IV \$38,000, Dubner CBG-2 \$55,000, Adda ESP 750 still store \$49,500. Adda list price is \$75,000. Control data disc drives holding 750 frames available as needed. Television Graphics, 201-444-2911.**

**Test equipment.** Potomac Instruments synthesizer-detector SD-31 - Potomac audio generator AG-51 - Potomac audio analyzer AA-50. All excellent. Ray Loewy, 501-225-1119.

**Copper!** For all your broadcast needs. # 10 ground radials, 2,4,6,8" strap, counterpoise mesh. 317-962-8596, ask for copper sales.

**Special buy - shop order 4000 TR-600 Quad VTRs.** With bridges, new color monitors, TEK 528 monitors, 2 heads each, factory maintained. Media Concepts, Inc., 919-977-3600.

**TR 200 1" VTR, Ike 730 camera, Sharp 800 camera, Sony BVU-110, TR-600s, Hitachi HR-100, TP-15s, complete RCA film islands, TK-76C triax cameras, TK-44s.** Media Concepts, Inc., 919-977-3600.

**Bosch FDL 60B;** with grain reducer, film timer, time-code generator, remote transport control. Reply P.O. Box 11116, Chicago, IL 60611.

**1046' new FM tower.** Pi-rod solid, hot dip galvanized. 52" face. Never erected. Ship now. New ant., strobes. 612-222-5555, Paul.

**Texscan frequency counter, TFC-7A, sold new for \$2,700, asking \$2,000.** Also cart machines, TFT EBS, limiters. 804-239-0400.

### MISCELLANEOUS

**Business plans - A five year financial plan for your new TV station will help cinch your financing.** Quality Media, 404-324-1271.

**Equipment needed.** Non-profit educational broadcast service needs any type of radio or TV equipment. Ductible, K.A.R.E., 3113 Fern Valley Rd., Suite 205, Louisville, KY 40213.

**FM subcarriers** available for lease in Tyler, TX; Tupelo, MS; Rock Springs, WY, and Gadsden, AL. 205-543-9229, Mr. Bud.

**Need help producing your audition tape?** Audition tapes expertly produced for voice-overs, newscasters, & disc jockeys by radio professional at top 10 station in market. Reasonable rates. Duplication services also available. J. Kelley, 212-772-5964.

**Free.** See 10-minute videotape of 5-day conference held in 1984 at the University of Florida on agriculture & the humanities. With a grant from the W. K. Kellogg Foundation, UF makes available a tape showing conference of 430 representatives from every major land grant university & 50 private colleges. It was designed to make students in all fields aware of the social significance of agriculture. You pay only return postage. Charges for unreturned tapes: \$50 for 3/4", \$35 for 1/2" VHS or 1/2" Beta. No charge if tapes are returned within 1 month of shipping date. Specify format when writing to Rosemarie Van Camp, Agriculture/Humanities Tape, Information & Publications, 545 Weil Hall, Gainesville, FL 32611.

### RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

### RADIO SALES MANAGER FOR SPANISH LANGUAGE KRCX-AM

KRCX features full service Spanish language programming for greater Sacramento Valley. KRCX is the only fulltime Spanish language station in the market. Quality of life is superb. Compensation negotiable, based on a winning track record and your ability to make things happen. Ability to communicate in Spanish is desirable; not necessary. Come join The Fuller-Jeffrey Group's management team in the warm California sunshine; become integral part of 1 of America's fastest growing broadcasting companies. Submit current resume with brief cover letter to:

**PERSONNEL DIRECTOR  
THE FULLER-JEFFREY GROUP, INC.  
5301 MADISON AVE.  
STE. 204  
SACRAMENTO, CA 95841  
EOE/M-F**

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FULLER-JEFFREY  
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INC.**

### BIG THICKET BROADCASTING

Looking for capable GM's, PD's, sales mgrs., and on-air talent for its quickly expanding chain of radio stations. We're 26 months old, have 8 properties, with more to come in '85. If you're a self-starter, highly motivated, organized, good planner, have leadership and people skills, are bottom line oriented, looking for personal growth with young broadcasting company, our president, Bud Polacek, would like to hear from you. Write him: 752 Chestnut St., Gadsden, AL 35901. EOE/MF.

### REGIONAL MANAGER

National Association of Broadcasters seeks two regional representatives for radio membership, one for its Mid-Atlantic states territory, the second for its Northeast territory. Qualifications include radio background, preferably in management, good organizational skills, sales experience a must. Telemarketing experience helpful. You will be selling & maintaining membership, serve as liaison with state association, & serve as region's staff representative to NAB. Washington, DC based, some travel. Resume/salary history to Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. EOE, M/F.

### 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.

### PROGRAM MANAGER

America's finest AM-FM medium market radio company. WJON-AM is news, sports, farm, talk, creative "fun" station with total community involvement. WWJO-FM is country standout with regional audience. Family-oriented, committed, competent pro. Top pay, benefits. Resume, tape, solid industry recommendations to Jack Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302.

### MANAGEMENT

Major group operator recruiting promotion & sales-oriented GM who can train & motivate personnel. Excellent financial opportunity. Career growth limited only by performance. Only professionals need apply. Reply Box H-25. EOE.

### Help Wanted Sales

### ACCOUNT EXECUTIVE New York Office

Fast growing recognition and acceptance of our broadcast research services has generated an exceptional opportunity for an account executive to join our radio advertising/agency sales department in New York.

The person we're seeking should have at least 5+ yrs.' experience in agency media and/or broadcast sales, + hands-on experience with Arbitron research data. You should be a self-starter, ready to travel, committed to hard work, ready to meet the challenge of a competitive environment. We offer excellent starting salary and incentives, generous and comprehensive fringe benefits, and atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume & salary history in confidence to:

**Chris Mueller  
The Arbitron Ratings Company  
A Control Data Company  
1350 Ave. of the Americas  
New York, NY 10019**

Affirmative action employer

**Help Wanted Sales  
Continued**

**GENERAL MANAGER  
KFMQ  
LINCOLN, NEBRASKA**

We need experienced sales manager with proven track record to manage our local sales staff and handle regional and national accounts. KFMQ is an operating unit of Woodward Communications, Inc., a diversified communications company, with operations in four states continuing to expand through acquisitions. Salary commensurate with experience, plus excellent benefits. Cover letter/resume to Frank Maruca, VP-Broadcast, Woodward Communications, Inc., P.O. Box 688, Dubuque, IA 52001. EOE/AA.



**Help Wanted Management**

**PRODUCTION MANAGER**

Major public TV state network. Responsible for staff of 75 people; directors, production crews, 3/4" editors, film, and videographers. Heavy production schedule including studio and remotes, regionally & nationally distributed series and specials. \$28,000 to \$31,000 to start, plus substantial fringe benefits. Must have at least seven years' production experience and at least four of those in supervisory capacity. Mid-Atlantic location. Closing date: Mar. 22, 1985. Resumes/references to Michael B. Styer, Maryland Public Television, 11767 Bonita Ave., Owings Mills, MD 21117. AA/EOE.

**DIRECTOR OF  
BROADCAST COMPLIANCE**

Major NYC based group broadcaster seeks experienced individual to oversee all areas of regulatory compliance for its major market radio and TV stations. Candidates should be thoroughly familiar with FCC regulations; should possess strong administrative ability and communications skills. Minimum 3-4 years' related experience required. Law degree desired; not essential. Extensive travel required. Position offers salary commensurate with experience and excellent fringe benefits. Send resume with salary history and requirements, in confidence, to Box 228, Ste. 1501, 50 E. 42nd St., New York, NY 10017. Equal opportunity employer, M/F/H/V.

**Help Wanted Technical**

**CHIEF ENGINEER  
ROCHESTER, NY FM**

Josephson Radio seeking full charge chief engineer, skilled in studio design and construction, FM technical, and audio, for its newest FM, WHFM (pending FCC approval). Proper candidate should be motivated self-starter who wants stability in group-owned environment. Outstanding community. Letter/resume to Jerry Martin, Director of Engineering, Josephson Communications, Inc., 15001 Michigan Ave., Dearborn, MI 48126. All replies confidential. EOE.



**Help Wanted Technical**

**TOWNSEND NEEDS:**

**Design Engineers**

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**Situations Wanted Programing,  
Production, Others**

**WHAT'S MORE FUN THAN  
A BARREL OF MONKEYS?**

This major market talent who's looking to host and/or create features for your talk/variety/morning show. More buoyant than Bonzo, keener than Kong, intelligent, handsome, experienced. Send for your tape now and receive a free banana. Together, let's do TV that swings! Box H-26.

**FORMER PRODUCTION HEAD**

Of large videotape facility in Los Angeles interested in challenging new situation. Currently producing and active in program development. Highly experienced in multicamera video direction and all facets of post-production. Write Box H-41; phone 213-854-4477.

**Situations Wanted Management**

**REPUTABLE NEWS**

Organization closes. Quality journalist unemployed. Impressive credentials. Extensive experience, local/net. Solid editorial, producing skills. Progressive, energetic, decisive, manager. Mature, insightful leader. Being unemployed clouds fair evaluation. Seek open-minded management. 201-238-8240.

**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  
212-572-5560.

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**TELEVISION**

**Help Wanted Programing,  
Production, Others**

**SPECIAL PROJECTS  
PHOTOGRAPHER/EDITOR**

Top ten market network affiliate looking for creative photographer/editor in our programming department special projects unit. Strong shooting/editing skills a must. Ability to tell a picture story essential. Two to three years broadcast experience required. Send resume to Box G-143. Equal opportunity employer.

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Let us turn your station around!  
This is an entirely NEW CONCEPT featuring:  
The True Big Band Sound - Host offers 37 years  
Broadcast experience with one of the Top Rated  
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GREAT AMERICAN  
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### ADMINISTRATOR TELECAPTION MARKETING

National Captioning Institute is the company that provides closed-captioning services to the TV industry. We have immediate challenging opportunity for aggressive individual who has extensive knowledge of computer electronics marketing. You'll be responsible for developing plans, strategies, and schedules for marketing of TeleCaption units. Requirements include at least 10 years' progressively responsible experience in consumer marketing, track record in sales management, familiarity with broadcasting, cable TV, or other communications media. Bachelor's degree in business or related field.

Salary commensurate with experience. Please send resume & salary history to Director of Personnel:

**National Captioning Institute, Inc.**  
5203 Leesburg Pike, 15th Floor  
Falls Church, VA 22041  
EOE

### Help Wanted Instruction

#### WASHBURN UNIVERSITY CENTER FOR MEDIA & COMMUNICATIONS STUDIES

Newly established center is a comprehensive, interdisciplinary academic and service program. Four major areas of study are available including mass media, print-electronic journalism, public relations, & organizational communications. Center encompasses unique learning environment, in which state-of-the-art broadcasting facilities, a cablecasting system, telecourse production, and media distribution are integrated with the communication curriculum. Washburn also operates KTWU-TV, PBS affiliate serving eastern Kansas. Broadcasting: assistant-associate professor. Tenure track, Ph.D. required. Teaching experience essential. Candidates will assist in designing telecommunication curriculum. Strong theoretical and applied interest in both traditional and developing telecommunication areas helpful. \$24,000-\$28,000. Position available Fall semester, 1985. Application deadline extended to Mar. 15, 1985, or until suitable applicant is identified. Complete application including letter, professional resume, academic transcripts, three letters of recommendation to Dr. Frank Chorba, Chairperson, Center for Media and Communication Studies, Washburn University, Topeka, KS 66621. Washburn University. An equal opportunity/affirmative action employer.

### Help Wanted Management

#### NEWSROOM COMPUTER EXPERIENCE WANTED

Opportunity for very qualified person to assume second in command of organization supporting major (NY-based) TV/radio network's new computerized newsroom installation. Resume to P.O. Box 4658, NY, NY 10185.

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#### TOWER BUILDER

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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### Miscellaneous

#### BANK PRESENTATIONS

Increase your chances of getting your deal off the ground! Professional appraisals, business plans, feasibility studies, or cost/benefit analyses may be just what you need. All of our reports are financially-sophisticated documents suitable for distribution. Bankers and investors demand this level of quality. You should too! Broadcast Investment Analysts, 3973 Wilcoxson Drive, Fairfax, VA 22031 703-425-7376.

### Business Opportunities

#### SCHOOL

Nationally accredited school for broadcasting. Excellent: staff, equipment, program, reputation, placement. Small—expansion possibilities endless. More profitable than a station. Increased every year. Northeast. Twice gross + equipment. Box H-3.

### Wanted To Buy Stations

#### WILL BUY

FM or FM/AM combo in medium or large market. Southwest, West, Rocky Mt., Midwest. Small groups also considered. Not a broker; highly experienced broadcaster recently sold four stations. Ready to make a deal now. All replies confidential. Box G-135.

### Wanted To Buy Stations Continued

#### SUBSTANTIAL CASH

& financing available to purchase your radio station. Eastern seaboard preferred. Contact:

**LLOYD B. ROACH**  
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215-793-2552

#### SMALL TO MEDIUM MKT.

Successful businessman with strong marketing background actively seeking to buy 1st broadcast property. An FM or fulltime AM in South or Midwest would be ideal; but any opportunity will be considered. Your sincere response kept totally confidential. Write Box H-12.

#### PRIVATE PARTY

Wanted to buy: CP for C or B FM.  
Full details to Box H-21.

#### WANTED TO BUY

Your profitable, small market radio station. Reply in confidence to Box H-42.

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**Daniel M. Lerner, President, KISS-100,**  
1001 Baltimore Pike, Media, PA 19063, 215-565-8900

or

**Arnold Lerner, Chairman, WSSH/WLLH,**  
4 Broadway, Lowell, MA 01853, 617-458-8486.



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This AM/FM is the dominant facility in this growing Southeastern market. Owner wishes to sell and devote full attention to other business interests. Price: \$1.4 million; cash flow in excess of \$200,000.

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Firm disbanding radio division. Class C FMs in Colorado, New Mexico & Texas, and companion AMs. Outstanding technical facilities & developing audience levels. Write for specifics. Qualified buyers only, please. Box G-126.

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

New England Class C FM  
\$1,400,000.

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OR GEORGE WILDEY 207 947-6083

### DYNAMIC SUNBELT MARKET

5 KW fulltime AM and class C FM for sale in this economically attractive, \$25 million market. Principals only. Box G-136.

### H.B. La Rue

Media Broker

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- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415—434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404—956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212—288-0737.

### DEEP-SOUTH SUBURBAN AM

Fulltime 5KW. Medium-sized market. Asking \$250,000, including real estate and brand new ground system. Half in cash and owner will finance balloon. Principals only, please. Box G-145.

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SC AM/FM combo; SC class C FM; western NC AM; coastal GA AM; coastal Carolina FM; piedmont SC AM; 11 class A FMs. Contact Tad Fogel, Media Specialist, 1705 Oak St., #1, Myrtle Beach, SC 29577, 803—626-7627.

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## For Sale Stations Continued

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AM 2.5KW at 930 and class A FM 95.3MHZ. All new or rebuilt equipment, dish, 2 automations, 4 studios, 5 acres, manager's residence, 80,000 marketing area. Great potential. Must sell due to owner-operator death. Immediate community need. \$550,000; terms. 602-364-4495.

## MICHIGAN

Successful, profitable market leader. Combination AM daytime/50KW FM. Reasonably priced, based on sales, at \$1.6 million. No brokers, please. Box H-20.



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nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
NB	Med	AM/FM	\$2600K	\$650K	Bill Lochman	(816) 941-3733
FL	Met	FM	\$1055K	Terms	Randy Jeffery	(305) 295-2572
RI	Met	AM	\$1000K	Terms	Ron Hickman	(401) 423-1271
IN	Med	AM/FM	\$710K	Terms	Burt Sherwood	(312) 272-4970
MO	Sm	FM	\$525K	\$125K	Bill Lytle	(816) 941-3733
WI	Met	AM	\$490K	\$150K	Peter Stromquist	(319) 332-7339
NC	Met	AM	\$400K	\$60K	Mitt Younts	(202) 822-8913
AZ	Sm	AM/FM	\$300K	\$80K	Greg Merrill	(801) 753-8090
TX	Sm	AM	\$300K	Terms	Bill Whitley	(214) 680-2807
WY	Sm	FM CP	\$80K	\$35K	Jim Mergen	(818) 366-2554
OK	Sm	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
KS	Med	FM	\$900K	Terms	Bill Lytle	(816) 941-3733

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.

### TOP FM

Fully engineered class C FM covering 3 Mid-west states. Top facility in market of 250,000+. Positive cash flow, tight operation. Priced at 2.5 times billing at \$960,000. Box H-27.

### VIRGINIA CLASS IV AM CLASS III FM

Only stations in county. Desirable, growing community. Excellent business base. 30 years profitable operation. Good recent growth. Strong image. Positive momentum. Owner selling. Box H-30.

### ROCKY MOUNTAIN CLASS C FM

Top rated. Located in showplace studios, serving over half million listeners. Call Randy Jeffery 305-295-2572 or David LaFrance 303-534-3040.



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## For Sale Stations Continued

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in Carolina market. Owner-operator opportunity. \$350,000 cash. Terms considered for qualified buyer. Write Box H-43.

### SUNNY SOUTHWEST

Suburban class A with market wide signal in fast growing city. \$2.1M includes real estate and all new equipment. Box H-44.

### STUDIO-TRANSMITTER SITE

Owned, automation, satellite. Fulltime 1KW small market AM, West Texas. Good track record. \$150K with \$50K down. Inquiry and credentials to Box H-45.

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## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Barry Baker**, VP and general manager, KPLR-TV St. Louis, named senior VP, director of broadcast divisions, for parent, Koplak Communications, St. Louis.



Baker



Karlik

**Edward Karlik**, president, Media Sales Corp., subsidiary of Petry Television, New York, joins KRKB-TV Sacramento, Calif., as VP and general manager.

**Edward T. Reilly Jr.**, executive VP, international group, McGraw-Hill Book Co., New York, named senior VP, McGraw-Hill Broadcasting Co.

**Allen Shaw**, executive VP, radio division, Summit Communications, Winston-Salem, N.C., joins Beasley Broadcast Group, Goldsboro, N.C., as executive VP.

**Bob Backman**, group VP, Katz Broadcasting, and general manager of its WYAY(FM) Gainesville, Fla., resigns to form new broadcasting company that expects to announce purchase of first station within 60 days.

**James White**, VP and general manager, WSPD(AM)-WLQY(FM) Toledo, Ohio, joins WOOD-AM-FM Grand Rapids, Mich., in same capacity.

**F. Randall Cantrell**, from Del Rogers Inc., Dallas financial consulting firm, joins KZAZ-TV Tucson, Ariz., as VP and general manager.

**Jim Davis**, general manager, WVAF(FM) Charleston, W. Va., named VP and general manager.

**Jesse Pevear**, general manager, WICZ-TV Binghamton, N. Y., named VP.

**Mike Turner**, from own Cheyenne, Wyo.-based marketing firm, joins WDXI(AM) Jackson, Tenn., as general manager.

**Dan Sollom**, general manager, KYSN(FM) East Wenatchee, Wash., named VP, operations, for parent, Challenger Broadcasting Corp.

**Jill Krasner**, from WJZ-TV Baltimore, joins WCPQ-TV Charlotte, N.C., as director of broadcasting.

**Rick Prusator**, from KYNT(AM)-KKYA(FM) Yankton, S.D., joins WNAX(AM) there as general manager.

**Gaye Bagwell**, VP, Southwest region, Times

Mirror Cable Television, Midland, Fla., joins Gulfstream Cablevision of Pinellas County, Dunedin, Fla., as VP and general manager.

**Matthew Bell**, general sales manager, WQAM(AM) Miami, named general manager.

**Roger Lund**, director, administration, and general attorney, West Coast, ABC, Los Angeles, named VP, administration, West Coast, succeeding **Paul Masterson**, retired.

**Donald Hacker**, director of planning and analysis, Tribune Broadcasting Co., Chicago, named VP, development. **Gerald Agema**, assistant controller, Tribune Co., named chief financial officer, Tribune Broadcasting Co.

**Stephen Robertson**, VP, chief financial officer and treasurer, and **Bernard Gray**, VP, administration, and secretary, Summit Communications, Winston-Salem, N.C., named senior VP's.

**Monica Wambold**, director of strategy and development, video group, Time Inc., New York, named assistant treasurer of Time Inc.

**John Archibald**, VP and director, Josephson International, New York, resigns.

**Morgan Cole**, operational analyst, United Cable Television Corp., Denver, named director of contract services, United Cable Television of Baltimore. **Myra Donovan**, from Energy Management Corp., Denver, joins United Cable there as senior management services analyst.

**Barbara Watson**, general manager, NBC Teletext, NBC, New York, named VP, business planning, NBC. **Mary Stringfield**, manager, staff and labor relations, NBC, New York, named director, benefits and services, personnel and labor relations.

**David Milberg**, from WBBM(AM) Chicago, joins noncommercial WYCC(TV) there as executive director and chief executive officer.

**Kathy Fountain**, from Metallic-Braden Building Co., Houston, joins KHOU-TV there as financial manager.

**Ann Guess Nga**, business manager, WCMS-AM-FM Virginia Beach, Va., elected to board

of directors of stations.

**Scott Blair**, program operations manager, KRDO-TV Colorado Springs, joins KREM-TV Spokane, Wash., as operations manager.

**Bob Christopher**, morning news anchor, KTAR(AM) Phoenix, assumes additional responsibilities as operations manager.

**Jim Arnold**, VP and general manager, KRUX(FM) Lubbock, Tex., joins KJAA(TV) there as VP, administrative affairs.

**Francis Zeuli**, from Rogers Cablesystems, Minneapolis, joins Continental Cablevision of St. Paul, Minn., as business office manager. **Thomas Ellis**, from city of St. Paul's department of planning and economic development, joins Continental as training supervisor.

**Michael Wall**, from Rural Apartments Packaging Co., Lansing, Mich., joins noncommercial WOSU-AM-FM-TV Columbus, Ohio, as director of development.

**Tom Gongaware**, promotion coordinator, noncommercial WTVI(TV) Charlotte, N.C., named public information director.

## Marketing

**Patrick Hillman**, senior VP, management supervisor, Scali, McCabe, Sloves, New York, joins HCM there as senior VP, director of planning. HCM is international joint venture of Young & Rubicam and Eurocom with 31 offices worldwide.

**Robert Lilley**, executive VP, general manager of in-house media operation, Combe Inc., New York, joins SSC&B: Lintas, New York, as senior VP, director of media operations and network programming.

**Mark Ezratty**, copywriter, Benton & Bowles, New York, named VP.

**Eileen Lynch**, account supervisor, Cunningham & Walsh, New York, named VP. **Gail Gehris**, media buyer, Independent Media Services, New York, joins Cunningham & Walsh there as media buyer.

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**Tim Frye**, media supervisor, Grant/Jacoby, Chicago, named associate media director.

Appointments, Young & Rubicam, New York: **John McGarry Jr.**, executive VP, New



McGarry



Harrington



Klein

York office, to president of Y&R, New York; **Roby Harrington**, executive VP, Y&R USA, adds additional responsibilities as chairman of national group of companies, and **Arthur Klein**, executive VP, Y&R, New York, and president and chief operating officer of Y&R's

direct marketing group, assumes additional responsibilities for Sudler & Hennessy, agency's health services group.

**Philip Atkins**, account executive, Needham Harper Worldwide, New York, named account supervisor.

**Barry Goodman** and **Steven Jaffe**, sales presentation writers, marketing, NBC-TV, New York, named marketing production managers, marketing projects.

Appointments, Avery-Knodel Television: **David Moore**, regional sales manager, Dallas, to VP; **Joan Aveni**, market research manager, MMT Sales, New York, to director of sales research, New York, and **Edward Monahan**, director of programing, New York, to director of support services.

**Perry Shelman**, national sales manager for Group W's KYW-TV Philadelphia, named New York sales manager for Group W Satellite Communications, responsible for advertising sales for The Nashville Network, Home Team Sports and The Superchannel.

**Jay Holland**, media consultant, and **Warren Siddall**, from Beecham Products, Pittsburgh, join Needham Harper Worldwide, Chicago, in newly created position of associate directors, network television and radio.

**Deborah Lyons**, art supervisor, Stone & Adler, New York, joins March Direct Marketing there as executive art director.

**William Shuman**, senior art director, Keller-Crescent Co., Evansville, Ind., named executive art director.

**Michael Raounas**, VP, senior national sales manager, Katz American's red sales team, New York, named VP, national sales manager, for Katz Independent Television's sabers sales team there. **Brian McCullough**, from Seltel, New York, joins Katz Independent Television there as account executive.

**Val Napolitano** and **Christopher Teter**, account

executives, Petry Television, Atlanta, named group sales managers.

**Theresa Gilbert**, assistant media planner, D'Arcy MacManus Masius, Chicago, named media planner.

**Lawrence Stoelker**, account executive, Lewis, Gilman & Kynett, Philadelphia, named account supervisor.

**Louis Leonardelli**, from Branch Motor Express, New York, joins Katz Communications there as senior accountant.

**Donna Lane**, account executive, WEWS(TV) Cleveland, joins TeleRep there as sales manager. Named account executives, TeleRep: **Jack Dabney**, from WMC-TV Memphis, to Atlanta office; **Phil Woodie**, from WSOC-TV Charlotte, N.C., to Atlanta office, and **Joe Moran**, from WPWR-TV Aurora, Ill., to Chicago office.

**Michael Dresner**, from John Alden Life Insurance, New York, joins Katz Radio Group there as account executive, sports sales unit.

**Margaret Navolio**, executive VP, director of operations, Kelly, Scott & Madison, Chicago, joins CPM Inc. there as director of client services.

**Steve Jacobs**, from Blair TV, New York, joins Adam Young there as account executive.

**Bob Galle**, national sales manager, KPHO-TV Phoenix, joins KTVX(TV) Salt Lake City as general sales manager.

**Mike Meyers**, from KGSW(TV) Albuquerque, N.M., joins KSAF-TV Santa Fe, N.M., as general sales manager.

**Larry Kent**, senior account executive, WINZ(AM) Miami, joins WQAM(AM) there as general sales manager, succeeding Matthew Bell, named general manager (see "Media," above).

**Bob Bowen**, general sales manager, KHVH(AM) Honolulu, joins KLHI-FM Lahaina, Hawaii, in same capacity.

**Gayle Shaw**, national sales manager for KRZN(AM) Englewood-KMJI(FM) Denver, named general sales manager.

**Marc Kaye**, from WRBQ-FM Tampa, Fla., joins KODA(FM) Houston as general sales manager.

**Nancy Tulli**, local sales manager, WHTM-TV Harrisburg, Pa., named general sales manager.

**June Knight Cope**, senior representative, program marketing department, noncommercial KCET(TV) Los Angeles, named marketing manager.

**Jennifer Snipes**, from Cain & Bultman, Jacksonville, Fla., joins WJXT(TV) there as research and marketing coordinator.

**Don Turner**, advertising consultant, KWEN(FM) Tulsa, Okla., named national-regional sales coordinator.

**Kim Romano**, account executive, WNYR(AM)-WEZO(FM) Rochester, N.Y., named local sales manager.

**Frank Palumbo**, TV research analyst, MMT Sales, New York, joins WJKS-TV Jacksonville, Fla., as sales research director.

**Sandy DeLaunay**, senior account executive, KING-TV Seattle, joins KTZZ-TV there as sales

manager.

**Don Bertram**, from WDSU-TV New Orleans, joins WCMH-TV Columbus, Ohio, as national sales manager. **Christopher Koch**, from Carnation Co., Cleveland, and **Clarence Hatcher Jr.**, from AT&T, Columbus, join WCMH-TV as marketing representatives.

**Dale Coloma**, local sales manager, KPDX-TV Vancouver, Wash., named national sales manager. **Robert Trygstad**, account manager, KPDX-TV, succeeds Coloma.

**Davina Greenspan**, account executive, WBLS(FM) New York, joins WHN(AM)-WAPP(FM) there in same capacity.

## Programing

**Glen Hagen**, VP, Northwest syndication, Lorimar Productions, New York, joins Colex Enterprises, New York, syndication joint venture of LBS Communications and Columbia Pictures Television, as VP and general manager.

**Patti Grant**, manager, specials and late night programs, NBC Entertainment, Los Angeles, named director, specials and late night programs.

**Edward Gilbert**, corporate secretary, ITC Entertainment, New York, named VP, legal and business affairs.

**Jim Howell**, managing director, Embassy Home Entertainment, UK, London, named VP, Embassy Home Entertainment, Europe.

**Rebecca Sive-Tomashefsky**, director of public affairs, Playboy Enterprises, Chicago, named VP of Playboy's video division.

**Cheryl Moore**, manager, training and development, NBC, Los Angeles, named director, training and development, West Coast.

**Richard Harter**, director of sales, Nickelodeon, MTV Networks Inc., New York, joins National Geographic Society there as director of television advertising for new weekly series, *National Geographic Explorer*, carried on Nickelodeon.

**Allan Rubinstein**, executive VP and chief operating officer, Madison Square Garden Network, New York, resigns, but will remain adviser and consultant to network.

Appointments, TM Communications, Dallas: **Doyle Peterson**, regional manager, Southwest, to VP; **R. David Graupner**, director of programing, T M-O-R format, to operations director; **Bob Ardrey**, VP, sales, Drake Chenault, to regional manager, West Coast, and **Robert May**, from Firstcom Broadcast Services, to VP, director of marketing.

**Scott Carlin**, VP and general sales manager, Telepictures Perennial, named senior VP of unit, based in Sherman Oaks, Calif.

**Jeffrey Smith**, from Satori Entertainment, New York, joins Multimedia Entertainment there account executive, syndication sales.

**Marjorie Clarke**, production manager, Videoworks, New York, named executive producer.

**Jerold Blair**, legal counsel, MCA Development Co., Universal City, Calif., named VP, legal affairs.

**Kathy Bartlett**, television administrator,

Warner Bros. Television, Los Angeles, named manager of business affairs.

**Stan Cottle**, from Gannett Production Services, Atlanta, joins Telemation Productions, Chicago, as director.

**John Berry**, investigative reporter, *The Washington Post*, Washington, joins Business Times, New York, as management editor.

**Jack Firestone**, director of sales, Satori Entertainment, Los Angeles, joins Bel-Aire Program Sales, division of Barris Industries currently distributing *New Newlywed Game*, as sales executive.



Warsinske

**Richard Warsinske**, executive producer, KPIX-TV San Francisco, joins KOMO-TV Seattle as program manager.

**Dennis O'Neil**, special projects supervisor, KTSP-TV Minneapolis-St. Paul, named senior producer.

**Tim Kelly**, program director, ABC-owned

WLS(AM) Chicago, joins co-owned KLOS(FM) Los Angeles in same capacity.

**David Prybylo**, administrative assistant, WCPQ-TV Charlotte, N.C., named assistant program director. **Fred Thomas**, news manager, WCPQ-TV, named director of production services.

**Joe Urbiel**, from WLLZ(FM) Detroit, joins WRIF(FM) there as assistant program director.

**Larry Bessler**, program director, WMEL(AM) Melbourne, Fla., joins Transtar Radio Network, Colorado Springs, as air personality.

**Jim Frey**, manager, Chicago Cubs baseball team, joins WLS-TV Chicago as sports commentator.

**Robin McLeod**, news videographer, WXEX-TV Petersburg, Va., named field producer and videographer, *PM Magazine*.

**Jim Trengrove**, executive producer, news, WJLA-TV Washington, joins noncommercial WTTW(TV) Chicago as producer, *Chicago Tonight with John Callaway*.

**Nancy Quill**, afternoon drive-time air personality, WMJX(FM) Boston, moves to morning drive-time at station.

## News and Public Affairs

**Peter Wells**, executive producer, public affairs broadcasts, CBS News, CBS Radio Network, New York, named weekend news manager, CBS News, radio.

Appointments, WIXT(TV) Syracuse, N.Y.: **Andy Brigham**, news director, to managing editor; **Jeff Scheidecker**, assignment editor, succeeds Brigham, and **Dan Cummings**, anchor-reporter, WHEN(AM) Syracuse, to assignment editor.

**George (Bud) Faulder**, from Atkinson & Faulder, Tampa, Fla.-based news research and consulting firm, joins WXFL(TV) Jacksonville, Fla., as director of news operations.

**Jeff Daniels**, acting news director, WITL-AM-

FM Lansing, Mich., named news program manager.

**Michael Dorsher**, state editor, North Dakota, and manager of Bismarck bureau, United Press International, named state editor, Minnesota and North Dakota, based in Minneapolis. **Michael Spataro**, UPI's state broadcast editor for New Jersey, based in Trenton, named Rhode Island state editor and Providence bureau manager.

**Jake Crellin**, anchor, KTNV-TV Las Vegas, joins KNAZ-TV Flagstaff, Ariz., as news director.

**Reid Collins**, 20-year CBS Radio news veteran, joins CNN in mid-March as Washington bureau's morning anchor.

**Dale Forbis**, morning anchor, KRMG(AM) Tulsa, Okla., named news director.

**Mike Taylor**, reporter, WLEX-TV Lexington, Ky., named assignment editor.

**Suzanne Collins**, news producer, WJZ-TV Baltimore, named news special projects producer.

**Anne Garrels**, State Department correspondent, ABC News, Washington, joins NBC News there as correspondent.

**Rick Davis**, correspondent, NBC News, London bureau, named correspondent, Amman, Jordan.

**Douglas Drew**, evening news supervisor, KTSP-TV Minneapolis-St. Paul, named executive news producer.

**Dan Weiser**, 11 p.m. news producer, WJKS-TV Jacksonville, Fla., named 6 p.m. executive news producer. **Lesi Nelson**, news producer, noon, 5 and 6 p.m. news, KOCO-TV Oklahoma City, joins WJSK-TV as 11 p.m. producer, succeeding Weiser.

**Joe Gillach**, researcher, *This Week with David Brinkley* and weekend news, ABC News, Washington, named production associate.

**Anne Ball**, researcher, ABC news library, named researcher, *This Week with David Brinkley* and weekend news.

**Douglas Jones**, manager, public relations, Sta-Guard division, Philadelphia Dealer Services, Bala Cynwyd, Pa., joins WNYT(TV) Albany, N.Y., as director of public affairs.

**Maureen Reeder**, from KTHI-TV Fargo, N.D., joins KMSP-TV Minneapolis-St. Paul as editor *Prime Time News*.

**Allen Weatherly**, from noncommercial KOZK(TV) Springfield, Mo., joins KOLR-TV there as news producer.

**Dick Bayne**, from WBNR(AM)-WSPQ(FM) Beacon, N.Y., joins U.S. Cablevision Corp. there as reporter, *Local Cable News*.

**Pete Schulberg**, Washington bureau chief, King Broadcasting Co., named anchor at King's KGW-TV Portland, Ore.

**Jeffrey Smith**, VP, marketing, Learfield Communications, Jefferson City, Mo., joins Minnesota News Network, St. Paul, Minn., as general manager of 45-station commercial satellite radio network.

**Alan Rice**, anchor-reporter, WISM(AM)-WMGN(FM) Madison, Wis., joins WKOW-TV there as sports reporter.

**Wayne Mahar**, from WGME-TV Portland, Me.,

joins WSTM-TV Syracuse, N.Y., as meteorologist.

**Gary Childress**, from WFAA-TV Dallas, joins KSLA-TV Shreveport, La., as weather anchor.

**Dale Emanuel**, from KNAZ-TV Flagstaff, Ariz., and **Tomi Jo Taylor**, from KECY-TV El Centro, Calif., join KLAS-TV Las Vegas as reporters.

**Steve Paulson**, from KFTY(TV) Santa Rosa, Calif., joins KICU-TV San Jose, Calif., as weather anchor.

## Technology

**Bill Lamb**, manager, technical plant operations, ESPN, Bristol, Conn., named director, technical plant operations. **Jackie Bracco**, technical operations and engineering administrator, ESPN, named technical operations and engineering administration supervisor.



Wolf

**Joseph Wolf III**, executive VP, Reeves Teletape, New York, named president, succeeding **Caddy Swanson**, resigned.

Appointments, NBC Operations and Technical Services: **Thomas Farmer**, manager, studio operations, to director, entertainment and telesales technical

services; **Neil Levy**, supervisor, effects, to manager, engineering, equipment and electronic effects, and **Jack Walters**, manager, technical facilities, studio operations, to project manager, broadcast systems engineering.

**Linda Stein**, from M-A/COM, Burlington, Mass., joins Adams-Russell, Waltham, Mass., as account executive, ARVIS division, which supplies automated advertising systems to cable and broadcast industries.

**Irv Faye**, account executive, Pioneer Communications of America, Columbus, Ohio, named director of national accounts.

**John Bearce**, VP, Dynasel Associates, Waltham, Mass., joins Plessey Solid State, Foxboro, Mass., as Northeast district sales manager.

**Richard Kaufman**, from National Video Recording Studio, New York, joins VCA Electronics there as videotape editor.

**David Reaves**, from Resort Broadcasters, Ocean City, Md., joins WASH(FM) Washington as chief engineer.

**John Belcher**, line technician, Copley/Colony Harbor Cablevision, Wilmington, Calif., named chief technician of Copley/Colony Cablevision of Costa Mesa, Calif.

**Mark Piechan**, engineer, General Television Network, Oak Park, Ill., video and film production and post-production facility, named director of engineering. **Douglas Cheek**, production manager, General Television Network, named director of facility and operations.

**Robert Knowles**, regional manager, E.E.V., joins MCI/Quantel, Dallas, as South central district manager.

**Billy Williams**, on coaching staff of Oakland (Calif.) A's baseball team, joins Anixter Bros., Evanston, Ill., as off-season industrial sales specialist.

**Steve Murray**, from Wavetek Indiana Inc., Beech Grove, Ind., joins CWY Electronics, Lafayette, Ind., as sales representative.

## Promotion and PR

**Vera Wells**, manager, advertising and promotion research, research, NBC, New York, named director, audience services, NBC.

**Selma Perelman**, deputy director of promotion, National Public Radio, Washington, joins Devillier Communications, public relations firm there, as VP.

**Maurie Perl**, director of public relations, Vestron Video, New York, joins ABC News there as publicist, 20/20.

**Lisa Tumbleson**, from HBO, New York, joins Warner Bros. Television, East Coast, there as director of advertising, promotion and publicity.

**Hy Kloc**, manager, corporate-retail development, ON-TV, Chicago, joins noncommercial WYCC(TV) there as director of public relations.

**Neil Sandstad**, design director, noncommercial WNET(TV) New York, named creative director. **Christopher Kogler**, associate art director, WNET, succeeds Sandstad.

**Ann Karelitz Laaff**, research manager, Decision Research Corp., Lexington, Mass., joins WCVB-TV Boston as director, creative services.

**Linda Peterson**, account executive, WWJ(AM)-WJOI(FM) Detroit, joins WOMC(FM) there as promotion director.

**Cil Frazier**, creative services manager, WPEC(TV) West Palm Beach, Fla., joins WVEC-TV Hampton, Va., as advertising and promotion manager.

**Barbara Ley Klauscher**, creative services director, and **Ron Dylewski**, audience promotion manager, KDKA-TV Pittsburgh, have formed own broadcast promotion and marketing company, Renaissance Productions, based in Pittsburgh.

**William Mushrush**, recent graduate, Clarion University, Clarion, Pa., joins WWAY-TV Wilmington, N.C., as creative services director.

**William Crawford**, promotion manager, WLEX-TV Lexington, Ky., assumes additional responsibilities as community-special projects manager.

**Lee Rowand**, promotion assistant, WXFL(TV) Tampa-St. Petersburg, Fla., named assistant writer-producer, promotion department.

**Kathleen Baylies**, from WRGB(TV) New York, joins WNYT(TV) there as writer-producer, promotion department.

## Allied Fields

**David Gingold**, president and chief operating officer, Birch Consumer Research, Coral Springs, Fla., will resign March 15 to "pur-

sue other interests."

**Jay Mitchell**, founder and president of Mitchell Communication Services, Hartford, Conn.-based radio programming and management consultancy, has changed name and location of his company. Firm has moved to Fairfield, Iowa, under name of Jay Mitchell Associates.

**Gene Jankowski**, president, CBS/Broadcast Group, elected to board of trustees, Catholic University of America, Washington.

**William S. Paley**, chairman of CBS executive committee, will receive annual Communication Award of Center for Communication, New York, as "an outstanding pioneer and statesman of the radio-television industry and an arts benefactor for nearly 40 years."

**Jane Coleman**, head of Oberland Productions, New York, joins Gannett Center for Media Studies, Columbia University there, as associate director for administration.

**Walter Cronkite**, retired CBS anchor; **Reuven Frank**, former NBC News president, and **Richard Wald**, VP, ABC News, will be judges for Roy W. Howard award for public service, sponsored by Scripps Howard Foundation. Awards will be presented at National Journalism Awards banquet March 12 in New York.

**Michelle Tessier**, press secretary and speech writer in office of Congressman Silvio Conte (R-Mass.), joins National Association of Public Television Stations, Washington, as assistant director of congressional affairs.

**William Stakelin**, president and chief executive officer, Radio Advertising Bureau, New York, named to Kentucky Journalism Hall of Fame.

**Debbi Bilowit**, senior manager, educational programs, noncommercial WNET(TV) New York, named president-elect, division of telecommunications, Association for Educational Communications and Technology (AECT), national professional organization for improvement of instruction through media and technology.

Elected officers, Videotex Industry Association, Rosslyn, Va.: **William Seelinger**, IBM, chairman; **John Woolley**, Viewdata Corp. of America, vice chairman; **Vernon Cain**, Keycom Electronic Publishing, treasurer, and **Jim Garden**, digital Equipment Corp., secretary.

**Larry Walkins**, professor of journalism, University of Nebraska, Lincoln, elected to Nebraska Broadcasters Hall of Fame.

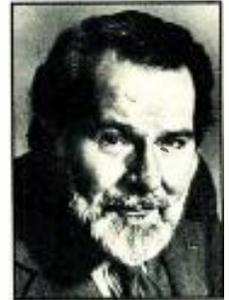
## Deaths

**John P. Cunningham**, 87, founder and retired chairman of board, Cunningham & Walsh, New York, died Feb. 23 while on vacation at Christiansted, St. Croix, V.I. He joined Newell-Emmett Co. (forerunner of C&W) in 1919 as artist. He changed to copy department and, in 1930, was named VP, creative production, and in 1931, VP and creative head of agency. He was elected executive VP when N-E was incorporated as Cunningham & Walsh in 1950. He was named president in 1954 and chairman in 1958. He retired in 1961. In 1934, to learn first-hand about new client, Texaco, Cunningham pumped gas at Texaco

service station for two weeks. Later at Cunningham & Walsh, he developed "man from Cunningham & Walsh" campaign, in which agency people spend one week each year working in client's fields, answering criticisms of what was perceived as "ivory tower" attitude of industry. In 1961-62, Cunningham was chairman of Advertising Federation of America, and was elected to Advertising Hall of Fame. He is survived by his wife, Patricia.



Cunningham



Scourby

**Alexander Scourby**, 71, television and stage actor whose rich voice was familiar to television viewers from numerous commercial voice-overs and as narrator of documentaries and specials, died of heart attack Feb. 22 at Copley Plaza hotel in Boston. He had been in Boston to host American Public Radio presentation of Handel's "Alexander's Feast" at Symphony Hall, and was scheduled to return to New York following day to host APR broadcast of Handel's "Semele" from Carnegie Hall. Scourby had been host of PBS's *Live from the Met* since March of 1983 (he had also hosted four operas for series in 1980), and was currently voice on commercials for TWA and Wang, and formerly for Zenith and Eastern Airlines. Scourby narrated number of documentaries for NBC in 1950's and 60's, and had been narrator for several National Geographic specials and *The Body Human* series. He is survived by his wife and daughter.

**Paul Adanti**, 74, former senior VP, Meredith Corp. Broadcasting Group, and before that VP and general manager of Meredith's WHEN-TV (now WTVH(TV)) Syracuse, N.Y., died of cancer Nov. 16 in Syracuse. Adanti was general manager of station from 1948 until 1972. Survivors include son and daughter.

**John J. Murphy Jr.**, 58, manager of syndication sales, SFM Entertainment, died of heart attack Feb. 21 at St. Luke's hospital, New York. Murphy had formerly held positions with Young & Rubicam, Kudner Advertising, Petry, Peters Griffin Woodward, NBC-TV, and as VP and general manager of WAST(TV) Albany, N.Y. He is survived by son and three daughters.

**Rudd Weatherwax**, 77, owner and trainer of "Lassie," series of canine stars of CBS program of same name which ran from 1954 to 1971, died of respiratory ailment Feb. 25 at Holy Cross hospital in Mission Hills, Calif. He is survived by son and daughter.

**Gordon Hammett**, 61, air personality, WKJY(FM) Hempstead, N.Y., died Feb. 19 at Albert Einstein hospital, New York, of complications following stroke. As talk show host, freelance personality and commercial voice-over artist, Hammett had worked at number of stations, including WNBC(AM) and WOR(AM), both New York. He is survived by his wife, Evelyn, two sons and daughter.

## Davatzes: Developing the art of entertainment

Nickolas Davatzes explains his management style this way: "It has been more a setting of priorities and orchestration of resources rather than coming in and shooting everyone with a machine gun, which is the prevalent situation at a lot of organizations."

The measured approach of the president and chief executive officer of the Arts & Entertainment Network is partly a product of his Jesuit education, according to Gus Hauser, who, then chairman of Warner-Amex Cable, hired Davatzes in July 1980 as senior vice president, administration and human resources, for the MSO. "Nick is a steady, very serious person...thoughtful and analytic," Hauser said.

Now Davatzes has his own command. He is responsible for a basic cable channel with 12.5 million subscribers—a figure that A&E projects will increase to 16 million by the end of 1985. The channel, which carries drama, live performances, documentaries, serials, theater and other "distinguished and different" programming, began a little over a year ago. A&E was a successor to two previous channels, ARTS and The Entertainment Channel, and has as its parents ABC Video Enterprises, RCA Cable and The Hearst Corp. Monthly board meetings with the three parent companies have been harmonious, in part, Davatzes said, because A&E has so far been "tracking our business plan." The network is still losing money but sticks to a projection that it will start showing a modest profit in 1986.

Working to make an operation profitable is not new to Davatzes. After graduating from St. John's College, Jamaica, N.Y., with a BA in economics, and following a nine-month stint in the Marine Corps (he also served six years of reserve duty), he joined the copy and duplicating division of Xerox. Most of his 13 years at Xerox were spent at a newly established industrial education and management services subsidiary, Xerox Learning Systems, as part of the team that helped the subsidiary turn a profit. Of his time there he said, "I think my skills in marketing and profit center management were first honed there."

In 1978 he left Xerox to become president of Intext Communications Systems, a Scranton, Pa.-based publishing and technical training company with revenue of about \$65 million a year but also operating in the red. Under his management, Intext turned the corner.

When Intext was sold, Hauser hired Davatzes as senior vice president, administration and human resources, in a period of rapid expansion for Warner-Amex. The number of employees during Davatzes's first 18 months tripled. His task, he said, was "putting in place the organizational structures and systems...everything from the re-



**NICKOLAS DAVATZES**—president and chief executive officer, Arts & Entertainment Network, New York; b. March 14, 1942, New York; BA, economics, St. John's College, Jamaica, N.Y., 1962; masters, social psychology, St. John's University, 1964; sergeant, U.S. Marine Corps, 1964; post graduate studies, New York University, 1965; account representative, 1965; marketing team manager, 1967; regional manager, 1968; national sales manager, 1971; vice president of sales and marketing, learning systems division, Xerox, 1975; president, Intext Communications Systems, 1978; senior vice president, administration and human resources, Warner Amex Cable Communications, 1980; senior vice president and group executive, 1981; president and chief operating officer, Arts & Entertainment Network, 1984; president and chief executive officer, 1984. m. Dorothea (Dorie) Hayes, Feb. 10, 1968; children: George, 16; Nicholas, 9.

cruiting process to the training of sales and management."

Davatzes's understanding with Hauser when he joined the company was that he would be given a "line assignment." That opportunity came when the job occupied by Larry Wangberg (now president and chief executive officer of Times Mirror Cable Television) was divided, with Davatzes taking over responsibility for systems in Dallas, Chicago and Houston.

Of his job as senior vice president and group executive, Davatzes said: "That was a very good introduction into the cable industry because it not only involved traditional business concerns such as marketing, planning and profit and loss but it also dealt with major issues such as community relations and construction."

Davatzes's career included stints in Philadelphia, New York and Oakland, and he and his wife, Dorie, decided to maintain a central, stable home (in Connecticut) even if it meant career sacrifices or long-distance commuting. When Drew Lewis began reorganizing Warner-Amex, Davatzes said he

was faced with the choice of moving to Houston, to keep his job, or leaving. He left.

Herb Granath, whom Davatzes had met while at Warner-Amex, gave him the opportunity to get in on the ground floor of A&E and help shape the new channel. "It was really in its embryonic stage," Davatzes recalls. "The only thing that was in place was the contractual agreement among the investors, some staff and the fact that we knew where we were going to uplink out of. The operation literally had to be ready within 90 days to meet the target launch date announced at the Western Cable Show in December [of 1983]."

Davatzes said one of his initial decisions was not to try to do everything at once: "We first worried about distribution and our relationship with the cable operators. Later we went to the arts and community groups. It was only after those two were along the way that we seriously approached the advertising community." He thinks Madison Avenue appreciated that kind of responsibility, just as he thinks it understands A&E's open dispute about its subscriber count with A.C. Nielsen, which puts the total 1.5 million higher.

Such questions of integrity affect perceptions of the channel, he thinks, and also of him. He likewise tries to project a constant image inside A&E to the channel's 100 employees: "One of the things that I believe in is that if you have competent people, you need to allow them to manage their own business. So that once you have an agreement on the basic strategy you do not want to be in a position where you are second guessing them. I am very fond of saying that I am not a programmer. There are some of our programs that I have an interest in and others that I do not. But we have a broad appeal and so I really leave those decisions up to Curt Davis (vice president, programming)."

Just as he is conscious of his image as chief executive officer, he already envisions his work 10 years from now, saying that he would like to help turn around a college in economic difficulty.

Becoming a college president would not be a great change for the A&E chief executive officer. He thinks he might have completed his post graduate work in education at NYU had he not been transferred by Xerox, and his reading for enjoyment includes philosophy, history, biographies and George Bernard Shaw.

Furthermore, he often talks about education and management in the same breath: "I really believe that psychology, sociology and philosophy are the basic tools of any manager, understanding the society that you live in, understanding people and having a value system. So that someone can say, 'This is the way that Nick will react in this kind of situation,' rather than wondering, 'What is he going to do?'" Predictability in leadership is very important and people can only understand that if you have a value system. ■

**ABC's Information Network** has regained lead as **top-rated radio network** among persons 12 years of age and older, according to fall 1984 RADAR 30 (Vol. 2) report released last week by Statistical Research Inc., Westfield, N.J. Network registered average audience estimate of 1,566,000 listeners per commercial, Monday through Friday, 6 a.m. to midnight. Climbing from fourth place to second with 1,527,000 listeners is **RKO One**. (Network was just sold to New York-based United Stations [see "Top of the Week"].) **ABC Entertainment** dropped from first place in spring report to third at 1,489,000. Next is **ABC Contemporary** at 1,330,000 followed by **NBC Radio Network** with 1,314,000. **ABC Information** also finished in top spot among persons 18 and older, posting 1,525,000 listeners.

**Two new prime time series join ABC Thursday schedule**, beginning March 21. First is **Wildside**, "Western action-adventure series with the accent on fun," will air at 8-9 p.m. (Walt Disney Productions). Second, **Eye to Eye**, "heartwarming character comedy laced with suspense," stars Charles Durning and Stephanie Faracy and is from Warner Bros. TV. It will air 9-10 p.m. **ABC Thursday Night Movie** will have last broadcast March 14.

ABC's first **United States Football League** contest of the 1985 season, played Sunday, Feb. 24 (2:30 p.m.-6 p.m.) between Birmingham Stallions and New Jersey Generals, scored 7.7/18, **beating CBS's average 6.4/15 for Sports Sunday and golf match** in same period, as well as **NBC's 3.8/9 for NCAA basketball**. ABC's first game rating was down, however, from first game covered last year which averaged 8.0/19. Decline in part by network on fact that clearance this year for first game was down to 85% coverage of U.S. television homes, compared to 93% coverage year ago.

**Quarter-inch videotape** will be at top of agenda for scheduled Tuesday (March 5) afternoon meeting between senior officials of **Society of Motion Picture and Television Engineers and Julius Barnathan, ABC Broadcasting Operations and Engineering president**. Barnathan raised stir at society with statements that SMPTE officials with "vested interests" had "derailed" attempts to standardize on newsgathering format and suggestions that his network would move standardization efforts elsewhere (BROADCASTING, Feb. 25). "My frustrations are real," Barnathan told BROADCASTING last Friday, "but this satisfies me that SMPTE is not trying to derail the standard. I believe that they're trying to get it back on track."



**Chief engineer. Carl E. Smith (center), recipient of 1985 Engineering Achievement Award from National Association of Broadcasters, joined NAB Engineering Vice President Tom Keller (left) and chairman of the U.S. Advanced Television Systems Committee, E. William Henry (right) at press conference last Wednesday formally announcing the award. Smith, founder of Cleveland Institute of Electronics and president of Smith Electronics consulting firm in Cleveland, has been involved over past half-century in developments for AM directional antennas and FM/TV circular polarization. Award will be presented at April 16 engineering luncheon during NAB annual convention, with Henry giving keynote speech.**

Actions speak louder than words." Tentative meeting, hurriedly arranged last Friday (March 1) morning, will include other interested parties, according to Dick Streeter of CBS/Broadcast Group currently SMPTE's engineering vice president. "We will examine how to proceed and achieve a standard, if possible," he said. "A lot of positive things can come out of this." Topics under consideration were not made public, but likely subject will be whether to lower user benchmark requiring third generation quarter-inch to match quality of first generation three-quarter-inch U-matic, current newsgathering format standard.

**ESPN's coverage** of highly publicized **St. John's-Georgetown basketball game** last Wednesday (which Georgetown won by score of 85-69) averaged 8.0 rating and 12 share in its universe of 35.7 million basic cable subscribers. A.C. Nielsen confirmed last week that **game delivered biggest audience, 2.9 million, for any cable-originated network program to date**. Contest broke ratings record on network set in March of 1983 when St. John's played Georgia in NCAA regional semi-final basketball match, which drew 7.3 rating.

**Cable News Network has asked Supreme Court to review decision barring cable network from electronic coverage of Westmoreland CBS trial**. According to CNN, trial judge had found that coverage wouldn't have interfered, and might have even enhanced conduct of trial. But judge, according to CNN, felt compelled to deny permission for coverage because of 1968 ethics rule for federal judges. CNN argued that was violation of First Amendment rights of public and media, but Court of Appeals in New York upheld trial judge's decision. According to CNN attorney, cable network believes important trials should be open for coverage as long as that coverage doesn't interfere with conduct of trial.

**Seagram Co.**, major hard-liquor distiller based in New York, hopes to launch **\$10-million television advertising campaign** in spring aimed at getting message to viewers that potency of typical mixed drink, with one-and-quarter ounces of 80-proof liquor, contains more alcohol than 12-ounce can of beer or five-ounce glass of wine. Liquor industry has self-imposed ban on advertising of distilled spirits per se, which Seagram defines as "product advertising." Company doesn't believe its proposed campaign, described as **"consumer education campaign,"** falls within ban. Seagram said last week Warwick Advertising in New York has been given assignment to develop campaign. Meanwhile, **Seagram officials met with ABC and NBC executives** last week about proposal, but neither network would comment on specifics. ABC spokesman said no decision had been made on whether such campaign would be accepted. CBS spokesman said meeting had not been scheduled with Seagram officials as of last Friday, although one rumor had last week that "CBS told them not to come" because proposal simply would not be accepted. All three networks have ban against advertising liquor products. Some last week were questioning timing of Seagram's proposal, in light of all hoopla concerning beer and wine advertising. But source at liquor company said executives there felt campaign proposal was "long overdue."

Citing First Amendment, **federal circuit court in Los Angeles** last week ruled that **municipality cannot limit "by means of an auction process" number of cable systems that may serve its residents** to one as long as "utility facilities" and public rights-of-ways are "physically capable of accommodating" construction of others. Ruling stemmed from 1983 lawsuit in which **Preferred Communications** charged city of Los Angeles violated, among other things, its First Amendment rights by refusing to allow it to build and operate cable system in section of city without going through competitive franchise process or "auction process," as court calls it. Federal district court dismissed suit and Preferred appealed to ninth circuit, which heard oral arguments last December. Court's ruling also discussed Cable Communications Policy Act, national cable regulatory bill that went into effect last December. "To the extent that... [the law] authorizes the government to protect its interests in regulating disruption of public resources through a system of permits or franchises... it passes muster... here. But we cannot

**Savannah switch.** After 29 months as an ABC affiliate, former NBC affiliate WSAV-TV Savannah, Ga., will rejoin NBC Television Network. Switch puts NBC back on VHF channel 3 in Savannah market, 107th ADI. Since September 1982, NBC has been broadcast over UHF affiliate WJCL-TV (channel 22), which used to be ABC affiliate. WJCL executive vice president and general manager, Fred Pierce, said he hopes to reaffiliate with ABC within six months. According to NBC, move from UHF to VHF outlet in Savannah market will give network reach of 3,000 additional households, or 20% increase in market coverage.

agree with the suggestion in the legislative history that the provision 'grants to the franchising authority the discretion to determine the number of cable operators to be authorized to provide service in a particular geographic area.' A construction of such breadth would be invalid." "This could be a real biggie," said Steve Effros, executive director of Community Antenna Television Association. "The cities were restricted from interfering with a cable operators rights [by the cable law]. It appears the courts are protecting those rights even further."

**ABC World News Tonight anchor Peter Jennings apologized on air** Feb. 22 for **George Will commentary** of Jan. 30. In arguing for nomination of Edwin Meese to be attorney general, Will said Common Cause, public interest lobby, had run ads in newspapers that so distorted Meese's record that had they been grocery ads, they would have been thrown out of paper. "In fact, the Common Cause ad set forth excerpts from various newspaper editorials around the country expressing opposition to Meese's nomination, and we regret the error," Jennings said. Common Cause complained in Feb. 4 letter to Roone Arledge, ABC News and Sports president, requesting time to respond. In follow-up letter of Feb. 12, attorney for Common Cause alleged that Will's statements constituted personal attack, and demanded reasonable opportunity to respond.

**ABC announced that selling price for 30-second advertising spots for 1985 World Series will be \$250,000**, not \$290,000, as estimated in "Baseball" report on page 48. *Monday Night Baseball* 30's are priced at \$77,000 for second quarter and \$70,000 for third. Chevrolet and Anheuser-Busch have renewed as advertisers on ABC's baseball telecasts.

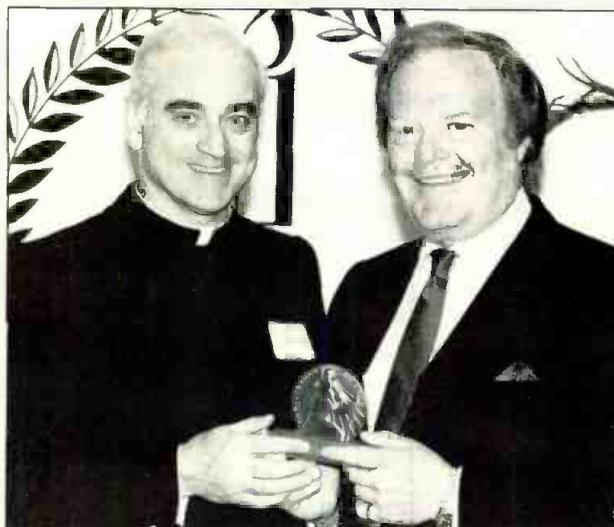
Board of **National Cable Television Association**, meeting in Key Biscayne, Fla., last week, further **defined legislative goals for reform of copyright law, expanded number of seats on board and elected new officers.** According to NCTA President Jim Mooney, "simple fairness requires some modifications to the copyright law." He said board voted to push for legislation that would, among other things, require the Copyright Royalty Tribunal, which NCTA says now has bias toward copyright holders, to take into account in rate adjustment proceeding impact of rulings on cable subscribers, provide "equity" in number of distant signals cable systems in different markets may carry without having to pay 3.75% copyright fee, and insure that fees are based only on revenue generated by distant signals. Board also voted to expand board from 30 to 39 seats and to guarantee association's 10 largest dues payers (10 largest MSO's as ranked by subscribership, in other words) seats. "The guys who are paying the lion's share of the dues need to be guaranteed some kind of representation," said Mooney. At same time, he said, action makes room for midsized companies that had tough time winning seats against "big guys." There were no surprises in election of officers. **Ed Allen**, president, Western Communications, was re-elected to second term as chairman. **William B. Strange**, vice president, corporate development, Sammons Communications Inc., was elected vice president (and, by custom, chairman of 1986 NCTA convention in Dallas). And **John W. Goddard**, president, Viacom Cablevision, and **James S. Cownie**, president, telecommunications group, Heritage Communications Inc., were elected secretary and treasurer, respectively, permitting them to swap offices they now hold. Officers terms begin during 1985 NCTA convention (June 3-5 in Las Vegas) and end during 1986 convention.

**Cox Cable** announced last week it was **dropping Playboy Channel from its system serving Virginia Beach, Norfolk and Portsmouth**, all Virginia, effective last Friday (March 1). Announcement came in wake of Virginia Beach grand jury's seven-count indictment of system for violating state's anti-obscenity laws by cablecasting seven Playboy Channel movies ("In Brief," Feb. 11). Cox spokesman said decision to drop service was made by "local management" which wanted to avoid prolonged legal battle that would distract it from day-to-day operation of system. Will fact that Cox chose not to defend carriage of Playboy Channel in Virginia Beach open it to similar attacks in other markets? "I guess potentially," said spokesman. "We don't anticipate problems anywhere else."

In speech before Conservative Political Action Caucus in Washington last Friday (March 1), **Senator Jesse Helms (R-N.C.) blasted press** as "elitist. . . They talk about the Soviet threat, but the real threat is on our TV screens and on the front pages" of newspapers. Helms is spirit behind group that hopes to change policies and editorial decisions at CBS News by coordinating massive CBS Inc. stock purchase by conservatives around country. CBS News President Ed Joyce, reacting to Helms's comments last week, said, "Senator Helms appears to believe he alone possesses a sure litmus test for bias or patriotism. Americans have listened before to these attacks on the press. I am confident that they will again recognize a transparent attempt to control the nation's information flow."

**House Copyright Committee** completed **reorganization** last week. Members are Chairman Robert Kastenmeier (D-Wis.); Jack Brooks (D-Tex.); Romano Mazzoli (D-Ky.); Mike Synar (D-Okla.); Pat Schroeder (D-Colo.); Dan Glickman (D-Kan.); Bruce Morrison (D-Conn.); Howard Berman (D-Calif.); Rick Boucher (D-Va.); Carlos Moorhead (R-Calif.); Henry Hyde (R-Ill.); Michael DeWine (R-Ohio); Thomas Kindness (R-Ohio); Howard Coble (R-N.C.), and Patrick Swindall (R-Ga.).

**Mel Harris**, president of network television and video distribution, **Paramount Television Group**, Paramount Pictures Corp., was named president of Los Angeles-based unit, succeeding Richard Frank, who resigned last Wednesday.



**Arledge honored.** The Rev. John Catoir (l), director of the *Christophers*, presents ABC News and Sports President Roone Arledge with a special Christopher award at ceremonies at New York's Time-Life Building last Thursday, Feb. 28. Arledge was cited for "his creative and innovative uses of television journalism which have brought the people of our world together in moments of tragedy and triumph for over a quarter of a century."

# Editorials

## Perils of privacy

The FCC's new emphasis on voting on as many items as possible by "circulation"—without taking a public vote at an open meeting—strikes this page as an invitation to administrative mischief.

Granted, under FCC procedures any commissioner may insist that an item be discussed and voted on publicly. And routine items may not warrant the visibility of an open meeting.

But the commission's definition of a routine item and the public's may diverge. Moreover, there will be a temptation to downplay items that are anything but routine but may be embarrassing to one or more of the commissioners.

The decision to leave the docket open in the TV stereo must-carry proceeding, adopted by circulation, comes to mind. It provoked prolonged and bitter debate—which continued after the commission's order was released—between the broadcast and cable industries and among the commissioners themselves (BROADCASTING, Feb. 18).

Yet another item recently voted on by circulation proposes to delete the commission's rule that blocks the authorization of new or expanded AM operations that don't deliver service to unserved or underserved areas, with exceptions for minorities and public broadcasters. Commissioner Henry Rivera dissented to that proposal. But Rivera told BROADCASTING last week that he hadn't insisted upon public discussion because he thought it would have led only to an exchange of "unpleasantries," and he felt he could have talked "until I was blue in the face" without effect upon his fellow commissioners.

Jerald Fritz, FCC Chairman Mark Fowler's chief of staff, says that *any* item before the commission can be considered routine. He also says that under the Government in the Sunshine Act, the commission never has to discuss or vote on an item publicly. But if the commission, as a matter of course, continues conducting the public's business in private, it will certainly be dimming the spirit of the sunshine act, even if it does not violate the letter of the law.

## Local option

A few weeks ago, it had begun to look as though the campaign against beer and wine advertising on radio and television were running out of steam. That appearance may have been deceiving. It became evident last week that the National PTA has adopted the campaign as a holy mission, the kind that, as happy fallout, could recruit membership.

Eddie Fritts, president of the National Association of Broadcasters, went before the National PTA in Washington last week to plead for reason. Christians had a better time of it pleading with Roman lions.

"Either shut off your broadcasting, or we must dispute it," shouted a woman in the audience. That was about the friendliest comment Fritts heard.

The applause was reserved for Michael Jacobson, Fritts's opponent in a debate. Jacobson heads what he calls the Center for Science in the Public Interest and finds no inconsistency in stating that proof of a connection between advertising and alcohol abuse is unnecessary to justify a prohibition of advertising. With decent respect for the language, Jacobson would retile his act the Center for Defiance of Science Against the Public Interest, but why go on? Jacobson also speaks for SMART (for Stop Marketing Alcohol on Radio and Television), an alleged coalition of 20 groups and, forgotten since the announcement of its formation, Nicholas

Johnson, the flower child of a former FCC, who has not been mentioned by SMART since. Johnson may have dropped out of this crusade as he dropped out of conventional society when Haight-Ashbury was the Mecca of Berkeley adolescents and some of Johnson's peers.

What Eddie Fritts wanted to tell the National PTA if it had listened was that, yes, teen-age drinking is troublesome and drunk driving worse. Among teen-agers there are other and possibly more vexatious problems in the use of marijuana, PCP, heroin and, for the better fixed or criminally more resourceful, cocaine. Not one of those problems would be affected if all advertising for beer and wine were taken from the airways.

The president of the American Bar Association who also heads an ABA commission that will recommend ways to curb drug abuse is quoted on page 88 of this issue with words worth remembering: The ABA, he said, will stay out of the debate over beer and wine advertising for a good reason: "We're tired of greedy adults making money by selling drugs to our kids, and I think that if we permit ourselves to be drawn into this whole debate over alcohol and the effectiveness of advertising in selling beer and wine, we will delay action on this very serious and tragic problem... and we will be playing right into the hands of the dope traffickers, because that is what they would want us to do."

Local PTA's might keep that observation in mind while figuring out ways to do something useful about drug abuse where they can count—at home.

*A first. FCC sources are saying, quite correctly, that the agency has no precedent to follow in considering the station transfers that would be involved if Ted Turner were to succeed in the hostile takeover of a major network.*

*In the summer of 1968, when the late Howard Hughes made a tender offer for enough ABC stock to give him control, the FCC informally ruled that a public hearing on the transfers would be necessary. The formality of designing a procedure—whether the ABC shares passing from former investors to Hughes would be placed in trust or handled otherwise while the FCC deliberated—was never reached. Hughes called off the acquisition at the moment of triumph with explanations nobody believed. The common assumption was that Hughes, already a recluse, would not appear in public.*

*That sets utterly no precedent in Ted Turner's case.*



Drawn for BROADCASTING by Jack Schmidt  
 "... And the visitors' tops have a touch of fuscina blended into turquoise, with amber and magenta trim."

# Is falling behind schedule your “Overnightmare”?



It happens almost every day. Deadlines are hanging over your head. And you're depending on the overnight delivery service. But will they get your important parcel there on time? Will they get it there at all? How can you be sure?

Why let overnight delivery keep you up in the air? Just call American Airlines Priority Parcel Service, and we'll deliver your parcel door to door, *in hours!* To get your package on American's next flight, or any flight you specify, just call (800) 638-7320. In Maryland, call (301) 269-5503.

So, when overnight is not soon enough, give us a call. And don't worry. At American, we wouldn't dream of letting you down.

**American Airlines Priority Parcel Service**  
**We deliver in hours.**

# When a Grand Rapids organization needed money to provide summer work for young adults...



Trying to find employment for out-of-work youths is a tough job. But the Greater Grand Rapids Fund (GGRF) youth work program had an easier time of it when WJFM Radio, the Amway Grand Plaza Hotel and local artist Paul Collins got involved.

WJFM, the hotel, and the artist cosponsored a unique party that publicized the efforts of the GGRF and raised over \$6,000 for the GGRF youth work program.

WJFM Radio provided free publicity and tickets for the posh party at the Amway Grand Plaza Hotel. At the event, more than 600 guests had an opportunity to acquire a limited-edition Paul Collins lithoprint for a low price. All proceeds went to the program.

"This has been by far the best public fund-raising event we've ever had for the program," said a GGRF spokesman.

Helping area youths find summer job opportunities is all part of the Fetzer tradition of total community involvement.

**... WJFM Radio helped get the job done.**



## *The Fetzer Stations*

<b>WKZO</b> Kalamazoo, Michigan	<b>WKZO-TV</b> Kalamazoo- Grand Rapids	<b>KOLN-TV</b> Lincoln, Nebraska	<b>KGIN-TV</b> Grand Island, Nebraska
<b>WJFM</b> Grand Rapids, Michigan	<b>WKJF</b> Cadillac, Michigan	<b>WKJF-FM</b> Cadillac, Michigan	<b>KMEG-TV</b> Sioux City, Iowa